International Journal of Multicultural and Multireligious Understanding

http://ijmmu.com
editor@ijmmu.com
ISSN 2364-5369
Volume 6, Issue 1
February, 2019
Pages: 159-172

Effect of Entrepreneurial Orientation, Interest, and Training on The Success of Start-Up Business in the "OK OCE" Program in Cipayung District of East Jakarta Administrative City

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http://dx.doi.org/10.18415/ijmmu.v6i1.520

Abstract

This research reviewed the success factors of start-up business. The research objective was to find out the correlation between entrepreneurial orientation, entrepreneurial interest, and entrepreneurial training on the success of start-up business in Cipayung District of East Jakarta Administrative City. This research approach applied quantitative research paradigm that used survey method. The data collection used questionnaire as the main instrument. The research population was "OK OCE" entrepreneur training participants from 8 (eight) batches. The sampling technique used a saturated sample (total sampling) which took 235 people as the research samples by using PLS-3 SEM analysis. The results of hypothesis test calculation of path coefficient found that the effect of entrepreneurial orientation (X_1) on the success of start-up business is not significant based on original sample = -0.172 and p-value = 0.005. The effect of entrepreneurial interest (X_2) on the success of start-up business is significant based on original sample = 0.291 and p-value = 0.005. The effect of entrepreneurial training (X_3) on the success of start-up business is significant based on original sample = 0.475 and p-value = 0.005. In conclusion, the success of start-up business is affected by entrepreneurial interest and training in supporting entrepreneurial growth.

Keywords: Orientation; Interest; Training; Entrepreneurship; Start-Up Business

Introduction

The vision and mission of the governor and deputy governor of Special Capital Region of Jakarta (DKI Jakarta) Province, as outlined in the Regional Medium-Term Development Plan (RPJMD) for 2017-2022 include: improving general welfare by providing employment, stability and affordability of basic needs, increasing social justice, accelerating infrastructure development, ease investment and business and improvement of spatial management.

Broadly speaking, the vision and mission are intended to increase employment opportunities, increase creative and productive entrepreneurship, realize affordable, adequate, quality and sustainable food security, encourage the creation of welfare and socio-economic justice of the community, accelerate the development of infrastructure that is reliable, modern and integrated and able to solve urban problems, increase investment in DKI Jakarta Province and realize integrated and sustainable urban spatial planning.

The unemployment rate in DKI Jakarta is still high. Data from BPS in quarter I-2018 explained that the Open Unemployment Rate (TPT) in February 2018 was 5.34 percent. The number of the labor force decreased by 0.60 percent compared to the situation in February 2017. The decrease in the number of labor force occurred in the male labor force which reduced by 1.01 percent, while the female labor force increased by 0.03 percent. The number of people working also decreased from 5,169 thousand in February 2017 to 5,139 thousand in February 2018, or a decrease of 0.58 percent. The decrease occurred in the male population of 1.76 percent, while in the female population there was an increase of 1.20 percent.

Regarding to this problem, the regional government certainly has a work program that is serious in reducing unemployment and seeks to increase economic growth, especially for the lower middle-class people in Jakarta through increasing productive and creative entrepreneurship. It must be in accordance with the jargon of the leadership of the governor and deputy governor Anies-Sandi who want Jakarta City to be advance and Jakarta people to be happy; as stated in the RPJMD of the DKI Jakarta Provincial Government for 2017-2022.

Regarding to its development since it was launching in December 2017 to the present, 36,000 people have registered this "OK OCE" program (source: https://okoce.me website). It was seen that the public interest in joining the program received a very positive response. The expectation is that citizens can have new businesses or increase existing businesses to improve their economy.

The interest in entrepreneurship according to Yanto in Christers (Wulandari., 2013) is the ability to take courage in fulfilling life's needs, advancing business or creating new businesses using strengths within themselves. Fuadi (Putra., 2012) explained that the interest in entrepreneurship is the desire, interest, and willingness to work hard or be strong-willed to strive to fulfill their needs without fear of the risks that will occur, and are willing to learn from failure.

Subandono (2007) stated that entrepreneurial interest is the tendency of the subject's heart to be interested in creating a business which then organizes, regulates, carries risks and develops the business it creates. Entrepreneurial interest comes from within a person to create a business field.

Jill Brokes in his book "Training and Development Competence" defined training by quoting Manpower Service Commission (1981), as a planned process for modifying attitudes, knowledge, behavioral skills through learning experience to achieve effective performance in an activity. Meanwhile, according to Panggabean (2004), training is a method used to provide or improve the skills needed when carrying out work in the present.

An entrepreneur must have the ability to be creative and innovative in finding and creating various ideas. They are good at managing time, choosing materials or goods to sell. They are good at processing, packaging, and creating products that can be accepted by the community. They are good at reading the desires, needs, and tastes of their consumers (Kasmir., 2006). Sutrisno (2011) stated that the development of Small and Medium Industries (IKM) is essentially a shared responsibility between the government and the society. In addition to getting attention from the government in the form of training and assistance with production equipment, the IKM also formed a network of institutional collaboration with capital providers such as Banks that provide credit to IKM to help develop the business.

Research Problems

Based on the background of the research that have been discussed earlier, the research problems can be presented as follows:

a. Is there any effect of entrepreneurial orientation on the success of start-up business in Cipayung District of East Jakarta Administrative City?

b. Is there any effect of entrepreneurial interest on the success of start-up business in Cipayung District of East Jakarta Administrative City?

c. Is there any effect of "OK OCE" entrepreneurial training on the success of start-up business in Cipayung District of East Jakarta Administrative City?

Research Objectives

Based on the above problems, the objectives of this research are:

a. To find out the effect of entrepreneurial orientation on the success of start-up business.

b. To find out the effect of entrepreneurial interest on the success of start-up business.

c. To find out the effect of "OK OCE" entrepreneurial training on the success of start-up business.

Conceptual Framework

The conceptual framework is a thinking roadmap for researchers to conduct research (Maksum., 2012). In writing a thesis, the researcher must arrive at a conceptual framework to describe the flow of thought that examines the effect between the variables that are framed in a logical structure. The thinking framework is a conceptual model of how theory relates to various factors that have been identified as important problems (Sugiyono., 2013).

The conceptual framework in this research includes entrepreneurial orientation, entrepreneurial interest, entrepreneurial training, and successful start-up business. It is aimed at finding out whether there is an effect of entrepreneurial orientation on the success of business start-up, an effect of entrepreneurial interest on the success of start-up business, an effect of "OK OCE" entrepreneurial training on the success of start-up business and the effect of entrepreneurial orientation, interest, and "OK OCE" training simultaneously on the success of start-up business. The conceptual model of this research can be seen in the Figure 1.

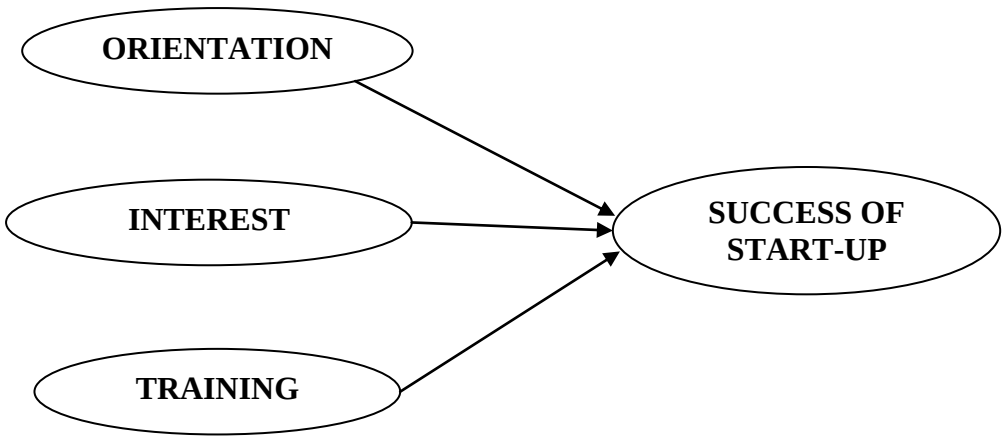

Fig. 1 Conceptual framework

Hypothesis

The formulating research hypothesis is the third step in a research after the researchers put forward the theoretical and conceptual framework. The hypothesis is a temporary answer to the research problem. Therefore, the formulation of research problems is usually arranged in the form of questions. It is considered as temporary because the answer is based on relevant theory and has not been based on empirical facts that are obtained through data collection (Sugiyono., 2009).

The hypothesis used here is associative hypothesis because this research aims to determine the effect and correlation between two or more variables. The type of data used is quantitative data, which is a series of survey or measurement data expressed in the form of numbers. Based on the formulation of the research problems and the theoretical framework, the hypotheses proposed in this research are as follows:

a. H_1: There is an effect of entrepreneurial orientation on the success of start-up business in Cipayung District of East Jakarta Administrative City.

b. H_2: There is an effect of entrepreneurial interest on the success of start-up business in Cipayung District of East Jakarta Administrative City.

c. H_3: There is an effect of "OK OCE" entrepreneurial training program on the success of start-up business in Cipayung District of East Jakarta Administrative City.

Methodology
Research Approach

This research is a quantitative research that uses an associative descriptive research approach. The purpose of descriptive research is to describe the research object or the research findings. On the other hand, the objective of associative research is to find out the correlation between two variables or more (Sugiyono., 2014). Descriptive research is conducted with the aim of making an overview or a description of a situation objectively (Notoatmodjo., 2010). Quantitative method is based on numerical information or quantities and are usually associated in statistical analyzes (Stokes., 2006). According to Kasiram (2008), quantitative method is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what the researcher wants to know. This research applied survey method which data collection used questionnaire as the main instrument.

Data Source

The primary data source for this research was obtained directly from the questionnaires that were filled out by the respondents; i.e. the "OK OCE" training participants in Cipayung District of East Jakarta Administrative City. Questionnaire data were obtained at the time of the research conducted at the "OK OCE" stage 2 of batches 1 to 8 in July 2018. Meanwhile, the secondary data were obtained from various kinds of documents by studying reference books, journals and documents that are required for writing the thesis.

Population and Samples

Population is a generalization area consisting of objects/ subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono (2010).

The population in this research was the participants of OK OCE program in Cipayung District of East Jakarta Administrative City. Samples are a part of the number and characteristics possessed by the population that is quite large and researchers are not likely to learn all that exists in the population, for example due to limited funds, labor and time. Therefore, researchers can use samples taken from that population (Sugiyono., 2010). The research sampling used saturated sample or total sampling, which resulted 235 respondents of OK OCE trainees.

Table 1 Schedule of OK OCE Entrepreneurial training

Implementation date	Batch	Number of Participants
03 July 2018	IV	30
05 July 2018	V	21
10 July 2018	VI	57
12 July 2018	VII	27
17 July 2018	VIII	20
19 July 2018	I	21
24 July 2018	II	25
30 July 2018	III	34
Total		235

Data from the implementing unit for Micro, Small and Medium Enterprises in Cipayung District which has been processed by the authors (2018)

Research Instrument

The data collection method that will be used in this research is structured interviews using a personal questionnaire. Questionnaire is a technique of data collection conducted by giving a set of questions or written statements for the respondents to answer (Sugiyono., 2014). The statement presented in the questionnaire is a closed statement. Closed statements are made using an interval scale. The interval scale used in this study is the Likert scale which is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono., 2004). All data contained in the questionnaire firstly went through validity and reliability testing using Statistical Package Social Sciences (SPSS). It is a test with a measuring device that meets the validation and reliability requirements at the level of accuracy which aims to facilitate the calculation of the data. Moreover, it has a very high level of accuracy in producing conclusions that can be accounted for.

Data Analysis Method

According to Sugiyono (2014), what is meant by data analysis is as follows: "data analysis is a process of searching for and compiling data systematically obtained from interviews, field notes, and documentation by organizing data into categories, describing it into units, synthesizing, arranging into patterns, choosing names that are important and which will be learned, and making conclusions that will be easily understood by oneself and others.

The data analysis method used Structural Equation Modeling-Partial Least Square (SEM-PLS) using Smart PLS software version 3. Structural Equation Modeling is an evolution of multiple equation models developed from the principle of econometry and combined with regulatory principles of psychology and sociology (Ghozali., 2008) The PLS calculation phase uses 2 models consisting of Measurement Model (Outer Model) and Structural Model (Inner Model).

Measurement Evaluation (Outer Model)

Validity Test

Outer model is the correlation between an indicator and its construct. The initial evaluation or testing of model measurements is reflective with convergent validity. Convergent validity evaluation sees item reliability (validity indicator) which is indicated by the value of loading factor. Items with a loading factor value of < 0.5 will be omitted in the model. However, if it has a value of loading factor > 0.5 then the validity is good. For the initial research phase of the development of the scale of measurement the loading values of 0.5 to 0.6 are considered sufficient. Significant test of loading factor can be carried out by t-statistic or p-value. If the value of t-statistic > 1.96 and p-value < 0.05, the value of validity is significant.

Reliability Test

According to Noor (2012), "Reliability is a term that shows the extent to which a measuring device can be trusted or reliable". Reliability testing is applied on the outer model as follows:

Composite Reliability > 0.7 has high reliability. Cronbach Alpha is the level of consistency of respondents' answers in one latent variable. All constructs are expected to have a value of > 0.7 Average Variance Extracted (AVE). AVE is used to measure the amount of variance that can be captured by the construct compared to the variance caused by measurement errors. The AVE value must be > 0.5.

Structural Models (Inner Model)

The inner model analysis is carried out to ensure that the structural model is robust and accurate. Evaluation of the structural model (inner model) can be seen from several indicators including:

Determination Coefficient (R2)

According to Ghozali (2012), determination coefficient (R2) is a tool that measures how far the model's ability to explain variations in the dependent variable. The value of determination coefficient is between zero or one. A small R2 value means that the ability of independent variables to explain variations in the dependent variable is very limited. Conversely, if the value approaches 1 means that the independent variables provide almost all the information needed to see the dependent variables.

Hypothesis Testing

This test includes the significant value of each path coefficient which states there is (significant) or there is not (not significant) effect between the constructs. Structural model testing is used to test hypotheses between research variables that can be seen from the p-value and t-statistic. If the value of t-statistic is > 1.96 or if the p-value < 0.05 then it has a significant effect

Findings
Data Analysis

The data analysis method uses Structural Equation Modeling-Partial Least Square (SEM-PLS) with the help of Smart PLS software version 3. The PLS calculation phase uses 2 models, i.e. the Measurement Model (Outer Model) and the Structural Model (Inner Model). Based on the operational variable of this research, the research model was formed using PLS-Algorithm to test the feasibility of the model. Testing the feasibility of the model using the outer model (measurement model) is aimed to know correlation between the indicator and the construct of the loading factor. Model validity testing is conducted by using p-values while in reliability testing is conducted using the value of Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE).

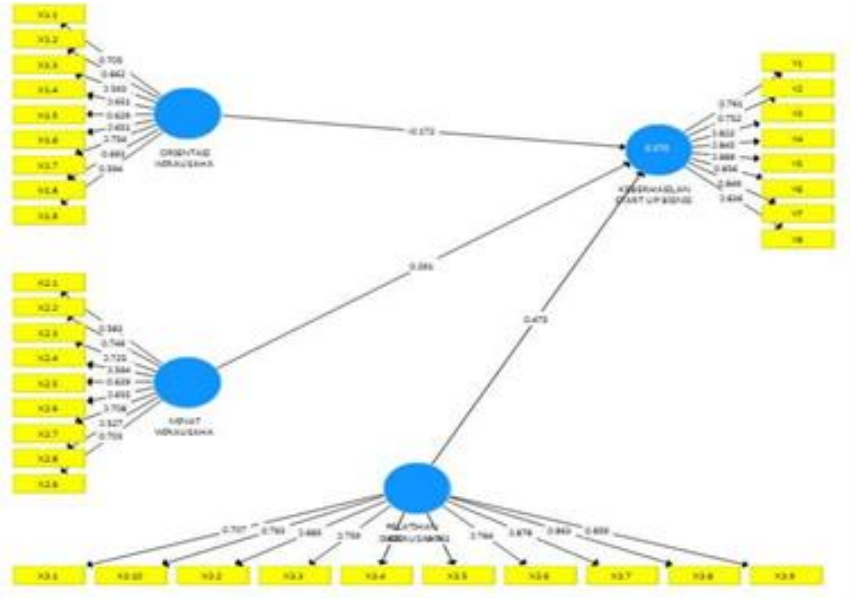

Fig. 2 The Outer Model testing

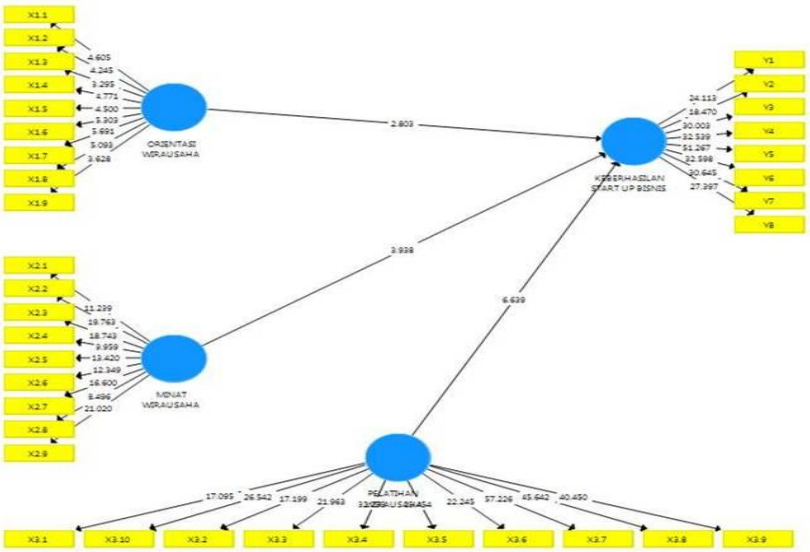

Fig. 3 PLS-Algorithm

Measurement Model (Outer Model)

Validity Test

An indicator is declared valid if it has an outer loading > 0.5. The outer loading value is a correlation between the indicator and the construct. The higher the correlation, the higher and better the level of validity. It can be seen in Table 2.

Table 2 Outer loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1.1 <- ENTREPRENEURIAL ORIENTATION	0,705	0,666	0,153	4,605	0,000
X1.2 <- ENTREPRENEURIAL ORIENTATION	0,662	0,628	0,156	4,245	0,000
X1.3 <- ENTREPRENEURIAL ORIENTATION	0,593	0,560	0,180	3,295	0,001
X1.4 <- ENTREPRENEURIAL ORIENTATION	0,651	0,610	0,136	4,771	0,000
X1.5 <- ENTREPRENEURIAL ORIENTATION	0,629	0,583	0,140	4,500	0,000
X1.6 <- ENTREPRENEURIAL ORIENTATION	0,651	0,620	0,123	5,303	0,000
X1.7 <- ENTREPRENEURIAL ORIENTATION	0,754	0,703	0,133	5,691	0,000
X1.8 <- ENTREPRENEURIAL ORIENTATION	0,693	0,647	0,136	5,093	0,000
X1.9 <- ENTREPRENEURIAL ORIENTATION	0,594	0,573	0,164	3,628	0,000
X2.1 <- ENTREPRENEURIAL INTEREST	0,583	0,578	0,052	11,239	0,000
X2.2 <- ENTREPRENEURIAL INTEREST	0,746	0,742	0,038	19,763	0,000
X2.3 <- ENTREPRENEURIAL INTEREST	0,725	0,724	0,039	18,743	0,000
X2.4 <- ENTREPRENEURIAL INTEREST	0,594	0,587	0,060	9,959	0,000
X2.5 <- ENTREPRENEURIAL INTEREST	0,639	0,634	0,048	13,420	0,000
X2.6 <- ENTREPRENEURIAL INTEREST	0,655	0,652	0,053	12,349	0,000
X2.7 <- ENTREPRENEURIAL INTEREST	0,708	0,706	0,043	16,600	0,000
X2.8 <- ENTREPRENEURIAL INTEREST	0,527	0,525	0,062	8,496	0,000
X2.9 <- ENTREPRENEURIAL INTEREST	0,703	0,700	0,033	21,020	0,000
X3.1 <- ENTREPRENEURIAL TRAINING	0,707	0,707	0,041	17,095	0,000
X3.10 <- ENTREPRENEURIAL TRAINING	0,793	0,791	0,030	26,542	0,000
X3.2 <- ENTREPRENEURIAL TRAINING	0,685	0,683	0,040	17,199	0,000
X3.3 <- ENTREPRENEURIAL TRAINING	0,759	0,758	0,035	21,963	0,000
X3.4 <- ENTREPRENEURIAL TRAINING	0,822	0,822	0,026	32,233	0,000
X3.5 <- ENTREPRENEURIAL TRAINING	0,761	0,761	0,032	23,454	0,000
X3.6 <- ENTREPRENEURIAL TRAINING	0,764	0,761	0,034	22,245	0,000
X3.7 <- ENTREPRENEURIAL TRAINING	0,878	0,878	0,015	57,226	0,000
X3.8 <- ENTREPRENEURIAL TRAINING	0,863	0,862	0,019	45,642	0,000
X3.9 <- ENTREPRENEURIAL TRAINING	0,859	0,857	0,021	40,450	0,000
Y1 <- SUCCESS OF START-UP BUSINESS	0,761	0,765	0,032	24,113	0,000
Y2 <- SUCCESS OF START-UP BUSINESS	0,752	0,750	0,041	18,470	0,000
Y3 <- SUCCESS OF START-UP BUSINESS	0,822	0,823	0,027	30,003	0,000
Y4 <- SUCCESS OF START-UP BUSINESS	0,845	0,845	0,026	32,539	0,000
Y5 <- SUCCESS OF START-UP BUSINESS	0,888	0,888	0,017	51,267	0,000
Y6 <- SUCCESS OF START-UP BUSINESS	0,856	0,853	0,026	32,598	0,000
Y7 <- SUCCESS OF START-UP BUSINESS	0,849	0,848	0,028	30,645	0,000
Y8 <- SUCCESS OF START-UP BUSINESS	0,836	0,834	0,031	27,397	0,000

In Table 2, based on statistical test, the value of each indicator is > 1.96 (p-value <0.05) so that the indicators are valid. The t-statistical values of the entrepreneurial orientation variables are 4.605, 4.245, 3.295, 4.771, 4.500, 5.303, 5.691, 5.093 and 3.628, respectively. The value of outer loading of

each indicator is> 0.5 so that all indicators can form entrepreneurial variables. The original sample values of each indicator are 0.705, 0.662, 0.593, 0.651, 0.629, 0.651, 0.754, 0.693 and 0.594.

In Table 2, based on statistical test, the value of each indicator is > 1.96 (p-value <0.05) so that the indicators are valid. The t-statistic values of the entrepreneurial interest variables are 11.239, 19.763, 18.743, 9.959, 13.420, 12.349, 16.600, 8.496, and 21.020 respectively. The value of outer loading of each indicator is > 0.5 so that all indicators can form variables of entrepreneurial interest. The original sample values of each indicator are 0.583, 0.746, 0.725, 0.594, 0.639, 0.655, 0.708, 0.527 and 0.703.

In Table 2, based on statistical tests the value of each indicator is > 1.96 (p-value <0.05) so that the indicators are valid. The t-statistical values of the entrepreneurship training variables are 17.095, 26.542, 17.199, 21.963, 32.233, 23.454, 22.245, 57.226, 45.642 and 40.450. The value of outer loading of each indicator is> 0.5 so that all indicators can form an entrepreneurial training variable. The original sample values of each indicator are 0.707, 0.793, 0.685, 0.759, 0.822, 0.761, 0.764, 0.878, 0.863 and 0.859.

In Table 2, based on statistical tests, the value of each indicator is > 1.96 (p-value <0.05) so that the indicators are valid. The t-statistical values of the success of start-up business variable are 24.113, 18.470, 30.003, 32.539, 51.267, 32.598, 30.645 and 27.397, respectively. The original sample values of each indicator are 0.761, 0.752, 0.822, 0.845, 0.888, 0.856, 0.849 and 0.836.

Reliability Test

The next analysis of convergent validity is reliability construct with respect to the Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE) values. It can be seen in the table as follows:

Table 3 Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Success of Start-Up Business	0.934	0.937	0.945	0.684
Entrepreneurial Interest	0.835	0.846	0.871	0.432
Entrepreneurial Orientation	0.843	0.834	0.874	0.437
Entrepreneurial Training	0.933	0.942	0.943	0.627

Source: Processed data using SEM-PLS 3

The Composite Reliability (CR) value for all constructs is > 0.7 which indicates that all constructs in the model are estimated to meet the criteria of discriminant validity. Thus, the Composite Reliability (CR) test results are reliable. Meanwhile, the value of Cronbach's Alpha (CA) for all constructs is > 0.7. Thus, the results of the Cronbach's Alpha (CA) test are reliable. The value of Average Variance Extracted (AVE) for all constructs is > 0.5. Thus, from the results of the testing of Average Variance Extracted (AVE), there are several unreliable variables, i.e. the entrepreneurial interest (0.432)

and entrepreneurial orientation (0.437) variables. Research continues because the results of the Cronbach's Alpha (CA) test are still reliable.

Structural Model (Inner Model)

Hypothesis Testing

Based on hypothesis testing, the test is based on the coefficients values as in Table 4.

Table 4 Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics (|O/STDEV|)	p-values
Entrepreneurial Interest -> Success of Start-Up Business	0.291	0.281	0.074	3.938	0.000
Entrepreneurial Orientation -> Success of Start-Up Business	-0.172	-0.122	0.061	2.803	0.005
Entrepreneurial Training -> Success of Start-Up Business	0.475	0.465	0.071	6.639	0.000

Source: Processed data using SEM-PLS 3

Proof of Hypothesis 1: Entrepreneurial orientation has a negative and significant effect on the success of start-up business

Table 4 shows that the original sample = -0.172, t-statistics = 2.803, and p-value = 0.005. It shows that the effect between entrepreneurial orientation on the success of start-up business is significant. Thus, H_1 in this research is rejected. It means that entrepreneurial orientation has a negative and significant effect on the success of start-up business.

Proof of Hypothesis 2: Entrepreneurial interest has a positive and significant effect on the success of start-up business

Table 4 shows that the original sample = 0.291, t-statistics = 3.938, and p-value = 0.000. It shows that the effect between entrepreneurial interest on the success of start-up business is significant. Thus, H_2 in this research is accepted. It means that entrepreneurial interest can improve the success of start-up business.

Proof of Hypothesis 3: Entrepreneurial training has a positive and significant effect on the success of start-up business

Table 4 shows that the original sample = 0.475, t-statistics = 6.639, and p-value = 0.000. It shows that the effect between entrepreneurial training on the success of start-up business is significant. Thus, H_3 in this research is accepted. It means that entrepreneurial training has can improve the success of start-up business.

Determination Coefficient

Table 5 shows the results of the determination coefficient.

Table 5 R-Square

	R-Square	Adjusted R-Square
Success of Start-Up Business	0.370	0.362

Source: data processed using SEM-PLS 3

Based on the table above, the value of R-Square from the success of start-up business = 0.370. It shows that the influence of entrepreneurial interest, orientation and training on the success of start-up business is 37% while the remaining 63% is affected by other factors.

Discussion

Effect of Entrepreneurial Orientation on the Success of Start-Up Business

The answer to the formulation of the research problem related to the first hypothesis (H_1) can be observed from the results of SEM-PLS 3 analysis. Entrepreneurial orientation variable has a negative and significant effect on the success of start-up business as indicated by the original sample value -0.172, t-statistics 2.803 > t-table 1.96 and p-value = 0.005. So, the hypothesis stating that entrepreneurial orientation has a positive and significant effect on the success of start-up business is not proven or H_1 is rejected. The entrepreneurial orientation factor variable is a reflection of 3 (three) indicators, i.e. innovation ($X_{1.1}$) whose outer loading is 0.705, ($X_{1.2}$) of 0.662, ($X_{1.3}$) of 0.593 and proactive ($X_{1.4}$) of 0.651, ($X_{1.5}$) of 0.629, ($X_{1.6}$) of 0.651, and the courage to take risks ($X_{1.7}$) with an outer loading of 0.754, ($X_{1.8}$) of 0.693 and ($X_{1.9}$) of 0.594. The outer loading value of innovation ($X_{1.1}$) is 0.705, ($X_{1.2}$) of 0.662 and ($X_{1.3}$) of 0.593 indicating that innovation in this research is very high in terms of finding new ideas in entrepreneurship and having many ways in sell products. The value of proactive outer loading ($X_{1.4}$) is 0.651, ($X_{1.5}$) of 0.629, ($X_{1.6}$) of 0.651, showing a proactive attitude from the respondents who were very enthusiastic before starting a business in terms of gathering information, conducting field surveys and collaboration. The outer loading value of courage to take risks ($X_{1.7}$) of 0.754, ($X_{1.8}$) of 0.693 and ($X_{1.9}$) of 0.594 indicates that the courage to take risks from the respondents in this research in terms of managing business, confidence to succeed and facing the competitor is very high.

Based on the above data analysis the hypothesis testing results from the effect of entrepreneurial orientation on the success of start-up business are negative and significant. It means that if the entrepreneurial orientation increases, the success of start-up business decreases, and vice versa if the entrepreneurial orientation decreases, the success of start-up business increases. It may be because the dominant indicator of innovation is "many new ideas that arise in starting a business". Thus, the analysis is that when someone undergoes a certain type of business before success, there is a desire to develop new ideas and try to start another business. That reason causes the effect of entrepreneurial orientation to be negative and significant to the success of start-up business.

Effect of Entrepreneurial Interest on the Success of Start-Up Business

The answer to the research problem formulation relating to the second hypothesis (H_2) can be observed from the analysis results of SEM-PLS 3. Entrepreneurial interest variable has a positive and significant effect on the success of business start-up as indicated by the original sample value 0.291, t-

statistics 3.938 > t -table 1.96, and p-value = 0.000. Thus, the hypothesis stating that entrepreneurial interest has a positive and significant effect on the success of business start-ups is proven or H_2 is accepted.

Entrepreneurial interest variable is a reflection of 3 (three) indicators, i.e. independence ambition ($X_{2.1}$) whose outer loading is 0.583, ($X_{2.2}$) of 0.746, ($X_{2.3}$) of 0.725, ($X_{2.4}$) of 0.594 and self-realization ($X_{2.5}$) with an outer loading value of 0.639, ($X_{2.6}$) of 0.655, ($X_{2.7}$) of 0.708, and a driving factor ($X_{2.8}$) with an outer loading of 0.527, ($X_{2.9}$) of 0.703. The outer loading values of independence ambitions (X2.1) of 0.583 and ($X_{2.2}$) of 0.746, ($X_{2.3}$) of 0.725, and ($X_{2.4}$) of 0.594 show that independence ambitions in this research are affected by a sense of pleasure in having effort, ability to manage time and ability to apply ideas in achieving the success. The outer loading values of self-realization ($X_{2.5}$) of 0.639, ($X_{2.6}$) of 0.655, ($X_{2.7}$) of 0.708 indicate that self-realization is affected by having self-confidence, loving challenges and motivating/ leading others in running a business. The outer loading values of driving factor ($X_{2.8}$) is 0.527 and ($X_{2.9}$) of 0.703 indicate that the driving factor in entrepreneurship is due to the increased economic needs and the reason that entrepreneurship has more income than doing other jobs.

From these research findings, it is concluded that entrepreneurial interest is an important factor that affects the success of start-up business. Interest will lead to feelings of pleasure and confidence when running a business so that they can manage their time in managing their business. Since they can earn more income by entrepreneurship, the goal of successful start-up business can be achieved.

Effect of Entrepreneurial Training on the Success of Start-Up Business

The answer to the research problem formulation relating to the third hypothesis (H_3) can be observed from the analysis results of SEM-PLS 3. Entrepreneurial training variable has a positive and significant effect on the success of business start-up as indicated by the original sample value 0.475, t-statistics 6.639 > t -table 1.96, and p-value = 0.000. Thus, the hypothesis stating that entrepreneurial training has a positive and significant effect on the success of business start-ups is proven or H_3 is accepted.

The entrepreneurial training variable is a reflection of 5 (five) indicators, i.e. trainees ($X_{3.1}$) whose outer loading value is 0.707, ($X_{3.2}$) of 0.685, and trainers ($X_{3.3}$) of 0.759, ($X_{3.4}$) of 0.822 and duration of training ($X_{3.5}$) with an outer loading value of 0.761, ($X_{3.6}$) of 0.764 and training material ($X_{3.7}$) of 0.878, ($X_{3.8}$) of 0.863, and the form of training ($X_{3.9}$) with the outer loading value of 0.859, ($X_{3.10}$) of 0.793. The outer loading values of the trainee ($X_{3.1}$) of 0.707 and ($X_{3.2}$) of 0.685 indicate that training participants really need OK OCE training to develop their businesses. The outer loading values of the trainee ($X_{3.4}$) of 0.759 and ($X_{3.4}$) of 0.822 indicate that the trainer provides motivation and material that is appropriate in running the business. The outer loading values of the length of the training ($X_{3.5}$) of 0.761 and ($X_{3.6}$) of 0.764 show the length of the existing training is able to satisfy curiosity and participants have enough time to discuss and ask questions. The outer loading values of training material ($X_{3.7}$) of 0.878 and ($X_{3.8}$) of 0.863 show that the training material is very interesting to follow and easy to understand. The outer loading value of the training form ($X_{3.9}$) of 0.859 and ($X_{3.10}$) of 0.793 indicates that the form of OK OCE program training is easy to understand and apply in accordance with the latest technological developments.

From these research findings, it can be concluded that entrepreneurship training is an important factor that affects the success of start-up business. With the training, the education process which aims to improve capabilities or acquire special skills for a person or group of people can be realized so that the success of start-up business can be achieved.

Conclusion

Entrepreneurial orientation has a negative and significant effect on the success of start-up business. The research findings found that entrepreneurial orientation has a negative effect on the success of start-up business; when entrepreneurial orientation increases it will decrease the success of start-up business. Conversely, if the entrepreneurial orientation decreases then it affects the increase in the success of start-up business. Entrepreneurial interest has a positive and significant effect on the success of start-up business. Based on the research findings, it was concluded that entrepreneurial interest is very important as a basis for Small and Medium Enterprises in determining the success of start-up business. The higher the entrepreneurial interest, the more likely the start-up business will be successful. Conversely, the decrease in entrepreneurial interest will further decrease the success of start-up business. Entrepreneurial training has a positive and significant effect on the success of start-up business. This research concluded that entrepreneurial training has an important role in determining the success of start-up business. By having quality training, Small and Medium Enterprises actors will get the knowledge and skills to achieve success in managing their business and the success of start-up business will be achieved.

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