

## ENCOURAGING ENTREPRENEURIAL BEHAVIOR AND SPIRIT IN REALIZING ENTREPRENEURIAL INDEPENDENCE

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### ABSTRACT

Attitude and behavior are the unity of a person's character formed by daily habits. An entrepreneur's behavior is influenced by internal and external factors. These factors are: (ownership, public relations), skills/competencies (competencies/skills), and incentives, external factors include the environment, so that attitudes and behaviors can be changed by oneself, and/or there is environmental pressure/influence. Involves influences both inside and outside the environment that develop certain individual attitudes and behaviors. It is necessary to anticipate the difficulties faced by SMEs related to entrepreneurial assessment, business values, and entrepreneurial behavior that can affect the realization of self-reliance efforts. This study analyzes the impact of entrepreneurship and entrepreneurial values on entrepreneurial behavior to create entrepreneurial independence. This entrepreneurial spirit has a direct positive effect on entrepreneurial behavior and an indirect positive effect on entrepreneurial independence.

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### 1. INTRODUCTION

The results of the September 2021 National Socio-Economic Survey (Susenas) of the Central Bureau of Statistics (BPS) show 26.5 million (9.71%) of Indonesia's 272 million people live in poverty[1]. The unemployment rate is in the range of 14.42% of the workforce which is classified as public unemployment. Entrepreneurship is regulated by the Decree of the State Minister for Cooperatives and Small and Medium Enterprises Number: 6/Per/M.KUKM/VIII/2012 is expected to advance and accelerate the empowerment of cooperatives and SMEs and increase their competitiveness[2].

Entrepreneurial behavior shows the ability of entrepreneurs to think ahead and think computationally, looking for alternatives to various alternative problems that are still lacking in solutions[3]. Business actors represented by SMEs already have a positive attitude and good initiative in running and developing their businesses. Entrepreneurial acumen, a spirit of achievement, and an individual attitude toward independence have great potential to sustain entrepreneurial independence[4]. SMEs are still lacking in terms of performance orientation and engagement with others, as evidenced by their lack of motivation to develop new products and their dependence on stakeholders, including the government[5], [6].

Entrepreneurial values are a prerequisite for entrepreneurial activity[7], [8]. These values consist of creativity, risk-taking, innovation, achievement orientation, ambition, and independence[9]. Values in doing business involve an element of deliberation that develops one's personal or social notions and therefore takes precedence over any form of action or the ultimate form of resistance or kindness. Values are very important in guiding the behavior of an organization because they are the basis for understanding attitudes and motivation, and can influence perceptions of behavior in running a business[10], [11]. Entrepreneurship is a creative and innovative skill that serves as the foundation and resource for finding opportunities for success. The creative process can only be carried out by people with creative and innovative personalities, namely people who have an entrepreneurial spirit, attitude, and behavior and who have the following characteristics: The indicators are confident, optimistic, dedicated, disciplined, and responsible. You have initiative, your indicators are energetic, your actions are agile and you are active. There are performance motives and metrics consisting of result orientation and future knowledge. With the spirit of leadership, indicators dare to be different, trustworthy, and tough and dare to take risks with perfect calculations[12].

The problems faced by the Indonesian nation today are very complex not only in the socio-economic field but also in the political and religious fields. This unfavorable environment prolongs the economic crisis and further complicates solving this national problem. In the economic field, while the number of high school and university graduates continues to increase, the number of unemployed is increasing year by year due to a lack of job opportunities. This condition was exacerbated by the layoffs of several companies that went out of business. The real unemployment problem [13] can be solved if the state provides as many jobs as possible. but it seems impossible. It must be implemented immediately, due to many obstacles, both financial and personnel.

Seeing this situation, [14], [15] said that entrepreneurship is not taught, but educated in an informal sense, and "efforts should be made to create new entrepreneurs". Therefore, a solution is needed to how education can develop human beings who have an entrepreneurial spirit. This is usually achieved through an educational model that is emotional not just knowledge. On the other hand, existing universities only produce job seekers, not job creators. Students must have an entrepreneurial spirit because they will become the backbone of the country as the nation's successors in the future [2], [16]. He creates jobs with his skills training so as not to increase the number of unemployed after graduation [17], [18].

Therefore, it is necessary to consider business opportunities in the area as creatively as possible and answer the challenges of starting a business. Do not remain indifferent after applying everywhere because it is difficult to find a job and the result is always zero. By doing that, they forget that you are not only working for a company or civil servant, but one of them is an entrepreneur.

## 2. METHODS

### 2.1 Nature and Concept of Entrepreneurship

Entrepreneurship first appeared in the 18th century, beginning with new inventions such as the steam engine and the spinning wheel. Their main goal is organizational growth and expansion through innovation and creativity. Profit and wealth is not the main goal [19]. Simply put, an entrepreneur is someone who dares to open a business by taking risks on various occasions and is willing to take risks, namely being intellectually independent and fearless. feel burdened. Or, they get scared in dangerous situations [12]. The definition of entrepreneurship, among others [20] defines entrepreneurship as self-employed. Entrepreneurs buy commodities at a certain price today and sell them at an uncertain price in the future [21], [22]. Therefore, this definition emphasizes how risk and uncertainty are. The entrepreneur is the agent who brings together the various means of production and discovers the value of their production. Entrepreneurship is the process of applying creativity and innovation to solve problems and find ways to improve life [23], [24].

Entrepreneurship is the creative and innovative ability to seek opportunities and always be open to any positive feedback and changes that drive companies to continue to grow and create value. [25]. In addition to the need for change and adaptation, one of the drivers of innovation is the gap between what the community wants and what the government, the private sector, and non-governmental organizations (NGOs) say or do [26]. In conclusion, entrepreneurship is seen as a function that involves exploiting emerging opportunities in the market, exploitation is primarily associated with directing and/or combining productive inputs. Entrepreneurs constantly face risks and opportunities that are often associated with creative and innovative actions. Entrepreneurs are those who transform the value of resources, labor, materials, and other factors of production into a greater value than before, and also those who embrace change, innovation, and new paths. The term entrepreneurship then emerged as the equivalent of entrepreneurship, but from the start, some people were not used to the term private, tantamount to being an entrepreneur. The difference is, entrepreneurs, emphasize independence (private) and entrepreneurs emphasize business [2], [16], [27]. The term Entrepreneurship is being used by more and more people these days, especially because of its emphasis on the business side of things. Given the many job challenges that young people face today, more emphasis needs to be placed on entrepreneurship education that leads to survival and independence.

Educators in particular need to understand the subtle differences between the perceptions of entrepreneurs and entrepreneurs so that the direction and objectives of the education provided are not misguided [28], [29]. The education provided is expected to be a person or individual who is more resilient, namely having higher emotional intelligence (EQ) and counseling intelligence (AQ), which can play a role in facing life's challenges and life. Entrepreneurship education is more suitable. On the other hand, entrepreneurship education is more appropriate when the direction and aim of education are to produce more business-savvy or financially-savvy (FQ) individuals. [30]. The term entrepreneurship is

now more commonly used in training because both aspects are equally important. Current perceptions of entrepreneurship include economic and personal, social, and professional dimensions[31].

## 2.2 Action

Human behavior itself is a human activity (Soekidjo, 1993). Operationally, behavior can be interpreted as the reaction of an organism or a person to stimuli from outside objects.[32]. Behavior is defined as the behavioral response of an organism to its environment. New behavior occurs when something is required to evoke a response called a stimulus[10].

Behavior is the action or behavior of an organism that can be observed or studied.[33]. Human behavior is essentially a process of individual interaction with the environment as a biological manifestation of the existence of an organism. Human behavior is an activity caused by stimuli and responses and can be observed directly or indirectly[34]. Behavior is an individual's response, whether conscious or unconscious, to a stimulus or action that is observed and has a certain frequency, duration, and purpose. Behavior is a collection of interacting factors. We often don't realize that these interactions are so complex that we sometimes don't have time to think about why someone would adopt a certain behavior. It is very important to be able to examine the reasons for a person's behavior before changing it.

A study [35] shows that a series of processes take place within a person before he or she adopts a new behavior. Conscientiousness, that is, a person is aware in the sense that he first knows the stimulus (object). 2. Interest, people become interested in stimuli. 3. Evaluation (whether the stimulus is good for you) This means that the attitude of the respondent is even better. 4. Try, people start trying new behaviors. Five. Adopted, the subject acts in a new way according to their knowledge, perception, and attitude towards the stimulus. A behavior becomes habitual or persistent if the acceptance of a new behavior or the adoption of behavior by the process is based on knowledge, awareness, and a positive attitude. Rasulullah SAW is a successful sharia marketer because of his honesty and fairness in carrying out business activities.[36]. This is because it leads to spirituality and the well-being of oneself and family without being dependent on or burdening others. Obtained from their trade", also verse 11 of Surah ann Navah: "And We made the day to earn a living" (Surah ann Navah: 11). The Qur'an itself provides business motivation, as stated in Surah Al Baqarah verses 2 and 275 and Surah Al Jumu'ah verse 10. looking for Mr. (QS. Al Baqarah: 2) "Allah justifies buying and selling and forbids usury." Al Jumu'ah: 10).

In a business context, entrepreneurs open new ventures which lead to the creation of new products and ideas to sustain their services. The characteristics of entrepreneurs (Schermerhorn, 1999) are (1) Emphasis on internal control; (2) high energy levels; (3) High power requirements. (4) Tolerance for ambiguity. (5) Trust. (6) Oriented to action.

According to[16]Entrepreneurs are characterized by: (1) The desire to excel. (2) I want to have a sense of responsibility. (3) prefer moderate risk; (4) recognition of the possibility of success; (5) Suggestions for Feedback. (6) Vigorous activity. (7) future direction; (8) Organizational strength. (9) Attitude towards money.

In general, the stages of entrepreneurship are: (1) Initial stage. The stage where someone who intends to do business prepares all their needs, starting with looking for new business opportunities that can open new companies. Engaged in franchising. Also, choose the type of business you practice, such as agriculture, industry, manufacturing, manufacturing, or services. (2) At this stage of running a business, summarized as the "road stage", entrepreneurs have access to all aspects of their business, including financing, human resources, ownership, organization[37], and leadership, including risk-taking. the aspect of what you do. decision-making, marketing, and practice evaluation; (3) Business Continuity. This a phase in which, based on the results obtained, the entrepreneur analyzes the progress achieved and tracks it according to the given conditions. (4) Enterprise development is a phase where business expansion is taken as an option when the results obtained are considered positive or when growth can be experienced or maintained. In summary, the entrepreneurial process model includes the following phases[38]namely (1) the process of innovation; (2) the Trigger process. (3) implementation process; (4) Growth process.

## 2.3 Research methods

The variables in this study consist of entrepreneurial spirit, entrepreneurial values, entrepreneurial behavior, and entrepreneurial independence. Entrepreneurship indicators are self-confidence, optimism, discipline, commitment, initiative, motivation, leadership, likes challenges, responsibility, and interpersonal relationships. Indicators of entrepreneurial value are creativity, risk-taking, innovation, performance-oriented, ambition, and independence. Indicators of entrepreneurial behavior are the search

for new companies, strategy renewal, work accuracy, and transparency. Being able to fulfill oneself, not giving up easily, having the courage to make decisions, facing competition, and accepting competitive advantage are characteristics of entrepreneurial independence. This study uses questionnaires and in-depth interviews to validate survey indicators[39].

### 3. RESULTS AND DISCUSSION

Entrepreneurship is a strong belief and acceptance of entrepreneurship, a willingness to work hard and maintain relationships between members. In other words, members have a strong desire to maintain a psychological bond with the company. The ability to create entrepreneurship increases entrepreneurship. Entrepreneurship has a positive and significant effect on entrepreneurial behavior[14].

Entrepreneurial knowledge organizations are committed to entrepreneurship to gain independence in managing small businesses. Entrepreneurship can increase the realization of entrepreneurial behavior in small businesses. The relationship between entrepreneurial values and entrepreneurial behavior. Entrepreneurial values of creativity, risk-taking, innovation, achievement orientation, ambition, and independence can generate strong entrepreneurial behavior[17]. The company's creativity influences the behavior of SMEs to create innovations that lead to better business success. By using the discussion and results of previous research, the second hypothesis is formulated as follows.

Entrepreneurial values can increase the realization of entrepreneurial behavior in small businesses. The relationship between entrepreneurship and entrepreneurial independence. Entrepreneurial life is basically about entrepreneurship and action, which is shown by the personality and character of someone who has the will to bring innovative creative ideas to the real world.[40], [41]. Personality is a personality trait that can positively and significantly influence the entrepreneurial independence of SME owners[42]. It takes a strong entrepreneurial spirit to bring entrepreneurial independence to small business owners. Based on the discussion and results of previous research, the following three hypotheses are presented.

Entrepreneurship can increase the realization of entrepreneurial independence for small business owners. The relationship between entrepreneurial values and entrepreneurial independence Since the value of entrepreneurial activity includes elements of consideration that broaden one's horizons, it is important to consider behavior when running a company towards a format of entrepreneurial independence. The basis for understanding the values, attitudes, and motivations of entrepreneurs can influence their behavior when running a business, so values are very important in managing the company's independent actions.[36], [43].

Since entrepreneurial value has a significant positive impact on entrepreneurial independence, creating high value for small business owners can enhance the growth of entrepreneurial independence[16], [36]. Entrepreneurial values can increase the realization of entrepreneurial independence for small business actors. Relationship between Entrepreneurship and Entrepreneurial Independence Strategic actions to develop the SME sector to make SMEs self-sufficient require the ability to increase entrepreneurial empowerment in various sectors. Entrepreneurial behavior can facilitate the realization of entrepreneurial independence for SMEs. Entrepreneurship indirectly experiences a significant increase in entrepreneurial independence conditioned by entrepreneurial behavior[3].

### 4. CONCLUSION

As shown above, entrepreneurship positively impacts entrepreneurship. This illustrates that small business owners' entrepreneurial spirit can foster entrepreneurial behavior and inspire them to work hard. Without proper research, plans, and initiatives to establish and nurture strong entrepreneurs (both new and those born from old entrepreneurs) will fail. An entrepreneurial culture can foster strong entrepreneurs. Small business owners should prioritize entrepreneurship in all their business activities and create a strong and resilient entrepreneurial spirit since entrepreneurship positively impacts entrepreneurial behavior. Entrepreneurship promotes entrepreneurial independence. Small business independence grows with entrepreneurship. Entrepreneurial spirit may rise, but small business owners may not. so that self-employment doesn't depend on a little entrepreneur's spirit. Entrepreneurial conduct fosters independence. Entrepreneurial activity indirectly boosts entrepreneurship independence. Empowerment reveals that SMEs are still struggling with entrepreneurship independence. Through entrepreneurial management, SMEs can become independent and competitive, especially with foreign products flooding the home market. Entrepreneurial ideals have changed for family-run small businesses. entrepreneur. Local governments train small and medium-sized stakeholders in specialized products

including batik design, plantation product processing, and handicrafts to produce high-quality items. SME independence requires corporate governance protection. Thus, local governments, universities, and stakeholders must collaborate to create regional SME governance policies that protect SMEs.

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