

## Entrepreneurial Motivation Among Business Actors: The Role of Entrepreneurship Education and Mentality

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### ABSTRACT

*This study explores the factors influencing entrepreneurial motivation among business actors, specifically focusing on the role of entrepreneurship education and entrepreneurial mentality in Aeoropala Food, Makassar City. The research is classified as quantitative descriptive research, targeting a population of culinary entrepreneurs operating within Aeoropala Food. Data were collected through interviews, questionnaires, and documentation. The analysis involved both descriptive and inferential statistical techniques. The findings reveal that entrepreneurship education plays a critical role in enhancing knowledge and shaping positive attitudes, which in turn boost entrepreneurial motivation. Similarly, an entrepreneurial mentality, characterized by increased risk-taking and self-confidence, is also found to be a significant factor in driving motivation among business actors. The study concludes that the business actors in Aeoropala Food, Makassar City, exhibit a high level of desire, hope, and determination in their entrepreneurial endeavors. The results demonstrate that both entrepreneurship education and entrepreneurial mentality have a simultaneous and significant impact on the entrepreneurial motivation of these business actors, underscoring the importance of these factors in fostering a robust entrepreneurial spirit.*

**Keywords:** entrepreneurship education, entrepreneurial mentality, entrepreneurial motivation

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### 1. INTRODUCTION

Unemployment is the most highlighted problem in Indonesia and is still difficult to overcome. Government programs to minimize unemployment have not been able to reduce unemployment significantly. This is because the large population and increasing population growth are not accompanied by an increase in employment (Akhirul et al., 2020; Isma et al., 2020). One of the solutions taken to overcome unemployment in Indonesia is to create an entrepreneur. Entrepreneurship will help people in creating new jobs, and has the opportunity to generate large income for entrepreneurs, and be able to reduce the number of unemployed. Entrepreneurs also contribute to the country's economy through taxes generated.

Basically, education can be used as a bridge for humans to a better life. Entrepreneurship education is a planned and applicable effort to increase the knowledge, intention, and competence of students to develop their potential by manifesting in creative, innovative, and risk-managing behavior. Entrepreneurship education is also expected to be able to bring up creative entrepreneurs who can create jobs and can help reduce endless unemployment (Andriana & Fourqoniah, 2020). Entrepreneurship education not only provides a theoretical basis for the concept of entrepreneurship but shapes the attitudes, behaviors, and mindset of an entrepreneur (Ranto, 2016; Isma et al., 2020). It is a capital investment to prepare a person to start a new business through the integration of experience, skills, and knowledge essential to developing and expanding a business.

Entrepreneurship is an attitude, soul, noble spirit in a person who is innovative, creative, strives for personal progress, and society (Wahyuni, 2017; Amalya, 2019). In creating entrepreneurs, it can be started through entrepreneurship education that has been taught at the education level, but it will be faster if entrepreneurship education also starts to be implemented from families, communities, and educational institutions. In this case, formal, non-formal and informal education plays an important role. For example in the community, entrepreneurship education can be applied in the community through the implementation of programs such as socialization of entrepreneurship education so that people who are less fortunate in entrepreneurship skills can be used in order to improve their quality of life and the community can finally gain knowledge about the importance of entrepreneurship education to start a business even without going through the entrepreneurship education process as taught at the education level.

Business actors actually do not rule out the possibility of establishing a business that must go through the learning process of entrepreneurship education as taught at the education level, this will cause pros and cons between business actors, because someone establishes a business there with the aim of developing their creativity and training themselves to be independent to earn their own income by direct practice even without going through the learning process about entrepreneurship education.

This is in accordance with the observations of researchers in the field where the development of one of the businesses located in the Jalan Hesrtasning area of Makassar City, namely Aeopala Food. Based on information gathered from direct observation, Aeopala Food used to be an empty land. The condition of Aeopala Food which is on the outskirts of the city makes it less attractive to be visited, especially by young consumers. However, the reality that is happening now is that Aeopala Food, which was once quiet, is slowly changing by creating a new atmosphere of a comfortable place to relax, a hangout for young people, and affordable for the people of Makassar City. The hangout places around Aeopala Food are very diverse models and designs that look modern, ranging from food tenants, coffee shops, food stalls, and live music venues or creative places for young people and communities who are doing events at night in the area.

Changes that are so fast occur among business people, especially in Aeopala Food, many business people are starting to innovate to develop their business. However, before the presence of a more contemporary entrepreneurial phenomenon today, it is not yet known about what the previous mentality of business actors in Aeopala Food was like, nor is it known about the background that makes them able to increase their motivation in the business world and run their current business. In addition, it is also unknown how the entrepreneurial education process has been passed by business people in Aeopala Food. Because, entrepreneurship education is not only obtained at the school level or in college, but can also be obtained through other educational training programs.

As we know, one of the factors that encourage the growth of entrepreneurship in a country is through the implementation of entrepreneurship education (Isma, 2022). Entrepreneurship education is an important factor in fostering and developing the desire, spirit, and behavior of entrepreneurship (Adnyana & Purnami, 2016). Education is a source of overall attitude and motivation to become successful entrepreneurs in the future among the younger generation, especially in business actors at Aeopala Food, because education is a source of overall attitude and motivation to become successful entrepreneurs in the future. Entrepreneurship is the desire or ability and willingness of a person to risk by investing and risking time, money, and effort to start an enterprise and make it successful. The important elements that an entrepreneur must have are the elements of knowledge, characterizing the level of reasoning that a person has (Putri, 2019). The skill element is generally obtained through practice and real work experience. The element of mental attitude in business actors describes the attitude and mental reaction of a person when facing a situation. The element of vigilance is a combination of knowledge and

mental attitude in facing future circumstances, where in terms of entrepreneurship must have a strong mentality and be brave in taking risks.

Nursito and Nugroho (2013) state that entrepreneurship education has a very important role in entrepreneurial activities. Entrepreneurship education can shape the mindset, attitudes, and behavior of a person to become a true entrepreneur so that it leads them to choose entrepreneurship as an option. According to Nursito and Nugroho (2013), entrepreneurship education can be classified into four categories, as follows: 1). Entrepreneurial awareness education, a category of education that aims to increase the number of people who have adequate knowledge about entrepreneurship. This education leads to an element that determines interest, such as knowledge, desire, or possibility to carry out entrepreneurial activities; 2). Education for start-up, a category of education that focuses on practical aspects specific to the start-up stage of a business, such as how to obtain business capital, the legal aspects of entrepreneurship and others; 3). Education for entrepreneurial dynamism, a category of entrepreneurship education that aims to develop dynamic behavior to advance the entrepreneurial activities that have been carried out; 4). Continuing education for entrepreneurs, a category of entrepreneurship education that is focused on improving the capabilities of existing entrepreneurs.

Based on preliminary observations in the form of interviews conducted with several business actors in Aeoropala Food Makassar City, their motivation in building a business is due to the need factor, and many needs must be met, so that it increases their motivation in running a business. Some business people also dare to go directly into the business world because they feel that going directly into the business world will be much easier to learn, because of direct practice. But besides that, they feel the role of entrepreneurship education is also very important in increasing motivation for entrepreneurship.

According to Hendrawan & Sirine (2019), there are main factors that increase a person's motivation to work in the field of business, namely the necessity factor. Many needs are met and it all has to be with money, moreover, my principle must be independent, this is where I want to build an entrepreneurial spirit from now on because going directly in the business world will be much easier to learn because of direct practice, but besides that, through entrepreneurship education, one can learn the basics about entrepreneurship, and learn to manage time and money. According to Purnomo (2015), entrepreneurship education is very important, besides that it can also further increase our motivation in entrepreneurship, because previously we have learned about entrepreneurship as a provision in starting a business, so lucky are the people who have ever gained knowledge about entrepreneurship education.

The objectives of this study, namely: 1) determine the effect of entrepreneurship education on entrepreneurial motivation in business actors at Aeoropala Food Makassar City. 2) determine the effect of entrepreneurial mentality on entrepreneurial motivation in business actors in Aeoropala Food Makassar City. 3) determine the effect of entrepreneurship education and entrepreneurial mentality simultaneously on increasing entrepreneurial motivation in business actors in Aeoropala Food Makassar City.

## 2. METHOD

The approach used in this research is a quantitative descriptive approach, because the data obtained will be realized in the form of numbers and analyzed based on statistics. Quantitative approaches are used to examine certain populations or samples, with sampling techniques done randomly. The total population is 119 culinary business actors who are in Aeoropala Food Makassar City on Jalan Hesrtasning Makassar City. The type of research used is a causal relationship, namely studying the causal relationship, namely the extent to which variations in one variable are the cause and other variables as a result.

The analysis model that will be used in this research is an inferential statistical analysis model and descriptive statistical analysis. This study uses multiple linear regression analysis. This

analysis is used to test the effect of the independent variable on the dependent variable partially and simultaneously in this study. The regression equation can be formulated as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

Description:

Y = entrepreneurial motivation

a = constant (Intercept)

X1 = Entrepreneurship education

X2 = entrepreneurial mentality

b1- b2 = Regression Coefficient

e = error term

### 3. RESULTS AND DISCUSSION

#### 3.1. Research Results

The test uses multiple regression analysis which aims to determine the effect of the independent variable on the dependent variable. Based on calculations using SPSS 21 for windows, it can be seen as follows:

**Table 1.** Multiple Regression Analysis Test Results  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.246	9.966		-.125	.901
Entrepreneurship Education	.454	.214	.257	2.124	.039
Entrepreneurial Mentality	.549	.159	.419	3.461	.001

a. Dependent Variable: Entrepreneurial Motivation

Description:

- If above 0.05 (not significant)

- If below 0.05 (significant)

From the regression analysis results, it can be seen that the multiple regression equation is as follows:

$$Y = -1.246 + 0.454X_1 + 0.549X_2$$

Based on the above equation, it can be explained as follows:

- 1) Constant / intercept (a) or the cut-off point of the above equation is -1.246 can be interpreted if the variable Entrepreneurship Education and Entrepreneurial Mentality is considered constant then Entrepreneurship Motivation is worth -1.246.
- 2) The beta coefficient value on Entrepreneurship Education is 0.454, it can be seen in the table that the Entrepreneurship Education variable (X1) has a positive effect on Entrepreneurial Motivation (Y) with a coefficient value of 0.454. The number indicates the amount of additional entrepreneurial motivation for each addition of Entrepreneurship Education.
- 3) The beta coefficient value on Mental Entrepreneurship of 0.549, it can be seen in the table that the variable Mental Entrepreneurship (X2) has a positive effect on entrepreneurship motivation (Y) with a coefficient value of 0.549. The number indicates the amount of additional entrepreneurial motivation for each additional Mental Entrepreneurship.

## 3.2. Discussion

### 3.2.1. Effect of Entrepreneurship Education on Entrepreneurial Motivation

The results of testing the first hypothesis using multiple regression analysis, it is known that entrepreneurship education has a positive and significant effect on entrepreneurial motivation in Aeoropala Food Makassar City. The positive effect shown by entrepreneurship education identifies that the higher the entrepreneurial education of an entrepreneur, the higher his entrepreneurial motivation.

The results of descriptive analysis of entrepreneurship education variables show that entrepreneurs create and develop their businesses based on attitudes and knowledge and the existence of entrepreneurship education facilities and infrastructure in order to increase entrepreneurial motivation. With knowledge, entrepreneurs are able to run their businesses with various creativity. Entrepreneurs also have the courage to take risks, a strong will and high self-confidence so that they can run their business.

The results of filling out the questionnaire from all statements on the Entrepreneurship Education variable indicator which received the highest score was the indicator regarding "Attitude" in the "Very High" category. This shows that business actors at Aeoropala Food Makassar City have a good attitude to always be diligent in running their business.

Thus, entrepreneurs can increase customer satisfaction by providing good service quality so that consumers become loyal and increase the number of visits. Entrepreneurs have great expectations and a strong drive so that they can be motivated to entrepreneurship. This shows that entrepreneurship education at Aeoropala Food is very high to achieve entrepreneurial motivation.

The results of the study are supported by previous research, stated by Cahayani et al., (2022), that entrepreneurship education is a weapon to destroy unemployment and poverty, and become a ladder to the dream of every community to be financially independent, have the ability to build individual prosperity, as well as contribute to building community welfare. In addition, the results of this study are also in accordance with research conducted by Santoso (2020) which suggests that entrepreneurship education is an effort to internalize the entrepreneurial spirit and mentality both through educational institutions and other institutions such as training institutions, training and so on.

The test results also show that the results of this study are in accordance with the results of research conducted by Dewi & Mulyatiningsih (2013). The results of his research show that partially entrepreneurship education has a positive and significant effect on entrepreneurial motivation. Because with the awareness and understanding of good entrepreneurship education, it can make people survive and develop various kinds of businesses and increase one's creativity. In the end, it can increase entrepreneurial motivation. Therefore, the need for entrepreneurship education for someone who wants to be in the business world.

### 3.2.2. Effect of Entrepreneurial Mentality on Entrepreneurial Motivation

The results of testing the second hypothesis using multiple regression analysis, it is known that entrepreneurial mentality has a positive and significant effect on entrepreneurial motivation in Aeoropala Food Makassar City. It can be explained that with the courage to take risks, individual strength, and confidence in running a business will affect the increase in Entrepreneurial Motivation.

The results of filling out questionnaires from all statements on the variable Indicators of Entrepreneurial Mentality that get the highest score are Indicators of "Courage to take risks" in the "Very High" category. This shows that business actors in Aeoropala Food Makassar City have high confidence to always dare to take risks in running their businesses.

This shows that self-confidence in entrepreneurship to achieve entrepreneurial motivation is important. For entrepreneurs, the need for courage in taking risks when running a

business is very important in order to be able to prepare themselves when facing a problem in entrepreneurship so that they can smooth the course of the business.

The results of this study are supported by the previous theory put forward by Agung & Sumaryanto (2015), that the entrepreneurial mentality is an attitude in the behavior of someone who has an entrepreneurial mentality has a strong will, confident, honest, responsible, disciplined, patient, and creative that affects the interest of Business Actors for entrepreneurship. The results of this study are also in accordance with research conducted by Oktiani (2015) which suggests that the entrepreneurial mentality is a courage to try to determine prosperity, success and meet the physical and spiritual needs obtained from the ability, thinking and self-effort.

With a high understanding of Entrepreneurial Mentality, it can make people more courageous in taking risks in the future and increase the confidence and strength of the individual himself in developing his business and ultimately can also increase entrepreneurial motivation. Therefore, the need for Entrepreneurial Mentality for someone who wants to struggle in the business world. The test results show that the results of this study are in accordance with the results of research conducted by Agung & Sumaryanto (2015). The results of this study indicate that partially the Entrepreneurial Mentality has a positive and significant effect on Motivation.

### **3.2.3. The Effect of Entrepreneurship Education and Entrepreneurial Mentality Together on Entrepreneurial Motivation**

The results of testing the third hypothesis using multiple linear regression analysis show entrepreneurship education and entrepreneurial mentality have a positive and significant effect on entrepreneurial motivation in Aeoropala Food Makassar City. Entrepreneurship Education and Entrepreneurial Mentality have a positive direct effect on Entrepreneurial Motivation. The meaning that can be captured from this finding is that Entrepreneurship Education (Knowledge, Attitudes, and Entrepreneurship Education Facilities and Infrastructure) and Entrepreneurial Mentality (Courage to take risks, Individual Strength, and self-confidence) have a positive influence on Entrepreneurial Motivation (Desire and interest in entrepreneurship, entrepreneurial hopes and aspirations, and environmental encouragement for entrepreneurship).

The results of this study are in accordance with the theory put forward by Santoso (2020), that entrepreneurship education is an effort to internalize the entrepreneurial spirit and mentality through educational institutions. Entrepreneurship education is aimed at motivating and forming an entrepreneurial mental attitude, having high independence, having high creativity, and taking risks.

## **4. CONCLUSIONS AND SUGGESTIONS**

Based on the results of research and discussion, several conclusions can be drawn, the results of this study indicate the effect of Entrepreneurship Education partially positive and significant to the entrepreneurial motivation of Business Actors in Aeoropala Food Makassar City. Entrepreneurial Mental Variables are partially positive and significant to the entrepreneurial motivation of Business Actors in Aeoropala Food Makassar City. As for Entrepreneurship Education and Entrepreneurial Mentality simultaneously and significantly on the entrepreneurial motivation of Business Actors in Aeoropala Food Makassar City.

The suggestions given through the results of this study are as follows, For Business Owners, that Entrepreneurship Education and entrepreneurial mentality is one of the important factors in the success of a business for it is necessary to open up knowledge about entrepreneurship and have extensive entrepreneurship education so as to increase motivation for entrepreneurship which will develop and smooth the course of a business. Then, for further researchers can develop this research by examining other variables that can affect entrepreneurial motivation. Future researchers can also use other methods in examining

entrepreneurial motivation, for example through in-depth interviews of business owners, so that the information obtained can be more varied than the questionnaire whose answers are already available. For future researchers who want to research the same topic should further optimize the research process, especially at the beginning of the research should motivate themselves by imagining the goals to be achieved so that it can be more enthusiastic to research.

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