



The influence of the accuracy of providing capital, entrepreneurship training and promotion strategies on the success of the 2013 Student Entrepreneurship Program (PMW) at the State University of Semarang

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ABSTRACT

The business success of the 2013 student entrepreneur program participants was relatively low when viewed from the percentage rate of return on capital assistance of 10.40% and business continuity of 42.55%. This situation shows that in running their business they face obstacles that result in low business success. The purpose of this study was to determine the effect of the appropriate provision of capital assistance, entrepreneurship training and promotion strategies on business success. The results showed that the effect of the accuracy of providing capital assistance, entrepreneurship training and promotion strategies simultaneously was 71% and the partial effect of each variable on the accuracy of providing capital assistance was 10.56%, entrepreneurship training was 19.36% and promotion strategy was 25.40% to business success. Suggestions that can be given by the author in this study for the implementation of the student entrepreneur program (PMW) include capital requirements for businesses that must be met by providing an amount of funds that are in accordance with the business needs listed in the business plan and for the implementation of mentoring it is necessary to increase the intensity again by providing rules to participants to conduct consultations with a minimum limit that must be met. Participants are expected to be able to increase advertising by using media that attracts purchase interest such as: brochures, posters, banners and so on.

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1. INTRODUCTION

Most university graduates tend to choose to work as private employees, civil servants, or BUMN employees as their career choices because they are afraid to take risks (risk averters). This was also expressed by education observers, "There is a tendency, the higher the level of education the greater the desire to get a secure job. They don't dare to take risky jobs such as entrepreneurship." The choice of the main employment status of college graduates is as an employee or laborer, in the sense of working for other people or agencies or companies on a regular basis by receiving regular wages or

salaries. The results of Sakernas in the first semester of 2007 showed that three out of four university graduates chose this status. Only a few (5 percent) have an entrepreneurial spirit,

To develop an entrepreneurial spirit and increase entrepreneurial activity so that college graduates become more job creators, the Higher Education Office (DIKTI) is trying to launch activities related to the world of entrepreneurship, namely the Student Entrepreneurial Program (PMW). This program is expected to be able to support the government's vision and mission in realizing national independence through job creation and empowering Small and Medium Enterprises (SMEs) as well as being able to reduce the educated unemployment rate in Indonesia and being able to revive the Indonesian economy.

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Based on the 2013 Entrepreneurial Student Program guidebook, the facilities provided include: entrepreneurship education and training, apprenticeships, preparation of business plans, capital support, and business assistance. In its implementation, universities, in this case UNNES, collaborate with various parties in practical entrepreneurial guidance starting from training, apprenticeships, preparation of business plans, and assistance. The success of this program can be seen from at least three indicators, namely the number of students who have successfully run businesses (as entrepreneurs), the establishment of an entrepreneurship education model in tertiary institutions and the establishment of strong and independent entrepreneurship education development institutions that coordinate various activities related to entrepreneurship in tertiary institutions.

Training for an entrepreneur (entrepreneur) is also very important to add insight and business skills, especially for a novice entrepreneur. Training in the Student Entrepreneurial Program (PVM) itself is carried out in the form of Socialization, Internship, Assistance and Monitoring and Evaluation activities whose purpose is to increase student competence as program implementers, especially in the areas of technical and soft skills. In the implementation of entrepreneurship training, not all participants can participate. However, each business group must be represented by one person. Because PMW participants are students who are still active in lectures so most of their businesses are placed in areas around the campus which are not too far away to make it easier for them. Therefore, lecture activities and business activities can be run simultaneously. In the campus area, business competition is very tight, especially for this type of culinary business, so a good business strategy is needed.

"Promotion is a way of communicating the goods and services offered so that consumers know and buy these goods." "Promotion is a success factor for marketing program business. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product will be useful for them, then they will never buy it. Promotions carried out by PMW participating students are still simple because they are limited by manpower and costs. Most of them use affordable media such as brochures and banners.

2. RESEARCH METHOD

This research is a type of quantitative research, namely research methods based on the philosophy of positivism, used to examine certain populations or samples sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing hypotheses that has been determined and the formulation of the

problem in this study is asking the influence of two or more variables. In this study data collection was carried out by means of written documentation. In carrying out the documentation method, researchers investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries and so on. In this study, documentation was used to find out data on the number of recipients of PMW capital loan funds in 2013, data on the form of implementation of entrepreneurship training, and general data regarding student entrepreneur programs. or a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In this study, the questionnaire method (questionnaire) was used to reveal respondent data on the accuracy of providing capital assistance, entrepreneurship training, promotion strategies and business success. or a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In this study, the questionnaire method (questionnaire) was used to reveal respondent data on the accuracy of providing capital assistance, entrepreneurship training, promotion strategies and business success. or a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In this study, the questionnaire method (questionnaire) was used to reveal respondent data on the accuracy of providing capital assistance, entrepreneurship training, promotion strategies and business success.

3. RESULTS AND DISCUSSIONS

Trials of Research Instruments

A. Validity test

The validity test was carried out on 4 (four) variables consisting of 51 statement items. Statement items are said to be valid if the SPSS output results have a significance level of <0.05 . The results of the analysis of the instrument validity of each variable can be seen in tables 1 to 4 below.

Table 1 Results of the Validity Analysis of the Accuracy of Capital Assistance Test Questionnaire (X₁)

Indicator	No. Statement Items	Significance	Criteria
Perception of Capital requirements for business	1	0.000	Valid
	2	0.000	Valid
	3	0.000	Valid
Great Perception of capital	4	0.000	Valid
	5	0.000	Valid
	6	0.000	Valid
Obstacle Accuracy of Disbursement of Capital Assistance	7	0.015	Valid
	8	0.007	Valid
	9	0.002	Valid

Table 1. shows the results of calculating the validity of the instrument trial for the variable of accuracy in providing capital assistance (statement items no.1-9) with a significance level of $<5\%$ and the number of respondents 30 shows that all statement items are included in the valid criteria. So that all statement items can be used for research.

Table 2. Results of the Validity Analysis of the Entrepreneurship Training Questionnaire Trial

Indicator	No. Items Statement	Significance	Criteria
Socialization	10	0.000	Valid
	11	0.000	Valid
	12	0.127	Invalid
Apprenticeship	13	0.000	Valid
	14	0.001	Valid

	15	0.000	Valid
Accompaniment	16	0.000	Valid
	17	0.000	Valid
	18	0.005	Valid
	19	0.000	Valid
Monitoring and Evaluation	20	0.000	Valid
	21	0.000	Valid

Table 3. shows the results of calculating the validity of the instrument trial for the Entrepreneurship Training variable (statement items no. 10-21) with a significance level of <5% and the number of respondents 30 indicates that there is 1 (one) statement item that is included in the invalid criterion, namely number 12 because the significance value is $0.127 > 0.05$ for this statement item will be omitted and not used in research.

Table 3. Results of the Validity Analysis of the Promotion Strategy Questionnaire Trial

Indicator	No. Statement Items	Significance	Criteria
Advertising	22	0.000	Valid
	23	0.000	Valid
	24	0.000	Valid
Sales promotion	25	0.000	Valid
	26	0.000	Valid
	27	0.091	Invalid
public relations	28	0.000	Valid
	29	0.000	Valid
	30	0.000	Valid
Personal Selling	31	0.000	Valid
	32	0.076	Invalid
	33	0.011	Valid
Direct marketing	34	0.000	Valid
	35	0.000	Valid
	36	0.000	Valid

Table 3 shows the results of calculating the validity of the instrument trial for the Promotion Strategy variable (statement item no. 22-36) with a significance level of <5% and the number of respondents is 30. there are 2 (two) statement items included in the invalid criteria, namely number 27 because the significance value is $0.091 > 0.05$ and number 32 has a significance value of $0.076 > 0.050$ for this reason these two statement items will be omitted and not used in the study.

Table 4. Results of the Validity Analysis of the Business Success Questionnaire Trial

Indicator	No. Statement Items	Significance	Criteria
Increasing market reach	37	0.000	Valid
	38	0.000	Valid
	39	0.000	Valid
Maintained smooth cash flow	40	0.001	Valid
	41	0.000	Valid
	42	0.016	Valid
Increasing the number and quality of workforce	43	0.000	Valid
	44	0.001	Valid
	45	0.000	Valid

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Increased turnover and assets	46	0.000	Valid
	47	0.002	Valid
	48	0.000	Valid
Increased number and variety of inventory	49	0.018	Valid
	50	0.000	Valid
	51	0.000	Valid

Table 4 shows the results of calculating the validity of the instrument trial for the Business Success variable (item statement no. 37-51) with a significance level of <5% and the number of respondents 30 indicating that all statement items are included in the valid criteria. So that all statement items can be used for research.

B. Reliability Test

The reliability test in this study used the help of the IBM SPSS 21 program with the Cronbach Alpha (α) statistical test. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70 (Nunnally in Ghazali, 2011:48). Based on the reliability test of 30 respondents from the Entrepreneurial Student Program participants with 9 statements for the variable of accuracy in providing capital assistance.

C. Classic assumption test

The classical assumption test is a statistical requirement that must be met in multiple linear regression based on Ordinary Least Square (OLS). In this study, it is mandatory to use the classical assumption test because variables use intervals (Ghozali, 2009: 145). The classical assumption test is used to determine whether the regression model used to analyze in this study BLUE (best linear unbiased and estimate) meets the classical assumptions or not. Not all classical assumption tests must be performed in linear regression analysis, for example the multicollinearity test cannot be used in simple linear regression analysis and the autocorrelation test does not need to be used in cross sectional data. With the fulfillment of these assumptions, the results to be obtained can be more accurate and close to or equal to reality.

The classic assumption test is carried out before testing the hypothesis, this is intended to find out whether the model used is relevant or not because it will be used as a prediction. The classic assumption deviation test in this study consists of a normality test, linearity test, multicollinearity test and heteroscedasticity test which will be discussed in the following description.

1. Data Normality Test

normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. The normality test in this study used the IBM SPSS 21 computer program with the value of the Kolmogorov-Smirnov test, the normality test. In addition, by looking at the histogram graph and normal PP Plot graph. If the histogram graph shows a normal distribution pattern if it is symmetrical and does not slant to the right or left and while on the PP Plot graph it is said to be normally distributed if the data points spread around the diagonal line and follow the direction of the diagonal line then the regression model meets the assumption of normality.

2. Linearity Test

The linearity test is used to see whether the model specifications used are correct or not. The results of this test provide information on whether the function used in an empirical study should be linear, quadratic or cubic. With the linearity test, information will be obtained whether the empirical model should be linear, quadratic or cubic. Linearity can be seen in the ANOVA table with the help of the IBM SPSS 21 program. If the significance level is <0.05, the regression equation is declared linear.

3. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables. A good regression model should not have a correlation between the independent variables. Multicollinearity detection in a model can be seen in the output of SPSS 21 in the Coeficiens table (a). The cutoff value that is commonly used to indicate the presence of multicollinearity is the Tolerance value ≤ 0.10 or the same as the VIF value ≥ 10 .

4. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. If the variance from one observation residual to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that does not have heteroscedasticity. The way to detect the presence or absence of heteroscedasticity in a model can be seen from the scatterplot image pattern in the output of IBM SPSS 21.

Analysis using a scatterplot graph has a significant weakness because the number of observations affects the plotting results. The fewer the number of observations, the more difficult it is to interpret the graph plot results. Therefore we need a statistical test that can better guarantee the accuracy of the results. There are several statistical tests that can be used to detect heteroscedasticity, including the Glejser test. If the independent variable is statistically significant < 0.05 , there is an indication of heteroscedasticity. However, if the significance is > 0.05 , it can be concluded that the regression model does not contain heteroscedasticity.

5. Multiple Linear Regression Analysis

The statistical method for examining the relationship between one dependent variable (metric) and one or more independent variables (metric) is regression. Simple regression (simple regression) to test the effect of one independent variable (metric) on one dependent variable (metric), while for more than one independent variable (metric) is called multiple regression.

After the prerequisite tests are met, a multiple linear regression test will be carried out to produce an equation that can be used to predict the value of the dependent variable (Y) based on the value of a certain independent variable (X).

4. CONCLUSION

Based on the results of research that has been conducted on 47 types of businesses participating in the 2013 Student Entrepreneurial Program (PMW), Semarang State University can draw the following conclusions: The appropriateness of providing capital assistance, entrepreneurship training and promotion strategies affect the business success of students participating in the student entrepreneur program (PMW) in 2013 Semarang State University simultaneously and partially. Simultaneously, the accuracy of providing capital assistance, entrepreneurship training and promotion strategies had a significant positive effect on the business success of the 2013 Student Entrepreneurship Program (PMW) participants at Semarang State University by 71%. While partially the accuracy of providing capital assistance has a significant positive effect on business success by 10.56%

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