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The Influence of Motivation and Family Background on Technopreneur Interest in College Students

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Abstract

Business processes today cannot be separated from the role of technology such as production to accelerate it, on the other hand such as media social to improve marketing. Businesses which does not adopt technology in their business will be left behind. The purpose of this research is to know the influence of motivation and family background to technopreneur intention by college student in Tembalang subdistrict, Semarang. This study is quantitative research by approaching data collection through questioner with the number of sample 261 respondent from college student in Polytechnic State of Semarang. By using multiple linear regression analysis tools with regression equation produced Y = 1.783 + 0.412 X1 + 0.313 X2. With T-test result obtained motivation significant Sig =, family background Sig =. It shows partially motivation and family background significantly influence technopreneur intention. The result of F-test obtained by Sig=0.000 which shows simultaneously variable of motivation and family background significantly influence technopreneur intention.

Keywords: Motivation, Technology, Family Background, Technopreneur

INTRODUCTION

The study of technopreneurs has attracted many researchers (Belmonte et al., 2022; Koe et al., 2021; Singhry, 2015; Soomro & Shah, 2021; Yordanova, 2020). Technopreneur is a business where the entrepreneur places technology in the business process (Syahida, 2008).Today's business processes cannot be separated from the role of technology, for example in the production process that requires appropriate technology to speed up production, on the other hand, such as social media to improve marketing and the use of other technologies (Baumol, 2002). Entrepreneurs who do not adopt

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technology in their business will be left behind, considering that today has entered the era of all technology therefore to survive, businesses need more than just entrepreneurs but technopreneurs (Shukor, 2006). The pre-condition to become a technopreneur is to be able to understand and keep up with technological developments where in this case students are considered potential technopreneurs because they have sufficient understanding as a business provision through learning obtained from universities(Shi et al., 2019; Sidratulmunthah & Malik, 2018; Soomro et al., 2020).

The Minister of Cooperatives and SMEs, Teten Masduki stated that In addition, the demographic bonus that will reach its peak in 2030 requires more young entrepreneurs, because according to data from the ministry of state secretariat states that there are 2.9 million new working-age residents every year. The new working age must be maximized to increase entrepreneurs in Indonesia so that employment is wider. employment absorption by MSMEs is also very high and continues to grow reaching 96.99%-97.22% (Ministry of State Secretary, 2021). This very high labor absorption indicates that the role of entrepreneurs in achieving sustainable development goals in Indonesia is very important.

Indonesian Minister of Cooperatives and MSMEs, Teten Masduki explained that the requirements to become a developed country are not only seen from infrastructure and human resource development but also must prepare superior and innovative entrepreneurs, at least 4% of the population in Indonesia. According to Teten Masduki in 2023, Indonesia has only reached an entrepreneurship ratio of 3.4%, smaller than Singapore with 8.6%, Thailand 4.2%, and Malaysia 4.7%. This figure is very small when compared to developed countries such as America and China with a percentage of entrepreneurs at 12%. (data on educated unemployment). So this is a gap in the phenomenon problem in this study that must be resolved.

This study contributes to filling the body of knowledge on Planned Behavior theory by examining the relationship between motivation and family background on student interest in becoming a technopreneur with an empirical model using multiple linear regression analysis. From this explanation, research was developed with the title "The Effect of Motivation and Family Background on Technopreneur Interest". This research will enrich literacy related to the construct built, namely technopreneur.

Objectives

This article intends

1. To understand the role of motivation in relation to student interest in technopreneur

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2. To confirms the results of previous research on family background in relation to technopreneur interest in students
3. To offers learning for students to pursue a technopreneur career

Literature Review

Motivation

Motivation is the reason why someone does something (Guay et al., 2010). A person always has a choice to do or not do something in his life, the urge to choose is called motivation (Gredler et al., 2004). Indicators of motivation according to Gagné & Deci, (2005) can be seen from a person's ability to deal with problems in his life and actions that come from within the person. Turner (1995) in his research explained that the indicators of motivation are resistance to stress, the desire to help others, and the ability to control theirself.

Family Background

Family background according to Mare & Schwarts (2006) is the socio-economic situation of parents and a person's family structure. Trusty et al., (2010)in his research explains that the higher the socio-economic level of the family, the higher the opportunity for someone to achieve their goals. Indicators of family background are parenting and parents work (Shapero & Sokol, 1982). Meanwhile, according to Lucas et al., (2005) social status is an indicator for family background.

Technopreneur Intention

Technopreneur intention is a person's ability to run their business processes using technology (Syahida, 2008). The technology is used to develop innovation, speed up production or increase sales (Syahida, 2008). Indicators of Technopreneur intention are technopreneural intention, perceived behavior control, attitude toward entrepreneurship and subjective norm (Vamvaka et al., 2020).

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Hypothesis Development

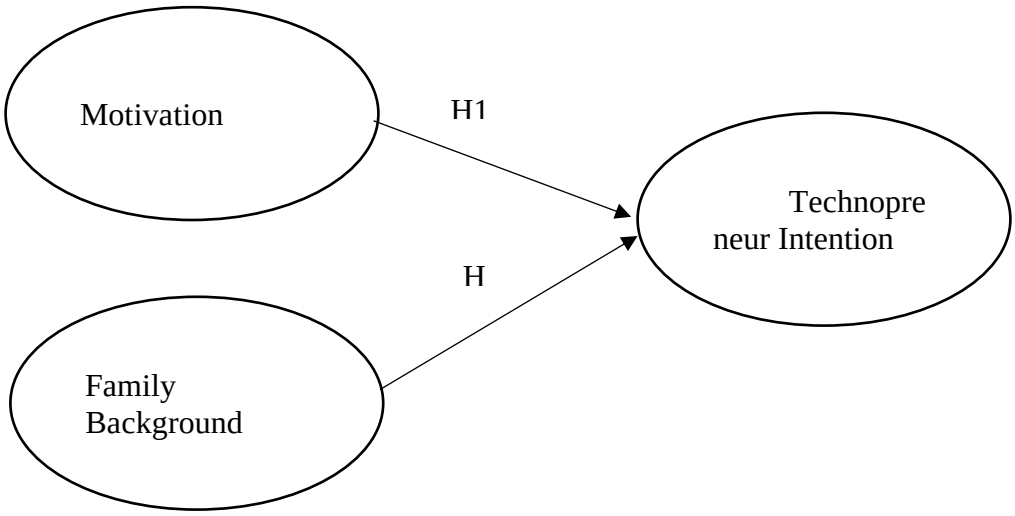


Figure 1. Hypothesized Framework

Motivation to Technopreneur Interest

Motivation in a person has an important role in determining a person to start a business using technology (Şeşen & Pruett, 2014; Vardhan et al., 2012). Motivation can be in the form of a desire to create new ideas, assume Motivation to take risks in business has a significant effect on technopreneur intention (Shane et al., 2003). Research from Liñán & Chen (2006) confirmed that motivation has a significant influence on technopreneur interest.

H1 : Motivation has a positive effect on technopreneur interest

Family Background on Technopreneur Interest

Family, especially parents, plays an important role in the concept of work that is passed on to their children (Chlosta et al., 2012). In addition, family background also provides external support for children to dare to start something, therefore family background is associated with technopreneur (Eccles, 2009). Existing studies argue that the role of parents can increase the likelihood that offspring will become entrepreneurs due to active hands-on experience (Carroll & Mosakowski, 1987). Research by Aldrich & Jennings (2003) explains that family background has a positive influence on technopreneur intention.

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H2 : Family background has a positive effect on technopreneur interest

METHODOLOGY

This research is a type of quantitative research. This study aims to analyze the influence of motivation and family background on technopreneur interest. The population of this research is Semarang State Polytechnic students. The sample of this research is Applied Business Administration study program students. Data were obtained through observation, literature study and questionnaire distribution. Respondents of the questionnaire are students of semester 1 to 6 of Applied Business Administration study program of Semarang State Polytechnic. From the questionnaire distribution process, 261 respondents were obtained, then data processing was carried out with multiple linear regression analysis tools using SPSS version 25.

Table 1. Characteristics of Respondents

Deskripsi	**Frekuensi**	**Persentase (%)**
Respondent Education Level		
Level 1	113	43,3%
Level 2	54	20,7%
Level 3	59	22,6%
Level 4	35	13,4%
Gender		
Male	45	17,2%
Female	216	82,8%
Total	**261**	**100%**

Result and Discussion

Validity Test

Table 2. Validity Test

Variable	**Pearson Correlation**	**Sig. (2-tailed)**	**Details**
X1 1 (Motivation)	0.100	0.000	Valid
X1 2	0.307	0.000	Valid
X1 3	0.186	0.000	Valid
X1 4	0.312	0.000	Valid

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Variable	Pearson Correlation	Sig. (2-tailed)	Details
X1 5	0.246	0.000	Valid
X1 6	0.221	0.000	Valid
X1 7	0.279	0.000	Valid
X1 8	0.320	0.000	Valid
X2 1 (Family Background)	0.100	0.000	Valid
X2 2	0.398	0.000	Valid
X2 3	0.277	0.000	Valid
X2 4	0.238	0.000	Valid
Y1 1 (Technopreneur Intention)	0.100	0.000	Valid
Y1 2	0.504	0.000	Valid
Y1 3	0.473	0.000	Valid
Y1 4	0.423	0.000	Valid
Y1 5	0.733	0.000	Valid

Source: Processed primary data

Based on table 2, it can be explained that all indicators are valid, this is characterized by a significance value of less than 0.05 (Ghozali, 2018). This means that the variables of motivation and family background are able to measure technopreneur interest.

Reliability Test

Table 3. Reliability Test

Cronbach's Alpha	N
0.831	5

Source: Processed primary data

According to Arikunto (2012)the reliability test aims to measure research variables. A questionnaire is said to be reliable if a person's response is consistent over time. According to Ghozali (2018), a variable is said to be reliable if it has an alpha value of

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more than 0.60. The reliability value of table 2 based on the test conducted has an alpha value greater than 0.6, which means that the variable is reliable.

Normality Test

Table 4. Normality Test

N	Kolmogorov-SminnovZ	Asymp. Sig. (2-tailed)
261	0.041	0.200

Source: Processed primary data

The normality test is used to test whether the regression model in this study has normally distributed residuals or not. An indicator of a good regression model is to have normally distributed data. If the significance value is more than 0.5, it means that the data is normally distributed (Ghozali, 2018). From table 4, the results of the normality test obtained a significance value of 0.625> 0.05, it means that the data as many as 261 are normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

Independent Variable	VIF
Motivation	1.370
Family Background	1.370

Source: Processed primary data

The multicollinearity test is used to test whether a research regression model has a correlation between independent variables. A good regression model is one in which there is no correlation between independent variables and is free from multiolinearity symptoms (Ghozali, 2018). Table 5 shows that the multicollinearity of the two independent variables, namely motivation and family background, has a VIF value of less than 10, meaning that there is no correlation between the independent variables.

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Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Independent Variable	Sig.
Motivation	0.116
Family Background	0.194

Source: Processed primary data

The heteroscedasticity test is used to determine whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2018). This study uses the park test to detect whether heteroscedasticity symptoms occur or not. The park test is performed by calculating the residual value of the regression model, squaring the residuals (U^2) and taking the natural logarithm of that value (LN (U^2). Then regress Ln(U^2) as the dependent variable on the relevant independent variables in the regression model. If the Sig value is more than 0.05, it means that there are no symptoms of heteroscedasticity (Ghozali, 2018). From table 6 the results of the heteroscedasticity test can be seen that the sig value is more than 5, it means that the data does not occur symptoms of heteroscedasticity.

Multiple Linear Regression

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.679	0.461	0.456	2.24052

Source: Processed primary data

Multiple linear regression analysis used to determine the relationship or relationship pattern of a variable with other variables. In this study, testing aims to determine the hypothesis of the research results. From the results of data processing using SPSS in table 7 shows the correlation relationship between the independent variable and the dependent variable. From the table, the R value is 0.679 which shows the relationship between the independent and dependent variables is equal to 67.9% but the R Square value is 0.461 which means the influence between the independent and

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dependent variables is equal to 46.1%. Adjusted R Square indicates that the relationship between the independent and dependent variables is more accurate with the resulting value of 0.456, which means that the influence of the independent and dependent variables in this model is 45.6%.

Simultaneous Test

Table 8. Simultaneous Test

Model	Sum of Square	Df	Mean Square	F	Sig
Regression Residual	1105.668 1295.145	2 258	552.834 5.020	110.128	0.000
Total	2400.812	260			

Source: Processed primary data

Table 8 shows that the Sig value of 0.000 is smaller than alpha 0.05, which means that the test of the effect of independent variables simultaneously on the dependent variable has a significant effect. This means that H1 is processed and accepted, which means that there is a significant influence between the variables of motivation and family background on technopreneur interest. Significant influence between motivation variables and family background on technopreneur interest.

Partial Test

Tabel 9. Partial Test

Model	Unstandardized Coefisient		Standardized	T	Sig
	B	Std. Error			
Constant	1.783	1.264		1.411	0.159
Motivation	0.412	0.044	0.503	9.391	0.000
Family Background	0.313	0.063	0.264	4.935	0.000

Source: Processed primary data

Table 9 shows that the Sig value on the motivation and family background variables is 0.00 smaller than the alpha value of 0.05, which means H1 and H2 are

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accepted and processed because motivation and family background partially affect the technopreneur interest. Based on table 8 the formula for this research model is:

Y = 1.783 + 0.412 X1 + 0.313 X2

Based on the regression test results above, it explains that motivation and family background simultaneously affect the interest of technopreneurs. Where the constant value of the motivation variable and family background is 1.783 which means that the independent variable has a positive increasing impact on the dependent variable. Every 1 unit increase in motivation will increase technopreneur interest by 41.2%. Family background has a significant effect on technopreneur interest where every 1 unit increase in family background will increase technopreneur interest by 31.3%. From these results, technopreneur interest can be increased through motivation and family background variables by 72.5%. While the other 27.5% is influenced by other factors that are not explained in this study.

CONCLUSION

Motivation and family background have a significant influence on technopreneur interest both simultaneously and partially. Technopreneur can be improved with motivation and family background variables by 72.5%. The rest is influenced by other variables that are not explained in this study. The purpose of this study has been achieved, namely knowing the role of motivation and family background on technopreneur interest, confirming previous research and offering learning through literature studies for students.

The results of this study are expected to have managerial implications for students to always enrich literacy about technopreneurs by increasing motivation to carry out activities that support goals. Through this, students can consider the future to create jobs by becoming technopreneurs.

The limitations of the study are in the method of filling out the questionnaire using the self-assessment method so that there is a possibility of biased data.

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