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Relationship between Need for Achievement and Interest in Entrepreneurship for the students of the Sharia Business Management Study Program at UIN Sayyid Ali Rahmatullah Tulungagung

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ABSTRACT

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This study aims to determine the relationship between need for achievement and entrepreneurial interest in students majoring in Islamic Business Management. State Islamic University of Sayyid Ali Rahmatullah Tulungagung. The hypothesis proposed in this study is that there is a positive relationship between need for achievement and entrepreneurial interest. The higher the need for achievement, the higher a person's entrepreneurial interest. And conversely, the lower the need for achievement, the lower a person's entrepreneurial interest. The subjects in this study were 70 students. This study used quantitative research, and data were collected using a questionnaire on need for achievement and interest with a Likert scale. Analyzed the data using SPSS 18.0 for windows. The results of the correlation analysis using the Pearsons Product Moment Correlation technique obtained a positive relationship. So the initial hypothesis is accepted, there is a positive relationship, the higher the need for achievement, the higher the entrepreneurial interest. Students who have a high need for achievement will be creative and innovative in completing tasks accompanied by the responsibility to pay attention to time so that they are fast and efficient in completing each task. Positive relationship between Need for Achievement and entrepreneurial interest of students majoring in Islamic Business Management. From these results, it can be seen that students who have a high need for achievement will have a sense of enthusiasm and ambition, and have confidence in their abilities.

Keywords: *need for achievement*, entrepreneurial interest.

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INTRODUCTION

Unemployment is one of the problems that many non-industrial countries such as Indonesia are looking at. Unemployment is a problem of need for public authorities, the large number of job seekers who are not coordinated with the large number of job seekers with open positions which causes many unemployed people not to get the opportunity to work, coupled with the increasing number of people who have lost their jobs. The current Covid-19 virus pandemic also still has an impact on the increasing number of unemployed until 2023. This is according to information provided by the Central Measurement Agency (BPS) which announced that the Open Unemployment Rate (TPT) in Indonesia in August 2023 was 7.07 percent, up 1.84 percent compared to August 2022 which was 5.28 percent. Based on the level of education in August 2023, it can be seen that the superior is Vocational High School (SMK) at 13.55 percent, followed by Senior High School (SMA) at 9.86 percent, Diploma I/II/III at 8.08 percent, College at 7.35 percent, Junior High School (SMP) at 6.46 percent, and the lowest is Elementary School (SD) at 3.61 percent (BPS, 2023).

The increasing poverty rate in Indonesia is in line with the increasing number of unemployed in Indonesia. One way to reduce the unemployment rate in Indonesia is to increase the number of entrepreneurs. This is not easy because in reality, college graduates who are expected to be able to create jobs actually become job seekers. In this case, colleges play an important role in educating and providing entrepreneurial skills to their students and always providing motivation to become entrepreneurs. The first step to prepare college graduates to become entrepreneurs is to foster an entrepreneurial spirit in students. The more students who have an entrepreneurial spirit, the more entrepreneurs will be able to be produced (Wijaya and Moerdyanto, 2014).

In the vision and mission of the Islamic Business Management study program at UIN Sayyid Ali Rahmatullah Tulungagung, one of the points states that it can organize a Bachelor's degree higher education that can produce graduates who are expected to have a religious competitive advantage in developing skills in the field of digital Islamic marketing and industry. This point is then emphasized in the research, where the results of this study can be input for the sustainability and success of the graduates who are prepared. In developing graduates who have an entrepreneurial mindset, it is very important to design interesting courses that increase student motivation. No less important is providing knowledge and skills to students through learning. The challenge is how all study programs in the Faculty of Islamic Economics and Business foster an entrepreneurial spirit in students. The Islamic Business Management Study Program is one of the study programs under the auspices of FEBI. This study program aspires to foster an entrepreneurial spirit among students by teaching entrepreneurship through classroom learning and practicing entrepreneurship through entrepreneurship courses. Students will be given the opportunity to take entrepreneurship courses and carry out entrepreneurial activities individually or in groups through and practice production of goods to sales (expo), so that it is hoped that jobs will be created. To deepen students' knowledge, there are also other courses that can provide entrepreneurial knowledge, such as Business Communication, Business Planning and Business Feasibility Studies.

BeStruggling to become an entrepreneur requires an interest in entrepreneurship. Interest is a driving factor, making someone more active in working and able to take advantage of every opportunity by optimizing existing potential. Interest itself does not suddenly appear in a person, but there are several factors that influence it. Entrepreneurial interest is defined as the desire, trust and steadfastness of an individual in facing all possibilities that occur with full confidence in creating a job for themselves and others (Jailani, Rusdarti, & Sudarma, 2017). People who have succeeded in all fields really need an interest in starting or running a business.

The world of entrepreneurship is a unique world of work, because entrepreneurs must always remain creative, innovative and competitive. An entrepreneur must be able to take advantage of every opportunity by optimizing the existing potential. An entrepreneur is someone who can see opportunities that can be used to start a new business. Entrepreneurship can bring many benefits, namely: financial freedom, freedom of time, and can not only create job opportunities, but also help others achieve these goals.

SeeEveryone wants high achievement. The higher a person's level of achievement, the higher their self-esteem. Satisfying the need for achievement will give rise to self-confidence, belief in the skills they have, and satisfaction that has been achieved. If someone feels that they have not achieved it, even though they have tried their best, the results are not in accordance with their wishes. This can cause someone to have feelings of inferiority. The need for achievement can inhibit the desire to obtain the best results, which is a factor in the need for personal satisfaction that must be met. The need for entrepreneurs to achieve is reflected in the form of actions that they always do better and more effectively than before. McClelland believes that the need for achievement will influence someone to engage in entrepreneurial activities to obtain greater satisfaction from achievement (Saif & Ghania, 2020).

McClelland (1961) stated that high achievers should also prefer activities related to skill and effort, provide clear performance feedback, he also argued that entrepreneurial positions have more of these attributes than other types of positions. The interaction

between the need for achievement and entrepreneurial interest is an integrated relationship so that individuals with a strong need for achievement are very inclined towards entrepreneurial behavior, and Need for Achievement is related to economic growth which is believed to be a result of the activity. This is confirmed by McClelland (1961) who argued that entrepreneurial activity and economic growth will be greater in countries with higher average levels of need for achievement than in those with lower levels (Collins, Hanges, & Locke, 2000).

Peresearch using entrepreneurial interest variables has been conducted several times, but research on need for achievement on entrepreneurial interest is rarely conducted. This is shown from the researcher's search conducted by researchers online through the official journal website portal. So that the difference from the research conducted by researchers on the variables and population of subjects as respondents. Therefore, researchers are interested in examining the relationship between need for achievement and entrepreneurial interest.

HThe hypothesis proposed in this study is that there is a positive relationship between need for achievement and entrepreneurial interest. The higher the need for achievement, the higher a person's entrepreneurial interest. And vice versa, the lower the need for achievement, the lower a person's entrepreneurial interest.

METHOD

3 In this study, the type of quantitative research is used to study the dynamics of the correlation between the Independent variable and the Dependent Variable which is then observed and the data collection is carried out simultaneously at the same time. Data collection of independent variables (Independent Variables) with dependent variables (Dependent Variables) at the same time in one population sample.) This study uses primary data in the form of questionnaires given to students majoring in Sharia Business Management.

7 This research was conducted at UIN Sayyid Ali Rahmatullah in 2023. The researcher conducted this research in the time span of January 1-15, 2023. The population is part of a generalization area consisting of objective or subjective which has certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study were 70 students of the Sharia Business Management Study Program. This population was taken randomly from students in semesters 2, 4 and 6. The sampling technique in this study was the Total Sampling Technique, a technique used by researchers in conducting research, namely the number of samples is the same as the population. In this study, the sample used was 70 Sharia Business Management students.

Data collection is carried out to obtain information in order to achieve research objectives. The type of data in this study is primary data, primary data is data from distributing questionnaires to students of the Sharia Business Management Study Program.

The data measurement used in this study is using a Likert scale by providing several statement items that describe the Need for Achievement. In this study, the data was processed using SPSS For Windows software. The analysis used univariate analysis and bivariate analysis. The presentation of data in this study uses a narrative form, namely a written form, usually used in presenting information obtained from the presentation of tables or images. Interpretation of data in this study is presented in narrative form to facilitate understanding of the results of the study, and can be expressed based on existing theories, it can be seen that there is a relationship between Need for Achievement and students' interest in entrepreneurship.

RESULTS AND DISCUSSION

Univariate Analysis

Need for Achievement

Table 1. Frequency Distribution of Variables Need for Achievement

	N	Minimum	Maximum	Mean	Std. Deviation
Entrepreneurial Interest	70	57.00	102.00	80,0286	10.40202
Need for Achievement	70	67.00	132.00	102,3571	12.74503
Valid N (listwise)					

Source: SPSS Statistics For Windows Version 18 Year 2020

Respondent Characteristics Based on the Need for Achievement Instrument

To measure each variable used in this study, it was measured using a questionnaire with several statement items given to respondents. The following is a summary table of respondent responses from each variable based on the average value of each statement item:

Table 2. Frequency Distribution of Need for Achievement Variable

Statement	Mean
I dare to take responsibility for the tasks that I do	4.39
I dare to face any situation based on the decisions or actions I take.	4.00
I will do my best on difficult tasks related to my studies and work.	4.26
I dare to take risks for the tasks I undertake	4.05
I am confident in completing tasks that have high risks.	3.95
I will always try for new tasks that are more difficult than usual.	3.76
I will pursue every business opportunity that arises using all available resources	4.11
I will try hard to improve my previous work performance.	4.05
I will try to do better than my friends	4.23
Average	4.09
Reliability	0.878

Source: SPSS Statistics For Windows Version 18 Year 2020

Based on table 1 above, it can be seen that the average value (mean) of the Need for Achievement variable with 9 statement items is 4.09, so it can be concluded that the Need for Achievement or the need to achieve for students of the Sharia Business Management Study Program at UIN Sayyid Ali Rahmatullah Tulungagung is classified as Good.

Respondent Characteristics Based on Entrepreneurial Interests

Table 3. Frequency Distribution of Need for Achievement Variable

Variable	Value Range	Category	Amount	Percentage (%)
Entrepreneurial Interest	<68	Very Low	7	10
	68-76	Low	19	27.1
	76-83	Currently	17	24.3
	83-91	Tall	13	18.6
	>91	Very high	14	20
Amount			70	100

Source: SPSS Statistics For Windows Version 18 Year 2020

Table 4. Need for Achievement Categories

Variable	Value Range	Category	Amount	Percentage (%)
Need for Achievement	<83	Very Low	2	2.9
	83-94	Low	19	27.1
	94-105	Currently	18	25.7
	105-116	Tall	23	32.9

	>116	Very high	8	11.4
Amount			70	100

Source: SPSS Statistics For Windows Version 18 Year 2020

Bivariate Test

Table 5. Results of Linearity Test of the Relationship between Need for Achievement and Students' Interest in Entrepreneurship

Variables	F	Sig	Information
<i>Need for Achievement</i> Interest in Entrepreneurship	,906	,613	Linear

Source: SPSS Statistics For Windows Version 18 Year 2020

PeHypothesis testing in this study uses Pearson product moment correlation analysis which states that there is a positive relationship between need for achievement and entrepreneurial interest with a correlation value of 0.729 with $p = 0.000$. The p value < 0.05 .

Table 4. Results of the Correlation Test of the Relationship between Need for Achievement and Students' Interest in Entrepreneurship

Variables	Pearson Correlation	Sig	Information
<i>Need for Achievement -</i> Interest in Entrepreneurship	,729	,000	accepted

Source: SPSS Statistics For Windows Version 18 Year 2020

Discussion

This study aims to determine the relationship between variables. Based on the results of the study that have been explained above, that there is a significant relationship between need for achievement and entrepreneurial interest in Sharia Business Management Study Program Students. The results of this study are based on the results of the analysis of product moment parerson correlation data. The results of the study indicate that there is a positive relationship between need for achievement and entrepreneurial interest with a correlation value of 0.729 with $p = 0.000$. P value < 0.05 .

Entrepreneurial interest is a motivation that drives individuals to carry out creative and innovative activities that provide benefits for individuals to seek opportunities for success. According to Mapiare (1998) interest is a mental device consisting of a mixture of feelings, hopes, attitudes, prejudices and fears or other tendencies that lead to a particular choice (Masruroh, 2018). Individual behavior is influenced by their interests in such a way that interest attracts individuals to certain actions and has an impact on the behavioral tendencies and abilities they develop. Entrepreneurial interest is a tendency of the heart in the subject to be interested in creating a business which then organizes, regulates, bears risks and develops the business that he created. Entrepreneurial interest comes from within a person to create a business field. Someone who has an interest in entrepreneurship because of a motive, namely the motive to achieve. The motive for achievement is a social value that emphasizes the desire to achieve the best results in order to achieve personal satisfaction, the basic factor is the existence of needs that must be met.

Students who have an interest in entrepreneurship because they have a high need for achievement to achieve success. When students have a high need for achievement, a sense of enthusiasm and ambition will emerge, and they will have confidence in their abilities. In terms of entrepreneurial interest, students will believe in their own strengths, have a strong will to achieve goals and meet their life needs, which are oriented towards the future by tending to dare to take risks in facing market challenges to develop a business. With the need for achievement in an individual, it will make individuals have the motivation to achieve success and aim to succeed with some of the efforts they have made. Individuals will also always have the desire to complete various tasks effectively and will make risky decisions that consider it a challenge.

One of the factors that influence students to be interested in the world of entrepreneurship can be seen from the need for achievement, which is a drive to be better, to be successful by doing tasks with targets effectively. McClelland (1987) mentions several aspects of the need for achievement which are divided into five, namely; responsibility, risk of choosing tasks, creative-innovative, paying attention to feedback, time to complete tasks. The results of this study also support previous research, such as research conducted by (Primandaru, 2017). In the journal (Primandaru, 2017) which conducted research on factors that influence students' interest in entrepreneurship. It can be seen that the need for achievement possessed by students plays a role in fostering entrepreneurial interest. In his research, students with high need for achievement will have a strong desire to succeed and as a consequence will have entrepreneurial behavior. Other research was also conducted by (Tanjung, 2019) with the results of his research showing that the need for achievement has a positive effect on entrepreneurial interest. According to McClelland in (Collins et al., 2000) states that high achievers must also prefer activities related to skills and effort, provide clear performance feedback, and argue that entrepreneurs have more of these characteristics than other jobs.

Dadand the explanation above is in accordance with what has been obtained in the sample that has been used. That students as samples in this study based on the results of the interpretation of the total participant score can be concluded that the participants in this study were mostly included in the moderate category for school entrepreneurial interest in the future must be more able to provide efforts to increase the entrepreneurial interest of their students. The variable need for achievement on entrepreneurial interest in this study contributed 53.1% and the remaining 46.9% was influenced by other factors. Other factors in question are factors that influence entrepreneurial interest. There are several that influence both internal and external factors, one of the influences of external factors is the school environment. In this case, the education in question is the school where the research is conducted, that the University not only prepares graduates who are ready to work in the industrial world but also prepares and changes the mindset of its students to get to know the world of entrepreneurship.

¹² In every study there are certainly limitations, and the limitations of this study are that the study was conducted using online data collection and questionnaire distribution techniques due to the pandemic situation so that it was less than optimal, when the subject did not understand the questionnaire statement, they had to contact the researcher via private message, they could not ask directly and the discussion on the entrepreneurial interest variable did not discuss the more dominant male and female entrepreneurial interests, and did not directly discuss business. However, overall, the research that has been conducted can be used as a new reference for schools in forming entrepreneurial interests for their students.

The acceptance of the hypothesis stating that "There is a positive relationship between need for achievement and entrepreneurial interest in students of the Islamic Business Management Department" provides evidence that the higher the need for achievement, the higher the entrepreneurial interest, and vice versa. The lower the need for achievement of students, the lower the entrepreneurial interest.

CONCLUSION

Based on the description of the results and discussion regarding the relationship between Need for Achievement and the entrepreneurial interest of students at UIN Sayyid Ali Rahmatullah Tulungagung, it shows that the higher the need for achievement, the higher the interest in entrepreneurship, and vice versa. The lower the need for achievement of students, the lower the interest in entrepreneurship. This shows a positive relationship between Need for Achievement and the interest in entrepreneurship of students in the Sharia Business Management study program at UIN Sayyid Ali Rahmatullah Tulungagung. From these results, it can be seen that students who have a high need for achievement will have a sense of enthusiasm and ambition, and have confidence in their abilities. In terms of interest in entrepreneurship, students will believe in their own strengths, have a strong will to achieve goals and meet their life needs, who are oriented towards the future by tending to dare to take risks in facing market challenges to develop a business. With the need for achievement in individuals, individuals will have the motivation to achieve success and aim to succeed with several efforts that have been made. Individuals will also always have the desire to complete various tasks effectively and will make risky decisions that consider it a challenge.

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