

The Culinary Art Students' Interest for Being Entrepreneurs in Food Industry

Kusumantoro¹, Budi Eko Soetjipto²

¹*Faculty of Economics of Universitas Negeri Semarang, Indonesia & Graduate Student of Universitas Negeri Malang, Indonesia*

²*Faculty of Economics of Universitas Negeri Malang, Indonesia*

ABSTRACT: *The objective of the study is to analyse the influence of attitude on entrepreneurs, career self-efficacy, parents' motivation and occupation on students' interest for having food and drinks businesses after they graduate. The population of the study was Culinary Art study program students in the academic year of 2016/ 2017/. They were 84 students. The data were collected by questionnaire and analysed by doubled regression analysis. The result of the study showed that attitude on entrepreneurs, career self-efficacy, and parents' motivation and occupation gave the positive and significant influence on students' interest for having business. Findings also found that students' interest to have business after graduating should be supported by career development activities, career self-efficacy, parents' motivation. Parents' motivation is the supporting factor. Nevertheless, if students are trained well, they can be the entrepreneurs even if their parents are not entrepreneurs.*

Keywords: *Entrepreneurship, Attitude, Career Self Efficacy, Motivation*

I. INTRODUCTION

More population needs more job vacancies. It is a challenging for the government to provide the jobs. Moreover; the job vacancies provided by the private sectors are getting fewer. Thus; the numbers of job vacancies are not appropriate with the numbers of job seekers. Therefore; for the last decades, the government have tried to create activities to inspire people to have their own businesses.

To produce the entrepreneurs, higher education institutions are required to produce graduates who do not only have job seekers-oriented but also job makers-oriented or what we call the entrepreneur. Therefore; higher education should give extra and intracurricular entrepreneurship activities for students. One of intracurricular activities is inserting entrepreneurship subject into the curriculum. It teaches students how to manage and develop the business. Then, several higher education institutions put entrepreneurship into extracurricular activities which students can practice running the business at campus.

Based on information gained from www.president.ri.go.id in 2016, it showed that there were 56 million Small and Medium Enterprises (SMEs) in Indonesia, 70% of them were at food industry. SMEs are proven to be the economic drivers in Indonesia. Minister of Industry said that in 2015, the economic growth was 5.02%, whereas; the food and drinks industry grew for 7.54 % (kemenperin.go.id, 2016). It is a big potential to run a business in food industry since most of the food and drinks industries are done by SMEs.

Culinary business is a permanent business since everyone needs food every day. It makes culinary business quite improved in the last years. There are many unique foods which interest many people to try them. Furthermore, culinary trend as the life style also supports the culinary industry. Culinary food is one choice for business industry because this business is easy to do although it is a little bit complex because it needs innovation. The need of culinary develops continuously since a lot of busy people cannot make their own daily meals. Students of culinary art education department are taught to be culinary art educators or teachers. The main competency of the culinary art graduates is able to conduct a culinary art learning with the innovative learning strategies and the latest technology in the democratic and responsible atmosphere and having strong, polite, religious, tolerant, and caring characters to the environment. Whereas; another expected competency is able to have culinary enterprises. In Indonesia, entrepreneurship was learned at the certain schools or universities but along with the advance and challenge of the world, such as economic crisis, the entrepreneurship subject also develops at trainings and formal education nowadays. The entrepreneur has different way of thinking with other ordinary people. It happens because he/ she has motivation, the soul calling, perception and emotion which are related to the values, attitude and behaviour as the excellent human.

The limited formal job vacancy for the culinary art graduates makes the entrepreneurship is expected to be the choice. It is only one State Vocational High School per district which opens culinary art study program in Central Java. Then, entrepreneurship helps the government to provide job vacancies or even create jobs for more people. Therefore; developing other competencies such as creating the culinary business is an alternative way for culinary art graduates.

II. LITERATURE REVIEW

Entrepreneurship Interest

At the heart of growth theories is the need for entrepreneurs to make profitable investments in capital, research and development or technological advancements. In making investments that profit themselves, entrepreneur also profit the rest of the economy (Orazem, 2015). This opinion shows that entrepreneurs are needed for economic growth to collect the human capital. Then, the technology advance cannot be separated from the entrepreneurs. Therefore; the capital development cannot be separated from the entrepreneurs who can create their own jobs.

Entrepreneur is a person who can see the business opportunity, and then collect the resources to get profit of his/ her business. The ability to see the business opportunity does not come spontaneously but it should be trained well. Furthermore; the ability should be combined with the ability to collect the needed resources well.

Interest is the important foundation for succeeding the activity. Interest appears if there is a stimulus which attracts the attention. The entrepreneurship interest appears if he/ she is interested to the entrepreneurship. Thus; a person who has the ability to see and assess the job opportunity will not be an entrepreneur if he/ she is not interested to be an entrepreneur. So, interest is the main requirement of a person to do something.

Internal motivation to be an entrepreneur is the most important factor to have business. Someone who has desire to be an entrepreneur will be easy to be the entrepreneur. Then, social motive can raise the interest to do the activity. Generally, a human wants to be appreciated in the society. Someone who is successful in many activities, it means that he/ she can manage the emotion well. Thus; social environment influences someone to do a certain activity.

Attitude on Entrepreneur

Thurstone defined attitude was the positive or negative affect degree on a psychological object (Azwar, 2007). Attitude was always directed to an object, there was no attitude without any object (Gerungan, 2004). The attitude of a person on an object will shift well either positive or negative direction. Although, there are many definitions of attitude but it can be concluded that attitude is a condition which drives someone to do something and responds the object around the environment.

Azwar (2007), stated that there were many factors which influenced the attitude. The factors were the personal experience, culture, important people, mass media, institution or education institution and religion institution and internal emotional factor himself. The experience which involves the emotion will influence deeply to someone. The personal experience toward an object will give an influence to someone toward the object. Then, culture will make someone to do the activities which are appropriate to the culture. Culture makes someone to have a certain pattern in his/ her attitude. Next, attitude to other people who are important will make someone to imitate or cooperate with. Mass media, education institution and religion institution will give a message for being the foundation for someone to assess something and then direct him/her for the certain thinking way.

Career Self-Efficacy

Career self-efficacy was the someone's perception of assessing his/ her ability to choose and develop optimally on his/ her job (Betz, 1992). Someone who can do the certain activities usually has his perception whether he can or cannot do the job. According to Betz (1992), he stated that career self-efficacy consisted of two domains; career choice content and career choice process. Career choice content refers to the content of study industry and type of career, whereas; career choice process refers to how someone to choose and implement the certain career industry.

Self-efficacy as one's belief in one's ability to succeed in specific situations or accomplish a task (Bandura 1997). According to him, self-efficacy is not related to the skills possessed, but related to an individual's belief about what to do with the skill he has. Bandura (1997) mentioned that four major sources that contribute to the development of self-efficacy beliefs. There are performance accomplishments, vicarious experience, verbal persuasion and physiological states.

The career choice for students after they graduate is their early perception. The career choice of a student is started by the thinking about his/ her ability to choose the career. The choice has the risk; it is whether he/ she can develop the career or not. Therefore; the choice of a career is based on his ability to do it and will not do it if he/ she cannot do it. Then, another factor which influences the career choice is the future of the career.

Parents' Motivation

Social motivation referred to the comfort, attention, appreciation and helps to other people or group to individual (Sarafino, 2006). Social motivation is the social relationship between one individual and another individual. The function of this support is to help between one individual and another individual. The motivations can be attention, appreciation, and physical aid.

Based on Sarafino (2006), social support can be from many sources; such as parents, friends, boy/girlfriend, colleague, and community organization. Parents' motivation has the important role toward the psychological adaptation during the transition time faced by a child as a student at university. Parents' motivation has the important role for a child to do something.

The study result of Schunk & Pajares (2001) mentioned that parents and friends can improve someone in the challenge. Parents give support and the support to the child to do the new activities can improve self-efficacy to face the challenge. Social support can be distinguished according to the support forms received by the individual. Sarafino, (2006) mention that the social support forms are; emotional and esteem support, instrumental support, information support, and friendliness support. If there are four supports at the individual, so the self-confidence will improve to do something.

Parental entrepreneurship is a strong, probably the strongest, determinant of own entrepreneurship (Lindquist, 2012). The effect of entrepreneurship support from their parents is very important. Parents support will improve confidence to the child to do something and able to take risks, so that the child's interest to become entrepreneurs will be stronger along with serious support from their parents

Based on the definitions above, the forms and sources of social support can be from parents to their child in the forms of emotional and esteem, instrumental, information, acceptance supports which make the child feels that his parents love, pay attention and appreciate him. These supports can improve his confidence to do something.

The Parents' Occupation

Soeroto (1986) explained that the working man can get income, and the income will be given to his family to consume the goods and services of the development result; so, it is clear who is productive to participate actively in the development.

If it is seen from the social aspect, the objective of working is not only related to the economic aspect or to get the income/ money but also to get the status to be received as a part of the social economic status unit and to play a role at his/ her status(Kartono, 1997).

The parents' occupation is parent's choices to get the income. If it is seen from the social aspect, so the parents' occupation is the parents' social status in the society. Therefore; the parents' occupation will be the model of their child.

Parents are usually the idols of a child, so anything they do, the child will imitate them; includes at the jobs they do. According to Gerungan (2004), he said that imitating is the social act to imitate the attitude, act, behaviour, and physical appearance overly. And it is explained more that imitating will improve to be identification. Identification is the self-tendency to be same with another completely. Imitating is copying of other's style and identification is trying to be like another person completely. The form of identifying the parents is copying the parents' job.

The powerful parents who can protest the family members make them idolize them. The parents' behaviour will be imitated by the child and then, it shapes the child's character. Nevertheless; if parents are not the child's idols so he/ she will not copy parents' behaviour.

Hypotheses

Based on the theories and opinions above, the hypotheses are:

1. There is an influence of attitude on entrepreneurs on being entrepreneurs' interest after graduating.
2. There is an influence of career self-efficacy on being entrepreneurs' interest after graduating.
3. There is an influence of parents' motivation on being entrepreneurs' interest after graduating.
4. There is an influence of parents' occupation on being entrepreneurs' interest after graduating.

III. METHOD

This is an explanatory research with the quantitative approach. The subject of the research was students of Culinary Art study program in the academic year 2016/2017. There were 84 students taken by random sampling method. Then, Likert scale was used in this study. The variables of the study were attitude on entrepreneurs (X1), career self-efficacy (X2), parents' motivation (X3), and parents' occupation (X4) and being entrepreneurs' interest (Y). Before data were analysed, it needs to be tested by validity and reliability tests and classical assumption test.

IV. RESULT AND DISCUSSION

The result of the study showed that being entrepreneurs' interest, career self-efficacy, parents' motivation and attitude on entrepreneurs were at high positions. Then, parents' occupation was in low position and the dummy variable.

Table 1. Distribution of Variables Frequency

No	Interval	Categories	Frequency	Percentage
Attitude on Entrepreneurs				
1	51 % - 100%	High	66	79
2	0% - 50 %	Low	18	21
Career Self Efficacy				
1	51 % - 100%	High	65	77
2	0% - 50 %	Low	19	23
Parents' Motivation				
1	51 % - 100%	High	53	63
2	0% - 50 %	Low	31	37
Parents' Occupation				
1	Entrepreneurs		35	42
2	Employee, Public Civil Servants, Farmers		49	58

Based on table 1, it can be seen that Culinary Art students at Universitas Negeri Semarang have the positive attitude toward entrepreneur was for 79%, career self-efficacy was for 77%, parents' motivation was for 63% and entrepreneur's parents' occupation as the dummy variable was for 42%.

We can see that the factors which influence someone to be an entrepreneur were the positive attitude toward entrepreneurs, career self-efficacy and parents' motivation. Then, parents' occupation was not dominant to influence students' interest to be the entrepreneurs.

The positive attitude toward entrepreneurs had the high frequency, so the positive view is quite dominant to influence someone's interest to be an entrepreneur. Career self-efficacy also had the high frequency which made students having high self-confidence to run their own choices. Thus; it was a dominant factor to influence students' interest. High parents' motivation also made students brave to perform which influenced their interest to be entrepreneurs. Whereas; parents' occupation was only 42%, it means that it was not the dominant factor to influence the interest.

Result of Statistic Data Analysis

The result of statistic data analysis can be seen on the table 2.

Table 2. The Result of Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.371	.338		4.056	.000		
	X1	.267	.090	.298	2.983	.004	.910	1.099
	X2	.153	.066	.238	2.322	.023	.868	1.152
	X3	.150	.067	.226	2.237	.028	.895	1.117
	X4	.015	.061	.024	.253	.801	.973	1.028

a. Dependent Variable: Y

From the table, above, it can be seen that X1, X2, X3 gave the direct influence on Y, and X4 did not give any influence on Y. Thus; it can be said, attitude on entrepreneurs, career self-efficacy, and parents' motivation influenced significantly toward students' interest for being entrepreneurs. Then; X4 or parents' occupation did not influence students' interest for being entrepreneurs.

The Influence of Attitude on Entrepreneurs on Students' Interest for Being the Entrepreneurs

From the statistic result, it can be explained that students' attitude on entrepreneurs toward their interest for being entrepreneurs showed the positive influence. In the theoretical review, it has been explained that attitude on an occupation is the positive or negative affect degree. Students' attitude on entrepreneurs was positive affect degree. They thought that entrepreneur was a good profession to create jobs. Furthermore; entrepreneur was an independent occupation to do something.

Based on the result of statistic descriptive analysis, students' attitude on entrepreneurs was high for 79%. It means that students have high positive attitude on the profession. This positive view makes students follow the requirements of the profession.

Culinary Art students generally understand that the formal job vacancies for them are limited, but the informal or non-formal jobs are still a lot if they graduate from the university. So, with the early understanding, students are conscious that they choose the study program to study about foods and drinks as the science capital to run a business in the future. The positive attitude to entrepreneurs makes students independent from the beginning.

Entrepreneurship comes from inside if he/ she is courageous to develop a business or new idea. The core of entrepreneurship is to create the added value through manufacturing many resources. Zimmerer (2008) stated that an added value can be created through the new development technology, new innovation, product improvement, and other different ways to produce more goods and services with fewer resources.

Students who have the entrepreneurship character are those who feel affection for changing, innovation and challenge. The positive attitude on entrepreneurs is constructed with the high belief on the change and is glad for the innovation and challenge. Therefore; students' characteristics that have the positive attitude on entrepreneurs influence the students' interest to choose entrepreneur as the profession after they graduate from the university.

The Influence of Career Self-Efficacy on Students' Interest for Being Entrepreneurs

Students' interest to have business is indicated by the desire to involve on entrepreneurship gladly. The desire can be seen by their efforts to sell products at campus. Students' belief to succeed on entrepreneurship improves self-confidence, so it influences their interests. Interest also grows along the feeling of someone to an object which is also improved by the positive attitude. The motivation of someone to act based on his/ her positive feeling to an object.

Waridin (2002) explained that to determine a choice, an individual will choose one of alternative choices which give the maximum utility for him/ her. Someone will select a choice based on the benefits he/ she gets. Determining the choice for being entrepreneur is an alternative choice because someone will get optimal benefit from the cost he/ she spend.

Based on the descriptive analysis result, it showed that career self-efficacy was for 77%. The high career self-efficacy will improve Culinary Art education students' interest for being entrepreneurs at food and drinks industry. Students' perception about their ability to determine their career choices and believe that it can develop well will improve their confidence also. Finally, career self-efficacy is the key of success to do the activity. Then; the higher career self-efficacy, the higher confidence; and vice versa. The high career self-efficacy (77%) means that students are convinced to be successful at their career choice.

The Influence of Parents' Motivation on Students' Interest for Being Entrepreneurs

The descriptive analysis data shows that parents' motivation to the child to be entrepreneur is quite big for 63%. It means that there is attention from parents to the child to choose an object. Parents' motivation can create harmonization in the education process for the child. Parents' motivation as the motivator can give the child knowledge, skills, and high confidence.

The role of the parents as the motivator has improved the child's courage. The courage of Culinary Art student cannot be separated from his/ her parents so he/ she is confident to run the business with all skills and knowledge he/ she has got during studying at the study program. Students are usually not independent on their finance and responsibility, so parents' motivation is very vital.

The Influence of Parents' Occupation on Students' Interest for Being the Entrepreneurs

On the result of descriptive analysis, it can be seen that parents' occupation was only 42% but their interest to have business was still high. It means that parents' occupation did not influence the child to choose parents' occupation; even the child's tendency to copy parents' job was getting low. It was proven by the data analysis which shows that parents' occupation did not give any influence to students' interest for being entrepreneurs.

Kartono (1997) stated that working did not only fulfil the needs, but also emphasized on the social status. Therefore; it makes the child's tendency to imitate the parents was getting low because the child wanted to have more income and better social status than his/ her parents. Consequently, the process of imitating the parents' job or occupation was also getting low and low.

V. CONCLUSION AND RECOMMENDATION

From the various statistical analysis and discussion above, it can be concluded that attitude on entrepreneurs, career self-efficacy and parents' motivation influenced Culinary Art students' interest for having Culinary business, whereas; parents' occupation did not influence students' interest for being the entrepreneurs. Based on the conclusion above, it can be recommended for: (1) Culinary Art lecturers to foster the entrepreneurship as their career motivation for Culinary Art students. (2) Parents to motivate their children to study how to develop the business which finally, improving children's interest for being entrepreneurs. (3) The Head of Culinary Art Study Program to provide facilities for students to practice entrepreneurship at campus.

REFERENCES

- [1]. Kemenperin go id. *Menteri Perindustrian Jaga Ketersediaan Bahan Baku Makanan dan Minuman*. retrieved in 7 Sept 2016
- [2]. Presiden ri go.id, *Potensi Besar Industri Makanan Dan Minuman*. Dipublikasikan Pada 08 Juni 2016. retrieved in 6 Sept 2016
- [3]. Orazem, Peter F, Robert Jollyand Li Yu., 2015, *Once Entrepreneur, Always entrepreneur? The Impacts of Skills Developed Before, During and After College on Firm Start-ups.*, IZA Journal of Labour Economics
- [4]. Azwar, Saifuddin. (2007). *Sikap Manusia: Teori dan Pengukurannya*, Yogyakarta: Pustaka Pelajar Offset
- [5]. Gerungan, W.A. 2004. *Psikologi Sosial*, Bandung: PT. Refika Aditama
- [6]. Betz, NE, 1992, *Counselling Use of Career Self Efficacy Theory*, The career development Quarterly.
- [7]. Bandura, Albert, (1997). *Self-Efficacy (The Exercise of Control)*. New York: W. H. Freeman and Company
- [8]. Sarafino, E.P. (2006). *Health Psychology: Biopsychosocial Interactions*. Fifth Edition. USA: John Wiley & Sons.
- [9]. Pajares, F & Schunk, DH (2001), *The Development of Academic Self Efficacy*, Chapter in A Wigfield& J Eccles (Eds), *Development of Achievement Motivation*. San Diego; Academic Press.
- [10]. Lindquist, Matthew J, Joeri So, Mirjam V Praag, 2012, *Why Do Entrepreneurial Parents Have Entrepreneurial Children?* Tinbergen Institute and IZA, Bonn.
- [11]. Soeroto, 1986, *Strategi Pembangunan dan Perencanaan Tenaga Kerja*, Gadjah Mada University, Yogyakarta
- [12]. Kartono, Kartini. (1997) *Patologi Sosial*, Jilid 5. Jakarta: PT. Raja Grafindo Persada.
- [13]. Zimmerman, TW, Norman WS, Doug Wilson, 2008, *Essentials of Entrepreneurship and Small Business Management*, Pearson Education.
- [14]. Waridin, 2002, *Beberapa Faktor Yang Mempengaruhi Migrasi Tenaga Kerja Indonesia Ke Luar Negeri*, Jurnal Ekonomi Pembangunan Vol 3 No 2 Desember.