

## **Empirical Model Study Public Interest Entrepreneurship (Central Market Study in Sungguminasa Kabupaten Gowa)**

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**ABSTRACT :** *This study uses object Sungguminasa central market traders in Gowa district, with 90 samples from a population of 360 merchant market traders. This study sought to test and analyze the factors that influence the interest masyarakat / traders entrepreneurship in Central market Sungguminasa Gowa and which factors are most dominant. Using multiple regression analysis and processing of data using SPSS to test the coefficient kolerasinya with a significant level 5 %.*

*Results of this study showed that the first, partially independent of each variable (exogenous) capital ie (X1), Family (X2), Social Environment (X3), and the Spirit of Entrepreneurship and Personal (X4) have a significant effect on the dependent variable (endogenous) the public interest in entrepreneurship, second, simultaneously there is a significant effect between the exogenous variable capital (X1), Family (X2), Social Environment (X3), and the Spirit of Entrepreneurship (X4) of the endogenous variables that public interest in entrepreneurship (Y) . This is evident from the large value of F value is 0.000 599 075 with significantly lower levels of alpha 0.05. Thus the first hypothesis is accepted, the third, the most dominant factor is the effect on interest berwirausaha capital (X1), it was shown from the results of the data obtained t count > t table with singnifikansi level (a) of 0.000 < 0.050. Thus the second Hipoesis also accepted.*

**Keywords:** *Capital, Family, Social Environment, Spirit of Entrepreneurship and Entrepreneurship Interests.*

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### **1. INTRODUCTION**

As a developing country, Indonesia is a country that still lacks entrepreneurs. This is understandable, because the interest in entrepreneurship from the younger generation is still lacking. On the other hand, many government policies that do not provide opportunities for entrepreneurship and climate conducive to the public, for example the maximum price of rice policies, as well as excessive subsidy that does not educate the public economic behavior. Presence of high levels of unemployment today (about 32 million people) needed creativity of every individual to not rely on the work of others such as civil servants or private sector employees but creating jobs that can absorb existing manpower and revive the economy of Indonesia. Small businesses are small-scale enterprises which is able to survive as a small business also plays a role in the distribution of the Indonesian economy and creating jobs for the community as well as resulting in a potential state.

Everyone agreed that the growth of the economy in a country can not be separated from the role of the private entrepreneurs of large, medium and small. Entrepreneurial role in the growth and development of road infrastructure, buildings and goods and services required human. Employment and turnover are so many big and quick money is not likely to occur in the absence of an entrepreneurial role. This suggests that the role of the entrepreneur or the entrepreneur community partners, small and medium enterprises is very important and strategic in fueling growth and economic development of a country. Most of the drivers of change that, innovation and progress of a country is the entrepreneurs. Entrepreneur is someone who creates a business dealing with risk and uncertainty aimed at achieving profit and growth by identifying opportunities and utilize resources to be needed. Based on this, then in the face of the current economic development role of entrepreneurship lagi. Karena doubt whether the economy grows in a country mainly depends on the presence and activity of entrepreneurs.

Currently importance of entrepreneurial talks have been heard and known in various places in the world. All assume that the family, the people, the nation and the government requires the presence of a good entrepreneur in society. A psychologist, David McClelland, who was also cited by Ciputra (2009), that one of the conditions of a country to achieve the required level of prosperity 2% of the population are entrepreneurs (entrepreneurs). According to Z. Frinces Heflin (2011), the current state can be said that the key to prosperity is entrepreneurship and self-employment is a very promising profession for good in the quality of life by increasing purchasing power. Purchasing power created by the high revenues obtained as a result of the profession in the field.

Entrepreneurship is a phenomenon, it is an important phenomenon for the progress and prosperity of the world, even entrepreneurship has become the base of economic growth. This is evident, for example, of the United States economy experienced stagflation in the 1970s, and then to rise again with the emergence of many small businesses are able to solve the unemployment problem quickly. So it is not excessive when Peter Drucker (1985), the world's leading management gurus call the American economy as an entrepreneurial economy, economy-based kewirausahaan nation. According to Joseph C.Schumpeter in Lupiyoadi Creep (2007), entrepreneurship is a key player in economic development and its function is to innovate, or create new combinations. Entrepreneurial perform a process called "creative destruction" of the market equilibrium. And innovation created by entrepreneurs will menghancurkan balance contained in the market to then reach a new equilibrium with profit-keuntungan on such innovations. Currently, Singapore is poor in natural resources, but the per capita income of U.S. \$ 37,000 per year, compared with Indonesia, which only has about U.S. \$ 2,200 per year. This figure gives the impression that the message and entrepreneurs a noble profession whose role is to build a prosperous society and the state are very clear and large, especially when we examine the progress achieved by other developed countries in the world be it in Europe, America, Australia and Asia. Because these countries, particularly the government and the people have chosen self-employment as the main profession is very important and is grown willfully (intentionally).

Choice to become an entrepreneur due to the strong belief that the profession as an individual entrepreneur is a good road map for change in the quality of life of both individual and societal. Qualities that are desirable to be more economically prosperous and then prosper. For this reason people then see that being or living as an entrepreneur has the fundamental advantage (Z Heflin Frinces, 2004, and Z. Frinces Heflin, 2009), namely: 1) the opportunity to be able to control the destiny of ourselves, 2) an opportunity to achieve full potential self, 3) opportunities to gain financially, 4) an opportunity to contribute to society and be recognized for his efforts, 5) can organize themselves in accordance with his will and in accordance with the current work challenges, 6) may be an appropriate vehicle for proving the will and personal belief that he can do something useful and even better, 7) can be set up between her competition with another person or other party that he will also be able to do the same or even better.

Therefore in modern times people's views about a success or success began to shift. If the previous generation to be a good employee in government agencies and companies are considered more prestigious, the current generation has started to shift to the view that no one can achieve entrepreneurial success. Plus it has a lot of examples of successful people from the business community so that kewirausahaan was regarded as something promising and prestigious.

Many factors affect the interest of the community to become entrepreneurs. One of the key factors to determine this is by understanding what people need. People can be motivated or driven by any, but not always motivated by the same thing. One's interests and entrepreneurial spirit can be formed by several background factors of everyday life. It could be someone driven to entrepreneurship because of family entrepreneurship, or entrepreneurship because someone pushed laid off, or someone entrepreneurship because they have to cover their needs. Someone pushed entrepreneurship because it has the entrepreneurial spirit or because they want to create their own employment opportunities for themselves and their families.

The question is who the lawyer-motion behind the phenomena and the creation of the balance and interest? The answer is the entrepreneurial spirit and therefore it is important to research carried out, with a focus on community / traders in the Central Market Sungguminasa Gowa. This market is located in the heart of Gowa be important for entrepreneurs in the community offering a variety of basic needs, is one of the traditional market, which used to sell household items. Many merchants who sell in this market include clothing merchants, chinaman, chicken and fish traders, gold and jewelry traders, food stalls and more.

Based on the phenomenon and the above background, the research problem can be formulated as follows:

1. What are the factors that encourage entrepreneurship community in the Central market Sungguminasa Gowa district?
2. Which are the most dominant factors that encourage entrepreneurship community in the Central market Sungguminasa Gowa?

Based on the formulation of research problems mentioned above, the purpose of this study is:

1. Examine and analyze the factors that influence people's interest in entrepreneurship in the Central market Sungguminasa Gowa.
2. Review and analyze the most dominant factor which affects the public interest berwira-market business in the Central Sungguminasa Gowa.

While the expected benefits of this research are:

1. For the community / traders in ten Gowa regency, in recognition of the factors that affect interest berwiwasaha, it is expected to formulate a model of development for the entrepre-neurship among them in order to improve innovation, creativity and productivity efforts.
2. For the development of science, the results of this study are expected to be reading material and information for further research and the development of science, especially entrepreneurial management.
3. For researchers, the results of this study will add knowledge and insight researchers, especially in matters related to development efforts in entrepreneurship community interests and attitudes in terms of the various factors that influence.

## **II. LITERATURE REVIEW**

### **Entrepreneurship**

Although today many experts who interpret the meaning of entrepreneurship in different, but opinions Schumpeter in 1912 are still relevant and widely followed various circles. According to Schumpeter in Suryana (2006) entrepreneurship is a dynamic process to create value-added goods and services and prosperity. Additional value and prosperity is created by individual entrepreneurs who have the courage to bear the risk, spend time, as well as providing a variety of goods and services produced by entrepreneurs is not necessarily new, but it has a new and useful value. In line with the development of the concept of entrepreneurship, Peter F. Suryana Drucker (2006) defines entrepreneurship as the ability to create something new and different. The broader definition proposed by Peter Hisrich (1995) in Suryana (2006), who said that entrepreneurship is the process of creating something different to generate value by devoting the time and effort, followed by the use of money, physical, risk, and then generate fringe monetary and personal satisfaction and independence. Thomas W Zimmerer in Suryana (2006) reveals that entrepreneurship is the process of applying creativity and innovation to solve problems and seek opportunities in the face every person in every day (applying creativity and innovation to solve the problems and exploit opportunities that people face everyday). Thus entrepreneurship is a combination of creativity, innovation and courage menghadai risk, which is done by hard work to establish and maintain new business. In line with this Zinmerer (1996) stated that the essence of entrepreneurship is the ability to develop creative ideas and finding new ways to solve ppersoalan and opportunities facing (Creativity is the ability to Enhance or to enrich people's live). Creativity is thinking new things, while innovation is doing something new. An entrepreneur would do well to think and do in a new way. In terms of entrepreneurship can be concluded some concepts such as the ability to create something new and different (creativity and innovation), organize, run the risk, results-oriented, opportunity, personal satisfaction and freedom. Therefore, the spirit and entrepreneurial behavior is not only found in a business context, but also in all organizations and professions, both franchised and non-profit such as education, health, research, law, architecture, engineering, social work, and distribution.

According Suryana (2006), in entrepreneurship, capital is not always synonymous with a tangible capital (tangible) As money and goods, but also intangible capital (intangible) such as intellectual capital, social capital, moral capital, and religion based mental capital .

Intellectual capital (intelektual capital) is a device that is needed to find opportunities and manage threats in life. Intellectual capital is a very big role in adding value in an activity. Excellent organizational and achieve many benefits is that organizations continuously develop its human resources (Ross, et al, 1997). The pshikolog in 1920 a lot of talk about the concept of Intelligence Quotient (IQ) as the sole indicator of intelligence, with the assumption that those who have a high IQ would have kemampuan to solve the real problems of life. People who have a high IQ is expected to quickly master the knowledge because of its speed of thought power. But in addition to having high intelligence, a new will have extensive knowledge when he has a habit of reflecting on the events of the universe and the search for the meaning of any phenomenon that occurs. And habits of reflection is what makes people cerdas.Jadi intellectual capital lies in kemampuan to think and think about something new, it is not always determined by a high level of formal education. Capital emotional (emotional capital) describes the human ability to recognize and manage the emotions of yourself and understand the emotions of others so that he can take appropriate action in interacting with others. According to the Ancok Bradberry & Graves (2005), there are four dimensions of emotional intelligence, namely: 1) Self

Awareness, ie the ability to understand the emotions themselves precise and accurate dalam consistently situations. How emotional reactions in the face of an event that provoke emotion, so that one can understand the emotional response itself in terms of positive and negative terms, 2) Self Management, namely the ability to manage emotions as well, after understanding the emotions that are being felt, whether positive emotions or negative. The ability to manage emotions in a positive way in dealing with the emotions themselves will make happiness one can feel the maximum, 3) Social Awareness, ie the ability to understand other people's emotions from his actions it seems. It is the ability to empathize, understand and feel the feelings of others accurately. With this understanding, the individual already has the readiness to respond to the situation of other people's emotions in a positive, 4) Relationship Management, namely the ability to interact positively with others, betapun negative emotions raised by others. An ability to manage relationships with others in a positive way is the result of the three other dimensions of emotional intelligence (self-awareness, self-management and social awareness).

While the concept of social capital according to the Ancok Brehm & Rahn (2005), categorized in two groups. The first group emphasizes the social network of relationships (social network), while the second group there is more emphasis on the characteristics (traits) are attached (embedded) on the individual human being involved in a social interaction. Social capital is the network of cooperation among communities that facilitate the search for solutions of problems it faces. Social capital is the basis of the formation sinerjitas in carrying out organizational tasks. Synergy can be obtained because the larger work, when compared with working alone. Social capital also in the ability to live in the differences and appreciate the differences (diversity). Recognition and respect for differences is a prerequisite growing creativity and synergy. Ability to get along with different people, appreciate and take advantage of these differences will collectively provide for the good of all parties.

Fortitude capital (capital adversity) are capital for success in life, whether it is a private life or did life organization. When faced with difficulties or problems that have not been resolved, only those who will successfully complete stoic-nya. Stoltz (2003) provide an understanding of capital fortitude with the parable of the mountaineers, to distinguish three types of people, the quitter, camper and climber.

**Quitter type**, is a mountaineer type who gives up easily, that is, those who when faced with the problem of choosing to run away from the problem and do not want to face the challenge to conquer the problem. People like this would be very ineffective in dealing with the task of containing the challenges of life and not as effective as pekerja. Dan these properties are not suited owned by an entrepreneur.

**Camper type**, the kind of person who tried but not wholeheartedly. When he faced a problem he tried to solve it but he did not come to grips with all the capabilities it has. He's not the type of person who will exert all its potential to meet the challenges it faces. If the obstacles are formidable, and he's trying to solve it but to no avail, then he will desire to forget and move on to another place that does not have a heavy challenge. This trait is clearly not suitable for an entrepreneur.

**Climber type**, who has incredible stamina in completing the problem. He's the type of person who never gave any difficult situation he faced, he is a productive worker for the organization in which he works. This type of person has a vision and clear goals in life. Life lived with a noble values, that should run up to the goal, he always get the job done thoroughly adhering to an ethical principle. He is not a man who wants to succeed without effort. The main thing for him is not an achievement of the summit was a success but the process of undergoing a difficult and stressful climb to reach the top. This type is very cocok and must be owned by a true entrepreneur. By Doug Lennick and Fred Kiel in Ancok (2005), there are four components of moral capital (capital morality) that makes a person has a high moral intelligence, namely: 1) Integrity (Integrity), which is the ability to integrate universal values in the behavior, 2) Responsible (responsibility) for the deeds done, just people who want in charge of the actions and understand the consequences of actions that can be done in line with the principle of universal ethics, 3) merciful (compassionate) is the type of person who would not harm the other. Giving love to others is the same as giving love to yourself, people who belong ethics is that do not have compassion on those harmed by his actions that violate the rights of others, 4) Forgiving (Forgiveness) is given on the nature of the fellow humans. People who have high moral intelligence is not a vindictive type of person who responds to the unpleasant behavior in a way that is not fun anyway. Moral capital becomes increasingly important role as they attempt to build an intelligent man with a high IQ and a man who knows how to manage his emotions in dealing with others is to deliver human-naam keberman life. Meaningfulness of life is a strong motivation that drives people to do something useful activities, useful life, which give meaning to themselves and others.

### **Entrepreneurship and character traits**

The experts argued the entrepreneurial characteristic of the different concepts. Geoffrey G. Meredith in Suryana (2006) suggested karakteri-sticks entrepreneurship as follows: 1) self-confident and optimistic, 2) task-oriented and results, 3) risk-taking and love a challenge, 4) leadership, 5) originality, and 6) future-oriented. Scarborough and Thomas W. Zimmerer in Suryana (2006) suggested eight characteristics of entrepreneurship as follows:

1. Desire for responsibility, ie have a sense of responsibility for those businesses that do. A person who has obtained a sense of responsibility will always introspective.
2. Preference for moderate risk, a risk that is more moderate, meaning always avoid risk, either too low or high.
3. Confidence in their ability to success, that have the confidence to obtain success.
4. Desire for immediate feedback, which always requires immediate feedback.
5. High level of energy, which has semanagat and work hard to fulfill his desire for a better future.
6. Future of retentation, which is oriented and have the perspective and insight falling forward.
7. Skill at organizing, which have the right skills in-organize resources to create added value.
8. Value of achievement over money, the more the achievements than money.

Entrepreneurial traits briefly stated as follows: 1) have a high achievement motive, 2) have a future perspective, 3) have high creativity, 4) has the properties of high innovation, 5) a commitment to work, 7) has the responsibility, 8) have the courage to face risk, 9) are always looking for opportunities, 10) has a spirit of leadership, 11) have managerial ability, and 12) have the personal ability (Suryana, 2006). According to David C. McClelland (1961) in Suryana (2006) that entrepreneurship is determined by the achievement motive, optimism, attitude values and entrepreneurial status or success. Entrepreneurial behavior is influenced by internal and external factors. Internal factors include ownership rights (property rights), the ability or competence (ability or competency) and incentives (incentive). External factors include the environment (environment).

### **Causes of Success and Failure Entrepreneurship**

Causes of Success and Failure Entrepreneurship the success of an entrepreneur is determinand bay several factors (Suryana, 2006), namely :

1. Ability and willingness.  
People who do not have the willingness and ability but a lot of people who have the will but not the ability, they will not be successful wirausahayang.
2. Strong determination and hard work.  
People who do not have a strong determination but willing to work hard and people who like to work hard but do not have a strong determination, they will not be a successful entrepreneur.
3. Recognize the opportunities that exist and try to grab it when the opportunity arises.  
For someone successful in entrepreneurship, it is necessary to have some ability (in Yuyun Wirasmita Casson, 1993), namely:
  - a. Self knowledge, knowledge of the business to be run or occupied.
  - b. Imagination, has imanjinasi, ideas and perspectives and do not rely on past successes.
  - c. Partical knowledge, has the practical knowledge, such as knowledge engineering, design, accounting, marketing and administration.
  - d. Search skills, ability to discover, be creative and imaginative.
  - e. Foresight, farsighted.
  - f. Computation, ability to communicate, socialize and connect with others.

In addition to skills and competences, entrepreneurship should also have a balanced experience. According A.Kuriloff, John M, and Dougl's Cloud (1993), there are four main skills needed to achieve a balanced experience that successful entrepreneurship, namely:

1. Technical competence, with competence in the field of design and construction in accordance dipilih. Misalnya establishment which has the ability in the field of engineering and production design, knowing goods and services can be produced and presented.
2. Marketing competence, have competence to find a suitable market, identify customers and maintain the viability of a company. He must know how to find specific market opportunities, such as customers and competitors run a special price.
3. Financial competence, having competence in the field of finance, manage purchases and sales, accounting and profit-loss, knowing how to get the funds and use them appropriately.

- Human relations competence, competence in developing personal relationships, such as the ability to related and inter-company partnerships, knowing Hubu with interpersonal fairly with fellow entrepreneurs.

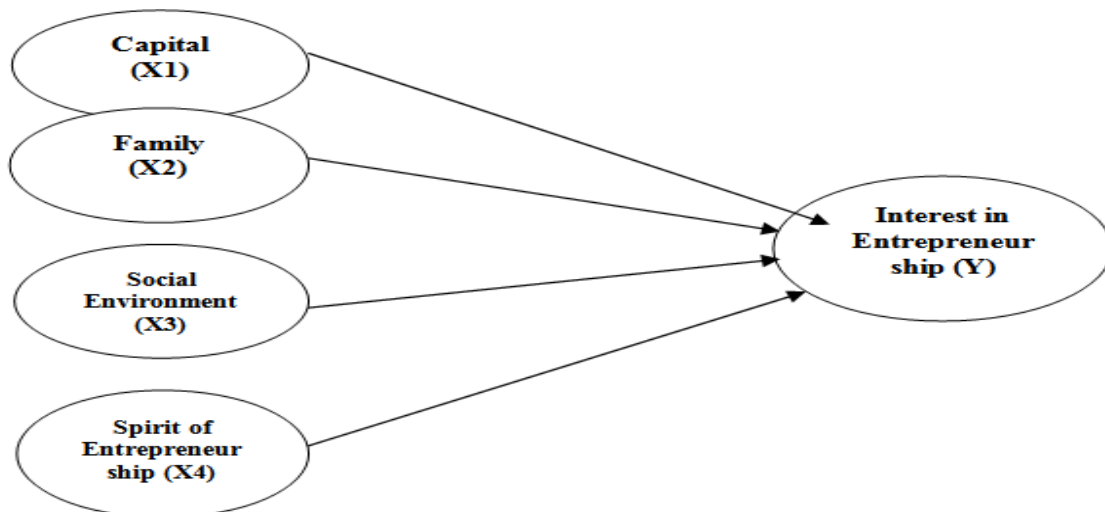
In addition, entrepreneurial competencies are required as a condition of a business activity are:

- Proactive, always have the initiative and resolute in carrying out the task,
- Achievement-oriented or kemaju late, typically always looking for opportunities, oriented towards efficiency, concentration to work hard, systematic planning, monitoring selalui business,
- Commitment to the company or another person, typically committed in procuring contracts and recognize the importance of business relationships (Norman M Scarborough (1993).

In addition to success, a self-employment is also always overshadowed by the potential failure of which would give more than a lesson in comparing success. Zimmerer in Suryana (2006) suggested several factors that cause entrepreneurs fail in his new venture, namely: 1) in the case of managerial incompetence, 2) lack of experience, 3) are less able to control finances, 4) failed in the planning, 5 ) Inadequate location, 6) lack of supervision peralat late, 7) attitude sunggh less seriously in business, 8) inability to perform intermediate / transitional entrepreneurship.

### III. CONCEPTUAL FRAMEWORK AND HYPOTHESES

The research looked at and analyze how much influence the capital, family, social environment, entrepreneurial spirit and personal impact on people's interest in entrepreneurship. As described in the background of the problem, the conceptual framework developed following research:



Based on the background and the formulation of the problem that has been raised the hypothesis of this study is:

- Capital, Family, Social Environment, and the Spirit of Entrepreneurship Personal significantly influence people's interest in entrepreneurship in Central Market Sungguminasa Gowa.
- Capital has the most dominant influence on people's interest in entrepreneurship in Central Market Sungguminasa Gowa.

### IV. RESEARCH METHODS

#### Subjects Research

The subject of this study is that people / small and medium entrepreneurs who trade in the Central market Sungguminasa Gowa. Study to be implemented in January 2013. The study population was all entrepreneurs or existing traders in the Central Market Sungguminasa totaling 360 entrepreneurs. Of the total population of 360 small and medium pengusaha, authors specify the total sample of 25% or about 90 traders. Because the number of sub-population is not the same between each type of trader, then the determination of the number of samples of each sub-population using proportional stratified random sampling procedure, by taking a random sample proportional to the number of each work unit. To determine the sample size for each unit of work can be done with the proportional allocation formula (Sanusi, 2011) as follows:  $N_i = N_i / N \times n$ . Based on calculations using the formulas of the merchant population sample as many as 360 people are set to 90 entrepreneurs.

Data collection techniques used are:

1. Observation, namely by direct observation at the research site in Central Market Sungguminasa to complete the necessary research note.
2. Interview, which is done face-to-face interviews (face to face) with the respondents in the Central market Sungguminasa on matters related to data and information needs of this research.
3. The questionnaire, which is a technique of data collection by asking a question through a list of questions to each respondent for this role-bodies, the information needed so that the data obtained is more structured.

Types and sources of data on a per-use in this study are:

1. Primary data, the data that was obtained directly from the respondents in the study site. Data obtained by questionnaire and interview respondents.
2. Secondary data, the data obtained through the study of literature by studying the writings through a journal to support this research. The data obtained from the written report that has to do with the object under study as an overview of the study site and the existing population.

## V. METHODS OF ANALYSIS

To examine the hypotheses that have been put forward, the authors used multiple regression analysis as already described by Sugiyono (2001: 211) as follows:

$$Y = a + bX_1 + X_2 + X_3 + X_4 + E$$

Where:

Y : Society entrepreneurship

A : Constants

X1: Capital

X2: Family

X3: The social environment

X4: Entrepreneurial spirit

E : Confounding variables (not taken into account)

The data processing will be tested using the SPSS kolerasinya coefficient with a significant level of 5%. Basis for decision making:

- a. Based on probability  
If  $P > 0.05$  then  $H_0$  is accepted and if  $P < 0.05$  then,  $H_0$  is rejected.
- b. Based on the comparison of t tabel and t count  
If, count  $t > t$  table then,  $H_0$  is rejected  
If, count  $t < t$  table then,  $H_0$  is accepted.

Operational Definitions of Research Variables :

- a. Interest in entrepreneurship (Y) is the tendency, desire and fascination shown by the decision of individual entrepreneurship, with indicators of real action has been running a business, making a statement of support entrepreneurship and the development of existing businesses.
- b. Capital (X1) is the initial source of funds used by entrepreneurs / traders to start a business or to open his business.
- c. Family (X2) are internal factors that encourage entrepreneurship society or a social group made up of a number of individuals who have a relationship with the societies in Central Market Sungguminasa entrepreneurship.
- d. Social environment (X3) is Surrou with affecting people in entrepreneurship, both internal and external lingkugnan.
- e. Individual perception of entrepreneurship (X4) is the ability to establish an entrepreneurial behavior, to actively create opportunities for usaaha, positive outlook, measured by indicators of confidence in the ability to manage the business, human resources and leadership to start a business.

## VI. RESULTS AND DISCUSSION

### Description of Respondents

In order to determine the factors that contribute to people's interest in entrepreneurship in Gowa in South Sulawesi Province, has done field research by collecting data related to the problem diangkut.Data-data obtained by distributing questionnaires to business owners who are in the Central Market

Sungguminasa by 90 respondents. Number of statements in the form of 6 point statement for the variable Y, 5 point statement for the variable X1, 5 point statement for the variable X2, 4 point statement for the variable X3 and 5 point statement for the variable X4. Questionnaires distributed to respondents in the form of statements about people's interest in entrepreneurship variable Y and the factors that influence the variables X1, X2, X3 and X4.

Based on the research results of the questionnaire obtained data on the identity of the respondents as follows:

- a. Gender of Respondents; From 90 respondents, most were men 46 people (51%), and 44 women (49%).
- b. Age of the respondent; Of the 90 respondents, most respondents aged between 31-40 years by 30 respondents (33.3%), and at least under the age of 20 years were 7 respondents (28.9%), between 20-30 years by 27 respondents (30%).
- c. Education respondents; Education is the largest high school / vocational school that is 34 respondents (37.8%) and the least educated S1, S2 and S3 by 8 respondents (8.9%) and D3 as many as 10 people (11.1%), SD and SMP, respectively 18% and 20%.
- d. Older respondents effort; Between 1-5 years as many as 34 respondents (37.8%) between 6-7 years respondents were 21 (23.3%), 24% between 11-20 years and 21-30 years 8.9%.

### **Description of study variables**

There are four independent variables (exogenous) and one dependent variable (endogenous) in this study. Each independent variable is the variable capital, the family, social environment and personal entrepreneurship. The dependent variable is the public interest in knowing *berwirausaha*. Untuk the respondents rating each statement, then all the answers that respondents would *dides-kripsikan* and using a Likert scale.

- Value 1: Strongly Disagree (STS)
- Value 2: Disagree (TS)
- Score 3: Hesitates (RR)
- Value 4: Agree (S)
- Top 5: Strongly Agree (SS)

From the processing of the respondents to the questionnaire explaining description exogenous and endogenous variables are as follows:

#### **1. Description of Respondents to Capital (X1)**

Number of respondents the most answered "agree" to the variable capital is 30 with a total score of 120 respondents (33.2%), the least answered "strongly disagree" is 6 respondents with a total score of 6 (6.6%). Of the 90 respondents, total scores on the variable capital the answer is as many as 303.

#### **2. Description of Respondents for Family (X2)**

Number of respondents the most answered "agree" for the family variable is 33 with a total score of 132 respondents (36.7%), the least answered "strongly disagree" is 3 respondents with a total score of 3 (3.3%). Of the 90 respondents, total scores on the variable answer is as many as 291 families.

#### **3. Description of Respondents to the Social Environment (X3)**

Number of respondents the most answered "agree" to the social environment variables were 36 respondents with a total score of 144 (40%), the least answered "strongly disagree" is 3 respondents with a total score of 3 (3.3%). Of the 90 respondents, total scores on the variable answer is as many as 306 social environment.

#### **4. Description of Respondents to the Spirit of Entrepreneurship (X4)**

Number of respondents the most answered "agree" to the variable entrepreneurial spirit is 33 with a total score of 99 respondents (36.7%), the least answered "strongly disagree" is 6 respondents with a total score of 6 (6.6%). Of the 90 respondents, total scores on the variables answer the entrepreneurial spirit is as much as 309.

## **VII. MULTIPLE REGRESSION ANALYSIS**

### **Simultaneous test**

Capital Factors (X1), Family, (X2) social, environment, I (X3) and the Spirit of Entrepreneurship (X4) is a free variable (independent) were studied in relation to the public interest in entrepreneurship in Central Market Sungguminasa (Y) or the dependent variable (the dependent variable). The amount of influence or relationship between the independent variable (X1 to X4) against the public interest in entrepreneurship (Y) can be seen in the results of multiple linear regression analysis with SPSS, explaining simultaneously from the four independent variables are influential to the public interest entrepreneurship, as shown in the following table.



Tabel 1. Linear Regression Test Results

Variabel eksogen	Koefisien Regresi	t <sub>hitung</sub>	Signifikansi	Keterangan
Modal	0,386	11,003	0,000	Signifikan
Keluarga	0,181	5,017	0,000	Signifikan
Lingkungan Sosial	0,341	9,306	0,000	Signifikan
Jiwa Kewirausahaan	0,207	7585	0,000	Signifikan
Konstanta	0,659			
R	0,983			
R Square	0,996			
F <sub>hitung</sub>	599,0075			

Sumber :Hasil uji Regresi,2013

Based on the test results of the regression with SPSS, there is a large influence of exogenous variables partially indicated by the value of  $R = 0.983$  or 98.30% of the endogenous variable. While the contribution of variable partial to the public interest in entrepreneurship (Y), which is indicated by the value of R Square of 0.966 or 96.60%. It is approximately 96.60% interest in the entrepreneurship variable (Y) is influenced by the independent variables X1, X2, X3, and X4 while the remaining 3.40% are caused by other factors that are not taken into account in this study.

Standard Error Estimation (SEE) of 1.8714 was used endogenous variable (the public interest in entrepreneurship/Y), while the standard deviation (SD) of 9.8813 people's interest in entrepreneurship is greater than 1.8714 SEE only therefore used regression model is better in act as a predictor.

Furthermore, to determine whether the variable Capital, Family, Social Environment, and Life-pany Kewirausa simultaneously affect the public interest in entrepreneurship can be seen from the value of the F-count is 599 075 with a significance level of 0.000 is smaller than alpha of 0.05. These results indicate that there is significant influence between independent variables X1, X2, X3 and X4 simultaneously to the public interest in entrepreneurship (Y).

Thus the first hypothesis which states that the Capital, Family, Social Environment, and Life-pany Kewirausa simultaneously affect the public interest in entrepreneurship, so statistically provable and the H1 is accepted.

In theory, this research has the idea that the capital factor, Family, Social Environment, and the Spirit of Entrepreneurship positive effect on people's interest in entrepreneurship. Statistical tests showed that the regression coefficient of 0.386 X1, X2 X3 for 0181 amounted to 0.341, 0.207 and X4. So that when inserted into the regression equation obtained the following results:

$$Y = 0.659 + 0.386 X1 + 0.181 X2 + 0.341 X3 + 0.207 X4$$

The regression equation can be interpreted as follows:

1.  $\beta_1 = 0.386$  shows the influence of capital (X1) against the people's interest in entrepreneurship in Central Market Sungguminasa is positive. If capital plus 1, then the public interest in entrepreneurship will increase by 0.386.
2.  $\beta_2 = 0.181$  shows the influence of family (X2) the public interest in entrepreneurship in Central Market Sungguminasa is positive.  
If the family plus 1, then the public interest in entrepreneurship will increase by 0181.
3.  $\beta_3 = 0.341$  shows the influence of the Social Environment (X3) to the interest of the business community is berwira-positive. If the social environment plus 1, then the public interest in entrepreneurship will increase by 0.341
4.  $\beta_4 = 0.207$  shows the influence of the Spirit of Entrepreneurship (X4) against the public interest berwira-business is positive. If the entrepreneurial spirit plus 1, then the public interest in entrepreneurship will increase by 0207.

### **Partial Test**

To make conclusions about the effect of each exogenous variable (X) against endogenous variable (Y), then it can be tested by comparing  $t$  with  $t$  table with  $df$  level 95% or 5%. If  $t$  is greater than  $t$  table, meaning that the free variable / exogenous (X) affect the dependent variable / endogenous (Y), and vice versa. The data show that the value of  $t$  table with degrees of freedom ( $df = 85$ ) at an alpha level of 5% of the value of the  $t$  table = 1,663 so that the effect of each independent effect can be explained as follows:

#### 1. Effect of Capital (X1) of the Public Interest Berirusaha (Y)

To determine how much influence the people's interest in entrepreneurship capital can be determined through statistical tests and comparing the test  $t$  student between  $t$  with  $t$  table. If the test  $t > t$  table  $H_0$  is rejected or accepted, meaning that capital (X1) affect the public interest in entrepreneurship. While the extent of the deviation in this study used an alpha of 5% with a confidence level of 95%. From the calculation of the test statistic  $t$  obtained  $t$  variable capital (X1) for 1663 amounted to 11 003 while  $t$  table thus  $t > t$  table, so the results of these calculations indicate that the capital (X1) has a significant effect on the public interest berwira-business. To determine the level of significance of the effect of capital (X1) to the public interest berwira-effort (Y) can be determined by comparing the results of the statistical test and significance value ( $\alpha$ ) as follows:

If  $\alpha > 0.05$ , then  $H_0$  is rejected if  $\alpha > 0.05$ , then  $H_0$  is accepted.

Column that looks at the significance of the  $\alpha$  value of 0000 X1 is smaller than 0.05 then  $H_0$  is rejected and  $H_a$  accepted, which means capital factor X1 turns significantly influence people's interest in entrepreneurship (Y). From the statistical results illustrate that the influence of the capital-venture interest berwira society. Thus collected can be preserved that factor affects the interests of capital society entrepreneurship in Central Market Sungguminasa (Y), which can ditun-jukkan data obtained from the results of the  $t$  count  $> t$  table with singnifikansi level ( $\alpha$ ) of  $0.000 < 0.050$ .

#### 2. Family influences (X2) for Public Interests Entrepreneurship (Y)

Furthermore, to determine the influence of family factors (X2) the public interest in entrepreneurship in Central Market Sungguminasa can be seen from the results of the statistical tests comparing  $t$  with  $t$  table. Results of  $t$  test was 5,017 while 1,663  $t$  table, where  $t > t$  table, so the results of these calculations indicate that family factors (X2) has a significant impact on the public interest in knowing entrepreneurship. For family factors influence the level of significance (X2) the public interest in entrepreneurship (Y) can be determined by the results of statistical tests and comparing the significance value ( $\alpha$ ) as follows:

If  $\alpha > 0.05$ , then  $H_0$  is rejected if  $\alpha > 0.05$ , then  $H_0$  is accepted

Column that looks at the significance of the  $\alpha$  value for 0000 X2 is less than 0.05 then  $H_0$  is rejected and  $H_a$  accepted, which means family factor X2 turns significantly influence people's interest in entrepreneurship (Y). From the statistical results illustrate that the influence of family factors on people's interest in entrepreneurship in Central Market Sungguminasa.

It can be concluded that family factors influence on people's interest in entrepreneurship in Central Market Sungguminasa which can be shown from the data obtained by the  $t > t$  table with singnifikansi level ( $\alpha$ ) of  $0.000 < 0.050$ .

#### 3. Influence of Social Environment (X3) againsts Interests Entrepreneurship (Y)

To determine the effect of Social lingkungan (X3) against the public interest in entrepreneurship, the results can be compared with the  $t$  test tabel.  $T$  test calculation results of the Social Environment (X3) is equal to 9,306 while 1,663  $t$  table, where  $t > t$  table, so the results of these calculations indicate that the Social Environment (X3) significantly affects people's interest in entrepreneurship. To determine the level of significance of the influence of the Social Environment (X3) against the public interest in entrepreneurship (Y) can be determined by comparing the results of the statistical test and significance value ( $\alpha$ ) as follows: If  $\alpha > 0.05$ , then  $H_0$  is rejected if  $\alpha > 0.05$ , then  $H_0$  is accepted Seen that the value of  $\alpha$  for 0000 X3 is smaller than 0.05, then  $H_0$  is rejected and  $H_a$  accepted. Thus the Social Environment (X3) significantly affects people's interest in entrepreneurship in Central Market Sungguminasa. Thus it can be preserved Social Environment collected that positive and significant impact on the public interest berwira-business, which can be shown from the calculation of the  $t > T$  Table with singnifikansi level ( $\alpha$ ) of  $0.000 < 0.050$ .

#### 4. Influence of the Spirit of Entrepreneurship (X4) against Interests Entrepreneurship (Y)

To determine the influence of the Spirit of Entrepreneurship (X4) against the public interest in entrepreneurship (Y) can be compared between the results of the t test  $t_{hitung}$  and  $t_{tabel}$ . Results of t test calculations of the Spirit of Entrepreneurship (X4) amounted to 7,585 while 1,663  $t_{tabel}$ , where  $t_{hitung} > t_{tabel}$ , so the results of these calculations indicate that the factors the Spirit of Entrepreneurship (X4) has a significant influence on people's interest in entrepreneurship (Y). To determine the level of significance of the influence of the Spirit of Entrepreneurship (X4) against the public interest *berwira-effort* (Y) can be determined by comparing the results of the statistical test and significance value ( $\alpha$ ) as follows: If  $\alpha > 0:05$ , then  $H_a$  rejected if  $\alpha > 0.05$ , then  $H_0$  is accepted Significance column that looks at the value of  $\alpha$  X4 for 0000 is smaller than 0.05, then  $H_0$  is rejected and  $H_a$  accepted. Thus factors Spirit of Entrepreneurship (X4) proved a significant effect on the public interest *berwira-effort* (Y). From the statistical results illustrate that the influence of the Spirit of Entrepreneurship (X4) against the public interest in entrepreneurship at Central Market Sungguminasa Gowa big enough. It can be concluded that the Spirit of Entrepreneurship (X4) positive effect on the public interest *berwira-effort*, as shown from the results of the data obtained by the  $t_{hitung} > t_{tabel}$  with significance level ( $\alpha$ ) of  $0.000 < 0.050$ . Of the t test calculations of more exogenous variables can be summarized in the following table.

Tabel 2. Calculation results of the t test (Partial) of the Exogenous Variables for Endogenous variable

Variabel Bebas (eksogen)	$t_{Hitung}$	$t_{Tabel}$	Berpengaruh/Tidak Berpengaruh
Modal	11.003	1.663	Berpengaruh
Keluarga	5.017	1.663	Berpengaruh
Lingkungan Sosial	9.306	1.663	Berpengaruh
Jiwa kewirausahaan	7.585	1.663	Berpengaruh

Sumber : Hasil uji t,2013

The table above provides information that is partial of the four independent variables (exogenous) capital ie (X1), Family (X2) Social Environment (X3) and the Spirit of Entrepreneurship (X4), factors that are considered by society *berwira-venture* interest in Central Market Sungguminasa Gowa is Capital (X1), Family (X2), Social Environment (X3), the Spirit of Entrepreneurship (X4)

#### The Most Dominant Factor

From the discussion of the four factors to be analyzed variables can be seen that the level of dominance of each of the independent variables into consideration people's interest in entrepreneurship in Central Market Sungguminasa Gowa can be explained in the following table:

Tabel 3. Calculation results of the t test (Partial) of the Exogenous Variables for Endogenous variable

Variabel Eksogen	$t_{Hitung}$	Signifikansi ( $\alpha$ )	Koefisien Regresi	Ket
Modal	11.003	0.000	0.386	Dominan
Keluarga	5.017	0.000	0.181	
Lingkungan Sosial	9.306	0.000	0.341	
Jiwa Kewirausahaan	7.585	0.000	0.207	

Sumber : Hasil uji t,2013

The table above provides information that is partial of the four independent variables (exogenous) capital ie (X1), Family (X2) Social Environment (X3) and the Spirit of Entrepreneurship (X4), factors that are considered by society *berwira-venture* interest in Central Market Sungguminasa Gowa is Capital (X1), Family (X2), Social Environment (X3), the Spirit of Entrepreneurship (X4) Based on the above table, it is clear that the most dominant variables considered by the public interest in entrepreneurship is the Capital City Market Sungguminasa (X1), with a regression coefficient of 0.386, following the social environment (0.341), and private entrepreneurship (0.207) and family (0.181).

### CONCLUSIONS AND RECOMMENDATIONS

Based on the description of the discussion of the results of research that has been presented in the previous chapter, the following conclusions stated as follows:

1. Partially or individually, for each of the independent variable capital (X1), Family (X2), Social Environment (X3), and the Spirit of Entrepreneurship and Personal (X4) of all four independent variables significantly influence people's interest in entrepreneurship Central Market Sungguminasa Gowa
2. Simultaneously, there is a significant effect between the independent variable capital (X1), Family (X2), Social Environment (X3), and Soul Personal Entrepreneurship (X4) against the public interest in entrepreneurship (Y). This is evident from the large value of the F-count is 599 075 with a significant level of 0.000 is less than the alpha of 0.05. Thus the first hypothesis which states that the Capital, Family, Social Environment, and Soul Personal Entrepreneurship positive effect on people's interest in entrepreneurship Sungguminasa Central Market district.
3. Of all the variables analyzed, the most dominant factor affecting people's interest in entrepreneurship in Central Market is the capital Sungguminasa Gowa (X1).

### RECOMMENDATIONS

1. High social competence that employers should be maintained by taking into account of the factor of him and outside him to be more sensitive and able to bridge the needs of self and environment. Social competence should be maintained because the environment is always changing and requires the ability to establish long-term relationship that will be both effective and influential in promoting entrepreneurship.
2. In paktis, for local governments to continue to increase interest in entrepreneurship in the community through training kewiraua-pany. The main factor of concern is peru entrepreneurial attitude and self-efficacy to provide skills development and entrepreneurial spirit in the demeanor want to respond to opportunities and risks in an effort to tolerate. Self-efficacy can be enhanced by giving them the knowledge and skills of entrepreneurship.
3. For education, entrepreneurship education in particular to pay attention to the attitude and interest in entrepreneurship and self-efficacy as a factor of internal / personal. Patterns need to instill the value of education innovation and creativity in reaching opportunities, create opportunities and entrepreneurship skills and knowledge.

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