



The Influence of Entrepreneurship Learning on Family Business Success of UPI Tasikmalaya Campus Students

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ABSTRAK

Family businesses have a significant contribution to the Indonesian economy, so maintaining the sustainability of family businesses is important. Entrepreneurship learning in higher education is one of the important factors to foster and develop student knowledge in order to utilize the knowledge gained to support the sustainability of their family business. This study aims to determine and analyze the effect of entrepreneurship learning on the success of the family business of UPI Tasikmalaya campus students. This research uses quantitative method with quantitative descriptive approach. This data is obtained from the results of distributing questionnaires to UPI Tasikmalaya Campus students who have family businesses. The statistical analysis used in this study using simple regression analysis aims to test and analyze the effect of entrepreneurship learning on the success of the family business of UPI Tasikmalaya Campus students. The results of this study indicate that entrepreneurship learning has a significant influence on the success of the family business of UPI Tasikmalaya campus students. The implication of this research is the more successful family business owned by UPI Tasikmalaya campus students in maintaining the sustainability of the family business through its contribution from entrepreneurship learning.

Kata kunci: *Entrepreneurship Learning, Success, Family Business, College Students*

INTRODUCTION

A family business is one in which some family members are involved in the company's ownership or management.[1]. A family business is made up of individuals who are either the founders or owners' relatives by blood or marriage, or who hold managerial positions inside the company and oversee its operations Dhewanto dkk (2012)[2]. The world's most resilient business model is that of family companies. A family business's ability to succeed for many generations hinges on how eager the following generation is to take over the company[1]

Survey results in Indonesia show that only 30% of families and businesses survive to the second generation, 12% can still survive to the third generation, and 3% of all family businesses operate to the fourth generation or more. 88% of family business owners believe that the same family will control the family business in the next five years. The

statistics show the decision between the optimistic beliefs of current family business owners and the reality of the great failure of family firms to survive from generation to generation (Prasetya & Mustamu: 2014)[3]. Studies show that the absence of succession planning leads to the downfall of family businesses. (The Family Business Institute, 2011)[4]. Thus, family business succession planning must be considered by selecting the right successor or next generation. The next generation must have knowledge about entrepreneurship by providing entrepreneurial learning to the next generation in order to have a direct impact on the success and sustainability of the family business.

Entrepreneurship learning has a very important role in the success of running a business. According to (Basid in Rosyanti and Irianto: 2019: 588) entrepreneurship learning is a deliberate and practical effort to increase students' knowledge, intentions, and competencies to realize their potential through bold, creative, and innovative actions and dare to take risks [5]. Families can instill entrepreneurial learning through their children by becoming students at a university. The implementation of Entrepreneurship Education in universities can be an alternative effort to develop students' family businesses. Family business as one of the courses in the entrepreneurship study program that can equip students in providing understanding and experience in developing and managing family businesses. Thus, parents should be able to guide their children to become entrepreneurial successors in the success of the family business.

The success of a business is not only seen from capital, resources, and innovation, but also from other aspects such as knowledge and understanding of entrepreneurship. Therefore, it is important to have knowledge about entrepreneurship in maintaining the sustainability of the family business.

In a business, succession planning is essential as it helps owners understand the long-term and short-term goals of their company[6]. In business, succession planning requires a long process. (Septiani & Mustamu, 2014)[9]. According to Azhari in Stefanny & Indriyani (2013), Family businesses that can grow and develop over several generations are considered successful[7]. Family businesses that can survive and develop until now are family businesses that have careful planning and the desire to be able to develop more in the future (Wijaya & Mustamu, 2014) [8].

To be able to develop a family business, it is necessary to have knowledge about entrepreneurship in the next generation. Entrepreneurship knowledge can be obtained through universities that will later teach about entrepreneurial thinking. Entrepreneurial thinking that needs to be applied to the next generation is one of the efforts in the family business succession process. Hnatek (2015); Shliwayo and Van Vuuren (2007) Entrepreneurial thinking is a creative process that facilitates the formation of identity and motivation of the next generation to continue the family business. It also involves developing an organizational culture that can create internal and external comfort with changes and policies (Susanti & Wibisono) [9].

Various studies have been conducted that resemble our research such as, (Aulia Rehna Ramadhani: 2021) which discusses the entrepreneurial environment and entrepreneurship education in business success in students, where there are several factors that support the success of a business such as, entrepreneurial environment, entrepreneurship education, family environment, and community environment [10]. Furthermore (Ari Susanti & Wibisono: 2018) which discusses entrepreneurial thinking and successor experience on family business sustainability, where family business sustainability is caused by several factors such as, authoritarian leadership, communication problems with the family, how to make decisions, and from external parties [9]. (Aries, Suharto & Dinasari: 2023) which explains that education, experience, and entrepreneurial mentality are very important for business success because it can affect entrepreneurial interest [11]. (Hardi utomo: 2023): which explains that through entrepreneurship education courses there is something very important is student motivation in fostering student interest in becoming entrepreneurs [12]. (Asni Harianti: 2020) which explains that entrepreneurship education (learning methods) is considered effective for increasing motivation, increasing competence, and fostering entrepreneurial interest [13]. In line with this information, there are several similarities with our research, namely the independent variable (Entrepreneurship learning) and the dependent variable (Success). As for the difference with previous researchers lies in the object under study where in this study the object used is UPI Tasikmalaya Campus students. Research like this needs to be done because it can provide information for the sustainability of the family business.

Therefore, the purpose of our research is to analyze the effect of Entrepreneurship Learning on family business

success of UPI Tasikmalaya Campus students. The results of this study that entrepreneurship learning has a significant effect on the success of the family business of UPI Tasikmalaya Campus students.

RESEARCH METHOD

This research uses quantitative methods with a quantitative descriptive approach. According to Sugiyono (2016) quantitative research is a type of research whose specifications are carried out systematically, planned, and clearly structured from the beginning to the end of making research designs [14]. The statistical analysis used in this study uses simple regression analysis.

The population in this study is aimed at students of the University of Indonesia Education Tasikmalaya Campus who have a family business. The data obtained from this study amounted to 31 respondents. This study took samples from several study programs at the UPI Tasikmalaya Campus.

The data collection technique used is to collect structured primary data using a closed questionnaire given to respondents which contains statements where alternative answer choices are available and the questionnaire used contains statement items regarding the responses of UPI Tasikmalaya Campus students to the influence of entrepreneurship learning in family business success. The results of the respondents' responses will be given grades or weights based on a Likert scale. If assembled, the arrangement starts from strongly disagree to strongly agree. Such a range will produce data that can be processed into further research.

The techniques used in this research are Validity and Reliability Test, Classical Assumption Test using normality test, and linearity test, with simple linear regression analysis.

From the results of this study it is known that there is an effect of entrepreneurship learning on the success of the family business of UPI Tasikmalaya Campus students.

RESULT AND DISCUSSIONS

This chapter explains the research results and discussion obtained from the results of data analysis. The data analyzed in this study explain the effect of entrepreneurship learning on the success of the family business of UPI Tasikmalaya Campus students.

Validity test results

The validity test was carried out with Pearson's Bivariate correlation analysis. This analysis was carried out by looking at the total score on the statement items, so that the statement items were declared valid in accordance with the provisions of a two-sided test with a significant level (0.05) and a value of $r_{count} > r_{table}$.

Reliability test results

The reliability test is said to be reliable if it provides a Cronbach's Alpha value > 0.60 (Ghozali, 2011: 48). The Cronbach's Alpha method is very suitable for use on scale-

81 *shaped scores (1-4, 1-5), an instrument can be said to be reliable if the alpha value is > 0.60. The results of the reliability test in our study are realibel because the Cronbach's Alpha value is 0.645 > 0.60.*

Hasil uji Normalisasi

Tabel 1. One-Sample Kolmogorov-Smirnov Test

		X	Y
N		31	31
Normal Parameters ^{a,b}	Mean	42,97	39,23
	Std. Deviation	4,970	6,032
Most Extreme Differences	Absolute	,143	,096
	Positive	,143	,096
	Negative	-,116	-,095
Test Statistic		,143	,096
Asymp. Sig. (2-tailed)		,110 ^c	,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the K-S / Kolmogorov Smirnov Normalization test, it is known that the Asymp Sig value. (2-tailed) X variable $0.110 > 0.05$ and Y variable $0.200 > 0.05$. So it can be concluded that variables X and Y are normally distributed.

Tabel 2. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y *	Between	(Combined)	666,419	12	55,535	2,352	,049
X	Groups	Linearity	224,906	1	224,906	9,525	,006
		Deviation from Linearity	441,513	11	40,138	1,700	,153
	Within Groups		425,000	18	23,611		
	Total		1091,419	30			

Linearity Test Results

Based on the results of the linearity test, it is known that Sig. Deviation from linearity of $0.153 > 0.05$. So it can be concluded that between the independent variable (X) and the dependent variable (Y) there is a linear relationship.

Linearity Test Results by looking at Ftable

It is known that the calculated F value is $1.70 < Ftable 2.71$ so it can be concluded that between the independent variable (X) and the dependent variable (Y) there is a linear relationship.

Regression Test Results

Tabel 3. Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pembelajaran Kewirausahaan ^b		. Enter

a. Dependent Variable: Keberhasilan Bisnis Keluarga

b. All requested variables entered.

Output of the first part (Entered/removed variables): The table above explains the intended variables and the method used. In this case, the intended variable is the Family Business Success variable and Family Business Success as the dependent variable and the method used is the Enter method.

Tabel 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,454 ^a	,206	,179	5,46624

a. Predictors: (Constant), Pembelajaran Kewirausahaan

The second part of the output (Summary Model); The table above explains the value of the correlation / relationship (R) which is 0.454. From this output, the coefficient of determination (R Square) is 0.206. Which means that the effect of the independent variable (Entrepreneurship Learning) on the dependent variable (Family Business Success) is 20.6%.

Tabel 5. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	224,906	1	224,906	7,527	,010 ^b
Residual	866,513	29	29,880		
Total	1091,419	30			

a. Dependent Variable: Keberhasilan Bisnis Keluarga

b. Predictors: (Constant), Pembelajaran Kewirausahaan

Third part output (ANOVA); From the output it is known that the value of F count = 7.527 with a significance level of 0.01 < 0.05. So the regression model can be used to predict the family business success variable or in other words, there is an influence of the Entrepreneurship Learning variable (X) on the family business success variable (Y).

Tabel 6. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,553	8,684		1,791	,084
Pembelajaran Kewirausahaan	,551	,201	,454	2,744	,010

a. Dependent Variable: Keberhasilan Bisnis Keluarga

*Output Part Four (Coefficients): It is known that the value of Constant (a) is 15.553. While the value of Entrepreneurship Learning (b / regression coefficient) is 0.551, so the regression equation can be written: $Y = a + bX$
 $Y = 15,553 + 0,551X$*

The equation can be translated as:

- *The constant is 15.553. Means that the consistent value of the family business success variable is 15.553.*
- *The regression coefficient X of 0.551 states that every 1% increase in the value of Entrepreneurship Learning, the value of Family Business Success increases by 0.551 The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.*

Decision Drivers in Simple Regression Test

- *Based on the significance value: from the Coefficients table, a significance value of $0.010 < 0.05$ is obtained, so it can be concluded that the Entrepreneurship Learning variable (X) has an effect on Family Business Success (Y).*
- *Based on the t value: it is known that the fcount value is $2.744 > f_{tabel} 2.101$, so it can be concluded that the Entrepreneurship Learning Variable (X) has an effect on Family Business Success (Y).*

Note: how to find ttable

$$\begin{aligned}
 T_{tabel} &= (a/2 : n-k-1) \\
 &= (0,05/2 : 20-1-1) \\
 &= (0,025; 18 \text{ [Judging by the distribution of Ttabel]}) \\
 &= 2,101
 \end{aligned}$$

The results of the analysis described above show that entrepreneurship learning has a significant influence on the success of the family business of UPI Tasikmalaya Campus students by 20.6%, or the amount of influence is 0.206.

Based on the research that has been done, it can be seen that entrepreneurial learning has a positive effect on the success of family businesses. This is in accordance with research (Ari Susanti & Utomo Wibisono: 2018) entitled "Entrepreneurial Thinking and Successor Experience on Family Business Sustainability in Kampung Batik Laweyan and Kauman Surakarta". The hypothesis in this study is that Entrepreneurial Thinking has a positive and significant effect on Family Business Sustainability in Kampung Batik Laweyan and Kauman Surakarta [9]. In addition, it is related to our research although it does not discuss family business but discusses the success of student businesses. This is still related to our research which discusses entrepreneurship education with success. One of the hypotheses of the study states that Entrepreneurship Education has a significant effect simultaneously on Business Success in Business Administration Students of the Faculty of Social and Political Sciences, Mulawarman University of Samarinda class of 2016-2018 (Aulia Rehna Ramadhani: 2021) [10].

CONCLUSION AND RECOMMENDATION

Based on data analysis and discussion of the effect of entrepreneurial learning variables on the success of the family business of UPI Tasikmalaya Campus students, it can be

concluded that there is an effect of entrepreneurial learning on the success of the family business of UPI Tasikmalaya Campus students with an r-square value of 20.6% or 0.206. From this research it is known that with entrepreneurial learning, the success of the family business will also increase.

Suggestions that can be given to future researchers regardless of the validation results reported, certain limitations of this study must be considered. The sample used in this study is still small with more samples in 1 study program than other study programs, and the questionnaires in this study are also still small. Therefore, further research is recommended to involve many samples from various study programs in the university to obtain more satisfactory data.

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