SUPPORT AND ORGANIZATION ATTRIBUTES TOWARDS THE ENTREPRENEURIAL INTENTION

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Abstract— The number of businesses that are included in micro, small and medium enterprises (MSME) is currently increasing. That means currently many entrepreneurs are more daring to open new businesses. This is also strengthened by the many collaborations between countries to improve business performance related to the scale of the business. For this reason, the state should be able to prepare its best efforts to create new entrepreneurs. A lot of researches has been performed to determine what factors contribute in increasing interest in becoming an entrepreneur. This research will discuss the attributes of support and organization. This research is a conceptual study that will provide detailed information and examples related to the selected variables; support and organization.

Keywords— entrepreneurship attributes, entrepreneur, support, organization.

1. INTRODUCTION

An entrepreneur is someone who changed the shift of economic resources to an area that creates a high level profit from a business. This is a sentence spoken by Jean-Baptiste in the early 19th century. Although there has been much debate about this, this concept has generally been accepted by the general public today. Shifting economic resources has made many parties including an entrepreneur be able to create a profitable business. It also relates to the creation of a business that is linked to the existence of the current younger generation as in [1] where the majority of new businesses created are on a micro, small and medium scale.

The number of new businesses which are in micro, small and medium size (MSME) nowadays is a phenomenon that gives a positive effect on the economic existence of almost all countries in the world as in [2]. In connection to this, the creation of an environment that encourages the creation of many new businesses found by entrepreneurs must also be well thought out. This is an important consideration that must be considered by the government in almost all countries. Reference [3] shows that there have been many economic agreements between various countries that have been carried out to encourage business growth in these micro, small and medium size enterprises. This is because even though the GDP contribution and the number of workers in this type of business is quite large in a country's economy, the amount of international trade produced is still very small.

This further states the importance of the existence of an entrepreneur for the economic condition in a country. In this context, an entrepreneur is not only associated with the ability to make a dream becomes reality. Becoming an entrepreneur also means creating new business, adding jobs to others, providing goods and services, increasing taxes for the country’s revenue and increasing economic activity in a particular area. Because of the effects produced by entrepreneurs, many parties claim that a country's economic growth is associated with the existence of entrepreneurs in that country as in [4].

Reference [5] shows that in running a business, business success and failure are common, something that naturally happens. There is no definite formula that can guarantee a person's success in running his business. Therefore, an entrepreneur must have an open mindset, able to learn from those around him and of course must have the courage to do the trial and error process. So, being an entrepreneur also means that person must be willing to learn from mistakes.

Many researches have been done to find and formulate any characteristics that contribute to the intention to become an entrepreneur and the success of an entrepreneur. Research conducted as in [6] managed to find the traits that differentiate an entrepreneur and manager. This further strengthens the results of previous studies in the same area that try to investigate the special characteristics of a person's personality that encourages and motivates them to become entrepreneurs.

Furthermore, it strengthens the importance of finding certain characteristics to become a good and reliable entrepreneur. Research conducted in
II. RESEARCH MODEL

Reference [8] has conducted research stated that there are 4 attributes believed to be able to produce a reliable entrepreneur. These 4 attributes are personal, social, support and organization. In this research, the author will explain and describe the attributes of support and organization. This research is a conceptual research that will explain in detail about the 2 selected variables, namely support and organization. Literature study is used to select and determine the sources used as material in this study. Journals, articles and writings selected have been cited more than 10 times to ensure that the source used is of sufficient quality. The selection of sources used must also be ensured the same and match this research so that the selection of attributes used in this study is suitable and relevant.

III. LITERATURE REVIEW AND DISCUSSION

A. Support

Support for a business, especially those in micro, small and medium scale businesses, is very important. Many parties can provide support for this, for example from the university, government and related financial institutions. The support provided by different parties is different too. The university can give information and experience assistance related to the process of creating business ideas. The government can provide support in the form of regulations and laws that provide opportunities for new business owners to enter the market. While the related financial institutions can provide funding to provide the capital of prospective business owners to run and develop their business projects.

I. University

The support provided to create a reliable entrepreneur can come from the university. This is in the form of information and guidance provided during study period. In addition, practices related to entrepreneurship activities also give benefits in the form of experience received. Moreover, the university is also able to provide financial assistance that can be used by students in creating a new business as in [1]. Other than that, the university can also provide support mechanism that not only encourages the growth of the number of businesses being born, but also the sustainability of the business. Many universities besides giving support in creating business also provide support to maintain and develop businesses that have been born even after the owner of the business has graduated. One country that shows its existence in this regard is Spain in the "Plan Nacional de Investigación Científica, Desarrollo e Innovación Tecnológica 2004-2007" program. This program is promoted by the Spanish government in collaboration with several superior universities to provide support and assistance to students in creating and maintaining business as in [9]. Nowadays the function of the university is not only related to the vision and mission it possesses and the ability to produce qualified graduates. The function of university is also related to regional economic condition and social development. Therefore the existence of a university must also be an agent in creating young people who have an entrepreneurial mindset and are able to create businesses that contribute to its surrounding economic condition as in [10].

In achieving the expected goals, what kind of abilities must a university graduate have? Reference [11] describes the skills and competencies that students must possess as a provision to become a reliable entrepreneur.

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<th>Competency</th>
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<tr>
<td>Opportunity</td>
<td>Skill and competency related to the ability to see and develop the potential of a business</td>
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<tr>
<td>Relationship</td>
<td>Skill and competency related to the interaction of individual to other individuals or to other organizations, also related to communication and interpersonal skill</td>
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<tr>
<td>Conceptual</td>
<td>Skill and competency related to the ability to assess a problem and information and to make a risky and innovative decision</td>
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<tr>
<td>Organizing</td>
<td>Skill and competency related to managing an organization, including managing and controlling employees and connecting company with outside parties</td>
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| Strategic | Skill and competency related to the ability to plan, implement and
Therefore, university must think about ways and methods to teach the right entrepreneurship to provide those skills to students and for them to possess it when they graduate. At the very least, a university that has provided teaching about entrepreneurship has provided a change in the way of thinking of its graduates, using a broader mindset and having the ability to manage problems, especially those related to business problems as in [12].

2. Government
The importance of economic development in a country related to entrepreneurship cannot be denied anymore. This is evidenced by the many policies of a country to provide a supportive atmosphere for the development of entrepreneurship. Examples of systems that support this are the business incubator mechanism as in [13]. The function of the business incubator is to provide support to potential new businesses by providing capital, information, educational technology, references and other things that the business may not feel under normal conditions.

Speaking of the role of government as the power peak in a country, this has become responsibility of the government to issue policies and codes of conduct that provide support for the development of entrepreneurship. Of course, this is associated with government regulations that support the development of business on micro, small and medium scale in that country. Government support certainly does not end in the formulation of certain policies, but must also be seen in reality and have an impact on the real economy conditions. Reference [14] states that government support in this case to develop entrepreneurship has been quite a lot, especially for developing countries.

The government of China has specifically provided support in the development of business related to high technology as in [15]. The government of Saudi Arabia in 2010 made entrepreneurship and innovation program that lasted for 10 years. This aims to put Saudi Arabia to be able to compete directly with other countries that have been more advanced and economically established in global market as in [16].

Reference [17] provides examples made by the Malaysian government to become a country known through the development of its entrepreneurship technology. The government has formed an organization consisting of companies incorporated in high-tech businesses to provide financial support for small companies engaged in the same field. In addition, the government also established venture capital companies to provide capital support to new companies that are still in the development stage. There have been many studies discussing entrepreneurship and economic development focusing on the role of the government in providing policies and support for entrepreneurial business. In this study, the author will discuss about government policy in this case consisting of supportive policies, implementation of policies and government funding.

Supportive policy. Because the government is the center of regime in a country, the government also has the right to establish policies relating to sponsorship of a particular program. Especially for developing countries, if the government policy in providing support for the development of entrepreneurship already exists, then it can be said that the existence of entrepreneurship in that country is safe for a long period of time. Support for entrepreneurship development can impact on economic development in that region through the growth of many new businesses on a micro, small and medium scale and job creation that will reduce the number of unemployment as in [18].

Policy implementation. A predetermined government regulation will give direction and views on certain matters. This will regulate the mindset of the government in setting policies for certain programs. The example that happened in Nigeria, the government has established a beautiful entrepreneurship development program on paper. But at the time of implementation, there were many problems from government agent side which did not fully support the program as in [19].

Government Funding. Access to financial assistance is a common difficulty faced by many newly formed small companies. This further reinforces the problems faced by entrepreneurs. What the government can do is to provide direct
subsidies, tax and certain resources deductions in the entrepreneurship development process. If a country has desire to develop entrepreneurship activities then there must be a clear pattern of how government resources can be used. The funds can be used to develop entrepreneurship process based on policies that have been prepared in advance as in [19].

3. Financial Institutions and others
The existence of business in the micro, small and medium scale now often indicated from the results of one's creativity and innovation, or commonly called entrepreneurs. In India, this sector accounts for 8% of total GDP. This sector also managed to employ 60 million workers from 26 million businesses. In fact, the ratio of Labor to Capital of this business sector is higher than big industry business. Today, the types of business that are included in the micro, small and medium scale show quite high growth that can be compared to the value produced by big industries. With its flexibility and innovation, businesses in this sector can adjust to changes that occur in the market, such as recession or decline in economic activity as in [2].

In order to increase SME business presence, the Indian government has established several policies in the banking sector. A). Policy to not extend payments to micro and small businesses. Through this policy, companies are required to pay additional fines if they buy goods from micro and small businesses and are late in paying off. This must be done if the delay has exceeded the specified schedule. B). The Reserve Bank of India has announced a new policy in the banking process, namely the existence of a new valuation system to facilitate this type of business to get loan assistance. With the new system, banks in India are required to give greater priority to this type of business entity to get loans from the total annual budget owned as in [2].

The Indian government has also promoted several financial institutions to improve entrepreneurship development in the country. Various types of financial institutions have been determined to facilitate the process of funding needs for micro, small and medium enterprises. Examples of several financial institutions participating in this program are 1) Industrial development bank of India (IDBI), 2) Industrial Finance Corporation of India Ltd. (IFCI Ltd), 3) Industrial Investment Bank of India Ltd (IIBI), 4) National bank for agriculture and rural development (NABARD), 5) Small industrial development bank of India (SIDBI) and 6) National Small Industries Corporation (NSIC) as in [2].

Reference [2] shows that in India, there are three associations that represent all types of industries, both for small and large scale. The three associations are the Federation of Indian Chambers of Commerce and Industries, the Confederation of Indian Industries and the Association of Chambers of Commerce and Industries. In general, the three associations represent the majority of the interest of the companies from big and small industrial scale. The policy of the government is to encourage the association to provide support to members who are on a micro and small scale. This can also be attributed to the existence of World Assembly of Small and Medium Enterprises, a special association intended for the development of small and medium enterprises. Collaboration from the existing associations can be done to increase market potential for the development of business entities from the micro, small and medium scale.

B. Organization
An extraordinary idea can be a spectacular business if you have a clear and well-developed concept. There are several things that must be considered in an organization or group that has an extraordinary business idea. First, organization must be able to make a good business plan. The process of making this business plan is not easy because it involves many things, this process is related to getting information from many parties and requires in-depth analysis. The second thing that must be considered is the form of the organization. Team is one form of organization that is believed to be able to create many new businesses. The benefit provided by team is the process of how to make a decision, it makes team as the best form of organization. The third thing is the product that will be marketed, either in the form of goods or services. The choice of this product is part of 4 basic marketing functions (product, price, promotion and place) and they are correlated one to another. The choice of product from organization that is clear and right on target makes extraordinary business idea can be marketed well.

1. Business plan
Business Plan is one tool that can be used to measure the success of a business. Therefore,
many organizations provide entrepreneurship education training in western countries and the majority of other countries teach about how to make business plan in their education programs as in [20]. If a company wants to get loan assistance from the bank as capital to run its business, then the bank usually asks for a summary of the business plan to be used as a consideration in providing loans. Summary of business plan sometimes referred as loan proposal as in [21]. If the owner of the business has sufficient ability in making the business plan or has become accustomed to make business plan, this can be seen as one of the benefits in the fundraising process. Also, if the business owner wants to get capital assistance from another party, whether it is angel investor or an organization that provides loan assistance, usually they will ask for data related to the business in which the requested data usually found in the business plan.

The majority of universities in America have realized the importance of entrepreneurship education for their students, therefore many universities provide courses that are related to entrepreneurship as in [22]. One form of material given to students is the process of making a business plan. Researcher defined business plan as document written to describe the state of an organization, including the vision, mission, strategy and tactics to achieve the desired goals as in [23]. The making of business plan is also believed to be able to reduce the risk of a new business failed at an early stage. The importance of the existence of business plan makes the university not only provide training and information on how to prepare a good business plan, but also organize business plan competition. This is believed to be one of the effective ways to teach entrepreneurship education to students.

Preparation to make business plan is important in the entrepreneurship learning process. Good entrepreneurship education is a combination of theory and application based methodology. The combination of this methodology is felt as the right way as a mean of learning associated with the students’ need to get real learning experience as in [24]. Entrepreneurial education can be said to be similar to teaching to students who study architecture, they must have procedural and declarative abilities. Declarative ability is the ability obtained from the process of finding information from books or learning. Procedural ability can be obtained from the process of carrying out real practice, for example through apprenticeship activities. Preparation in making a business plan is expected to be able to provide a combination of these two abilities because students will be conditioned to use information that has been obtained from previously received material with information from current conditions. Students are then asked to do an analysis using an assessment of business practices to determine alternatives of business options that can be done. This procedure will combine the theoretical and practical aspects that will be felt by the students.

In preparation in making business plan, an instructor must provide sufficient information for students to give them guidance in preparing it. In this case, there are several questions often asked by students during the process, including: 1) whether the making of business plan is done individually or per group, 2) examples of business plan format, 3) how long is the business plan making process, 4) what kind of ideas are usually approved by the instructor and 5) how is the evaluating process? Before the business plan task is given to students, the questions from students must be answered in detail so that they can do the process well. In addition, the assessment process must also be provided in a scheduled and clear manner so that this process can run smoothly, from instructor side and also from the student’s side.

In general, the process of making a business plan is divided into 3 important parts. The first is the process of finding ideas. This is the first step that must be prepared by certain individual or group. There may be students who are easy and clear in carrying out business ideas, but there is possibility that many students will experience difficulties in conveying their business ideas. This process must be really assisted by the instructor in guiding the idea searching activity. This mechanism can be done in the classroom so that all students can feel this process or do it specifically for each business idea. The second part is the writing process. This second stage is usually the longest process carried out by students. After the instructor approves the idea, students have the opportunity to complete the business plan in accordance with the sample format. In this process, the students will have time to get information from outside parties related to the data needs to be fulfilled. The third stage is the business plan assessment process. In
this last stage, every idea expressed by students will be evaluated. A clear and detailed assessment rubric along with how each item in the business plan is assessed must be available. In this stage a business plan will be declared successful or not as in [26].

2. Team
Entrepreneurial Team is believed to create many new businesses or in other words, the formation of a team is an initial process that can start a new business as in [27]. Many studies have been conducted to find out the relationship between the success of a business organization and the existence of an entrepreneurial team and conclusively it is proven as in [28]. This can be used as an initial benchmark that the existence of an entrepreneurial team brings positive effect to the success of a new business. This can also be used as organization criterion to form a team in the organizational structure, at the lower, middle and top level (management level). The existence of an entrepreneurial team at the top level of management will provide support for the formation of the lower level teams and have more influence on organizational performance if compared with the existence of an executive in a company as in [29].

Although the existence of an entrepreneurial team is very important, there are not many literatures that discuss it in detail. Scientific writing focuses more on an entrepreneur than the presence of a team as in [30]. One factor that causes this to happen is due to the lack of literature related to entrepreneurial teams as in [30]. Because of this, the author wants to express the things that are related to the entrepreneurial team in this discussion section, including the explanation and how the entrepreneurial team factors encourage the creation of new business.

The author will describe the definition of entrepreneurial team from several different sources. Reference [31] defines entrepreneurial team as a combination of more than 2 people who are committed to form a new business formally where they share ownership of the business. Based on this definition, we can see the commitment of each member of the team for business ownership and the chance of success of the business chosen. Reference [32] defines entrepreneurial team as a combination of several people who serve as executive positions in the process of forming a new business. Reference [33] defines that a team can be said to be an entrepreneurial team if the members can actually be creative and proactive in finding and developing opportunity to be able to create product to be introduced to the market. From this understanding, the point taken is that the tasks and activities carried out by the team, do not have to be done by each member equally. Activities and tasks that must be carried out by entrepreneurial team can also be done by other sub-teams or even members outside of the entrepreneurial team, depending on the condition. The important thing to note is that the work that must be done by the team must be an important priority of its members. The commitment of each member to complete the task given to him will certainly have an effect on the success of running the business.

To achieve the success of an entrepreneurial team there are several things that can be used as determining factors. The first factor is the existence of an external environment. This factor has been widely believed to have direct relationship to the success of a business as in [27]. Not only business success but many new businesses are also created due to external environmental factors. The movement of both stable and turbulent external environmental factors will also influence the existence of entrepreneurial team, whether members are structured homogeneously or heterogeneously. Whatever the mechanism of external environmental factors will directly affect the process of forming an entrepreneurial team.

The second factor is the composition of the entrepreneurial team. Reference [34] believes that the composition of a team greatly influences the success of the team. Reference [35] states that a good team should have members who have experience, knowledge and skills spread evenly. By having that, it is expected that all team members can contribute equally. In addition, when the team faces unfavorable conditions, many problems or turbulent situations, the composition of heterogeneous team members provides better business performance than homogeneous composition. The composition of a homogeneous team member will be more suitable to complete the detailed routine tasks in quieter conditions.

The third factor is the process in the team. This factor was stated as in [34]. According to them, the process that team members go through consists of conflict and communication. Conflict
will occur in the presence of a team, whether the composition of its members is heterogeneous or homogeneous, although the chances of conflict are more often happened in heterogeneous teams. Conflicts that occur can have constructive and destructive effects on team performance. For a homogeneous team, the conflict happened not quite as much, but one should avoid group think. For heterogeneous team, different member composition can be a precursor to conflict, the more often conflicts occur, the business performance will be disrupted. But reference [36] states that the conflict must exist because with the existence of conflict, a mechanism of information exchange, mindset and different understanding of the problems faced will be created so that decisions can be made that have a positive effect on business performance. Reference [37] states that one way to reduce the potential of conflict is to frequently communicate. With the communication process that is often done in team, it is hoped that members will get to know each other better. This way, if a problem occurs or decision is needed, the process will be faster and safer. This will contribute to business success.

3. Product

Product, according to reference [38], is good or service that is traded and consumers dare to buy it. A variety of products that can be used as examples, starting from semi-finished goods, clothes, food, furniture and assurance as service products. According to reference [39], product is part of the sales element. Therefore, a product when offered in the market should be able to attract the attention of potential customers. Product must also be able to be consumed and satisfy the needs and desires of prospective buyers. So a product have to show the benefit that will be felt by consumers when they see the product.

For the design of a product, when potential customers see it, they must be able to feel an interest to buy and use the product. The design of a product must be adapted to the target market of its customers. For example, for prospective young children, the color of the product must be bright and sharp, while for adult male customers, the colors offered are better black, blue or grey. With colors that are adjusted to the condition of prospective customers, when being offered the product, potential customers can already feel the satisfaction that will be obtained by using the product.

Kotler explained that product can be divided into 3 levels. The first level is the core product. This level explains the benefits that consumers buy. The example is when consumers buy a camera, the benefit planned by consumers when buying a camera is to buy the memory recorded by the camera. The second level is the actual product. All cameras can certainly record memory, therefore camera manufacturers should be able to provide something that make their camera superior to other competitors. For example by providing additional features, practicality, longer battery life or available colors. The third level is an augmented product. At this last level there will be additional benefits that consumers will receive beyond the core functions of the product. For example, a camera purchased at a dealer will be given a warranty for 2 years. Thus the buyer will feel confident that the camera they bought will be replaced or repaired if it is damaged during the warranty period.

The concept of the product offered to consumers must be comprehensive because the elements of a product are quite a lot. Things that will be considered by potential customers when seeing the product can include packaging, how the product is sold, where the product is sold and what benefits received and what kind of after sale services will be received by consumers. Therefore, the concept of product must be clear and related to other elements of 4P; price, promotion and place, do not make any incompatibility between each of the 4P elements.

IV. CONCLUSIONS

The existence of entrepreneurs has no doubt given a positive effect on economic development. With the birth of more and more entrepreneurs, the number of new businesses will also increase. This will encourage better economic growth and reduce the number of unemployed. Therefore the government must find the right way to guarantee the birth of new entrepreneurs. One reliable way is through entrepreneur education in universities. But to provide the right method, the right recipe is needed that encourages students to have the ability to become entrepreneurs and increase the intention to become an entrepreneur. This study theoretically discusses two attributes that are believed to be able to increase the desire to
become an entrepreneur; support and organization.

This research is a conceptual research where the author reveals and discusses topics that are considered important through the study of literature according to the author's own understanding. When talking about attributes that affect interest in becoming an entrepreneur, there are more factors. Therefore, for future research, we can discuss and explain more attributes that can be used. In addition, this type of research can also be replaced with either quantitative or qualitative type so that the results of the study are not only based on the author's own understanding.

V. REFERENCES


