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## The Influence of Brand Personality, Service Quality, and Store Atmosphere toward Repurchase Intention Ethic Barbershop Padang

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### Abstract

The purpose of this research are to analyze : (1) The effect of entrepreneurial motivation on entrepreneurial intention public university student's in Padang (2) The effect of family environment on entrepreneurial intention public university student's in Padang. The type of this research is causative research. The population on this research is all of public university student's in padang . The total sample of this research was 150 persons with online survey. The result of research shows that (1) Entrepreneurial Motivation has significant effect on Entrepreneurial Intention Public University Student's in Padang (2) Family Environment has significant effect on Entrepreneurial Intention Public University Students in Padang. Entrepreneurial motivation and family environment have significant effect on entrepreneurial intention. For the future research is better to explore more about variable that can influence entrepreneurial intention.

**Keywords:** Entrepreneurial Motivation, Family Environment and Entrepreneurial Intention

### Introduction

Indonesia is a country with a large population that can be found in China, India and the United States. With an increasing population, it will also have an impact on the number of employees in Indonesia. This is a challenge for employees to create new jobs where wider public community labor is available. and not being able to impose an increasing number of workers, it will be a meaning for the country itself. Problems caused by the narrowness of jobs for jobs that are increasing. The more developed the country, the more educated people will be, and many more people will be unemployed because of the narrow employment opportunities. This has initiated the world of entrepreneurs in the country's economy.

Development will be more successful if supported by entrepreneurs who can work with limited capabilities. Unemployment is the term for people who do not work at all, are looking for work, or looking for decent work. Unemployment is because the number of workforce or job seekers is not proportional to the amount of work that is able to absorb it. Unemployment is a problem in terms of economy, and also has an impact on social problems, because with the existence, productivity and speed of society will decrease so that it can cause social problems and so on. To reduce unemployment, one of the most effective and many ways to use labor is to use new jobs through entrepreneurship.

Currently, we see many college graduates and undergraduates who are still unemployed and confused about what to do when graduating from college, many of us see scholars who are more willing to become educated unemployed than entrepreneurship. Even though it is not uncommon even we often see and hear entrepreneurs who are successful in running their businesses even though they have not finished school or undergraduate, even they have highly educated employees such as scholars.

Entrepreneurship is an ability and knowledge to be a strength in facing work or business difficulties in order to survive and achieve success. Moreover, if knowledge and experience in the field of entrepreneurship starts at a young age such as students.

### ***Entrepreneurial Intention***

According to (Titik Ulfatun, et al 2015: 56) entrepreneurial intention is the willingness to work hard and diligently to achieve the progress of his business, willingness to bear the various risks associated with the actions he tried, willing to take new paths and ways, willingness to live frugally, willingness from learning he experienced. The interest in entrepreneurship is a feeling of pleasure and interest in conducting entrepreneurial activities. Someone who has an interest in entrepreneurship will be better prepared to bear the various risks that might occur when someone has decided to start entrepreneurship. The interest in entrepreneurship will also arise when someone has gained a lot of information about the world of entrepreneurship both from other people's experiences and from entrepreneurship books. Someone who has been happy and interested in becoming an entrepreneur wants to know more about entrepreneurial activities. With the increasing interest in entrepreneurship, someone will have the opportunity to participate in advancing the economy of themselves and the community by opening jobs.

### ***Entrepreneurial Motivation***

According to Ratnawati & Kuswardani (2012: 3) Entrepreneurial Motivation is a situation that encourages, moves and directs the individual's desire to carry out entrepreneurial activities, by means of being independent, trusting themselves, oriented towards the future, taking risks, being creative and valuing innovation desires.

### ***Family Environment***

Social relations first began in the family. Families according to F.J Brown (in Sri Astuti & Thomas Sukardi 2013: 339) are interpreted in terms of broad and narrow understanding. The broad definition of the family includes all parties that have a relationship of blood or offspring that can be compared with clans or clans, while narrow understanding of the family includes parents and children.

### ***The Influence of Entrepreneurial Motivation on Entrepreneurial Intention***

In research conducted by Venesaar, Ene (2006) explained that there were many motivations that influenced the interest in entrepreneurship. For example, the desire to be respected, continue the family tradition, get better income, and so forth. Venesaar et al. (2006) conducted research on entrepreneurial motivation and interest in students at Tallin University, Estonia. The result is that motivation has a positive and significant effect on the interest in entrepreneurship. With this, it can be concluded that motivation for entrepreneurship is one of the things behind a person to do something to achieve certain goals. Entrepreneurial motivation can arise in a person because of the drive to achieve success in the field of entrepreneurship. High motivation for someone to succeed in the field of entrepreneurship will bring interest in entrepreneurship in a person, so that he will take action to achieve that goal. High motivation for entrepreneurship will also have a high impact on the interest in entrepreneurship.

### ***The Influence of Family Environment on Entrepreneurial Intention***

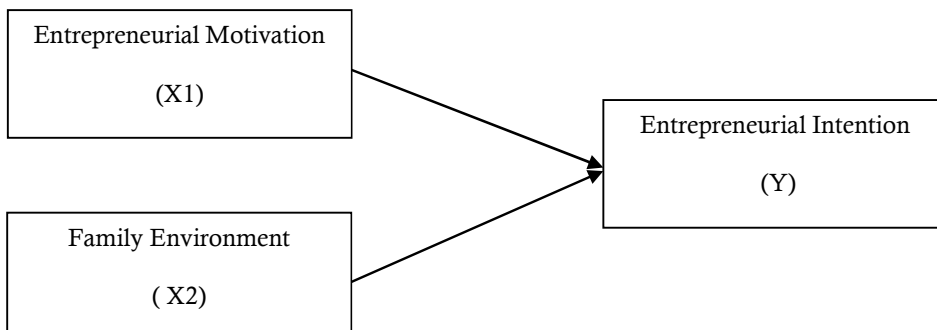
According to Yurtkoru et al., 2014 in his study concluded that support from family, friends and close networks among 425 Turkish university students had positively influenced their decision to become entrepreneurs. Similarly, Altinay et al. (2012) in hotel student studies in UK universities found that family entrepreneurial backgrounds were positively related to entrepreneurial interest. Based on these findings, it can be hypothesized that families have a positive impact on entrepreneurial interest

Hypothesis for this study is:

H<sub>1</sub> : There is a positive and significant influence of entrepreneurial motivation on entrepreneurial intention to the public university student's.

H<sub>2</sub> : There is a positive and significant influence family environment on entrepreneurial intention to the public university student's.

### Conceptual Framework



### Method

The type of research that will be conducted is classified as causative research, namely research that compares a variable between different subjects and finds a causal relationship without giving special treatment to these subjects (Gay et al, 2010). This study explains and describes the relationship between the independent variables namely Entrepreneurial Motivation and the Family Environment towards the dependent variable namely Entrepreneurship Interest. This study analyzes the extent to which the influence of Entrepreneurial Motivation and Family Environment on the dependent variable of Entrepreneurial Interest (Study was conducted on college students in the city of Padang).

Population is the whole object of research (Arikunto, 2006). Whereas according to Sugiyono (2012), "Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn.". The population in this study were public university student's in Padang city. UNP 28.276, UNAND 27.280.

In a study a sample is needed. Sample according to Sugiyono (2012: 116) states that the sample is part of the number of characteristics possessed by the population The samples to be used in this study were Padang State University students and Andalas University where in the study there were 80 UNP students with a percentage of 52.9% and 71 Unand students with a percentage of 47.1%. To determine the sample in this study Cochran's formula is used in Sofyan (2010: 149), as follows: Therefore the sample size taken is 150 respondents using the Cochran approach formula:

$$n = \frac{z^2 pq}{e^2}$$

n = Number of samples

z = Standard score for  $\infty$  selected (1.96)

p = Proportion of estimates of incidence in population (0,5)

q = 1-p (1-0,5=0,5)

e = Standardeviation or leniency (7%)

$$n = \frac{(1.96^2)(0,5)(0,5)}{(0,07^2)} = 150$$

From the results of the calculation, the number of samples obtained in the study was 150 people and for the purposes of the study, the number of samples to be made as respondents was 150 people. In this study, the instrument to collect data in this study is a questionnaire *online* compiled by using Likert scale. The sampling technique used in this study was purposive sampling. According to Riduwan (2013: 85) purposive sampling is a technique of determining the sample with consideration of certain criteria, then the person can be used as a sample (respondent).

The analysis technique used in this study are descriptive analysis and quantitative analysis. In descriptive analysis there is verification of data, calculating the value of the answer, calculating the average (*mean*) and calculating the level of achievement of the respondent (TCR). In quantitative analysis this study uses SPSS analysis methods as an analysis tool.

Reliability testing is done to determine the extent to which a measurement result is relatively consistent if measurements are repeated from different times. This test can be done using the Alpha Cronbach method (Idris, 2013: 9), as follows:

Information:

R11 = Reliability Instrument

K = Number of questions

$\Sigma$  = Number of Variant Granules

T = Total Variance

The criteria for determining reliability are as follows:

- 1) If  $r_{11} \geq 0.70$  means reliable
- 2) If  $r_{11} < 0.70$  means unreliable

**Table 1. Reability Analysis**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Keterangan</b>
Entrepreneurial Intention (Y)	0,848	Reliable
Entrepreneurial Motivation (X1)	0,886	Reliable
Family Environment (X2)	0,908	Reliable

Source : Data Primer 2018

R-square for this research model was 0.713, so it can be explained that the latent variables used in the model are latent variables that have good prediction relevance. The R-square value  $> 0$  indicates the model has predictive relevance, otherwise if the R-square value  $\leq 0$  shows the model lacking predictive relevance (Chin, 1998 in Anuraga et al., 2017).

**Table 2. R-square  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,825 <sup>a</sup>	,680	,676	2,828	1,790

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on table 2 above, it is seen the value of R Square 0.680, which means that the contribution of entrepreneurship motivation variables and family environment towards student entrepreneurship interests is 68% while 32% is determined by other variables not included in this study.

## Result and Discussion

**Table 3. Regression Coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,064	1,087		,059	,953
X1	,608	,044	,740	13,878	,000
X2	,147	,052	,151	2,839	,005

a. Dependent Variable: Y

Source: Data Primer, 2018

From the multiple linear regression equation above, it can be seen that the constant value is 0.064, which means that there is an influence from Entrepreneurship Motivation variables and Family Environment, so student interest in entrepreneurship is positive at 0.064

The magnitude of the variable coefficient of entrepreneurial motivation is positive. The coefficient is positive, meaning there is a positive relationship between Motivation for Entrepreneurship and Entrepreneurial Interest. The magnitude of the regression coefficient Entrepreneurial Motivation variable is 0.608 units. Assuming that the greater influence of Entrepreneurial Motivation will increase the Interest in Entrepreneurship.

The magnitude of the Family Environment variable coefficient is positive. Coefficients are positive, meaning that there is a positive relationship between the Family Environment and Entrepreneurial Interest. The magnitude of the regression coefficient of the Family Environment variable is 0.147 units. This means that if the family environment is better, the interest in entrepreneurship will also increase by 0.147 units.

**Tabel 4. Uji F ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2518,224	2	1259,112	157,479	,000 <sup>b</sup>
Residual	1183,325	148	7,995		
Total	3701,550	150			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on table 4 above, it can be seen that the value of F count is 157,479 with sig 0,000 <0,05. This means that based on the F test carried out together with Motivation for Entrepreneurship and the Family Environment significant effect on the interest in student entrepreneurship.

## Conclusion

Variable Entrepreneurial Motivation (X1) has a significant effect on Entrepreneurship Interest. In the sense that UNP and Unand students have a very high motivation for entrepreneurship and a good family environment. So that this can be used as the main capital and means to continue to develop and build the interest of students to be interested in conducting entrepreneurial activities that can compete and be able to open new jobs. Family Environment Variables (X2) have a significant effect on Entrepreneurial Interest. In the sense that family support plays an important role in starting and conducting entrepreneurial activities.

## Acknowledgments

Thank you, especially to Allah SWT, and thank's to the Universitas Negeri Padang and all those who have contributed for the success of this research.

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