International Conference of Education and Science

DOMINANT DETERMINANT CHARACTER OF INNOVATIVE BEHAVIOR OF NEW ENTREPERENEUR CANDIDATES



Iffah Budiningsih, Heri Sukamto, Sari Mujiani



JAKARTA, 9 DESEMBER 2020

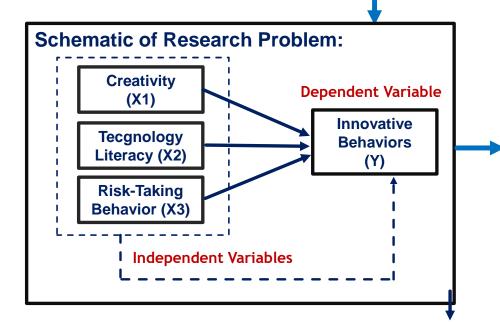
1. OVERVIEW

PHENOMENON: In present, data of the proportion of entrepreneurs in total population in many Countries:

- USA = 12 %
- Singapura = 7 %
- China = 10 %
- Jepan = 11 %
- Malaysia = 5 %
- Thailand= 4 %
- Indonesia = 3.1 %

THIS GAP MUST BE ATTENTION

- Indonesia is lacking in new entrepreneurs, Indonesia must promote and encourage the numbers of emerging entrepreneurs.
- In era business uncertainly (Pandemic of COVID 19)) in global, only entrepreneurs can be create opportunities of the new business or the new job.
- The entrepreneurs character must be owned such as innovative behavior, creativity, technology literacy, risktaking behavior, client orientation, etc.



CONTRIBUTION OF RESEARCH for Strengthening Innovation behavior in New Entrepreneur Candidates

.

2. HYPOTHESIS, RESERACH METHOD & FINDING

RESEARCH METHOD:

Explanatory quantitative (survey), data analysis with multiple regression and use SPSS-IBM25

Population and Sample:

Population is 400 peoples Sample is 86 Respondents

Sample Characteristic:

Student of the final semester of Faculty of Business Economics As-Syafi"iyah Islamic University, Jakarta Indonesia.

Supporting test:

- Instrument test of validity and reliability are Ok
- Normality, Heteroscedasticity, Autocorrelation, Multi-Collinearity are Ok

Requirement analysis of regression have been satisfied

BASE ON THE PROBLEM RESEARCH, HYPOTHESIS:

- 1. Creativity affects Innovative Behaviors
- 2. Technology Literacy affects Innovative Behaviors
- 3. Risk-Taking Behavior affects Innovative Behavior
- 4. Creativity, Technology Literacy, Risk-Taking Behavior are both simultaneously affects Innovative Behaviors

FINDING

Model of prediction Employees Innovative Behaviors: $Y = 1.171 + 0.622 X_1 + 0.170 X_2 - 0.080 X_3$

The most of contributes to the innovative behaviors:

- 1. Creativity
- 2. Technology Literacy
- 3. Risk Taking Behavior (this variable constrains)

3. CONCLUSION



- 1) The variables of Creativity, Technology Literacy and Risk-Taking Behavior have the R² value of 0.457, meaning that both variables contributed 45.7% to the innovative behaviors, and the remaining 54.3% refers to other factors;
- 2) Creativity, Technology Literacy and Risk-Taking Behavior are aspect simultaneously and significantly affect the innovative behaviors; for the reason, the mathematical model: Y= 1.171 + 0.622 X1 + 0.170 X2 0.080 X3 is applicable for predicting the influence of Creativity, Technology Literacy and Risk-Taking Behavior to innovative behaviors;
- 3) The absence of Creativity, Technology Literacy and Risk-Taking Behavior will, therefore, decrease the value of employees' innovative behaviors to 1.171, in scale of 1 to 5, poor category; on that ground, it is essential to conduct programs regarding development of Creativity, Technology Literacy and Risk-Taking Behavior cultivation.
- 4) It is worth noting that risk-taking behavior is not among the contributing factors; in fact, this variable constrains an individual to be innovative (if it is too high).
- 5) The creativity is the one that contributes to the innovative behaviors the most, since the significance value is greater than the Technology Literacy and Risk Taking Behavior.
- 6) Strengthening innovative behaviors for the New Entrepreneur Candidates through the creativity development and technology literacy program is in line with the advancement of science and technology.

