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DOMINANT DETERMINANT CHARACTER OF INNOVATIVE BEHAVIOR OF NEW ENTREPRENEUR CANDIDATES

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1. OVERVIEW

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

- USA = 12 %
- Singapura = 7 %
- China = 10 %
- Japan = 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, risk-taking behavior, client orientation, etc.

Schematic of Research Problem:

Creativity
(X1)

Tecgnology
Literacy (X2)

Risk-Taking
Behavior (X3)

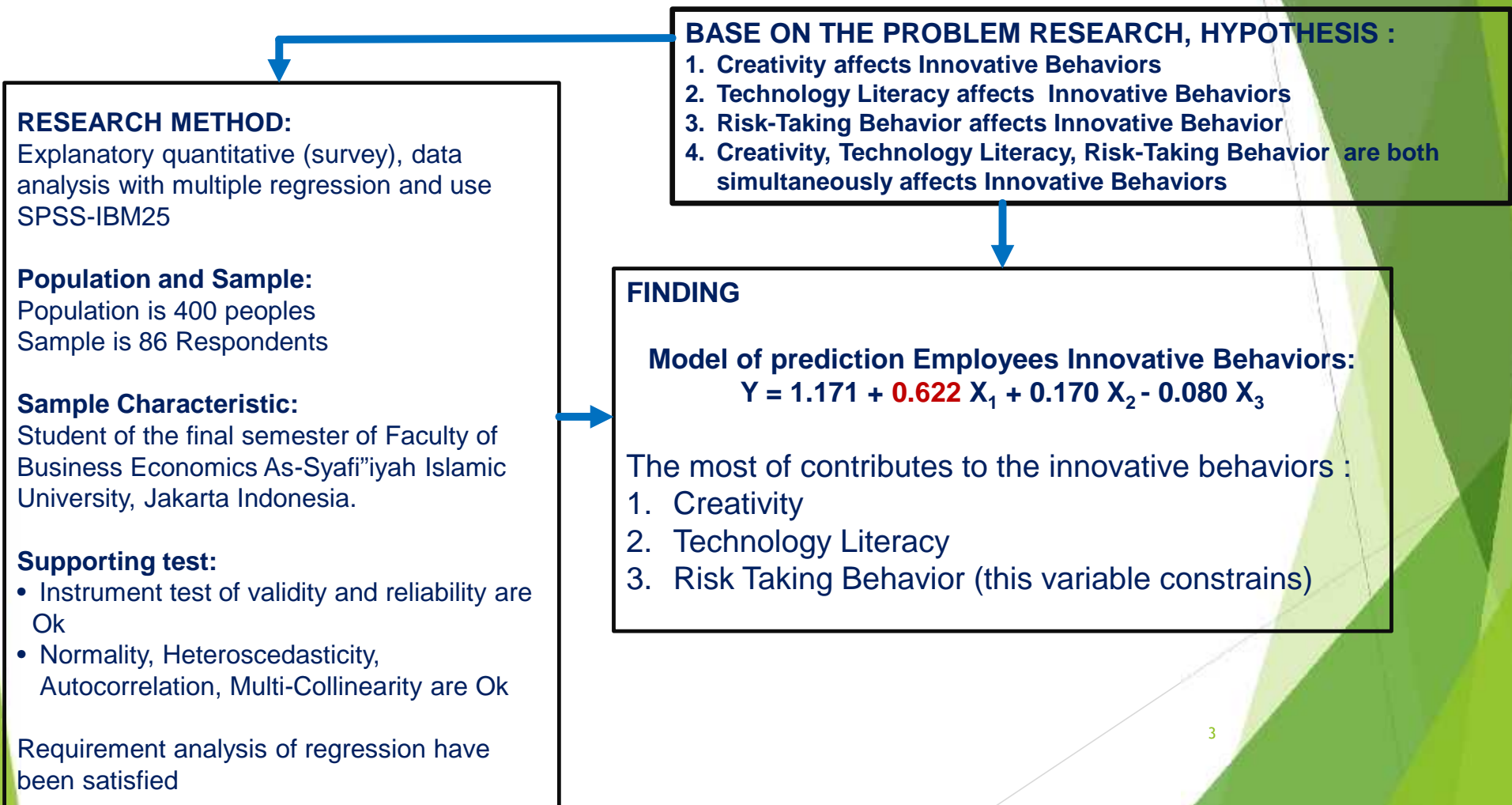
Dependent Variable

Innovative
Behaviors
(Y)

Independent Variables

CONTRIBUTION OF RESEARCH
for Strengthening Innovation
behavior in New Entrepreneur
Candidates

2. HYPOTHESIS, RESEARCH METHOD & FINDING



3. CONCLUSION



- 1) The variables of Creativity, Technology Literacy and Risk-Taking Behavior have the R^2 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: $Y = 1.171 + 0.622 X_1 + 0.170 X_2 - 0.080 X_3$ 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.**

4. CLOSING

Wassalamualaikum W.W

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