

The Effect of Intrinsic Motivation and Extrinsic Motivation on Women's Entrepreneurship Interest PNPM Mandiri Rural

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Abstract

Study this aim to find out how influence from Intrinsic Motivation and Extrinsic Motivation for Interest in Entrepreneurship in the SPP (Women's Savings and Loans) Group . This research is a research quantitative descriptive. Data used are primary data. Methods of data analysis in research this using the s analysis method multiple linear regression to get comprehensive picture about the influence between the variables Intrinsic Motivation and Extrinsic Motivation Against Entrepreneurial Interest with using SPSS 17 for Windows. The results of the hypotheses test show that that : Intrinsic Motivation take effect positive and significant to Entrepreneurial Interest . Meanwhile, this study failed to prove the second hypothesis. In this case, Extrinsic Motivation was found to have no significant effect on Entrepreneurial Interest .

Keywords: Intrinsic Motivation , Extrinsic Motivation , Entrepreneurial Interest

Introduction

Interest in entrepreneurship is an encouragement both from within and from the environment for someone to do a business in order to improve the economy and increase economic income where this motivation can be separated into two groups, namely intrinsic motivation and extrinsic motivation. The term motivation (*motivation*) comes from the Latin word *movere* , which means "to move " (*To Move*). The theory developed by Hezberg known as "Model Two Factors" of motivation, namely motivational factors and hygiene factors or "maintenance".

Interest in entrepreneurship according to Longenecker's theory (2008) states that everyone who intends to be an entrepreneur is due to an internal drive and there are factors behind it. Motivational actors are things that encourage achievement that are intrinsic, while what is meant by hygiene or maintenance factors are extrinsic factors . One of the challenges in understanding and applying Herzberg's theory is to take into account exactly which factors are more powerful in a person's life, whether intrinsic or extrinsic.

Motivation is an impulse that comes from within a person's soul which is very necessary because motivation is something that causes, distributes and supports human behavior. so you want to work hard enthusiastic about achieving optimal results .

Intrinsic Motivation is motivation that arises from within a person, there is no need for external encouragement. From within a person there is an urge that causes them to do something they want in order to get what they want.

Extrinsic motivation is motivation that comes from outside one's self and is obtained from other people, motivation does look easy but someone will rise up with motivation from other people who are smarter or older than them but motivation can also arise from people who are younger or the same age as that person.

SPP (Women's Savings and Loans) Mpd is one of the government programs to improve the welfare of its people in the economic field, especially in the field of entrepreneurship, SPP-PNPM is a program created during the era of President Susilo Bambang Yudhoyono (SBY). This program was created due to the increasing household needs so that with this program, especially for women, it can help the economic needs of the household. The SPP is divided into 2 types, one is for village

development and one is for women's savings and loans, but in the era of Mr. Jokowi, Pnpm has been separated, especially in the village development program because it has been changed and updated with a new program name. However, the SPP program from the government of Mr. SBY was not immediately removed during the era of President Jokowi. The SPP is still running, especially in rural areas, as the government's initial goal was to prosper the community.

Precisely the object of my research is the independent PNPM group in Blok 10 Village, Dolok Masihul Kab. Serdang Bedagai, where the rural SPP Mandiri group often holds meetings and associations to carry out micro-medium entrepreneurship activities. This activity is carried out in accordance with the government's program to improve the welfare of women. In this case, the head of the SPP group plays an active and important role in providing motivation both internally and externally for its members. This Block 10 Village SPP often invites resource persons who are competent in the field of entrepreneurship, to provide motivation and enthusiasm in carrying out entrepreneurial activities, presumably in order to gain knowledge and knowledge in stepping into entrepreneurship. Pnpm members also play a role in advancing their groups to create the desired goals for the welfare of the SPP groups .

The motivation of housewives to join the rural independent SPP program is based on their intrinsic motivation , namely the enthusiasm to increase the family's economic needs and extrinsic motivation in the form of encouragement by friends and the environment where they live. The motivation is even greater because the PNPM group leader distributes work to his members to be done well and integrated with the desired goals. Good motivation reflects the magnitude of the responsibility of the group leader in nurturing and directing its members . Intrinsic and extrinsic motivation is one of the important components in achieving the success of a work process, both individual groups and companies . Because it contains a driving element for someone to do work alone or in groups.

An impulse that comes from outside itself, in the form of self-awareness to work better or give the best for the group by having a positive drive, they need to be assisted by others who act as leaders or superiors . One of the activities that make it easy for marginalized people to get capital in the form of SPP (Women 's Savings and Loans) activities, provides for capacity building for productive economic enterprises, provides grants for funding business facilities and working capital for 1 business cycle in the form of improvement activities. women's group business capacity, described in the type and process of implementing the field of activity . With the aim of preserving and developing revolving fund activities , both from SPP activities in order to comply with the principles, objectives and mechanisms, then access to revolving funds is further regulated in the funding and administration of Rural Mandiri SPP activities and institutional arrangements and the three explanations above are also used as guidelines for financial and financial management. revolving fund management.

With the above conditions, to meet the needs of the family, family cooperation between husband and wife is needed to get family income. Usually what women's groups do to help their families is as laborers when the planting season arrives, Become a casual day laborer in a factory when many orders arrive. With the Women's Savings and Loans (SPP) in the village of block 10, Dolok Masihul sub-district, Serdang Bedagai Regency.

From the results of the rural independent women's savings and loan revolving fund , members get benefits from economic activities in the form of entrepreneurship . Facts that occur in the field after receiving funds from SPP Mandiri Rural there are some SPP members who trade, raise livestock and capital for agriculture, but there are also those who do entrepreneurship, for example, some of these funds are used for culinary business activities .

Based on the description of the background , the author is interested in conducting research on the influence of motivation on interest in entrepreneurship. With the title " Influence of Motivation "

Intrinsic and Extrinsic Motivation for Interest in Entrepreneurship (Case Study in SPP Al-Falah Group, Block 10 Village, Kec . Dolok Masihul."

Formulation of the problem

Based on the above background, the formulation of the problem can be made, namely (1) What is Motivation ? Intrinsic Take effect to entrepreneurship interest decision ? (2) Does Extrinsic Motivation Affect the Decision of Interest in Entrepreneurship ? And (3) What is Motivation Intrinsic and Extrinsic Motivation simultaneously influence the decision to be interested in entrepreneurship ?

Research purposes

The purpose of this study is (1) to find out how the influence of motivation Intrinsic to interest in entrepreneurship , (2) To find out how the influence of motivation extrinsic interest in entrepreneurship , and (3) to find out how the influence of motivation Intrinsic and Extrinsic Motivation simultaneously to interest in entrepreneurship.

Businessman

According to Zimmerer (2009 : 4), an entrepreneur is someone who is able to innovate a new business by taking risks and uncertainties in order to achieve profit and growth by identifying opportunities and combining the necessary resources to establish them.

Kasmir (2010) revealed that An entrepreneur is a person who has the courage to take risks to open a business in various opportunities. Having the courage to take risks means being mentally independent and daring to start a business, without being overwhelmed by fear or anxiety even in uncertain conditions. An entrepreneur in his mind is always trying to find, take advantage of, and take advantage of business opportunities that can provide benefits. The risk of loss is common because they hold the principle that there must be a loss factor. In fact, the greater the risk of loss that may be faced, the greater the opportunity for profit that can be achieved. There is no such thing as a loss as long as one does business with courage and calculation. This is called the entrepreneurial spirit.

Intrinsic Motivation

Intrinsic motivation is the motivation that drives a person to achieve that comes from within the individual, which is better known as the motivational factor. According to Herzberg quoted by Manullang (2008 : 178), which are classified as motivational factors include :

a. *Achievements* _

The success of an employee can be seen from the achievements he has achieved. In order for an employee to be successful in carrying out his work, the leader must study his subordinates and their work by providing him with opportunities so that subordinates can try to achieve good results. When subordinates have succeeded in doing their work, the leader must declare that success.

b. *Recognition* (recognition/award)

As a continuation of the success of the implementation, the leader must provide a statement of acknowledgment of the success of subordinates, which can be done in various ways .

c. *Work it self*

Leaders make real and convincing efforts, so that subordinates understand the importance of the work he does and the effort of trying to avoid boredom in the work of subordinates and making sure that every subordinate is right in his work.

d. *Responsibility* y (Responsibility)

In order for true responsibility to be a motivating factor for subordinates, leaders must avoid strict supervision, by allowing subordinates to work alone as long as the work is possible and apply the principle of participation.

e. *Advancement* (Development)

Development is one of the motivating factors for subordinates. This development factor really functions as a motivator, so the leader can start by training his subordinates for more responsible work. When this has been done, the leader then makes recommendations about subordinates who are ready for development, to raise their rank, to be sent for further education and training .

Extrinsic Motivation

Extrinsic motivation is motivation that comes from outside the self participate in determining a person's behavior in one's life which is known as the *hygiene factor theory* , which is classified as a *hygiene factor* , among others: is following:

- a. *Policy and administration* (Policy and administration)
- b. *Quality supervisor* (Supervision)
- c. *Interpersonal relations*

Interpersonal relation shows the personal relationship between subordinates with their superiors, where the possibility of subordinates feeling unable to get along with their superiors. In order not to cause employee disappointment, there are at least three skills that every supervisor must possess, namely:

- 1) *Technical skills* (technical skills). These skills are very important for the lowest level and middle level leaders, this includes the ability to use methods and processes in general related to the ability to use tools.
- 2) *Human skills* (contextual skills) are the ability to work within or with groups, so that they can build cooperation and coordinate various activities.
- 3) *Conceptual skill* (conceptual skill) is the ability to understand the complexity of the organization so that in various actions taken pressure is always in an effort to realize the overall organizational goals .

- d. *working conditions*
- e. *wages*

conceptual framework

This study examines the effect of from Intrinsic Motivation and Extrinsic Motivation for Interest in Entrepreneurship . Interest in entrepreneurship as the dependent variable, while Intrinsic Motivation and Extrinsic Motivation as the independent variable. The conceptual framework of the research can be described as follows:

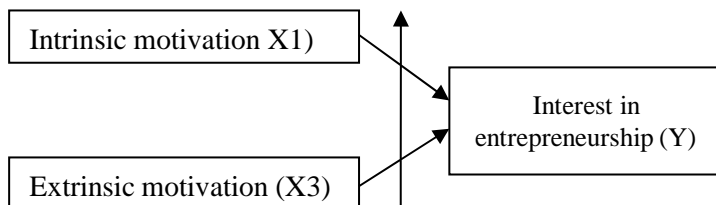


Figure 1. Conceptual Framework

Hypothesis

Based on the background, problem formulation, and theoretical study, the research hypotheses can be formulated as follows: (1) Intrinsic Motivation affect the interest in entrepreneurship , (2)

Extrinsic motivation affects the interest in entrepreneurship , and (3) Intrinsic Motivation and Extrinsic Motivation simultaneously Against interest in entrepreneurship .

Methodology

Population and Sample

According to Sugiyono (2014: 80), population is an area of generalization, objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study was the entire SPP group in Blok 10 Village , Dolok Masihul District, Serdang Bedagai Regency , which amounted to 150 people . Sampling in this study used the Slovin formula, with an error rate of 10%. Based on Slovin's formula, the number of samples needed in this study was 60 respondents .

Data Types and Sources

This research is quantitative descriptive. The type of data used in this study is quantitative data sourced from primary data, namely data obtained through direct research to the object of research, both by questionnaires and direct interviews, which still have to be processed by researchers.

Variable Operational Definition

1. Intrinsic motivation is motivation that comes from within a person's individual and is very influential on individual development is the family environment .
2. Extrinsic motivation is motivation that comes from outside a person that affects self-confidence to start a business in the community .
3. Interest in entrepreneurship is a person's interest in carrying out independent business activities with the courage to take risks .

Data analysis technique

This study analyzed the data with multiple linear regression method using statistical software SPSS 17 for Windows . The models tested are:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Where:

Y = Interest in Entrepreneurship

X₁ = Intrinsic Motivation

X₂ = Extrinsic Motivation

= Constant

b_{1,2} = Regression coefficient

e = standard error

Classic assumption test

Classical assumption test in this study includes normality test, multicollinearity test, and heteroscedasticity test. The normality test uses the *Kolmogorov-Smirnov test* with the provisions that the data is normally distributed if the *Asymp value. Sig. (2-tailed)* greater than 0.05 . To test the multicollinearity problem, this study uses the VIF (*Variance Inflation Factor*) number as a benchmark for whether there is a multicollinearity problem in the model. The model is said to be free from multicollinearity problems if the VIF value is <10. This study detects the presence of heteroscedasticity by looking at the graph plot between the predicted value of the dependent variable (ZPRED) and the residual (SRESID).

Research Results and Discussion

Classic assumption test

Normality test

The results of the normality test are shown in Table 1 below:

**Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		<i>Unstandardized Residual</i>
<i>N</i>		60
<i>Normal Parameters^{a,b}</i>	<i>mean</i>	.0000000
	<i>Std. Deviation</i>	2.35692523
<i>Most Extreme Differences</i>	<i>Absolute</i>	.146
	<i>Positive</i>	.092
	<i>negative</i>	-.146
<i>Test Statistics</i>		1.127
<i>asympt. Sig. (2-tailed)</i>		.158
<i>Monte Carlo Sig. (2-tailed)</i>	<i>Sig.</i>	.250 ^{c,d}
	<i>99% Confidence Lower Bound</i>	.106
	<i>Interval Upper Bound</i>	.394

Based on Table 1, it is known that the significance value (*Monte Carlo Sig. Lower Bound*) for all variables is 0.106. If the significance is more than 0.05 , then the residual value is normal, so it can be concluded that all variables are normally distributed .

Multicollinearity test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model . The results of the multicollinearity test are summarized in Table 2 below:

Table 2. Multicollinearity Test Results

Variable	VIF	Conclusion
X1	3.352	Multicollinearity Free
X2	3.352	Multicollinearity Free

From Table 2 above, it is known that the VIF value < 10. This shows that the model is free from multicollinearity problems.

Heteroscedasticity test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of *variance* from the residual of one observation to another observation. The results of the heteroscedasticity test are shown in Figure 2 below:

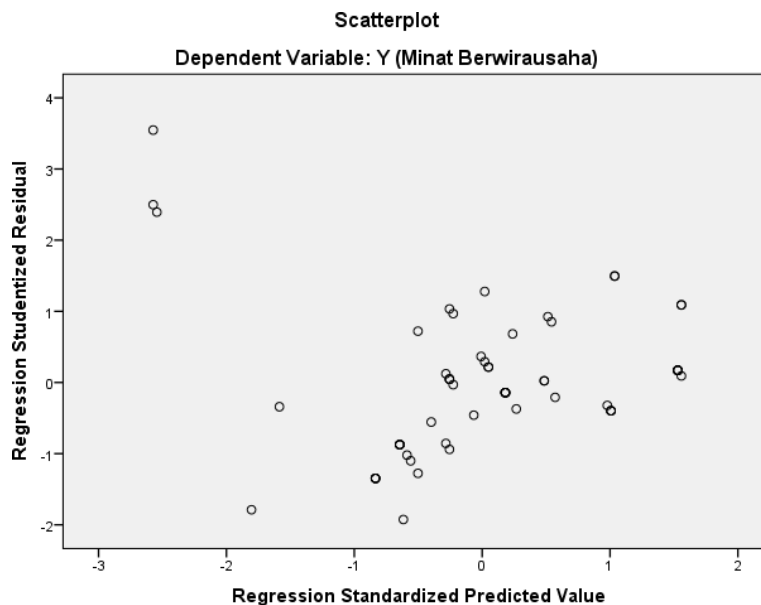


Figure 2. Scatterplot Graph

Based on Figure 2, it can be seen that if the data pattern is perfectly distributed, some are above the zero point and some are spread below the zero point. Because of this it can be concluded that there is no symptom of heteroscedasticity in the regression model.

Hypothesis test

Coefficient of determination test (Adjusted R²)

The results of the coefficient of determination test can be seen in Table 3 below:

Table 3. Results of the Coefficient of Determination

Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,937 ^a	,879	,874	1.034

a. Predictors : (Constant), X2 (Extrinsic Motivation), X1 (Intrinsic Motivation)

Based on Table 3 , it can be seen that the *adjusted R square value is 0.879 or (87.9 %)*. This shows that Variable X1 and Variable X2 can explain Variable Y by (87.9%), the remaining (12.1%) (100% - 87.9 %) is explained by other variables outside this research model.

F . statistic test

The results of the F statistical test can be seen in Table 4 below:

Table 4. F Statistical Test Results

ANOVA^a

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	440.733	2	220,367	206.199	,000 ^b
	<i>Residual</i>	60.917	57	1.069		
	<i>Total</i>	501,650	59			

a. *Dependent Variable : Y (Entrepreneurial Interest)*

b. *Predictors : (Constant), X2 (Extrinsic Motivation), X1 (Intrinsic Motivation)*

From Table 4 it is obtained that the calculated F value is 206.199 with a significant level of 0.000 which is smaller than an alpha of 0.05 (5%). The calculated F produced is 206.199, which is greater than the F table, which is 3.35. The provisions of table F are obtained from the number of samples reduced by the number of variables, namely $df_2 = n - k = 60 - 3 = 57$, and the number of variables is reduced by 1, so that we get $df_1 = k - 1 = 3 - 1 = 2$. And the results obtained from table F is 3,35. Thus, simultaneously intrinsic motivation and extrinsic motivation have a significant effect on interest in entrepreneurship.

The results of this analysis are in accordance with Herzberg's theory and the theory of *hygiene factors*, saying that motivational factors, both intrinsic motivation and extrinsic motivation, can influence or encourage a person to excel and carry out business activities properly in accordance with *advances* in entrepreneurship.

t test

The results of the t test can be seen in Table 5 below:

Table 5. t test results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (
Constant	5.092	,757		6,726	,000
)					
X1	,674	,067	,849	10.046	,000
X2	,078	,064	,103	1,224	,226

a. *Dependent Variable* : Y (Entrepreneurial Interest)

Regression equation:

$$Y = 5.092 + 0.674X_1 + 0.078X_2$$

From Table 5, the t - count value is 10.064. With = 5%, t - table (5%; nk = 58), the t - table value is 2.0017. From the description it can be seen that t - count (10.064) > t table (2, 0017), as well as the significance value of 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that Variable X1 has an effect on Variable Y. If the first t count is greater.

This is in line with the theory put forward by Herzberg cited by Manullang (2008: 178), where the motivational factors in intrinsic motivation encourage a person to change and have a good attitude where this motivation comes from within a person's individual self.

From Table 5, the t - count value is 1.224. With = 5%, t - table (5%; nk = 58), the t - table value is 2.0017. From this description it can be seen that t - count (1.224) < t table (2, 0017), as well as with a significance value of 0.226 > 0.05, it can be concluded that the second hypothesis is not accepted, meaning that Variable X2 has no significant effect on Variable Y. If the first t count is smaller.

Conclusions

From the results of research and discussion, the following conclusions can be drawn:

1. Intrinsic motivation has a positive and significant effect on interest in entrepreneurship .
2. Extrinsic motivation does not affect the interest in entrepreneurship .

3. Intrinsic motivation and extrinsic motivation simultaneously have a significant effect on interest in entrepreneurship.
1. To increase women's interest in entrepreneurship, the SPP Al-Falah group should give rewards to women who have successful businesses.
2. For further researchers, it is hoped that they can examine other factors that are not disclosed in this study.

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