Factors of Opportunity Awareness in Family Business Successor Generation at Surabaya

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Abstract
Entrepreneurship is one solution that contributes greatly to the nation. Through entrepreneurship then wide open opportunities and jobs for the nation. The inability of a person to recognize an opportunity, then it can be possible in making a decision based only on try and error. Hougaard (2004) in Nausedaite and Pundziene (2011) explains that there needs to be a measure of awareness of the odds that one is better able to analyze the market situation and not based on try and error. The purpose of this study is to determine the factors that shape the sensitivity to opportunities (Opportunity Awareness) on young entrepreneurs’ successor family business in Surabaya. This research is a quantitative research using Confirmatory Factor Analysis. The result of research stated that market and technological factors as well as Creation factors are the factors that make up the opportunity Awareness.

Keywords: Opportunity Awareness, Entrepreneurship, Family Business

I. BACKGROUNDS
1.1 Introduction
Entrepreneurship has been generally accepted as the economic pillar in Indonesia. Entrepreneurship pursues the economic growth of a nation through the creation of jobs (H, Utomo, 2014). Kodrat and Christina (2015) explain that the growth of the amount of Entrepreneurship can fix the economic matters of a nation. An ideal nation is a nation with 2% amount of the total population in that country. Entrepreneurship is also an effort to open new employment so it can increase people’s welfare and reduce the unemployment (Ciputra and Tanan, 2012). The amount of entrepreneur in Indonesia can be said that the majority is dominated by family businesses, because according to Deloitte’s survey, it is said that 80% of Entrepreneurs are family businesses, and 90% of a big scale firm in Indonesia is also family businesses. Which means that families’ businesses have a significant impact to the national economy (HR portal, 2013 accessed on April 2017). A research related to issues in family business is still considered as an interesting topic to be researched.

Various examples of issues in family businesses are communication gaps, competence gap and some other issues that involve gap between generations. The gap between generation in family businesses can influence the family business performance. Generally, the entrepreneurial behavior of the predecessor generation will be different from the next generation. The next generation is expected to have a behavior which is not really far from the predecessor generation. With those gaps between generation, it means that competencies of