FACTORS THAT ENCOURAGE DECISION TO BECOME A HYBRID ENTREPRENEUR

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ABSTRACT

The purpose of this research is to search the factors that encourage decision to be a hybrid entrepreneur. Respondents of this research are 97 hybrid entrepreneurs in Surabaya City. This research used quantitative approach through the second order confirmatory factor analysis methods. The content of the questionnaires are made based by indicators of seven variables which is estimated as encourage factors to become a hybrid entrepreneur. Variable which is used are motivation for self-development, sense of security, passion, experience, family and environment. The result of this research shows that all variables which are used in this research are factors that encourage decision of hybrid entrepreneurs in Surabaya City. The result of this research also strengthen some research and theories that are used as base in this research. Also, those seven factors reflect the decision of the researcher to become a hybrid entrepreneur too.

Keywords : Hybrid entrepreneur, Self-development, Experience, Sense of security. Environments

INTRODUCTION

Entrepreneur is also a profession which are believed can fix and bring positive impacts to the economical sectors of a nation. Through entrepreneurship, there are many open employments that can minimalize the unemployed. Based on the fact which are said by Kodrat and Christina (2015:5), a country with a good economical sectors must have at least 2% entrepreneurs from their total population in that country. Countries like USA, China, India and Singapore have entrepreneurs above 2% of their total population.

Surabaya is the second biggest city in Indonesia which have a significant growth of entrepreneurs. This are proofed from the data from Event Surabaya that sees Small-Medium Enterprises tend to grow followed by the numbers of bazaars which are growing in Surabaya. Entrepreneurs in Surabaya moves from many kinds of industries like food and beverages, fashions, services, manufactures, creative industries and much more. There are many vessels for Small-Medium Enterprises to introduce their business to the wide community. The majorities are bazaars which are held each week in many places of Surabaya.

The researcher has done his pre-survey to 50 entrepreneurs about backgrounds of their jobs while doing their business. Table 1 is the job background comparison of entrepreneurs in Surabaya.