

FACTOR ANALYSIS OF STUDENT'S STARTUP BUSINESS EXECUTION IN CIPUTRA UNIVERSITY

¹Kartikasari Gunawan, ²Thomas Stefanus Kaihatu*

Ciputra University Surabaya
INDONESIA

Email: kartikasarigun@gmail.com, thomas.kaihatu@ciputra.ac.id

ABSTRACT

This research has purpose to know what factors form the start up business of Ciputra University' students. Those factors are: planning factor, competencies factor, funding source factor, business environment factor, education factor, family factor, and technology factor. This research is using quantitative method with the respondents are students in Ciputra University. There are some criterias for the chosen of sample which are the respondent must be Ciputra University' students that already have executed business and they must already taken the entrepreneurship education for more than five semesters in Ciputra University.

The result of this research by spreading the questionnaire, students of Ciputra University which are the respondents in this research agreed that those seven factors can form the execution of the start up business. The respondents agreed that all of planning factor, competencies factor, funding source factor, business environment factor, education factor, family factor, and technology factor form the execution of the start-up business.

Keywords: factor analysis, execution, start-up business, student of Ciputra University

INTRODUCTION

Entrepreneurship is an important profession for advancing Indonesian economy (Kodrat and Christina, 2015:5). More entrepreneurs will be more new businesses. Increasing in new businesses can make entrepreneurs hiring people to help to run the business. The impact of an increase in job vacancies, the unemployment rate at Indonesia can be suppressed. Decrease in the number of unemployed in Indonesia can advances the Indonesian economy (Ciputra, 2009: 7).

According to statistic brain which are an online statistic database managed by Seth Harden and based at Los Angeles, there are 25% of the total start-up business failed to continue its execution in the first year, 27% of total startup business Who failed to continue its execution in the second and 21% of the year Total start-up business that failed to continue its execution in the third year. Based on that phenomenon regarding the decline in the number of start up businesses that are able to sustain, it need some factors to help the businesses to sustain to keep executing the businesses. Based on several studies and literature, there are several factors that