

Volume 16, Nomor 3 Mei 2018

ISSN : 0854-0861
e-ISSN : 2407-4950

Media MAHARDHIKA

MEDIA KOMUNIKASI EKONOMI dan MANAJEMEN



Diterbitkan Oleh :
Sekolah Tinggi Ilmu Ekonomi Mahardhika

Volume 16, Nomor 3 Mei 2018

ISSN : 0854-0861
e-ISSN : 2407-4950

Media MAHARDHIKA

MEDIA KOMUNIKASI EKONOMI dan MANAJEMEN

Media MAHARDHIKA merupakan media komunikasi ekonomi dan manajemen bagi kalangan praktisi dan akademisi melalui publikasi artikel ilmiah. Media ini diterbitkan pertama kali bulan Agustus Tahun 2001, dan terbit setiap bulan Januari, Mei, dan September, Artikel dimuat atas undangan. ISSN : 0854-0861

Penasehat: Dr. Andri Radiany, B.Ft., SE., MM; **Penanggung Jawab:** Prof. Dr. H. Murdjianto Purbanggoro, SE., SU; **Pemimpin Umum:** Dr. Sundjoto; **Pemimpin Redaksi:** Wulandari Harjanti S.Sos., SE., MM; **Dewan Editor:** DR. Kuswandi, DR. Pompong Budi Setiadi, Iman Syafi'i SE., Msi, Dr. Asmirin Noor, Maya Ida Kesumawatie, S.Kom., MM, Parwita Setya Wardani SE., Msi, Rika Yuliantanti., SE., MM; **Mitra Bebestari:** Dr. Suhermin (STESIA Surabaya), Dr. Ari Kamayanti (Universitas Brawijaya), Dr. Gugus Irianto (Universitas Brawijaya), DR Aji Dedi Mulawarman (Universitas Brawijaya), Dr. Dra. Kurnia Ekasari, MM., Ak., CA (Politeknik Negeri Malang); **Manajemen:** Sri Rahayu, SE., MM, Evi Thelia Sari SE., M.Art, Etin Puspita Sari, S.Sos, Hendra Prasetyo SE., MM.

Alamat Redaksi: BADAN PENERBIT MAHARDHIKA, Jl. Wisata Mananggal 42 A Surabaya, Telp. (031) 8550077, Email: lppm_mahardhika@yahoo.co.id

Penerbit, STIE MAHARDHIKA Press

Terima Kasih kepada semua pihak yang menyukseskan Jurnal Media Mahardhika untuk tetap menjadi Media komunikasi Ekonomi dan Manajemen

Media MAHARDHIKA

MEDIA KOMUNIKASI EKONOMI dan MANAJEMEN

DAFTAR ISI

Atty Erdiana, Dijah Julindrastuti, Surenggono Analisis Faktor-Faktor Yang Berpengaruh Terhadap <i>Experiential Marketing</i>	301-312
Pristiwantiyasih Pentingnya Penetapan Strategi Berdasarkan Analisis Lingkungan Perusahaan	313-327
Erika Putri Fadilla, Willy Sri Yuliandhari Analisis Pengaruh Pengungkapan <i>Sustainability Report</i> Terhadap Kinerja Keuangan (Studi Pada Seluruh Perusahaan Non Keuangan Yang Terdaftar Di Bei Periode 2014-2016)	328-342
Titis Tatasari Pelatihan UMKM Dalam Peningkatan Kesejahteraan Anggota IPEMI (Studi Kasus Toko Women Style – BG Junction)	343-355
Ida Ayu Nuh Kartini Evaluasi Indeks Kepuasan Masyarakat (IKM) Terhadap Pelayanan Publik Pada UPT Pelayanan Perizinan Terpadu (P2T) Badan Penanaman Modal Provinsi Jawa Timur Periode Oktober-Desember 2015	356-370
Nindya Kartika Kusmayati Analisis Perspektif Nilai Individu, Hubungan Kerja Dan Sistem Kerja Karyawan Generasi Y Dan Generasi X Di Indonesia	371-391
Iman Karyadi, Ismangil, Siti Djamilah Kajian Faktor-Faktor Yang Berpengaruh Pada Kinerja Keuangan Perusahaan (Studi Pada Perusahaan Yang Terdaftar Di Jakarta Islamic Index)	392-402
Nuning Nurna Dewi Pengaruh Karakteristik Individu, Disiplin Kerja, Dan Motivasi Terhadap Kinerja Pegawai	403-413

Media MAHARDHIKA

MEDIA KOMUNIKASI EKONOMI dan MANAJEMEN

DAFTAR ISI

Riyan Sisiawan Putra Pengaruh Beban Kerja Terhadap Kinerja Karyawan Universitas Nahdlatul Ulama Surabaya Dengan Job Stress Sebagai Variabel Intervening	414-429
Teguh Setiawan Pemberdayaan Sumber Daya Manusia Sebagai Instrumen Peningkatan Kinerja Organisasi	430-442
S. Anugrahini Irawati, Bambang Sudarsono, Faidal, Anang Ma'ruf Pengaruh Faktor-Faktor Stres Kerja Terhadap Kinerja Pengrajin Batik KUB Kembang Asih, Tanjung Bumi	443-455
Samuel Robert, Tina Melinda Pengaruh Motivasi Dan Kepemimpinan Terhadap Kinerja Karyawan	456-463
Safa'at Analisis <i>Network Planning</i> Dengan <i>Critical Path Method (CPM)</i> Dalam Usaha Efisiensi Waktu Pada Produksi <i>Precast</i> Di PT XYZ	464-470
Hendra Dwi Prasetyo Penerapan E-Filing Terhadap Kepatuhan Wajib Pajak Di Indonesia Tahun 2017	471-477
Alan Adityawijaya, Liliana Dewi <i>How To Motivation Sustain Business Students?</i>	478-487

HOW TO MOTIVATION SUSTAIN BUSINESS STUDENTS?

Adityawijaya, Alan¹ dan Dewi, Liliana²

Faculty of Management and Business, Ciputra University Surabaya

E-mail: aaditaywijaya@student.ciputra.ac.id¹

ldewi@ciputra.ac.id²

Abstract: *This research aimed to investigate the exploration of intrinsic and extrinsic motivation for the sustainability of Ciputra University's student's businesses. Using a qualitative approach. This study employed semi-structured interview for a data collection method. The key informants of this present study involved are 3 Student's businesses which still continues after 7th semesters, 1 student's business which is ended in 7th semester, 1 Human Resource Managements lecturer who understand human empowerment in doing business, and 1 IBM-Practice coordinator who understand motivation factor in Student business sustainability. This study found there's 3 extrinsic motivation and 4 intrinsic motivation students need to maintain their business' sustainability. Qualification is the first intrinsic motivation, because the matriculants recognized, they should be going to Ciputra University for studying business. Need for independence and responsibility were also intrinsic motivation drive student's business' sustainability. Self-actualization was the basic of all motivation. The first extrinsic motivation was student's task completion, so the students' businesses were run to grade achievement. Resources and group-mate also drive student's motivation for maintaining their businesses' sustainability.*

Keywords: *Entrepreneurship, Intrinsic Motivation, Extrinsic Motivation, Sustainability, Business.*

A12, A14, A22

INTRODUCTION

The Indonesia's peoples began to realize the importance of preparing to face the era of globalization with business, as evidenced by the emergence of various formal and informal education institutions that provide early business education, so as to open employment opportunities and opportunities for others. Every businessperson hopes for a sustainable business. Edgeman (2015) said that sustainable business is a business that can revive the company when it is slumped, able to struggle, able to survive, and able to grow. Business continuity can be achieved if the company is able to achieve the goal. Achievement of goals is severely affected by one's performance. Handoko (2015, in Latib, Fathoni, & Minarsih, 2016) states that performance on is an activity in the achievement of results that can be continued by a person or group of people.

Ciputra University which is one of the formal institutions that provide opportunities for young people to learn to do business. The solution given by Ciputra University is with the curriculum that makes the student become the businessman. Researchers conducted a preliminary survey by giving an open question. The first survey object used by researchers is 11 students who continue the business until after the 7th semester, and 11 students who ended the business in semester 7. Differences motivation of students to establish business cause the individual performance is also different. It is estimated that only 40% of business continues until after the completion of the lecture. Businesses that run between students have different results, because influenced performance differences between individuals. According to research Zhang, Zhang, Song, & Gong (2016) in his research submitted that motivation is the most important thing in improving work performance to achieve success run a business. Business education is expected to generate a lot of business sustainability.

Based on the problems that have been explained, the researcher conducted a study on the exploration of intrinsic motivation and extrinsic motivation that affects the business of Ciputra University students who continued and ended after the lecture, so that it can be a reference and information for the curriculum, so that more business will be continued after the lecture.

Zhang, Zhang, Song, & Gong (2016) in his research said that motivation is a key factor in improving work performance. Hersey and Blanchard in Modarresi, Arasi, Talebi, & Farasatkah (2016) in his research define motivation as the reason of a moving habit to start or continue an activity and the determination of the direction of habit.

According to Zhang, Zhang, Song, & Gong (2016) intrinsic motivation is derived from the person's own interests, and is a more important factor than the extrinsic factor. Dalborg (2015) considered that intrinsic motivation arises through extrinsic motivation (reward and punishment). Stephan, Hart, & Drews (2015) in his book divides the main motivating factors of motivation into three, namely: 1) Opportunities and Needs; 2) Multi dimensions; and 3) Ambition Growth. According to research by Soydas & Aleti (2015); Dalborg (2015); and Modarresi, Arasi, Talebi, & Farasatkah (2016) write the intrinsic driving factors of business motivation, namely non-financial or psychology.

Extrinsic motivation according to Soydas & Aleti (2015) is based on financial reasons. While Modarresi, Arasi, Talebi, & Farasatkah (2016) stated that extrinsic motivation is based on cultural culture factor, government policy and regulation, economic level of a region (Soydas & Aleti, 2015), problems in the household. Extrinsic motivation is influenced by rewards and punishments. According to research Soydas & Aleti (2015); Dalborg (2015). Modarresi, Arasi, Talebi, & Farasatkah (2016) also write down the extrinsic motivating factors for doing business, namely financial.

Multi dimensions in business motivation are motivational driving factors based on different points of view. According to Stephan, Hart, & Drews (2015) in his book is divided into 7 things, namely: 1) the desire to get success, feel challenged, and the desire to learn; 2) desire for independence and autonomy; 3) the desire to secure income and the desire to obtain financial success; 4) desire to get recognition and status in the community; 5) family encouragement or role model factors; 6) job dissatisfaction; 7) community and social network encouragement factors.

Business sustainability according to Russell (2014) can occur if companies growing with a focus on the community, following the development of the global system, thus making the company last forever. UNCED (1987, in Russell, 2014) assesses business sustainability as a consequence of business development in meeting current needs by paying attention to existing needs in the future. Edgeman (2015) describes business continuity as 4 stages, among others: 1) reviving; 2) struggling; 3) survival; and 4) develops. Galpin, Whittington, & Bell (2015) argue that business continuity is a very important strategy possessed in the development of the century so as to successfully strive for cultural change, by taking responsible actions to the environment and community, commitment to leadership, and dedicated to the environment keeping immortality.

Research using qualitative research methods, according to Sukmadinata (2012: 60) can dig the information to identify the object studied in more depth, because it stresses on the quality and depth of data. This research is conducted by qualitative descriptive method, because according to Moleong (2012: 4) explain the descriptive method which means the method of describing or describing objective data based on fact as it is and then accompanied by general decision making effort. According to him the characteristics of the descriptive method of research that does not use numbers, but images or writing, and do not use statistics but using interviews, observation, official documents, or field notes. Bungin (2013: 64) states that qualitative methods are open to all possibilities for new discoveries and circumstances, because in determining research design there is flexibility.

Method of data retrieval selected by the researcher that is using primary source that is data obtained by researcher got directly from source. The data were collected by interview method. Researchers chose semi-structured interview method which according to Sugiyono (2012: 233) interviews were conducted with more freedom than structured interviews, so the discovery of the problem is more open so that the speakers can provide opinions and ideas, so that researchers can dig more extensive and in-depth information. Researchers use an interview list that will be developed on-the-spot in conducting interviews to informants.

The research undertaken to explore intrinsic and extrinsic motivation for the continuity of IBM Ciputra University student business force of 2013 uses 6 informants namely: One business student of Ciputra University of 2013 which started from semester 2 and the same business lasted until the end of semester 7, Three student business Ciputra University in 2013, starting from semester 2 and the same business lasting until after semester 7, Lecturer of IBM-Practice lecturer's semester of the academic year 2015/2016 Ciputra University, which understands the determinants of the business continuity of the students, and the Lecturer of Human Resource Management of University Ciputra, who understands the empowerment of human resources in doing business.

The research to explore intrinsic and extrinsic motivation for the sustainability of university student's business is using descriptive method. Sugiyono (2013: 243) writes the opinion of Miles and Huberman (1984) that the stages of analyzing data are: 1) data reduction, ie setting goals by choosing and summarizing the important things of the data already in the reduction; 2) the presentation of data, namely the interpretation of data in a narrative that is

intended to facilitate in understanding what happened; and 3) data verification or withdrawal of the conclusion is to establish a credible conclusion if it is based on valid evidence and based on data processing result using triangulation produce consistent conclusion. After the stages are met, the conclusions found can be applied by the supervisors and parents of students in developing intrinsic entrepreneurial motivation in students.

The informants used in this study have the following profiles:

Table 1 Informan’s Profile

Informant Name	Position	Coding
Irwan Sugiharto	Owner of ‘Ikatan Abadi’	IS
Hadrian Christianto	Owner of ‘Siomakost’	HC
Renald Elvin Hartantio	Owner of ‘Puk-puk’	RE
Intan Gabriella	Owner of ‘House of Perca’	IG
Dr. Tina Melinda, Dra., M.M.	“ <i>Human Resource Managements</i> ” Lecturer	TM
Fransisca Desiana P., S.E., M.M.	“ <i>IBM-Practice 2016</i> ” Coordinator	FD

Source: Processed Data (2017)

The informant was chosen because it was related to the topic of discussion of the researcher. The first informant, Irwan Sugiharto, was a 2013 Ciputra University student, who was one of the founders of the 'Eternal Association' business. The business has been established from semester 2 which is still running until after semester 7. Informants have a position as operational responsibility since the establishment of the company.

The second informant, Hadrian Christianto, is a 2013 Ciputra University student, who is one of the founders of the 'Siomakost' business. The business has been established from semester 2 which is still running until after semester 7. The informant has the position as the person in charge of operations since the establishment of the company.

The third informant, Renald Elvin Hartantio, is a 2013 Ciputra University student, who is one of the founders of the 'Puk-puk' business. The business was established from semester 2 and ended in semester 7. The informant has the position as the person in charge of marketing since the establishment of the company.

The fourth informant, Intan Gabriella, was a 2013 Ciputra University student, who was one of the founders of the 'House of Perca' business. The business has been established from semester 2 and ends in semester 7. The informant has the position as the person in charge of finance since the establishment of the company.

The fifth informant, Mrs. Dr. Tina Melinda, Dra., M.M., is an expert and lecturer in Human Resource Management at Ciputra University. The informant has been teaching in the field of Human Resource Management for 27 years.

The sixth informant, Mrs. Fransisca Desiana Pranatasari, S.E., M.M., was an IBM-Practice 2016 coordinator at Ciputra University. The informant becomes the IBM-Practice coordinator for 1 semester.

Researchers choose qualitative methods through interviews. Interviews were conducted in a semi-structured manner, so that the discovery of problems was more open. The analysis in this study uses source triangulation method.

EXTRINSIC MOTIVATION

The result of interview to the informant, the researcher find the sustainability of business can be influenced from external factors. This is supported by an entrepreneur’s statement that extrinsic motivation supports him in business. Based on the informant's statement, the researcher

found that extrinsic motivation can support the student business to have continuity. Researchers found 3 categories of extrinsic motivation.

Student's Task Completion

Most of the Ciputra University students set up a business because of the assignments given by the University. As long as students are able to generate motivation for themselves, then a business that was initially established on the basis of fulfilling duties can also experience sustainability. Based on the statement of the informant, the researchers found that IS, RE, IG informants established their initial business to fulfill their college assignments. This was also supported by the statement of the FD *"E... Informant ... The first motivation e ... Ciputra University students were to set up a business, it must be first because of the task. Yes, yeah. He is sued. There is a demand that he must have a business, and that business exists. If he does not have a business and that business does not exist, then he does not ... can get value."* Based on the statement of the FD informant, the researchers found that Ciputra University students established the first business because of assignments. Assignment of assignments encourages students to have a business that exists, even with the reason that they can get value. Based on the statements of 4 informants (IS, RE, IG, and FD), the researchers found that fulfillment of tasks was one of the extrinsic motivation factors. Duty fulfillment is the initial reason for most Ciputra University students in running a business. The assignment can encourage students to have a business that exists.

The fulfillment of duties according to Gagne, et al (2010: in Zhang, Zhang, Song, & Gong; 2016) is extrinsic motivation to gain an award or avoid punishment. Based on the results of data analysis, three business people said that set up a business initially to fulfill the task. Supported by a faculty lecturer who said that Ciputra University students established the first business because of the task, which encouraged students to have existing businesses. The real condition of the existing Ciputra University students established their business initially because of the assignment. Students continue to run the business to get value, because if the business does not experience sustainability, then the students will not get the value.

Resources

The company's growth to achieve success is supported by the company's resources. Resources can take the form of various kinds, such as money and humans. Having good resources will make students' passion and interest to develop and maintain their business. Researchers found that the resources needed were capital to run a business. Human resources are also needed in running a business, this is supported by the statement of TM informants, *"What kind of human or human capital, what kind of talent do we have, yes, if we want to talk about human resource or human capital, because it is trusted that human capital or human resource is a recipe from the company, yes"*. Based on the statement of the TM informant, researchers found that human resources also affect business sustainability. Human resources are the main factor of a company. Based on the statements of informants (RE, FD, and TM) researchers found that student extrinsic motivation was also influenced by resources. There are two types of resources that underlie so that a business can be carried out in the form of capital and human resources.

According to Stephan, Hart, & Drews (2015), resource availability has an influence on the growth of ambition. Based on the results of data analysis, a businessman and a faculty lecturer said that the capital resources needed to run the business. A Human Resources Management lecturer said that human resources are the main factor of a company. The real condition exists that human resources and capital resources are considered by the students to run the business. Business students who experience shortage of human and capital resources will

end.

Group-Mate

Motivation of group friends can affect individual motivation. Positive group motivation will have a good impact on the motivation of each individual, so as to maintain the sustainability of the student's business. Researchers found that IS informants established businesses because of external factors. Group friend support makes IS informants dare to set up a business. The researcher also found that RE informants were motivated to end the business because of their lazy group friends, which made him participate lazily. Researchers also found that IG informants were encouraged to continue business because of the motivation of their group friends. The similarity of vision and mission between group friends is also able to encourage the sustainability of the student's business, this is in accordance with the statement of FD informants *"He, e ... It is possible to group, may be individuals. Now if he continues from semester 2 to semester 7, it is grouped, that means each other, e ... judging from his internal motivation, each other supports to e ... the sustainability of the business itself. Oh, I see. e ... keep going, what's the name. ... and usually, their vision is the same to achieve success, towards sustainability, if their vision is not the same, they will usually break. So the key is, one goal, one vision, so that what they want to achieve through small strategies can be achieved. so"*. Based on the statement of the FD informant, the researchers found that the business continuity of students was also supported by group friends. Business sustainability can be achieved if there is a common vision and mission between group members. Based on the statements of 4 informants (IS, RE, IG, FD), researchers found that group friends can influence students' external motivation in running a business and ending a business. The similarity of group vision can also support the sustainability of the student's business.

Stephan, Hart, & Drews (2015) states that friends have an influence over recognition and status to individuals to continue to contribute. A businessman says that the support of a group friend makes a dare to set up a business. Another businessman said that he was driven to end the business because of his lazy group of friends, which made him lazy. Another businessman said that he was driven to continue business because of the motivation of his group's friends. A faculty adviser says that business continuity can be achieved if there is a common vision-mission among group members. The real condition that exists shows that Ciputra University students have the same vision and mission in doing business that is to get value by maintaining business group until the end of lecture.

Intrinsic Motivation

Intrinsically factors is important for students in business. A coach says that intrinsic factors also need to be in the student self in running the business. Researchers found four categories of extrinsic motivation that affect sustainability of students' business.

Need for Qualification

Ciputra University is known for its business education, so students are expected to enter Ciputra University with an awareness of learning to do business. The desire of students to obtain learning encourages the emergence of self-awareness in running a business. This is in accordance with the statement obtained from TM informants *"when he entered, maybe he was informed that if he entered Ciputra, he must have a project business, maybe already informed"*, and an FD informant. *"They must have entered the UC, e ... His first motivation was pingin learning business"*. Based on the statements of TM and FD informants, researchers found that students before entering Ciputra University had a desire to learn to do business. Ciputra University students run businesses also because they are motivated to learn. Based on the statement of the informant, the researchers found that IS, HC, and RE informants established a

business because they wanted to obtain learning. IS, HC and RE informants run businesses to prepare themselves to be able to do business after lectures. Based on 5 informants (TM, FD, IS, HC and RE), researchers found that students entered Ciputra University because of intrinsic motivation to learn to do business. Students want to study business to prepare themselves for doing business after lectures.

The desire to acquire learning according to Beynon, Jones, Packham, & Pickernell (2014) is a key motivation in business education, which distinguishes between students and non-learners. Based on the data analysis, a lecturer of Human Resources Management and a faculty lecturer said that students before entering Ciputra University have the desire to learn business. Three businesspeople say that they set up a business because they want to gain learning, in order to be able to do business after the lectures. The real condition is that Ciputra University is known for its business, so the students go to Ciputra University because they want to learn business, so besides the fulfillment of duty, students are encouraged to learn to do business.

Self-Awareness

Ciputra University students who mostly establish businesses because of external factors, namely tasks, does not mean that they have bad results on the sustainability of their business. Business sustainability can be maintained if external motivation is able to stimulate self-awareness so that it can become intrinsic motivation. This was also stated by TM informants in the interview. *"Yes, so awareness is from within yourself. Yes, right? So there is intrinsic and extrinsic motivation. From inside and outside. If from outside it just stimulates it, but what matters is from itself. If he succeeds in developing himself, he means that he is aware that this business is to develop itself."* Based on the statement of the TM informant, researchers found that intrinsic motivation that students also need to have in running a business is self-awareness. Self-awareness can also be influenced by needs, this is also conveyed by FD informants. *"Behind it all, about 20% think, it is, indeed, students are motivated to set up a business because they really need it. ... For example, maybe they come in here ... because of what they call. Because of the scholarship, then because of entering here because of scholarships, surely they want to change their lives after graduating from here, through their sustainable business. ... So they try to fulfill their needs through the business they want to establish"*. Based on the statement of the FD informant, researchers found that self-awareness can be driven by the need factor. Self-awareness of their needs will encourage students to meet these needs, so that students will be more trying. Based on research on 2 informants (TM and FD), researchers found that self-awareness is an intrinsic factor that students need to have in running a business. Self-awareness can also arise from a need to be fulfilled.

According to Hutchison (2014), self-awareness is the highest level of motivation needs that make a person able to recognize the ability and obstacles in achieving goals. Based on data analysis, a lecturer of Human Resources Management said that intrinsic motivation that is also required in the students run a business of self-awareness. A faculty lecturer says that self-awareness can be driven by a need factor. The real condition is that the students of Universitas Ciputra are aware of their need to fulfill their duties. Students who have self-awareness of the importance of doing business will keep their business in order to stay ahead and expand so that it can be continued until after the lecture.

Resources
Most of the Ciputra University students set up business because of the Tasks assigned by the University. As long as the student is able to generate

Need for Independence

Ciputra University student business which is still ongoing until after the lecture can also be driven by the desire to obtain independence. Willfulness to work hard can arise with the urge

to be independent. Three pebisnsi who initially set up a business because the task says that over time, students run a business because they want to gain independence. Independence can be obtained through business. Researchers found that business continuity can be influenced by students' intrinsic motivation of their desire to gain independence. Running a business is one way students get their independence.

Stephan, Hart, & Drews (2015) said that the desire to gain independence is the most important motivation that drives business-oriented entrepreneurs and wealth creation. Based on the results of data analysis, a businessman said that the desire to obtain independence arise after running the business, because the thought will marry. Two other business people also said that the desire to obtain independence arises after running a business. The real condition is that most of the students of Ciputra University are not encouraged to gain independence, due to the factors of parents who are well off. Students who have the desire to gain independence will work to make their business profitable, so it can continue to run.

Responsible

The responsibility of students will affect the sustainability of their business. A sense of responsibility will reduce the occurrence of conflicts that have a negative impact on business sustainability. Responsibilities that are carried out accordingly will make the business able to experience sustainability. Researchers found that IS informants were encouraged to continue the business because the responsibilities in the group were run accordingly. Responsibilities that are not carried out accordingly will encourage the business to end, this is also conveyed by the FD informants. *"So carry out the business duties professionally. Yes. He runs according to his responsibilities, according to his job desk, now that means later it should reduce conflict. Usually they break because of conflict."* Based on the statement of the FD informant, researchers found that business continuity could be disrupted. Economic problems will also arise if responsibility is not fulfilled after, this is supported by the statement of the IS informant *"So there is a leak of 1 month leaked, the marketing person does not move at all, so it doesn't sell anything. So, it should be monitored every week."* Based on this statement, researchers found that business informants had experienced a decrease in turnover. Group members who are not responsible for their roles are the cause. Based on the statements of 2 informants (FD and IS), researchers found that responsibility needed to exist to maintain business continuity. Responsibilities that are not executed accordingly will underlie a business ends. Company turnover can be good if it is supported by a sense of responsibility for each individual.

Liability according to Lukito, Haryono, & Warso (2016) can affect individual performance in achieving the appropriate quantity and quality. Based on the results of data analysis, a businessperson is encouraged to continue business because the responsibilities in his group are run accordingly. A faculty adviser says that business continuity can be disrupted due to conflict. A similar businessman has experienced a decrease in turnover, because members of the group are not responsible. The real condition is that most of Ciputra University students when working in groups will forget their responsibilities, because they feel the other members will not let the group fail.

Manajerial Implication

Table 2 Manajerial Implication

Motivation Factor	Before Research	After Research
Extrinsic Motivation Student's task completion	Lecturers give assignments and then encourage student self-awareness	The lecturer raises the student's self-awareness, then gives the assignment
Resource	Choose group members because	Select group members to

	of friendship compatibility	complement resources
Group-Mate	One is not motivated, all are unmotivated	If one is not motivated, the other is motivating
Intrinsic Motivation Need for Qualification	Entering Ciputra University because want to learn business	Entering Ciputra University because want to learn business
Self-Awareness	Establish business because of the duties and encouragement of others	Set up the task because aware of the importance of doing business
Need for Independence	Feeling that parents are well off, so they only hope from parents.	Thinking that tomorrow will have a family, so it must be independent.
Responsible	Carry out responsibility if sanctioned sanctions are given.	carry out responsibility because of self-awareness.

Source : Processed Data (2017)

Conclusion

The researcher concludes that, the continuity of Ciputra University student business must be motivated by students' motivation. The motivation factor is divided into two factors: intrinsic motivation factor and extrinsic motivation factor. Fulfillment of student duties to be the most first extreme motivation in the students of Ciputra University in establishing a business. Students run the business by considering the resources they have. The group's friends can encourage students in consideration of establishing, terminating, and continuing business. The earliest intrinsic motivation was the students studying at Ciputra University with the desire to get business learning. The intrinsic motivation that underlies business continuity and other motivation is self-awareness. Awareness of family supports students have the desire to obtain independence. Business sustainability is more easily achieved when carried out with Responsibility.

Suggestion

The advice that can be given by researchers to the University is to increase the number of businesses that are still ongoing after semester 7. Things that need to be done are directing students to run a business that is in accordance with their motivation. Suggestions that can be given by researchers for further research, namely, research must be more in-depth by digging up information to parents of students, supervisors and friends of informants as well as all who contribute to the informant while doing business. The next researcher is advised to explore information about the motivation to do business students before, during, and after studying at Ciputra University

Research Limitation

Research conducted to explore intrinsic and extrinsic motivation for the sustainability of the Ciputra University student business is certainly not perfect. This study has limited informants, that is only for students and 2 lecturers, so that exploration cannot be deep into extrinsic motivation factors. Subsequent research is expected to be able to dig up information to those who contribute to student external factors.

DAFTAR PUSTAKA

Botana, L. F., & Neto, P. L. (2015). The Development of An Incrementally Evolving Management Model for Small Brazilian Printing Companies Based on Maslow's Theory of The Hierarchy of Needs. *Business and Management Review*, 4(7), 423-442.

- Bungin, B. (2013). *Metodologi Penelitian Sosial dan Ekonomi : Format-Format Kuantitatif dan Kualitatif untuk Studi Sosiologi, Kebijakan Publik, Komunikasi, Manajemen dan Pemasaran*. Jakarta: Kencana Prenada Media Group.
- Dalborg, C. (2015). The Life Cycle in Women-Owned Businesses : From a Qualitative Growth Perspective. *International Journal of Gender and Entrepreneurship*, 7(2), 126-147.
- Edgeman, R. (2015). Strategic Resistance for Sustaining Entrepreneurship Relevance. *International Journal of Productivity and Performance Management*, 64(3), 318-333.
- Galpin, T., Whittington, J. L., & Bell, G. (2015). Is Your Sustainability Strategy Sustainable? Creating a Culture of Sustainability. *Corporate Governance*, 15(1), 1-17.
- Latib, Fathoni, A., & Minarsih, M. M. (2016). Pengaruh Budaya Organisasi, Kepemimpinan, dan Motivasi Terhadap Komitmen Organisasi dan Kinerja Pegawai. *Journal of Management*, 2(2).
- Modarresi, M., Arasi, Z., Talebi, K., & Farasatkah, M. (2016). Women's Entrepreneurship in Iran : How are women owning and managing home-based businesses motivated to grow? *International Journal of Gender and Entrepreneurship*, 8(4), 446-470.
- Moleong, L. (2012). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Russell, D. (2014). Corporate Sustainability : Accounting Standards vs Tax by Design. *Social Responsibility Journal*, 10(3), 386-398.
- Soydas, Y., & Aleti, T. (2015). Immigrant and Second-Generation Turkish Entrepreneurs in Melbourne Australia. *International Journal of Entrepreneurial Behavior & Research*, 21(2), 154-174.
- Stephan, U., Hart, M., & Drews, C. C. (2015). *Undersating Motivations for Entrepreneurship : A Review of Recent Research Evidence*. Birmingham, United Kingdom: Enterprise Research Center, Aston Business School, Aston University.
- Sugiyono. (2012). *Metode Kualitatif Pendidikan*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Pendidikan (Pendekatan Kualitatif, Kuantitatif, dan R&D)*. Bandung: Alfabeta.
- Sukmadinata, N. (2012). *Metode Penelitian Pendidikan*. Bandung: PT Rejama Rosdakarya.
- Wanto, S. F. (2014). Pengaruh kemandirian dan Motivasi Berwirausaha Terhadap Minat Berwirausaha Siswa SMKN 1 Seyegan. *E-Jurnal Pendidikan Teknik Mesin*, 2(3), 185-192.
- Zhang, J., Zhang, Y., Song, Y., & Gong, Z. (2016). The Different Relations of Extrinsic, Introjected, Identified Regulation and Intrinsic Motivation on Employees' Performance : Empirical Studies Following Self Determination Theory. *Management Decision*, 54(10), 2393-2412.