

# The Effect of Online Shop Ownership and Learning Outcomes of the Craft and Entrepreneurship Subject on the Entrepreneurship Interest of the Students

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**Abstract:** The increasing of unemployment rate is one of the problems in Indonesia. It can be overcome by attempting entrepreneurship. With the current technological development, it can be done online by establishing an online shop. Supported with the learning outcomes of the Craft and Entrepreneurship subject, the students' understanding about entrepreneurship will improve. This study aims to determine: (1) the effect of online shop ownership on the students' entrepreneurship interest, (2) the effect of learning outcomes of the Craft and Entrepreneurship subject on the students' entrepreneurship interest, (3) the effect of online shop ownership and learning outcomes of the Craft and Entrepreneurship subject on the entrepreneurship interest of the students. This is a descriptive quantitative research which uses population study using purposive sampling technique with a total 36 students owning online shops. The data was collected using questionnaires and documentation. The results of the study indicate that (1) online shop ownership has a significant effect on the entrepreneurship interest, (2) learning outcomes of the Craft and Entrepreneurship subject has a significant effect on the entrepreneurship interest, (3) online shop ownership and learning outcomes of the Craft and Entrepreneurship subject are jointly affecting the entrepreneurship interest. Among the two independent variables, online shop ownership variable has a greater contribution than the learning outcomes of the Craft and Entrepreneurship subject because online shop ownership is a practice or direct action performed by students. It certainly will affect the students' interest in entrepreneurship because students who have an experience of owning an online shop have learned a bit more about the real world of business, not just theories told by the teachers. The implication of this study is that in developing the curriculum of the Craft and Entrepreneurship subject should contain entrepreneurship practice by the students.

## 1 INTRODUCTION

Indonesia is a country with a large population which is expected to be the strength of Indonesia, particularly in the economic sector. Instead, the increase of population in Indonesia causes problems, one of which is the increase of unemployment rate. The statistical data in May 2015 showed that the open unemployment rate in February 2015 increased to 5.81% from 5.70% in February 2014 (Central Bureau of Statistics of Indonesia, 2015). One way to decrease the unemployment rate is by creating your own job or known as entrepreneurship.

In this modern era, entrepreneurship can be done in a more practical and easy way. Supported by the increasingly sophisticated technological developments, one way of entrepreneurship that is

often found nowadays is by establishing online shop. With the growing number of ever-growing social media such as facebook, twitter, instagram, and others, they can now be used as a means to run entrepreneurship. Tokopedia and Bukalapak are some of online business sites that continue to grow and make it easier for people to open their own online shop. Given the online business is more utilizing the sophistication of technology, then it is possible that students are also able to establish their own online shop.

Education and knowledge on entrepreneurship will help students to develop their knowledge about entrepreneurship. Kakuoris and Georgiadis (2016) stated that "Entrepreneurship education has been connected with entrepreneurial intention, vocational training and lifelong learning. Entrepreneurial learning is the targeted outcome of education and also

a certain component for understanding and theorising about real life business venturing". In the 2013 curriculum, there is a new subject that is Craft and Entrepreneurship which is taught to all students of SMA, SMK, and MA. The Craft and Entrepreneurship subject will provide initial provision for students in actual practice of entrepreneurship (Buku Guru Pendidikan Prakarya dan Kewirausahaan, 2014). The students' success in the Craft and Entrepreneurship subject will be reflected in their learning outcomes. Learning outcomes are the abilities that are possessed by students after receiving learning experience (Sudjana, 2011:22).

The purpose of this study is to determine (1) the effect of online shop ownership on the students' entrepreneurship interest, (2) the effect of learning outcomes of the Craft and Entrepreneurship subject on the students' entrepreneurship interest, (3) the effect of online shop ownership and learning outcomes of the Craft and Entrepreneurship subject on the entrepreneurship interest.

## 2 METHODS

This research is categorized as a quantitative research as it aims to determine the effect of independent variables (the online shop ownership and the learning outcomes of the Craft and Entrepreneurship) on dependent variable (the entrepreneurship interest) of the students using numbers in the data collection.

The population in this study is all students who own online shop. Due to the small number of population, the research uses population study or population research with purposive sampling technique. The researchers used the total of 36 students who own online shop as sample. Thus, this research is called population research or survey.

The researchers used questionnaires and documentation in collecting the data. Questionnaires are used to obtain data on online shop ownership and interest in entrepreneurship. Documentation is used to obtain data on the students' learning outcomes on form of final examination score of the odd semester of the students on the Craft and Entrepreneurship subject.

## 3 RESULTS AND DISCUSSION

### 3.1 The Effect of Online Shop Ownership on the Entrepreneurship Interest of the Students

The analysis results show that there is an effect of online shop ownership on the entrepreneurship interest with the significance value  $t$  of 0.000, which is smaller than the alpha significance level 0.05. It can be interpreted that if the students are more eager in running online shop, their entrepreneurship interest will increase. Online shop ownership can affect the students' entrepreneurship interest because the students who have owned an online shop have indirectly experienced the real business world. The students do not only experience business competition, but also experience the profits while running their online shops. There are various things that become the students' reasons in owning online shop, such as hobby, for extra allowance, and following the trend of doing business online.

They have various reasons of owning online shop, but it shows the willingness to realize their ideas into the real business world. Students who own an online shop will automatically experience the real business world as well as the profits from their online shops. Those who have experienced the profits after running the business will continue to improve their performance and develop their business which will certainly increase their interest, make them continue to innovate, and creating jobs rather than looking for one. This is in line with Drucker's opinion (in Winarno, 2011:11) which explains that entrepreneurship is the nature, character, and traits attached to someone who has a strong will to realize innovative ideas into the real world of business and develop them earnestly. Starting a business even just to fill the free time, as hobby, and following trends is a gateway to develop into a big business.

It is also in line with Ginzberg's theory of career development and selection (in Patrikha, 2012) which explains that interest is the basis of a person's career selection. An interest to be an entrepreneur does not grow instantly, but through various stages. In accordance with Ginzberg's theory of career development and selection that high schoolers (11-18 years old) are included in the tentative stage. There are several stages in this phase. One of them is an interest-based stage where the career development is only based on fun or interest, without considering other factors. Entrepreneurship interest is defined as a strong desire or passion possessed by a person to

open or start a business with awareness and pleasure, resulting high passion and concentrating all his attention on the object of interest.

In this study, online shop ownership is one of realizations or real actions based on individual awareness to start a career. Advantages and experiences obtained by the students during running an online business will make them continue to grow their business which means that the students are increasingly interested in entrepreneurship.

### **3.2 The Effect of Learning Outcomes of the Craft and Entrepreneurship Subject on the Entrepreneurship Interest of the Students**

The analysis results show that there is an effect of learning outcomes of the Craft and Entrepreneurship subject on the students' entrepreneurship interest of the students. It is proven by significance value  $t$ , which is smaller than the alpha significance level 0.05, of 0,009. The learning outcomes of the Craft and Entrepreneurship subject has an effect on the entrepreneurship interest because in addition to providing knowledge, the subject also provides guidance for students in business management. Students have the opportunity to practice entrepreneurship so they can enjoy the learning process and will be more interested in entrepreneurship. Students' ability after attending learning process will be shown in the learning outcomes obtained by students. The higher result the students get, the more interested they are in entrepreneurship.

This study supports Bygrave's theory (in Alma, 2013:9) which explains that one of the factors that play a role in entrepreneurship interest is environmental factor. The students' courage to establish an online shop is often motivated by the teachers of the Craft and Entrepreneurship subject in schools and the surroundings such as following trend of online business. This study is also in line with the purpose of the Craft and Entrepreneurship subject, which is providing entrepreneurship education in schools to stimulate students' interest in entrepreneurship.

### **3.3 The Effect of Online Shop Ownership and Learning Outcomes of the Craft and Entrepreneurship Subject on the Entrepreneurship Interest of the Students**

The result of the study shows that there is a simultaneous effect of online shop ownership and the learning outcomes of the Craft and Entrepreneurship subject on the entrepreneurship interest. It is indicated by the significance value in F test of 0.000, which is smaller than the alpha value of 0.05.

There are various things that become the students' reasons in owning online shop; hobby is one of them. Students run online business based on a hobby or fun will certainly enjoy what they do. They will have a higher passion to continue to grow their business. The hobby that they run, in this case, will generate much profit for him. Having a hobby that brings profits will certainly make students more interested in doing it, in this research is entrepreneurship. Another reason of the students in owning online shop is for extra allowance. Students have many needs, therefore they want to get extra allowance in their own way. One way to get it is by running an online business because it is easy and does not interfere with their school time. Students who want extra allowance and have experienced the profits of their business will certainly want to continue innovating and growing their business. It means that students will be more interested in entrepreneurship.

The learning outcome of the Craft and Entrepreneurship subject is one of the factors that affect entrepreneurship interests of the students because they have obtained good results on that subject. The learning outcome obtained by the students is a reflection of their understanding on the learning materials of Craft and Entrepreneurship that can be applied in their daily activities, particularly on the online shop managed by students. It means that if students are more serious in online shop ownership and are complemented by a good learning outcome of the Craft and Entrepreneurship subject that reflects the students' ability or expertise after attending the learning process, it may affect the increasing interest of students in entrepreneurship, and vice versa.

Among the two independent variables, online shop ownership variable has a greater contribution than the learning outcomes of the Craft and Entrepreneurship subject because online shop ownership is a practice or direct action performed by students. It certainly will affect the students' interest in entrepreneurship because students who have an

experience of owning an online shop have learned a bit more about the real world of business, not just theories told by the teachers.

#### 4 CONCLUSIONS

There is an influence between the online shop ownership to the entrepreneurship interest of students. The more eager the students in running online shop, the more increasing their entrepreneurship interest will be.

There is an influence between the learning outcomes of the Craft and Entrepreneurship subject to the entrepreneurship interest of students. The better the learning outcomes obtained by the students, the more increasing their entrepreneurship interest will be.

There is a simultaneous influence between the online shop ownership and the learning outcomes of the Craft and Entrepreneurship subject to the entrepreneurship interest. The more eager the students in running online shop and the better the students' learning outcomes of the Craft and Entrepreneurship subject, the more increasing the entrepreneurship interest of students will be.

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