

The influence of Final Project product development on students entrepreneurial motivation

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ABSTRACT

This study aims to: 1) examine the student's business orientation in the product development of the Final Project of Catering, 2) investigate the entrepreneurial motivation of students, 3) determine the effect of student business orientation in the product development of the Final Project of Catering on student entrepreneurial motivation.

A survey research, was employed in the study using quantitative descriptive methods and regression analysis to achieve the research objectives. To get the first and second research objectives, the quantitative method was carried out by obtaining data from undergraduate and diploma students of Catering, while the third objective was carried out with a single regression analysis. The sample was calculated using the Slovin formula from a total population of 120 people in order to obtain a sample count of 93 people.

The results show that: 1) the student's final project product development business orientation was in the good and moderate categories. The highest mean is obtained in the aspect of product formulas and ingredients for the product, while the lowest mean is obtained in the aspects of technology used for product manufacture, 2) the student entrepreneurial motivation is in the medium and high category in the general motivation aspect, while in the specific motivation aspect there are low, medium and high category results. The highest mean is in the need for achievement while the lowest mean is in the goal setting, 3) the final project product development has a positive and significant effect of 28% on students' entrepreneurial motivation. Suggestion based on the findings are also discussed.

Kata Kunci: product development, students entrepreneurial motivation