

Personal Climate And Social Environment In Affecting The Interest Of Business

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Abstrak

Penelitian dilakukan di UIN Suska Riau dengan tujuan untuk menguji dan menganalisis pengaruh faktor personal dan lingkungan sosial terhadap minat berwirausaha kandidat sarjana UIN Suska Riau akademik 2018-2019. Analisis data digunakan metode kuantitatif dengan menggunakan analisa regresi linier berganda dibantu alat analisis SPSS. Hasilnya bahwa faktor personal dan lingkungan sosial mempengaruhi terhadap minat berwirausaha kandidat sarjana UIN Suska Riau tahun akademik 2018-2019 adalah positif dan signifikan, kategori sangat tinggi sebesar 50% namun kandidat sarjana tidak akan memulai langsung untuk berwirausaha setelah menyelesaikan perkuliahan, sebesar 89% akan bekerja dulu, dari faktor personal menunjukkan rata-rata sebesar 58.75% mahasiswa mengaku tidak memiliki sikap kewirausahaan, dari faktor lingkungan sosial yang sangat mempengaruhi minat berwirausaha adalah orang tua mengarahkan untuk bekerja bukan berwirausaha sebesar 73.5%. Sehingga berdasarkan hasil penelitian, untuk menumbuhkan minat berwirausaha kandidat sarjana diperlukan tenaga pengajar kewirausahaan praktisi di bidang kewirausahaan dan berkomitmen meningkatkan, menumbuhkan sikap kewirausahaan disertai dukungan orang tua mahasiswa.

Kata Kunci: Personel, Sosial, Minat, Kewirausahaan.

Abstract

The study was conducted at UIN Suska Riau with the aim of testing and analyzing the influence of personal and social environment factors on the interest in entrepreneurship in the academic Suska Riau UIN candidates 201-2019. The results showed that personal factors and the social environment influenced the interest in entrepreneurship of UIN Suska Riau's undergraduate students in the 2018-2019 academic year were positive and significant. very high category of 50% but undergraduate candidates will not start directly to entrepreneurship after completing lectures, 89% will work first, from personal factors shows an average of 58.75% of students claim not to have entrepreneurial attitudes, from social environmental factors that greatly affect interest in entrepreneurship is parents directing to work not entrepreneurship by 73.5%. So based on the results of the study, to foster the interest in entrepreneurship undergraduate candidates, entrepreneurial teaching staff practitioners in the field of entrepreneurship are needed and are committed to improving, fostering entrepreneurial attitudes along with the support of student parents.

Keywords: Personnel, Social, Interest, Entrepreneurship.

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INTRODUCTION

Entrepreneurship activities are believed to have an important role in improving the economy of a country. This activity is recognized as a fundamental machine for economic and non-economic development, creating and providing employment and improving products and services (Greco, et.,al.). The existence of entrepreneurship in a region has a positive impact on the environment regardless of the size of the business carried out. A new business is established, with its existence will increase income for other businesses that sell raw materials needed by the new entrepreneur (Jasmar, 2019).

The more entrepreneurs who open jobs, of course, will further increase other entrepreneurial income that provides raw materials, so that it will have a macro effect on the environment even for the country. As Suryana said, entrepreneurship has macro and micro functions. Where on a macro level, entrepreneurship acts as a driver, controller and driver of a nation's economy. While on a micro basis, the role of entrepreneurs is to bear the risk and uncertainty, combine resources into new and different ways to create added value and new efforts (Suryana, 2013).

So, this makes the importance of growing interest in entrepreneurship for everyone, because with the interest that then there is a tendency to start and realize a business idea in real terms. Interest in trying is an interest in things or activities of entrepreneurship, some studies have concluded related to the factors that influence the interest in entrepreneurship for example, according to Mc. Clelland's interest in entrepreneurship is influenced by two factors, namely internal factors consisting of motivation, experience or knowledge and personality while external factors consist of family environment and workplace environment (Larasati, at. al.).

According to Mubin, interest in entrepreneurship was influenced by four factors, namely personality, motivation, family environment and education (Larasati, at. al.). Alma also explained that interest in entrepreneurship according to Bygrave was influenced by personal and environmental factors. In line with Sangupta and Debnath in Ani Muwarni Muhar, mentioning indicators that influence interest in entrepreneurship are personality or personal factors and environmental factors (Muhar, 2013). To simplify this research, the author examines the influence of factors that influence the interest in entrepreneurship based on personality or personal factors and the social environment, wherein the social environment factors will be

more detailed with the family environment, university environment and community environment.

Personality factor also known as personal factor, Eric Fromm in Buchari Alma explains that this personal factor is a person's overall psychological or psychological quality that is inherited or obtained specifically so that it makes it unique. To become an individual entrepreneur must have personal competence in entrepreneurship inherent in his director in accordance with the conclusions of L. Vijay and V.K. Ajay in his research entitled "Entrepreneurial Competency in SME 'S'" stated that even though resources are available in the environment, an entrepreneur is still required to have high competence so that he can mobilize and operate the business to be successful (Vijai & Ajai, 2011). With the competencies possessed and environmental conditions that support entrepreneurship, they will easily adapt to the business world in which they are involved.

Environment according to Yusuf is the whole phenomenon of events, situations and physical, social conditions that affect or influence by individuals (Syamsu, 2015). Environmental conditions contribute to the success of an entrepreneur, as stated by Tirtaraja Umar that the environment has an influence on personality broadens the horizons of experience so it is possible to support one's success (Umar, 2014). This is also in accordance with what Indrarti concluded in Ani Muwarni Muhar's research in a journal entitled "Determinants of Entrepreneurial Interest in College Students". The results of this study conclude that the factors that influence the interest in entrepreneurship differ from one PTN to another PTN.

Whereas the social environment is a system that is around a person or group of individuals that influences their behavior or their interactions. Environmental aspects play a very large role in the behavior of a person, both the family environment, the environment in which he studies such as schools and campuses and the community The influence of the environment in fostering an interest in entrepreneurship is evidenced by Ayuningtias and Ekawati's research which concluded that the family environment, campus environment, personality and motivation partially and simultaneously influence entrepreneurial interests (Haryani, 2012). So it can be concluded that the social environment conditions that support entrepreneurial activities can develop entrepreneurship in a region and even the country.

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The country of Indonesia is a social environment that is predominantly Muslim. If this existing potential supports the formation of an entrepreneurial attitude it is not impossible that our country can progress like other developed countries and our economy becomes strong. However, currently Indonesia is a country with a majority Muslim population of 88.20% of the total population (Muslim, 2018), in a state of weak economic conditions (Khazanah, 2018). This can be seen from the high rate of poverty in Indonesia. The following table¹ shows the poverty rate in Indonesia from 2009 to 2018 (Finance, 2018):

Table 1
Poverty Rate in Indonesia in 2009-2018

Year	Poverty rate (%)	Poverty Rate (million)
2009	15,42	47,97
2010	14,15	31,02
2011	12,49	30,12
2012	11,96	29,25
2013	11,36	28,17
2014	11,25	28,28
2015	11,22	28,59
2016	10,86	28,10
2017	10,64	27,7
2018	9,82	25,95

From the data above shows that up to now, 25.95 million people in Indonesia are in the poor category. Even World Bank data shows that around 28 million people are still in the poor category. Muslims in Indonesia for the category that has wealth, of the 50 richest people in Indonesia only 8 Muslims. This far-reaching Muslim community according to Sumanto al Qurtuby made the need for Muslim, government and Islamic organizations to fight for Muslims (Dw Co, 2018) so that it can lift the rank of Muslims in Indonesia, thus the population can be guaranteed to escape unemployment and from the trap of poverty.

A high level of education is also not a guarantee to escape unemployment, this can be seen from the data released by the relevant agencies. Including for undergraduate college graduates, in 2018 this is precisely the unemployment rate dropped for elementary, junior high and vocational school graduates equivalent. In the past seven (seven) years, the number of unemployed college graduates has

increased. In table 2 the following can be seen the unemployment rates of college graduates from 2012 to the present (Hanum, 2018):

Table 2
Unemployment Rate for University Graduates
in Indonesia Year 2012 to 2018

No	Year	Number of Unemployment Graduates of PT (thousand people)
1	2012	645.9
2	2013	619.3
3	2014	688.6
4	2015	694.8
4	2016	695
6	2017	622.9
7	2018	630

Recorded in February 2018 the number of unemployed scholars increased by 630 thousand 11.3 percent compared to the previous unemployment rate in February 2017. The high unemployment rate from undergraduate residents was due to lack of competencies and skills possessed in accordance with the needs of the workforce, low quality of education high and due to graduates who tend to choose too many jobs. According to the minister of labor, this is certainly of concern, where universities play a strategic role in increasing the competitiveness of the nation so that universities are expected to evaluate study programs and curricula to produce competent graduates.

As a college, the Sultan Syarif Kasim Riau Islamic University (UIN Suska Riau) is trying to prepare its graduate graduates to be accepted in the market. In participating in reducing unemployment, UIN Suska Riau also directs its graduates to become job creators not only as job seekers. This is evidenced by the provision of courses related to entrepreneurship activities such as entrepreneurship courses, Introduction to Business, Business Feasibility Studies and Business Ethics and Business Practices.

According to Kourilsky and Walstad, students who received entrepreneurship education while in college were considered to be superior entrepreneurs and they concluded that students' attitudes, behavior and knowledge about entrepreneurship would make them more likely to open up new businesses in the future. This is certainly very expected for graduates of Suska Riau UIN who have completed their education so that it is beneficial to the environment and does not become a burden to

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the country because it is unemployed. With knowledge obtained during education can foster confidence in creating new jobs.

Creating self employment or entrepreneurship is an accurate solution that is not only beneficial for job seekers, including to drive the wheels of the Indonesian economy. These efforts can be the backbone of the economic development (Sasono, et., al., 2014). Even at the time of the monetary crisis in 1997 to 1998 this small business sector was the driving force of the economy (Azhar, 2018). This should be a motivation for students to foster an interest in entrepreneurship so that they do not depend on finding work both in private companies and as civil servants, of course the quota is very limited.

Students who have completed the course material, are in the process of graduation or undergraduate candidates are the output of UIN Suska Riau academically. They are a benchmark for the success of UIN Suska Riau in producing competent graduates, possessing skills including providing solutions to the State in reducing unemployment. One more step the prospective UIN Suska Riau will enter the world of "real" and must start independently in living life with full responsibility.

The survey results of 50 students who are still actively carrying out their studies at UIN Suska Riau were obtained, as much as 58 percent of students after completing their education at UIN Suska Riau would "find work" while 42 percent planned to "open a business or entrepreneurship". This figure is very interesting, if, if this can be realized, it can certainly reduce the number of educated unemployed, with the high interest in entrepreneurship at UIN Suska Riau students, of course this can show good results from the entrepreneurship study program provided by the university to its students.

In this study, the authors analyzed the factors that influence the interest in entrepreneurship which consists of personal factors and social environmental factors. The difference between this research and previous studies related to the first interest in entrepreneurship in environmental factors. The researcher describes these environmental factors into a social environment, where the social environment consists of the family environment, university environment and social environment which are discussed at once. Researchers assume that in addition to factors from within a person that greatly affects his interests, also from the social environment both from the family, the university and the condition of the community.

Second in this study the author also describes the interest in entrepreneurship according to Islamic perspective by adding research indicators in accordance with the research of Grisna Anggadwita which classifies the interests of entrepreneurship viewed from an Islamic perspective (Anggadwita, at., al., (2017)). The research related to the interest of entrepreneurial candidates for the Sultan Syarif Kasim State Islamic University of Riau in 2018/2019 academic year can be used by the university as additional information to improve the pattern of teaching related to entrepreneurship and to increase the interest of prospective scholars of Sultan Syarif Kasim Riau Islamic University for entrepreneurship.

As for the government, it can be used to look at labor issues due to the increase in unemployment rates at the undergraduate level. To overcome this, the government needs to pay attention to universities by participating in reviewing entrepreneurial issues and then giving input to universities. By increasing entrepreneurial interest, prospective graduates can be a solution in reducing unemployment. In accordance with the description above, to find out the interest in entrepreneurship for prospective graduates of Sultan Syarif Kasim State Islamic University in 2018/2019 academic year and to find out the influence of interest factors in entrepreneurship above, the analysis of the influence of Personal and Social Environment factors on interest in entrepreneurship is important to study

LITERATURE REVIEW

Personal Factor

Personality is a unique pattern of behavior, thoughts, motives and emotions that are relatively stable and characterize an individual (Carol, at.,al., 2016). This personality concept according to Maslow if it is adjusted well allows to increase progress and growth (Harol, 1970). According to him, so that individuals can develop and excel, a culture that encourages health must be created. This concept also talks about motivation as a driving factor for human activities in meeting life's needs. Whereas According to Birren at. al. that personal factors represent the way we behave and respond to the environment. Where personality and behavior are always related.

In Buchari Alma, who quoted Erich Fromm's opinion, it was explained that personal factors are the overall psychic qualities inherited or acquired that are unique to someone which makes it unique (Alma, 2013). Meanwhile, according to Hendro, individual factors influence a person's desire to become an entrepreneur, where

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individual factors are closely related to the influence of experience from childhood to adulthood both by the environment or family, for example:

- 1) Influence of childhood. Like the influence when he was an early age, a child is often invited by parents, uncles, siblings and neighbors in a place related to business. This experience continues to stick in his mind so he wants to aspire to become an entrepreneur.
- 2) Development in adulthood. Relationships, campus atmosphere, and friends who are accustomed to a business will inspire someone to take the path of life to become an entrepreneur.
- 3) Perspectives or ideals. The desire to become an entrepreneur can emerge when you see relatives, friends, or neighbors who have become entrepreneurs.

According to Mc Clelland personal factors belong to internal factors that influence the interest in entrepreneurship in addition to motivation and experience. Motivation in business based on the results of Yahya and Kristina's 2011 research, entitled "Analysis of Interests and Motivation of Student Entrepreneurs" concluded the biggest motivation for student entrepreneurship was the desire to own a business, want to implement ideas and innovations and want to earn better income (Uswturrasul and Sisilla (2015)).

This personal aspect also includes an interest in entrepreneurship that comes from within the individual. According to Shofi Rismanandi, the internal factors are based on the desire of individuals to work independently, entrepreneurial knowledge, educational background, motivation, talent and creativity. While Lee said personal factors were also based on the needs of achievement and self-efficacy. Getting achievements includes the inherent needs of human beings.

This self-efficacy is a kind of attitude of individuals who have positive thinking, optimism. Individuals who have high self-efficacy will see difficult tasks as challenges that must be faced and not a threat that must be avoided. According to Olmosa and Castillo at Grisna Anggadwita on personal traits contained goodness, the desire to excel and so on, kindness here also includes the urge to do good as a form of obedience in carrying out the religion adopted for example entrepreneurship because it wants to open jobs, reduce unemployment.

From several theories above, it can be concluded that personal factors include the desire for achievement, self-interest, the desire to implement ideas and creations,

the desire to get better income and the desire to get satisfaction in life. The description is as follows:

- 1) Desire to Achieve. Desire for achievement (need for achievement) is said to be a power in the mentality of people to do an activity that is better, faster, more effective, and more efficient than the activities carried out previously (Sobur, 2013).
- 2) Mandiri's wish. According to Soesarsono Wijandi the desire for independence is a guide to attitudes and beliefs in a person in the face of a task or work faced and hopes not to bother the people around and achieve success and have the desire to become a boss (Wijandi, 2010).
- 3) The desire to implement ideas and creations. With the knowledge that is already owned, it is well considered that someone who has an interest in entrepreneurship will try to develop what is in his mind and implement it into a work that is different from others.
- 4) The desire to get a better income. In general, an entrepreneur can have a better income compared to employees, both private and public. An entrepreneur who has a good business orientation can determine his own income. If he wants to get a better income, then he must improve his performance.
- 5) The desire to get satisfaction in Life. The expression of happiness is not only measured by money, it may be true. It could be that someone is willing to leave a comfortable job as a civil servant or private and try with his own hands and because he wants to follow the guidance in his religion.

Social environment

Environment according to Yusuf is the whole phenomenon of events, situations and physical, social conditions that affect or influence by individuals (Syamsu, 2015). Environmental aspects, personality and motivation partially and simultaneously influence entrepreneurial interests according to Ayuningtias and Ekawati's research (Haryani, 2012). The following are described categories of social environmental factors that influence the interest in entrepreneurship, namely the family environment, community environment and university environment:

- 1) Family environment. The family is the place for the first interaction of a human being with other human beings such as parents, siblings, cousins and other relatives. In this family environment a child first receives teaching, imitates the pattern of parental behavior, parental habits, how to behave, how to talk, how to

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get along and others. A child will record all activities in the family environment so that the attitude arises to follow it. The pattern shown by the family environment will play a major role for these children in the future. Become an indicator of family environment factors (Slameto, 2016) in this study can be detailed as follows: a). Parenting; b). Realization between families; c). Home atmosphere; d). Family economic situation.

- 2) University Environment. In addition to the figure of parents, who are accustomed to associating with children is the environment in which he studies, at school and at university. The university environment has diverse students who come from various regions, both urban and rural, the profession of parents is diverse, and even among students who study while working or who are entrepreneurs or students who have the habit of helping their parents become entrepreneurs. The association of students also influences his mindset and perspective for the future. In addition, motivation and teaching provided by educators will also greatly affect a student. Inevitably, when a child has a sense of admiration for the educator, he will tend to follow the words and advice of that person. So that the university environment is a strategic position to shape the character of student entrepreneurship. Become an indicator of university environmental factors in this study can be detailed as follows: a). Curriculum about entrepreneurship; b). Motivation of Educators and during business practices; c). Encouragement of college friends.
- 3) Community Environment. According to Shofi Rismanandi and Yoto, an environment that is predominantly inhabited or has a lot of entrepreneurial activities makes it possible to foster an interest in individual entrepreneurship (Rismanandi, at. al., 2015). When someone hears the virtues of entrepreneurship on the religious side, listening to stories of people who are successful in entrepreneurship will lead to someone's interest in entrepreneurship. Especially when someone witnesses directly the process of asset growth, the development of an entrepreneur's business. This is reinforced by Sri Haryani's research entitled the influence of the entrepreneurial environment on entrepreneurship development in Sleman Regency. Become an indicator of community environmental factors in this study can be detailed as follows: a). Student

activities in the community; b). Mass media; c). Friends hang out; d). Form of community life.

Interest in Entrepreneurship

Understanding Interest

According to the complete Indonesian dictionary, interest is a tendency of a high heart towards something; passion and desire. Whereas according to the dictionary psychology of interest is an attitude that takes place continuously that patterned someone's attention, thus making him become selective about the object of interest (Pshyco, 2018).

Interest is also a feeling of being more like and feeling related to a thing or activity, without being told. Basically, interest is the acceptance of a relationship between oneself and something outside of itself. The stronger or nearer the relationship, the greater the interest. If someone has carried out his sincerity to an object then this interest will lead someone to pay attention to more detail and have the desire to join or own the object.

In addition, interest is one of the psychological aspects of human beings that encourage them to get something or to achieve a goal, so that interest contains an element of the desire to know and learn from something they want as their needs. Interest is a desire that tends to settle on a person to direct a particular choice as their needs, then continues to be manifested in real action with attention to the object he wants to find information as an insight for himself (Rahmadi and Haryanto, 2018).

Another formula was stated by Syaiful Bahri Djamarah, interest is a sedentary tendency to pay attention and remember some activities (Djamarah, 2012). So, interest can be expressed through statements that show that someone prefers a thing to something else, can also start participation in an activity. The definition of interest in this study will be related to entrepreneurship. Therefore the notion of entrepreneurship is no less important, citing the opinion of Kasmir stating that the meaning of entrepreneurship is a person who has the soul to dare to take risks to open a business on various occasions.

Interests and motives, have similarities if interest is an interest in doing something, according to Nasution, the motive of all the power that drives someone to do something (Nasution, 2010). According to Grisna Aggadwita et al, Islam is a religion that also encourages entrepreneurial activities. By opening jobs, contributing to the welfare of Muslims in particular and humanity in general.

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Research conducted by Grisna Anggadwita et al., On Muslim entrepreneurs in Indonesia about entrepreneurial interests, was reviewed from an Islamic perspective by studying Islamic religious law through two main sources, namely the Koran and hadith, especially those related to entrepreneurship and entrepreneurial characteristics. Grisna et al. Grouped the interest in entrepreneurship from an Islamic perspective consisting of the desire of Muslim entrepreneurs to (1) seek blessings from Allah (2) to worship Allah (3) to seek personal satisfaction and (4) seek profit.

Trade motives according to Islamic teachings have motives to seek profit, trade is a hobby, trading is worship, Allah commands hard work, entrepreneurship is a noble job. Worship by way of trade is exemplified by the Prophet Muhammad, so that the desire or interest of someone in entrepreneurship could be an application of the attitude of the Prophet Muhammad's obedience as an obedience to Allah according to his commands in the Koran.

Entrepreneurial activities in the Koran are known as *tijarah* or trade, many verses in the Koran are related to buying and selling and *muamalah* which indicates this is very important and important. So, it can be seen that entrepreneurship is a person who has the will accompanied by the ability to create a new business. This willingness is reflected in a high sense of self-confidence by paying attention to the opportunities that exist, the ability or skill that he has makes him brave enough to face risks and try to minimize them trying to achieve success not only in the world but also hereafter. While the interest in entrepreneurship is a sense of desire, interested in starting a business with the willingness to focus, hard work and *istiqomah* to meet the needs of his life.

Interest Indicator

From the description of the understanding of interests and kinds of interests above, the researcher grouped the indicators of interest in entrepreneurship in this study that consisted of attitudes: a). Want to obey the Prophet Muhammad; b). Self-confidence in tasks and results; c). Dare to take risks; d). Spirited leadership; e). Originality; f). Oriented to the future.

In conducting entrepreneurship activities, personal factors have a big role in growing one's interest. According to Carol Wade, personality is a unique pattern of behavior, thoughts, motives and emotions that are relatively stable and characterize

an individual. This personality concept according to Maslow if it is adjusted well allows to increase progress and growth. This concept also talks about motivation as a driving factor for human activities in meeting life's needs.

According to Birren at. al. that personal factors represent the way we behave and respond to the environment. Where personality and behavior are always related Behavior related to business or finance in psychology is known as behavior finance. One effort to analyze interest according to Ghazali and Othman is to explore psychographic (Ghazali, at. al., 2014). This psychographic variable is defined as each attribute related to personal or personality.

RESEARCH METHODS

This type of research is included in quantitative descriptive research. The data of this study were collected by questionnaire distribution techniques at the scope of the study. This study aims to find the effect of independent variables on the dependent variable, namely the influence of personal factors and the social environment on the interest in entrepreneurship for prospective graduates of Sultan Syarif Kasim Riau State University of Riau academic year 2018/2019. Sampling technique based on coincidence, which is considered appropriate as a source of data will be sampled which is also called accidental sampling. Based on this opinion, the population of students from prospective scholars of the Sultan Syarif Kasim Riau Islamic University of 800 people is surging. Then the sample taken as a subject is 25% of the total population of 200 people. Data collection techniques for this research are carried out using the following methods; documentation, questionnaire the interview method. To refine the prepared questionnaire, the research instrument examiner was conducted by testing the validity and reliability so that the questionnaire could be considered as fulfilling the requirements. Data obtained before multiple linear analyzes were carried out by prerequisite tests consisting of normality test, linearity test, multicollinearity test and Heteroscedasticity test.

RESULTS AND DISCUSSION

The description of the research data shows the interest of prospective scholars of Sultan Syarif Kasim Riau Islamic University in 2018/2019 academic year included in the very high category of 50% but will not start directly to entrepreneurship after completing lectures where 89% will work first. 52% of respondents did not agree to entrepreneurship because they wanted to obey the Prophet Muhammad who also

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traded in search of sustenance. As much as 39% indicated that they strongly disagreed to obey the Prophet Muhammad who also traded in search of sustenance. on the contrary 67% strongly agreed to work, because the Prophet also received wages, and the prophet Yusuf as also worked as treasurer of the Egyptian state in earning a living.

In terms of personal factors, prospective scholars of the State Islamic University of Sultan Syarif Kasim Riau showed that an average of 58.75% of students claimed not to have an entrepreneurial attitude. From the social environment factors that greatly influence the interest in entrepreneurship are from parents who direct to work not for entrepreneurship by 73.5%. From these figures indicate that prospective scholars of Sultan Syarif Kasim Riau Islamic University actually have a very high interest in entrepreneurship, but they do not have the courage to immediately start entrepreneurship after completing college, prospective scholars of the State Islamic University Sultan Syarif Kasim Riau also admit to not having character entrepreneurship that must be owned by an entrepreneur such as an attitude of independence, the courage to receive income that is not fixed, high creativity, courage to take risks.

Parents direct prospective UIN Suska Riau graduates to work after completing the lecture which is likely due to the large desire of the parents of prospective scholars of Sultan Syarif Kasim State Islamic University of Riau to see their children to work for large, well-known organizations or companies. Civil servants or other agencies that have a little risk, get a steady income. This is also caused by the mindset of parents who consider employment as an entrepreneur to be a normal job so that parents direct their children to work not entrepreneurship.

To find out the influence of personal factors and social environmental factors on the interest of prospective entrepreneurs in the State Islamic University of Sultan Syarif Kasim Riau in 2018 academy. The results of this research analysis, personal factors support the first hypothesis, namely personal factor variables have a positive and significant effect on the interest of prospective Islamic scholars Sultan Syarif Kasim Riau Country 2018 academic year. This result is shown by the determination coefficient r^2 0.426 which means that the Entrepreneurial Interest variable is influenced by personal factor variables of 42.6%, while the remaining 57.6% is

influenced by other variables outside of this study. Can be seen in the following this table:

Table 3
Measures of Association

	R	R Squared	Eta	Eta Squared
Personal * Minat	0.650	0.423	0.682	0.465
Lkgn * Minat	0.524	0.275	0.562	0.316

The statistical t test for personal variables produces $t 7.755 > t \text{ table } 1.972$ and a significance value of 0.000 which means smaller than 0.05 (can be seen in table 22). The regression equation $Y = 1.189 + 0.53 (x_1) + 0.178 (x_2)$ with a positive value. So it can be concluded that the dependent variable of Entrepreneurial Interest is significantly and positively influenced by independent variables of personal factors.

This personal factor is the overall psychological or psychological quality of a person that is inherited or acquired specifically so that it makes it unique. According to Alma three factors that play a role in the interest in entrepreneurship One of them is a personal factor. The results of this study support the theory and previous research conducted by Mahyarni and Astuti Meflinda which states that personal factors (personality) towards the desire to become entrepreneurs have a significant influence.

The results of the analysis of this study, social environmental factors support the second hypothesis, namely social environment factor variables have a positive and significant effect on the interest of prospective graduates of Sultan Syarif Kasim Riau Islamic University in 2018 academic year. influenced by social environment factor variables of 27.5%, while the remaining 72.5% is influenced by other variables outside of this study (can be seen in table 3).

The statistical t test for the Social Environment factor variable produces t count $2,753 > t \text{ table } 1,972$ and a significance value of 0,000 which means less than 0.05 (can be seen in table 22). So that it can be concluded that the dependent variable of Entrepreneurial Interest is significantly influenced by the independent variable Social Environment factor (x_2). Based on the results of testing that has been done, it can be written a regression equation $Y = 1.189 + 0.53 (x_1) + 0.178 (x_2)$ with a positive value.

The social environment consists of family environment, university environment and community environment. Sangupta and Debnath mention

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indicators that influence the interest in entrepreneurship are personality or personal factors and environmental factors. Through the results of this study, the theory is proven and this study also supports the results of previous studies such as Farida Fadilah's research, which states that family environments have an effect on simultaneous interest in entrepreneurship (Fadhillah, et.,al., 2015). Ayuningtias and Ekawati's research stating that aspects of the environment, personality and motivation partially and simultaneously affect entrepreneurial interests.

The results of the study support the third hypothesis that the variables of personal factors and social environment have a positive and significant effect on the interest of prospective graduates of Sultan Syarif Kasim Riau State University in 2018 academy. , with the regression equation $Y = 1.189 + 0.53x_1 + 0.189x_2$ and is positive.

F count value In the ANOVA test (F test), the value of F count = 78,726 > F table with a value of 1.67 with the probability level Sig. 0.000 < 0.05 which indicates that personal factor variables and social environmental factors have a positive and significant influence on the interest of prospective scholars in the State Islamic University of Sultan Syarif Kasim Riau in the 2018/2019 academic year.

Buchari Alma explained that influencing the interest in entrepreneurship as explained by Bygrave are personal factors, environmental factors and social factors. As for this study, personal factors and the social environment together have an influence on the interest in entrepreneurship so that this theory is proven. The results above show that every increase in personal factors and social environmental factors will increase interest in entrepreneurship. The interest in entrepreneurship is very important to grow, especially for future generations.

CONCLUSION

Based on the results of the analysis and discussion of personal and social environment factors towards the interest in entrepreneurship of the Suska Riau UIN candidates for the 2018/2019 academic year in the previous chapter, the following conclusions are obtained:

- 1) Personal factors have a significant and positive effect on interest in entrepreneurship interest in UIN Suska Riau's academic year 2018/2019. This means that the Personal Factor has a good effect on the interest in entrepreneurship in the UIN Suska Riau undergraduate candidates for the

2018/2019 academic year. The better the supporting factors in the personal, the better the interest in entrepreneurship will be.

- 2) Social Environment Factors which consist of (a) family environment, (b) university environment and (c) community environment have a significant and positive effect on interest in entrepreneurship interest in UIN Suska Riau academic candidates for 2018/2019 academic year. The better or supporting the state of the environment supporting entrepreneurship, the better the interest in entrepreneurship will be.
- 3) Personal and Social Environment Factors have a significant effect on the interest in entrepreneurship in UIN Suska Riau undergraduate candidates for the 2018/2019 academic year. This means that the interest in entrepreneurship for UIN undergraduate candidates in Riau 2018/2019 academic year is determined by the personal factors they have and a supportive social environment.

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