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International  
Conference on  
Entrepreneurship  
and Business  
Management  
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# ENTREPRENEURSHIP & MANAGING BUSINESS IN THE GLOBAL ECONOMY

ICEBM PROCEEDING  
TARUMANAGARA UNIVERSITY  
JAKARTA, 18-19 OCTOBER 2012



International  
Conference on  
Entrepreneurship  
and Business  
Management

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**Proceeding of International Conference on  
Entrepreneurship and Business Management  
(ICEBM 2012)**

**OCTOBER 18-19, 2012**

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**PROGRAM MAGISTER MANAJEMEN  
UNIVERSITAS TARUMANAGARA  
JAKARTA-INDONESIA**



## MESSAGE FROM THE CONFERENCE CHAIR

Welcome and best wishes for all of us.

In order to spread the spirit of entrepreneurship among academics and society, Tarumanagara University needs to conduct a scientific activity to facilitate the exchange of information and knowledge that promote entrepreneurship education and to encourage the advancement of the science of entrepreneurship itself. Therefore, Tarumanagara University organized International Conference on Entrepreneurship and Business Management.

This International Conference is an appropriate event to accommodate the latest information in the field of entrepreneurship. This International Conference consists of panel discussions and paper presentations that discuss ideas and research results in the field of entrepreneurship and business management. The speakers and presenters are professionals, academics and researchers from different countries. Topics of the International Conference are: Entrepreneurship and Managing Business in the Global Economy.

On this occasion, I want to give the highest appreciation to the speakers, presenters and participants who have attended this event. I would also like to thank the members of the committee and all those who have supported the implementation of this International Conference.

Finally, I hope the International Conference provides a valuable benefit to us.

Sincerely,

**Dr. Indra Widjaja**

## WELCOME SPEECH FROM RECTOR OF TARUMANAGARA UNIVERSITY

Distinguished Guests, Ladies and Gentlemen,

Welcome and best wishes for all of us,

The rapid development in Information Technology (IT) has forced people to adopt the liberalization of trade. The flow of information and the choices are made available to the consumers within the finger tips. Our world becomes global and seemingly we live in a borderless world. Consequently, the competition among the traders and manufacturers becomes tight. In order to be competitive in the market, people have to improve the performance of their businesses and increase the efficiency. The spirit of Entrepreneurship has to be developed and professional management has to be devised. However, there are many diverse aspects have to be considered. Not only the private sectors but the government also has to play their roles in many aspects of the business. For instance, the infrastructures and regulations have to be designed and developed as such to support the industries so that we remain competitive in the global market.

University of Tarumanagara, as one of the largest and the oldest universities in Indonesia, has the vision and commitment toward the development of entrepreneurship. Together with other academics and business groups we are ready to face the challenges ahead of us and to be part of the team to build a better future of our nation, a country that is peace and prosper. I believe the competitiveness in many aspects of the economy is paramount important in developing prosperity.

Even though we strongly believe on the power of competitiveness, but the question is still on how to achieve it. It is not an easy task, with a strong background in entrepreneurship, University of Tarumanagara is still striving in improving our programs related to entrepreneurship and management. We have organized various seminars, conferences on the issues of entrepreneurship and participated in training. In order improve the competence of lectures we have sent our lecturers abroad to gain knowledge such as, Kauffman Global Scholars Program. Based on observation on our programs, we realize that in materializing our vision, the integrity and professionalism are crucial.

DR. Ir. Ciputra, a famous and experienced entrepreneur, identified several parameters contribute to his success in business i.e., Integrity, professionalism, and entrepreneurship. It is also mentioned that the synergy among these three parameters is paramount important. As human beings we inherit the spirit of integrity but we have to explore and develop in conjunction with our relation with God. More importantly, the corporate entrepreneurship has to be built so that the spirit of innovation and the spirit of taking the risk in the business become the culture of our daily life and the company.

To-day, we meet in this conference to exchange the knowledge and the information in many aspects of the entrepreneurship. I hope in this conference the participants not only can share but also can learn on the entrepreneurial culture.

Thank you.

Prof. Ir. Roesdiman Soegiarso, M.Sc., Ph.D.



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# ICEBM CONFERENCE AGENDA

OCTOBER 18-19, 2012

## ENTREPRENEURSHIP AND MANAGING BUSINESS IN THE GLOBAL ECONOMY

### DAY 1: Thursday, Oct 18<sup>th</sup>

Time	Event	Venue
08.00 – 09.00	Registration and Coffee Break	3 <sup>rd</sup> floor, Main Building
09.00 – 09.15	Opening ceremony	3 <sup>rd</sup> floor, Main Building
09.15 – 09.30	Welcoming speech <i>Rector of Tarumanagara University</i>	
09.30 – 10.00	Opening speech <i>Gita Wiryawati (Minister of Trade Republic Indonesia)</i>	
10.00 – 11.00	Inspiring speech <i>Dr. (HC) Ir. Ciputra</i>	
11.00 – 12.00	Keynote speech <i>Prof. Luiz Moutinho (University of Glasgow, UK)</i>	
12.00 – 13.00	Lunch	
13.00 – 15.30	Parallel Session I	14 <sup>th</sup> floor, Main Building
15.30 – 16.00	Coffee Break	3 <sup>rd</sup> floor, Main Building
16.00 – 17.30	Plenary Session <ul style="list-style-type: none"> <li><i>Tri Mumpuni (Director of IBEKA)</i></li> <li><i>Mark Wang (Global Entrepreneurship Program for Indonesia)</i></li> </ul>	3 <sup>rd</sup> floor, Main Building
18.00 -	Dinner	7 <sup>th</sup> floor, M Building

### Day 2: Friday, Oct 19<sup>th</sup>

Time	Event	Venue
08.00 – 08.30	Registration and Coffee Break	14 <sup>th</sup> floor, Main Building
08.30 – 09.30	Parallel Session II	14 <sup>th</sup> floor, Main Building
09.30 – 11.30	Plenary Session II <ul style="list-style-type: none"> <li><i>Henri Honoris (Seven Eleven Indonesia)</i></li> <li><i>Giuseppe Nicolosi, Ph.D. (Ernst &amp; Young Asia Pacific)</i></li> </ul>	3 <sup>rd</sup> floor, Main Building
11.30 – 11.45	Closing & Best Paper Announcement	3 <sup>rd</sup> floor, Main Building
11.45 – 13.30	Lunch & Friday Prayer	

## SCHEDULE ROOM

**Room : Ciputra Development (14.02)**

**Date : Oct 18<sup>th</sup>, 2012**

**Time : 13.00 – 15.30 WIB**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Prof. Vesa Matti Routamaa And Didi Widya Utama, S.T., M.T.**

No.	Presenter	Title	Time
1.	Yusepaldo Pasharibu Jony Oktavian Haryanto Luiz Moutinho	What If Future Never Comes? A Better Understanding About Future Anticipation, Brand Personality And Autobiographical Memory	13.00 – 13.20
2.	Maria Lucia Kho Giok Song	From Experiential Learning To Entrepreneurial Intention: The Student Perspectives	13.20 – 13.40
3.	Muhamad Yudha Gozali Tommy Setiawan Ruslim Richard Andrew	Implication Of Motivation And Leadership To Form An Entrepreneur	13.40 – 14.00
4.	Vesa Routamaa Asko Saatsi	Success Factors Of Smes – A Systems Approach	14.00 – 14.20
5.	Sri Dwi Ari Ambarwati Purbudi Wahyuni	Woman Entrepreneurship Development Model Towards Economics Independence In Yogyakarta	14.20 – 14.40
6.	Muhammad Mu'az Mahmud Zainalabidin Mohamed Golnaz Rezai Mad Nasir Shamsudin	Uncovering The Factors That Influence Bsep Participants Intentions To Become Agri- Entrepreneurs	14.40 – 15.00



**Room : Tifa Finance (14.04)**

**Date : Oct 18<sup>th</sup>, 2012**

**Time : 13.00 – 15.30 WIB**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Prof. Luiz Moutinho And Lina Gozali, S.T., M.M.**

No.	Presenter	Title	Time
1.	Mariam Miri Abdullah Budi Suprpto	Business Strategic And Market Orientation: Malaysia Manufacturing Industry Evidence	13.00 – 13.20
2.	Dany Setiawan Eristia Lidia Paramita	The Marketing Strategic Implementation Of Deorex Body Odorizer As New Product	13.20 – 13.40
3.	Gian Luca Gregori Silvio Cardinali Meri Travaglini	Building Brand Strategy Via Licensing: An Empirical Analys Of The Footwear Industry	13.40 – 14.00
4.	Herlina Dyah Kuswanti Ninik Probosari Titik Kusmantini	Using Action Research In Training To Improve Performance Of Batik Business Group In Jarum, Bayat, Klaten	14.00 – 14.20
5.	Ign. Agus Suryono Yuni Istanto	The E –Marketing Application For The Group Of Handicraft And Bamboo Furniture Entrepreneur In Padukuhan Sendari, Kecamatan Mlati, Kabupaten Sleman	14.20 – 14.40
6.	Rizal Ramdan Padmakusumah	Developing Cooperative Performance Indicators Using Combination Methods {Balanced Scorecard (Bsc), Performance Prism, And Key Performance Indicators (Kpis)}	14.40 – 15.00

Room : Ernst & Young (14.05)

Date : Oct 18<sup>th</sup>, 2012

Time : 13.00 – 15.30 Wib

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Prof. Felix T. Mavondo And Hetty Karunia Tunjungsari, S.E., M.Si.

No.	Presenter	Title	Time
1.	Robert Gunardi Haliman	Toward The Economic Crisis, Which Sometime Occurred Suddenly And Unpredictable, Should We Prepared Some Program And Activity In Financial And Marketing Management For Maintaining The Business Going Sustaintially Stable	13.00 – 13.20
2.	Roswita Sanusi	The Effect Of Managerial Accounting Information Framing On The Propensity To Purchase A Franchise Right: An Experimental Study	13.20 – 13.40
3.	Sakina Ichsani	Blackberry: A New Online Shopping Alternative In Indonesia	13.40 – 14.00
4.	Sri Djatnika S. Ariffin R.Adjeng Mariana	The Role Of Socio Entrepreneurial Leadership In An Organization And Business Success	14.00 – 14.20
5.	Trisninawati	Implementation Of Total Quality Management In Ensuring The Quality Of Organizational Culture	14.20 – 14.40
6.	Vidi Nugraha Levi Nilawati	Human Capital Development And It's Impact On Employee Performance (Case Study : PT. Sockartono Prawirodirdjo)	14.40 – 15.00

**Room : 14.06**

**Date : Oct 18<sup>th</sup>, 2012**

**Time : 13.00 – 15.30 Wib**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Harto Tanujaya, S.T., M.T., Ph.D.**

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1.	Fitriasuri	The Learning Process Of Business Ethics Based On Psychological Approach	13.00 – 13.20
2.	Ch. Desi Kusmindari Dina Melita	The Utilization Of Rubber And Mango Seeds As Valuable Creative Product	13.20 – 13.40
3.	Leon Andretti Abdillah Margareta Andriani	Friendly Alternative Healthy Drinks Through The Use Of Date Seeds As Coffee Powder	13.40 – 14.00
4.	Marlindawati	Traditional Food With Vegetables Combination For Health	14.00 – 14.20
5.	Qoriani Widayati Febriyanti Panjaitan	Mangoesteens' Rind As A Natural Traditional Cake Colouring	14.20 – 14.40
6.	Rahma Santhi Zinaida	The Future Of Women Entrepreneur In Fashion Business "Her's" As Original Brand For Hand Made Bag From West Java, Indonesia	14.40 – 15.00

**Room : Ciputra Development (14.02)**

**Date : Oct 19<sup>th</sup>, 2012**

**Time : 08.30 – 09.30 Wib**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Prof. Vesa Matti Routamaa And Didi Widya Utama, S.T., M.T.**

No.	Presenter	Title	Time
1.	Agatha Rinta Suhardi Riski Taufik Hidayah	Human Resource Management Strategies To Improve Performance Of Family Company	08.30 – 08.50
2.	Andrian Noviardy	The Influence Of Motivation And Job Satisfaction Employee Performance Against Outsourcing Security Part Pt Pupuk Sriwidjaja (Pusri) Palembang	08.50 – 09.10
3.	Megawaty Rusmala Santi	The Effectiveness E-Commerce Towards Satisfaction Between Seller And Buyer In Social Network	09.10 – 09.30



**Room : Tifa Finance (14.04)**

**Date : Oct 19<sup>th</sup>, 2012**

**Time : 08.30 – 09.30 Wib**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Prof. Felix T. Mavondo And Lina Gozali, S.T., M.M.**

No.	Presenter	Title	Time
1.	Yasmina Zubaedah Avanti Fontana	Business Strategy, Business Model Innovation Types And Firm Resource Configuration	08.30 – 08.50
2.	Nadia Nila Sari Elizabet Dita Septiari	The Antecedents Of Purchase Intention In Online Travel Agents	08.50 – 09.10
3.	Salim Darmadi Tiurma Simorangkir	Family Firms And Cash Holdings: Mitigating Agency Issues?	09.10 – 09.30

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**Date : Oct 19<sup>th</sup>, 2012**

**Time : 08.30 – 09.30 Wib**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Priscilla, S.T., M.A.**

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2.	Poppy Indriani Yeni Widyanti	Prospects Franchise Business Developments In Indonesia (Case Studies Of Food Businesses)	08.50 – 09.10
3.	Sahbani Saimin	Agri-Entrepreneur Incubation Program; Faculty Of Agriculture, UPM- Experience	09.10 – 09.30

**Room : 14.06**

**Date : Oct 19<sup>th</sup>, 2012**

**Time : 08.30 – 09.30 Wib**

**Place : 14<sup>th</sup> Floor, Main Building**

**Moderator: Harto Tanujaya, S.T., M.T., Ph.D.**

No.	Presenter	Title	Time
1.	Dharmayanti	The Ethical Branding Between Brand Social Responsibility And Corporate Social Responsibility	08.30 – 08.50
2.	Emma Apriyani	Internet Shopping Behavior Of Indonesian Young Age Customers (A Qualitative Approach On Communication Students Of University Bina Darma)	08.50 – 09.10
3.	Vivi Sahfitri	Entrepreneurship Education To Improve The Motivation Of Entrepreneurship (Case Study: Students Of Computer Science University Faculty Of Bina Darma)	09.10 – 09.30

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## IMPLICATION OF MOTIVATION AND LEADERSHIP TO FORM AN ENTREPRENEUR

Muhamad Yudha Gozali<sup>1</sup>, Tommy Setiawan Ruslim<sup>2</sup>, Richard Andrew<sup>3</sup>

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### Abstract

Long time ago, an entrepreneur always linked with the family line. However, there are many way to form an entrepreneur now. This goal of this research is to find an empirical proof that motivation and leadership are influencing the form of an entrepreneur partially and simultaneously. The independent variables of this research are motivation and leadership while the form of an entrepreneur is the dependent variable. By using all of these variables, researchers use the multiple regression method to set up the equation. The result of this research found out that there are empirical proofs that both of motivation and leadership influenced the form of an entrepreneur partially and simultaneously.

**Keywords:** Motivation, Leadership, Entrepreneur

### INTRODUCTION

Nowadays, the numbers of workers are increasing faster than before. It also happens in the highly educational workers level. However, the numbers of working fields were not increase that fast as well and it cost with the tighter screening and much more unemployment. A worker, especially fresh graduate, forced to join the company with a lower salary standard and higher expectation. This mean the quality of the human itself is so important. Based on these problems, an entrepreneur is a very good form to solve those problems above.

An entrepreneur usually opens the new working fields for others. This can led to minimize the number of unemployment. As a human, there are plus and minus to become an entrepreneur. According to Lambing in Zulkifli (2011), an entrepreneur can get benefit from the reward and financial, while on the other hand, this also consist of burden, pressure, sacrifices and the probability of bankruptcy. Sadly, there are also facts that many entrepreneurs fail to stay survive. Zimmerer in Zulkifli (2011) said that managerial incompetency, technical inexperienced, bad financial control, the failure in planning, bad location decision, lack of control, lack of skills and bad attitudes are few that cause the failure.

There are several studies how to form an entrepreneur. An entrepreneur tends to be a thinker, a strong willed person and a risk taker. Moreover, to form an entrepreneur it will need more than that. Motivation to be an entrepreneur is one of those major things. According to Utami in Wasa Y. and Dwi E. K. (2011) there are many motivation to be an entrepreneur. These motivations include the internal and external aspects such as demography, personality, personal preferences, family and working environment.

Beside motivation, leadership is also a key factor to form an entrepreneur. Koesmono (2007) in his research stated that leadership is a process to influence others to reach the goal. However, effective leader must have two major orientations: tasks and human resources. By fulfilling fairly these two things, an entrepreneur can lead effectively. Indirectly, these will push wisely the subordinates to develop. Joko Purnomo (2010) noted that leadership consist of the relationship between the leaders



and their subordinates, the willingness to take the advices from their subordinates, the willingness to help their subordinates difficulties, the willingness for delegating the jobs and the willingness to change.

This research itself has a goal to find empirical proofs both partially and simultaneously the effect of motivation and leadership to form of an entrepreneur. That is why the title of this research is: implication of motivation and leadership to form an entrepreneur. Researchers hope that this research can give a view to press the number of unemployment all around the world especially in Indonesia.

## MATERIALS AND METHOD

The first variable that been used in this research is motivation. According to Robbins (2001), motivation is the willingness to do the high level of effort to reach the goal of organization or the personal satisfaction. Just alike Robbins, De Cenzo (2012) stated that motivation is the willingness to do something in a condition to satisfy needs. Stoner and O'Donnell (2003) added that motivation is a human psychological characteristic that contribute the commitment.

The second variable that been used in this research is leadership. Vera Parlinda and M. Wahyuddin (2010) told that leadership is a chain of effort of a leader to affect and mobilize the subordinates so they can work better, passionate, discipline and highly responsible with the job. Similar with that statement, Ivancevich and Matteson said that leadership is the process of affected other to fulfilling the organization goal while Musselman and Jackson stated that leadership is skills to affect other's behavior with some ways (Koesmono: 2007). Both variables above are independent variables.

The third and last variable that been used in this research is the form of an entrepreneur. This variable is also the dependent variable in this research. Miller said that entrepreneur is an act that done by something that connected with product, marketing and technological innovation while Schuler confirmed that entrepreneur is a new creation or innovation to develop a new product in a new environment or organization (Suhartini Karim: 2007).

Cooper and Emory (1996) explain that hypothesize is a pre-statement about the logic concept that can be true or false within an empirical test. Therefore, researchers make hypothesizes which developed below:

H1: Motivation has a significant influenced to form an entrepreneur.

H2: Leadership has a significant influenced to form an entrepreneur.

H3: Motivation and leadership simultaneously has a significant influenced to form an entrepreneur.

The subject of this research is the entrepreneurs. Researchers use purposive sampling method. A purposive sampling, according to Supranto (2007), is a sampling method by choosing elements as sample non-randomly. Moreover, this purposive sampling is a part of a non-probability sampling. The samples took 100 respondents by using questionnaire all over Jakarta because Jakarta is the main city in Indonesia.

The analysis itself is using the multiple regression method to find the equation. The equation itself noted as  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ . In the model, Y refers to dependent variable,  $\alpha$  refers to intercept coefficient,  $\beta$  refers to regression coefficient, X refers to independent variable and e refers to error. All of these analyses are using SPSS computer program.



## RESULTS AND DISCUSSION

There were different descriptions of the variables. Motivation, the first variable, had 10 points as minimum, 37 points as maximum, 21.33 points as mean and 9.469 points as standard deviation. Leadership, the second variable, had 12 points as minimum, 39 points as maximum, 24.74 points as mean and 8.649 points as standard deviation. The form of an entrepreneur as the final variable had 22 points as minimum, 83 points as maximum, 45.36 points as mean and 22.012 points as standard deviation.

The equation showed that there was significant intercept coefficient (0.028). Besides it, the equation also showed that there was significant regression coefficient for both motivation (0.000) and leadership (0.000) partially. Finally yet importantly, the equation from the ANOVA showed that there was significant influence from both motivation and leadership simultaneously (0.000). This mean that all hypothesizes cannot be rejected at 95% confidence level.

Based on the result above, researchers can explained that an entrepreneur needs motivation and leadership. The self-actualization needs in Maslow motivation theory, which said that entrepreneur was the part of this peak actualization. Moreover, the positive motivation, a process for influencing others by giving tangible / intangible rewards from the entrepreneurship strengthens the influence of motivation to form an entrepreneur. Finally yet importantly, according to Stoner and O'Donnell (2003), a leader must have two main functions: task related problem solving function and group maintenance function, while both of this function also influence an entrepreneur to develop.

## CONCLUSIONS

This research concludes that empirically motivation and leadership are influencing the form of an entrepreneur partially and simultaneously at 95% confidence level. This result shows the future entrepreneur must have a set of skill of leadership and high motivation to success.

However, the untested classic assumption also implied many unrevealed other factors that influencing the form of an entrepreneur. For this matter, researchers suggest the next research must add other variables. The researchers also hope by adding other variables and perhaps, the longer period of the research, in the next research will strengthen the results.

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