

Research Article

Correlation of Sensation Seeking with Entrepreneurship: Study on Fresh Graduate Universitas Syiah Kuala

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Abstract

Nowadays, getting a job is very difficult, there is no guarantee for a graduate to get a job. One of the alternatives is to become an entrepreneur. To become an entrepreneur needs self-confidence, responsibility, decision making skill, perseverance, and risk taking which are following the dimensions of sensation seeking, i.e. thrill and adventure seeking, experience seeking disinhibition, and boredom susceptibility. This study aimed to understand the sensation seeking and entrepreneurship of the fresh graduates in The University of Syiah Kuala. The samples were 120 fresh graduates who are selecting with quota sampling technique. There were two instruments used, Brief Sensation Seeking adaptation Scale (BSSS-8) by Hoyle et al. (2002) consisting of 8 items and an Entrepreneurship Scale based on Koh's theory (1996) consisting of 24 items. Data analysis result using Pearson correlation technique showed a correlation coefficient of (r) 0,714 with p-value = 0,000 ($p < 0,05$). The proposed hypothesis was confirmed; therefore it could be concluded that there was a positive and significant correlation between sensation seeking and entrepreneurship of the fresh graduates in The Universitas Syiah Kuala.

Keywords: sensation seeking; entrepreneurship; fresh graduate

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Introduction

Every year, Syiah Kuala University (Unsyiah) graduated approximately 4000 students who later became fresh graduates (Unsyiah, 2016). Zoubi (2016) states that fresh graduates are individuals who have just finished studying for a maximum of two years and have not worked. In general, college graduates aged 23 to 25 years belong to the early adult age group (Hurlock, 2009). Individuals are expected to have a decent job when they are in their early adulthood so that they are considered capable and have a role or position in society (Santrock, 2009). However, finding a job in Indonesia is not an easy thing. There was intense competition among fellow job seekers, thus making individuals strive to continuously improve the quality of their self, especially the quality of education they have (Lestari, 2006).

Competition causes fewer jobs so what happens is that it is difficult to get a job that creates unemployment (Anjas, 2013). Anjas (2013) added that what makes rising unemployment is due to the mindset of people who are still oriented towards job seekers rather than job creators. Based on data from the National Labor Force Survey (Sakernas), it can conclude that overall 773,654 people in Aceh have their businesses with various business sizes, both self-employed, assisted by employees and assisted by employees without being paid (usually family members). Then, as many as 1,192,364 other Acehnese people worked for individuals and institutions as employees/laborers. The people of Aceh still have very high thoughts to become workers/ employees/employees.

Anjas (2013) in his research on the spirit of entrepreneurship with students as a research subject obtained the results that most students still did not think about creating jobs but preferred to work in existing industries. If the community has a high interest in creating jobs, it will improve the quality of the economy and social welfare, including through maximum employment (Zimmerman, 2008). Interest in opening a high business in the community will result in new jobs that grow by absorbing other workers. Entrepreneurial interest can grow well get the right guidance and according to the business run (Rosmiati, Junias & Munawar, 2015).

Unsyiah is one of the universities that have a program to support the formation of a spirit to create new jobs, namely the Student Entrepreneurship Program. This program is for S-1 and D-III students who have ideas and ideas in developing a business. This program provides training, internships, financial assistance and business development assistance for students who pass the selection. Each winner will also receive individual guidance from the appointed Unsyiah lecturers so that they can run a business professionally. The existence of this program is expected to shape the spirit of entrepreneurship for students (Directorate General of Learning and Student Affairs, 2015).

Entrepreneurship is the process of creating something new in value using the time and effort needed, bearing the financial, physical, and social risks that accompany it, receiving the monetary rewards generated, and personal satisfaction and freedom (Hisrich, Peters & Shepperd, 2008). Khusnurriyah (2007), explained that entrepreneurship is a person's ability to handle a business or activity that leads to efforts to create and implement new ways of working so that strong self-confidence is needed, dare to take decisions and take risks, have the courage and never give up. Individuals who carry out entrepreneurial activities are called entrepreneurs.

Bygrave (1989) explains someone who has an entrepreneurial spirit has characteristics including the need for achievement, internal control, tolerance for uncertainty, and risk taking. Koh (1996) explains, one of the most necessary qualities of an entrepreneur is risk-taking propensity. The risk-taking propensity is a person's ability in this case fresh graduate to handle uncertainty and willingness to take risks. Hassan and Wafa (2012) in his research said that one of the keys to success being an entrepreneur is having nature and ability to take risks, including the risk of loss in entrepreneurship. The nature of fresh graduates who have the desire to take social, legal and financial risks and the need for new experiences is known as sensation seeking.

Whereas sensation seeking is a trait that is determined by the need to find a variety of sensations and experiences, new and unusual, complex also intense and the desire to take social, legal and financial risks to get experience (Zuckerman, 1971). According to Khusnurriyah (2007), sensation seeking is the need to get various new experiences that are extraordinary and complex despite the risks.

Creative and innovative individuals by the desire to achieve a new experience (experience seeking) which is part of the sensation-seeking dimension. Experience seeking is an expression of an individual's search for new experiences through thinking, sensing, and lifestyle (Zuckerman, 1971). An entrepreneur in building a good business supported by creative and innovative traits (Masfrandy, 2015). Furthermore, Masfrandy explained that creative means could provide solutions to problems from a different, unique and original point of view. While innovative is the ability to create new ideas, ideas, products, or services that the market is interested.

Research this will look for a correlation between sensation seeking and entrepreneurship in fresh graduates University Syiah Kuala. Previous research was carried out by Khusnurriyah (2007) who also used the same variable does in fresh graduate scholars at the Mojokerto Islamic University. The university does not apply for the Entrepreneurial Student Program while Syiah Kuala University applies for the Entrepreneurial Student Program.

Method

Participants

Participant in this study is 120 fresh graduates who own and run the business for at least six months, male and woman.

Procedure and Instrument

Instruments used in Data collection is the Sensation Seeking Scale and Entrepreneurship Scale. The sensation seeking scale is an adaptation of Brief Sensation Seeking Scale (BSSS-8) designed by Zuckerman (2007), totaling eight items using a Likert scale assessment score consisting of five answer choices. The Entrepreneurship Scale was designed and composed by researchers based on the characteristics of entrepreneurship proposed by Koh (1996) totaling 24 items.

Data Analysis

Analysis and research were analyzed using Pearson correlation techniques using the SPSS Version 20.0 for Windows program.

Result and Discussion

Sensation seeking

Wolman (1974) interprets sensation as an immediate elementary experience, which does not require verbal, symbolic, or conceptual decomposition, and is primarily related to the activities of the sense organs. According to Wade and Travis (2007) sensation is the process of detecting physical energy emitted or reflected by physical objects. Sensation occurs when the energy contained in the external environment or energy in the body stimulates receptors in the sensory organs (Wade & Travis, 2007). Whereas according to Zuckerman (1971) the definition of sensation seeking is a trait that is determined by the need to seek different, new and unusual sensations and experiences, also intensely and the desire to take social, legal and financial risks to get experience. The term sensation is used to indicate the visual effects of external stimuli which are the main drivers. Seeking is used because these qualities are expressed by active activities, while nature can defining as the tendency to behave in certain ways in many situations. Sensation seeking dimensions are (a) thrill and adventure seeking; (b) experience seeking; (c) disinhibition; (d) boredom susceptibility.

Entrepreneurship

Koh (1996) defines entrepreneurship as the process of doing something new (creative) and doing something to create wealth for people and added value to society. In line with the theory put forward by Hisrich (2005), entrepreneurship is the process of making something new with the value of the consumption of time and power needed, estimating financial, physical, and social risks, and getting rewards from financial and personal satisfaction and freedom. According to Hendro and Chandra (2006), entrepreneurship is the ability to manage something in a person to be utilized and improved to be more optimal so that it can improve a person's life in the future. Characteristics of entrepreneurship are (a) need for achievement; (b) locus of control; (c) propensity to take a risk; (d) tolerance for ambiguity; (e) self confidence; (f) innovativeness .

Description of Data Sensation Seeking

The general description about research data of Sensation Seeking variables can see in the following table 1. Based on the results of statistical research data, descriptive analysis hypothetically shows that the minimum answers are 8, maximum 40, mean value 24, and standard deviation 8. Descriptive data Table 1 is used to divide the categorization of research samples consisting of three categories, namely low, medium and high. The division of sample categories used by researchers is categorization based on standard distribution models with level categorization (ordinal). According to

Azwar (2013) level categorization (ordinal) is a categorization that places individuals into groups with tiered positions according to a continuum based on the attributes measured.

Tabel 1
Data Description Research Seeking Sensation Scale

Variable	Hypothetic data				Empirical Data			
	Xmax	Xmin	Mean	SD	Xmax	Xmin	Mean	SD
<i>Sensation Seeking</i>	40	8	24	8	40	11	29,05	6,398

Table 2
Categorization of Sensation Seeking

Score	Category	amount	%
$X < 19$	Low	6	4.9
$19 \leq X < 29$	Medium	44	33.7
$29 \leq X$	High	70	58.4

Description of Entrepreneurship Data

General description of research data on Entrepreneurship variables can see in the following table 3.

Table 3
Description of Research Data on Entrepreneurship Scale

Variable	Hypothetic data				Empirical Data			
	Xmaks	Xmin	Mean	SD	Xmaks	Xmin	Mean	SD
Entrepreneurship	96	24	60	20	93	40	71.87	12,35

Based on the results of the research data statistics, descriptive analysis hypothetically shows that the minimum answer is 24, maximum 96, average value 60, and standard deviation 20. The description of the data from the research results can use as a limitation in categorizing the research sample consisting of two categories. The division of sample categories used by researchers is a consideration of standard errors in measurement. According to Azwar (2013), the consideration of standard errors in measurement is the standard deviation of errors which shows the magnitude of variation in error measurements in a group of subjects at low and high categorization. Following is the categorization of Entrepreneurship samples table 4.

Table 4
Entrepreneurship categorization

Score	Category	amount	%
$X < 48$	Low	3	2.5
$48 \leq X < 72$	No Categorized	54	45
$72 \leq X$	High	63	52.5

Assumption Test

The assumption test results indicate that the data is normally and linearly distributed. A results of sensation seeking variable analysis, namely KS $Z = 0.879$ $p = 0.423$ and the entrepreneurship variable obtained the value of KS $Z = 1.263$ $p = 0.082$. Linearity test results show a significance value of 0,000 ($p = 0,000 < 0,05$).

Hypothesis testing

The results of hypothesis testing show a significance value of $p = 0,000$ ($p < 0.05$) with a correlation coefficient of 0.714. This positive correlation shows that there is a positive relationship between sensation seeking and entrepreneurship.

The results of the correlation analysis showed a significance value of 0.000 ($p < 0.05$) and correlation = 0.714. Shows that there is a positive relationship between sensation seeking and entrepreneurship, so it can be said that this research hypothesis is accepted. The results of this study are in line with research conducted by Khusnurriyah (2007) that there is a relationship between sensation seeking and entrepreneurship. Nicolaou, Shane, Cherkas, Spector (2008) states that a person's tendency to engage in the entrepreneurial activity influence by sensation seeking, which sensation seeking itself is genetically derived.

As explained by Zuckerman (2005), that genetic factors are predicted to influence a trait. The stronger a person's kinship, the stronger the genetic influence and the relationship between twins is not identical, siblings, parents, and children are said to have a genetic influence of 50%. Furthermore, Sjoberg and Engelberg (2006) stated that a person's attitude in taking financial risks and gambling in managing their finances is closely related to the high sensation sought. Can be caused by individuals who have high sensation seeking will see the challenges they face as new experiences, in this case, the challenge is the risk of experiencing losses. In line with the notion of sensation seeking proposed by Khusnurriyah (2007) that sensation seeking is a need to get various new experiences that are extraordinary and complex despite the risks.

As many as 58.3% of fresh graduates have high sensation seeking. Have caused by several factors, including environmental factors. Environments such as family and culture, are essential factors in shaping individual personalities, especially in the early ages, where family influence is the most important. Differences in treatment and perception from parents to their children can affect individuals. This difference can occur because of differences in the reaction of each child when interacting with their parents (Zuckerman, 1979).

The results of this study also show that as many as 52.5% fresh graduates have high entrepreneurship, 2.5% fresh graduates who have low entrepreneurship, while the remaining 45% are in the Uncategorized category. In general, fresh graduates of Syiah Kuala University classify as having high entrepreneurship, Meng and Liang (1996) explained that individuals who have high entrepreneurship have characteristics that are, creative, innovative, proactive, risk-taking, have a clear vision and mission, have a need for achievement tall, diligent and have a high sense of responsibility, confidence, and enthusiasm and enthusiasm. Another factor that also influences high entrepreneurship is the difficulty of individuals in getting informal work sectors, but on the contrary easy access to capital to build creative businesses with low capital (Ginting & Yuliawan, 2015).

Other factors that influence sensation seeking are gender (Zuckerman, 1994). Fresh graduate men are more in the category of high sensation seeking than women, which is 34.2%. Petri and Govem (2004) say that sensation seeking scores that men have are higher than women. Have differences in impersonal attitudes between men and women. The results of this study indicate that another factor contributing to influencing entrepreneurship is gender. As many as 31.6% of men who have high entrepreneurship compared to women are as much as 20.8%. Indarti and Rostiani (2008) revealed that men have intense that is stronger than women in entrepreneurship. Limitations research this only compare two variable, so it tends to ignore other factors such as family background, social culture, and financial support.

Conclusion

The results of this study indicate that there is a positive relationship between sensation seeking and entrepreneurship. Have indicated that the higher the sensation seeking, the higher the entrepreneurship. Findings in research this could be recommended and to be essential development Entrepreneurial Student Program on University Syiah Kuala. With thereby seen need for more pay attention aspect psychological students, so that the Entrepreneurial Student Program success reach aim entrepreneurship. Entrepreneurial Student Programs also need to give a kind of reinforcement treatment aspect psychological to a student.

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