

# The Effect of Incube Artisan Coffee House on the Interest of Students Entrepreneurs at STP Trisakti

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**Abstract :** Business incubator is a company or institution that provides a program designed to foster and accelerate the success of business development through a series of capital programs followed by partnership support or coaching other business elements with the aim of making the business become a profitable, and finally have a positive impact on society. Trisakti School of Tourism (STP) has just inaugurated a student business incubator named In.cube Artisan Coffee House, where management and presentation will be handled entirely by students. The research is used kuantitatif deskriptif method that is carried out with the main objectively. Population in this study is 50 They are all member of the Incube, so in this study it takes as many as 50 samples. The result is STP Trisakti is indeed needed to develop business incubators, such as with Sebastian Coffee & Kitchen, cooperation is carried out to support operations such as coffee machines, coffee grinders, and others. It is to be interacted with the members of the Trisakti Coffee Society more intensity of association with the members of their environment who are professional because they interact with partners who have similar desires in entrepreneurship will facilitate the implementation of the desire for entrepreneurship.

**Keywords :** STP Trisakti; InCube; Entrepreneurs

## 1. Introduction

The situation in developing countries in recent years shows that the created economic development cannot provide better and faster employment opportunities. Therefore, the problem of unemployment faced from year to year is increasing, especially in Indonesia.

One way to reduce unemployment is to prepare educated students who are able to pioneer their own business and even create jobs for others. Growing the entrepreneurial interest of students in higher education can be used as a first step, because to start a business or entrepreneurship, it requires interest in the prospective entrepreneur.

In Indonesia alone, there are several universities or colleges that already have entrepreneurship-based education programs through the form of business incubators which directly involve students in conducting studies and practices on business ideas.

Business incubator is a company or institution that provides a program designed to foster and accelerate the success of business development through a series of capital programs followed by partnership support or coaching other business elements with the aim of making the business become a profitable, organization and financially sound company, as well as being a sustainable company, to finally have a positive impact on society.

Business incubators began to be developed in Indonesia since 1992, at the initiative of the government working with universities. The creation of business incubators within higher education institutions and educational institutions is a synergy of the functions and roles of higher education institutions and educational institutions as a means of realizing intellectual and professional human resources.

One of the universities that participated in the development of business incubators is the Trisakti Tourism College, which is one of the high schools engaged in tourism. Not long ago, Trisakti School of Tourism (STP) has just inaugurated a student business incubator named In.cube Artisan Coffee House, in this case as a business incubator center at the Trisakti STP, where management, management and presentation will be handled entirely by Trisakti STP students.

With the presence of In.cube Artisan Coffee House, the hope is that it can facilitate students who have an interest and talent in entrepreneurship to start entrepreneurship with the basis of science, technology and art that is being studied. The goal is to form soft skills so that students behave according to the character of entrepreneurship and after taking formal education on campus have the spirit to be independent by building a business and creating jobs in the future.

Based on the identification of problems that have been mentioned, the problems can be formulated as follows:

Based on the explanation above, several problems can be formulated in this study, including:

1. What are the dominant factors of the business incubator variable In.cube Artisan Coffee House and entrepreneurial interest variable members of the Trisakti Coffee Society?
2. How much influence does the business incubator In.cube Artisan Coffee House have on the entrepreneurial interests of members of the Trisakti Coffee Society?

The purpose of the research is to be achieved:

1. To find out the dominant factors of the business incubator variable In.cube Artisan Coffee House and entrepreneurial interest variables members of the Trisakti Coffee Society.
2. To find out the magnitude of the influence of business incubator In.cube Artisan Coffee House on entrepreneurial interests of members of the Trisakti Coffee Society.

### Research Accomplished

The previous study is the result of research that has been done previously associated with research that will be done by the author of the site selection. The studies that have been done before is as follows:

No.	Research Topic	Method	Result
1	Determinants of Interest in Student Entrepreneurship (An Learning Evaluation). Anak Agung Gede Mantra Suarjana dan Luh Mei Wahyuni (2017)	The research sample of 125 respondents was taken by purposive sampling technique. While the data analysis technique used is multiple regression techniques with the help of SPSS 20 application.	The results of the data analysis with a significance of 0.05 indicate that income expectations, family environment and entrepreneurship education (partially) have a positive and significant effect on the interest in student entrepreneurship.
2	Entrepreneurship Development Program in the Form of Business Incubators at Universities for Beginner Business Owners. Hery Budiyanto, Agus Suprpto, Dina Poerwoningsih (2017)	The Entrepreneurship Development Program in Higher Education is carried out in the form of a Student Business Incubator which is a program with the mission of producing independent science and technology-based entrepreneurial students, through an integrated program involving Incubator lecturers, Resource Persons, Entrepreneurial Institutions and Entrepreneurs outside the campus.	The results of his research namely Student Business Incubator is the right program to foster entrepreneurial spirit and alleviate new entrepreneurs from college students because it is considered to be able to support and as a continuation of entrepreneurial activities
3	The Effect of Entrepreneurial Personality, Entrepreneurship Knowledge, and the Environment on the Interests of Vocational Entrepreneurship. Eka Aprilianty (2012)	The population is students of the Agriculture Cluster Vocational School in the Special Region of Yogyakarta. The sample of 113 respondents was determined using the proportional random sampling technique. Data analysis used descriptive statistics and inferencing statistics.	The research shows that interest in entrepreneurship is relatively low (48.67%), potential entrepreneurial personality has a significant influence on the interest in entrepreneurship (27.3%), entrepreneurial knowledge has a significant effect on the interest in entrepreneurship (13.7%), the family environment has a significant influence towards interest in entrepreneurship (22%). There is a joint influence between the potential of entrepreneurial personality, entrepreneurial knowledge, and family environment of 42.2 percent of the interest in entrepreneurship.

## **2. Literature Review**

### **2.1 Business Incubator**

In the context of economic development, incubators are an economic development tool designed to help the formation and growth of new companies in a community, a building or a special region. Incubators provide some service support, in addition to flexible rooms for rent, shared equipment and administrative services in a guided workplace (Mahnke, 2010).

Hewick (2006) provides a definition of incubation as the concept of fertilizing qualified entrepreneurs in a work space managed by an institution called an incubator. While business incubators are physical buildings (buildings) intended to support qualified businesses through mentoring, training, professional networking, and assistance in finding funding until they graduate and can survive in a competitive environment.

While in the Republic of Indonesia Presidential Regulation Number 27 of 2013 concerning the Development of Entrepreneurial Incubators, incubation is a process of coaching, mentoring, and development provided by entrepreneurial incubators to incubation participants, while entrepreneurial incubators are intermediary institutions that carry out the incubation process for incubation participants (tenants, incubator clients, or incubates) and have physical buildings for daily business spaces for incubation participants. Tenant business activities can be carried out in an incubator building as an inwall tenant by renting a space provided by an incubator. If tenants carry out their business activities outside the incubator, they are referred to as outwall tenants.

Scillitoe and Chakrabarti (2010) suggest that business incubators are a new and popular form of organization created through the assistance of economic development agents to support and accelerate the development and success of a business to achieve certain economic goals.

Business incubator is an innovative form of organization that aims to produce value by combining the entrepreneurial spirit of the pilot business with the availability of sufficient resources for middle to upper scale businesses (Hamdani, 2006).

Understanding Business Incubator according to Agustina (2011) is an institution that helps new entrepreneurs in starting their businesses to improve development prospects and endurance, so that they can later survive in a real business environment.

Systemically, a business incubator is a vehicle for the transformation of the formation of human resources that are not or less creative and productive into human resources that have entrepreneurial motivation creatively, innovatively, productively and cooperatively as the first step in creating entrepreneurs who have competitive and comparative advantages and have vision and mission.

#### **2.1.1 Concept and Model of Business Incubator Service**

Services provided by Business Incubators to tenants according to the Ministry of KUKM (2012) cover the 7S scope / concept, namely:

- 1) Space, which is providing space for tenant business activities;
- 2) Shared office facilities, namely the provision of office facilities that can be shared. For example, means of fax, telephone, photocopy, meeting room, computer, and secretary;
- 3) Service, namely conducting guidance and management consulting: marketing, finance, production, technology, etc.;
- 4) Support, which is to provide research support and business development assistance and access to technology use;
- 5) Skill Development, namely improving the ability of tenant human resources through training, business plan preparation, management training, etc.;
- 6) Seed Capital, namely the provision of initial business funds and efforts to obtain capital access to financial institutions; and
- 7) Synergy, namely the creation of business networks both between local and international businesses.

### **2.2 Entrepreneurship**

Hendro (2011) states that entrepreneurship is the main actor in economic development and its function is to innovate or new combinations for innovation. A similar statement was also expressed by

Bygrave (in Alma, 2007), namely: "Entrepreneurs who are destined for the existing economic order by introducing new products and services.

Which has the understanding that Entrepreneurship or entrepreneurship is someone who is able to create something new both goods or services in an organization and is able to break down the existing economic system. Entrepreneurs are someone who is strong at something.

Entrepreneurship is someone who organizes and directs new businesses. Entrepreneurship must take risks that are related to business start-up processes (Sudaryono, 2010). Meanwhile according to Suryana (2010) entrepreneurs are people who make creative and innovative efforts by developing ideas, and concocting resources to find opportunities (Opportunity) and improvement (Preparation) life Nitisusastro (2012) gives the opinion that entrepreneurship is someone who organizes, operates and calculates risks for a business that brings profit. As according to Kasmir (2011), entrepreneurship is a person who has the soul to dare to take risks to open a business on various occasions.

From some of the meanings above, it can be concluded that entrepreneurship is a person who has the ability to capture opportunities and dare to take the risk of running a business with the aim of making a profit. An entrepreneur is required to have creative and innovative qualities.

## **2.3 Interest in Entrepreneurship**

### **2.3.1 Understanding Interest**

Purwanto (2010) says in language interest means a tendency of a high heart towards something. Interest is a nature that is relatively settled in a person. Interest has a huge influence on one's activities because with interest he will do something that interests him. Conversely, without interest someone is not possible to do something.

In terms of Sardiman (2006) argues that interest is a condition that occurs when a person sees traits or temporary meanings of situations that are associated with their own desires or needs. Interest as a motive that causes individuals to engage actively with something that is interesting. Interest is the tendency of the soul to stay in the direction of something valuable for people.

Slameto (2010) explains that interest is a feeling of being more like and feeling attached to a thing or activity, without being told. Interest is basically the acceptance of a relationship between oneself and something outside of oneself. The stronger or nearer the relationship, the greater the interest.

Interest is a tendency that persists in the subject to feel interested in a particular field and feel happy to be involved in it (Widiyatnoto, 2013).

According to Suhartini (2011), interest is a mental set consisting of a mixture of feelings, hopes, establishment, tendencies that direct individuals to a particular choice.

## **2.4 Definition of Entrepreneurship / Entrepreneurship Interest**

The interest in entrepreneurship can be seen as an intention to create a new organization or business or as a risk-taking behavior to start a new business (Kurnianti, 2015). Fuadi (2009: 93) states that an interest in entrepreneurship is the desire, interest, and willingness to work hard or be strong-willed to strive to fulfill their needs without feeling afraid of the risks that will occur, and willing to learn from failure.

Mahesa & Rahardja (2012) describes that the interest in entrepreneurship is the tendency of the heart in the subject to be interested in creating a business which then organizes, organizes, carries risks and develops the business it creates itself.

The interest in entrepreneurship is the choice of one's activities because they feel interested, happy and desirous of entrepreneurship and dare to take risks to achieve success (Suryana, 2011).

While according to Santoso in Suryaman (2006), entrepreneurial interest is a psychological phenomenon to focus attention and do something about the entrepreneur with a feeling of pleasure because it brings benefits to him. The essence of this opinion is concentration of attention accompanied by pleasure.

## **2.5. Factors that influence Entrepreneurship Interest**

The factors that encourage interest in entrepreneurship according to Bygrave in Buchari Alma (2013), are:

1) Personal factors, concerning aspects of personality, including:

- a) There is dissatisfaction with one's work.
  - b) There is a termination of employment, there is no other job.
  - c) Encouragement due to age.
  - d) Courage takes risks.
  - e) Commitment or high interest in the business.
- 2) Environmental factors, concerning relationships with the physical environment, including:
- a) There is competition in the world of life.
  - b) There are sources that can be utilized such as capital, savings, inheritance, buildings, and strategic locations.
  - c) Take part in business course training or business incubators.
  - d) Government policy, ease of business location, credit facilities and business guidance.
- 3) Sociological factors, concerning relationships with families and so on, including:
- a) The existence of relationships or relationships for others.
  - b) There is a team that can be invited to cooperate in trying.
  - c) There is encouragement from parents to open a business.
  - d) There is family assistance in various facilities.
  - e) The existence of previous business experience.

Alma (2013) states that the thing that most encourages a person to enter an entrepreneurial career is the existence of personal attributes and personal environment. Furthermore Buchari Alma (2013) adds that with the personality possessed by someone can attract others to sympathize with him, people are interested in his conversation, people are amazed by him. Entrepreneurs who have such personalities often succeed in carrying out their business.

According to Kurniati (2015) factors that influence the interest in entrepreneurship in broad outlines can be grouped into two factors, namely intrinsic factors and extrinsic factors. Intrinsic factors are factors that arise because of the influence of stimuli from within the individual itself.

### 3. Material & Methodology

The research is used descriptive research methods that conducted with the main objective to create a picture or a description of a situation objectively. The unit of analysis of this study are the effect of incube artisan coffee house on the interest of students entrepreneurs at STP TRISAKTI.

Likert scale is a tool to measure attitudes, opinions and perceptions of a person or a group of social phenomenon (Sugiyono, 2014). Each item instrument that uses a Likert scale has a gradation from very positive to very negative, which may include words such as strongly agree, agree, doubtful, disagree, strongly disagree.

There are 2 Sub Variable :

A. Characteristics Biography

1. Sex
2. Age
3. Membership

B. Business Incubator :

- a. *Space*
- b. *Shared Office Facilities*
- c. *Service*
- d. *Support*
- e. *Skill Development*
- f. *Seed Capital*
- g. *Synergy*

Sampling technique used purposive sampling if researchers have certain considerations in setting an example according to the purpose of the research. Population in this study is the member of Incube , where, according to data from member of Trisakti Coffee Society at 100 Trisakti STP, Using of formula slovin the population number is 50, so in this study takes as many as 50 samples.

Sub Variable	Statement
<i>Space</i>	Campus provides a comfortable room to run a business
	Spacious business incubator room In.Cube Artisan Coffee House is sufficient to run a business
<i>Shared office facilities</i>	Campus provides facilities to run a business, such as business equipment needs
	Campus provides facilities for business needs, such as water and electricity
<i>Service</i>	The campus provides guidance in business planning at the business incubator In.Cube Artisan Coffee House through the appointed lecturer team
	Campus always provides direction on the operational activities of business incubators In.Cube Artisan Coffee House
<i>Support</i>	Campus always provides support for business activities in the business incubator In.Cube Artisan Coffee House
	Campus always provides opportunities for students to learn to develop businesses independently
<i>Skill Development</i>	Campus provides training or training on how to manage the business
	Campus provides training or training regarding knowledge about coffee
<i>Seed Capital</i>	Campus provides convenience in establishing a business incubator
	Campus provides initial funding to build business incubators for students
<i>Synergy</i>	Campus collaborates with the industries needed to develop business incubators such as equipment or raw materials
	Campus always promotes the existence of business incubator In.Cube Artisan Coffee House to business partners outside the campus

## 4. Result and Discussion

### 4.1 History of Business Incubators In.cube Artisan Coffee House

In.cube Artisan Coffee House or better known as In.cube is a business incubator with a coffee shop concept which was established on December 15, 2017. In.cube Artisan Coffee House is located inside the STP Trisakti campus, precisely at the charm canteen of the 2nd floor. In .cube Artisan Coffee House operates every Monday to Friday from 8am to 8pm. Due to its location within the Trisakti STP campus, the majority of buyers or customers in In.cube are the STP Trisakti community itself.

The Business Incubator In.cube Artisan Coffee House was initially formed because the academic study program, Pak Fachrul Husein Habibie and Pak Agus Riyadi proposed to make the second floor canteen charm as a place to guide students in training and honing the ability to become an entrepreneur. This desire arose because at that time Trisakti STP still did not have a place for students to practice entrepreneurship and the desires of Trisakti STP students who were quite high in learning and practicing entrepreneurship which were felt to be lacking during the teaching and learning process at Trisakti STP. After assessing the conditions on the ground that happened such as paying attention to what was becoming a trend in the field of F & B, came the idea to create a coffee shop.

The things that make In.cube stand up are thanks to the full support of the academic field, support from the F & B field and one of them is the support of the Trisakti Bartending Club which is one of the clubs in the Trisakti STP that has been around for a long time, where In.cube can become a place or place for them to fulfill their dreams in learning about cafes or coffee shops.

### 4.2 Characteristics of Respondents

#### 4.2.1 Characteristics of Respondents based on Gender

Data collection based on total sex of respondents was 50 people with a number of male respondents as many as 27 people (54%) and female respondents as many as 23 people (46%). The number of men who consumed more coffee than women, the results of the study were 50.8% of men compared with 32.8% of women.

#### 4.2.2 Characteristics of Respondents by Age

The total respondents were 50 people with the number of respondents at the age of 17-18 years as many as 9 people (18%), at the age of 19-20 years as many as 18 people (36%), at the age of 21-22

years as many as 22 people (44%) , at the age of 23-24 years as many as 0 people (0%), and at the age of > 24 years as many as 1 person (2%). Thus it can be concluded that the most members at Trisakti Coffee Society are at the age of 21-22 years, which are as many as 22 people (44%). Characteristics of Respondents by Length of Membership total respondents were 50 people with the number of respondents who had been members for 1-2 months as many as 10 people (20%), who had been members for 3 - 4 months as many as 17 people (34%), and who had become members for anggota 5 months as many as 23 people (46%). Thus it can be concluded that the members who joined the Trisakti Coffee Society for the longest were for  $\geq 5$  months and amounted to 23 people (46%).

#### 4.2.3 Validity Test Results

Test Validity is used to determine whether or not valid questions have been made in the questionnaire. The author uses Sugiyono's theory which states that statements are considered valid if r count exceeds 0.30 or compares them with r table. R table = 0.273

#### 4.2.4 Reliability Test Results

This study uses the Cronbach's Alpha technique, Siregar states that a statement is said to be reliable if the value of Cronbach's Alpha > 0.60. The value of Cronbach's Alpha is 0.918, then the reliability level for variable X (Business Incubator) is Very Reliable. Which means, each item in the questionnaire is stated to be able to obtain accurate, thorough, and consistent answers. the value of Cronbach's Alpha is 0.916, then the reliability level for variable Y (Interest in Entrepreneurship) is Very Reliable. Which means, each item in the questionnaire is stated to be able to obtain accurate, thorough, and consistent answers.

#### 4.2.5 Descriptive Statistics Test Results

##### 1. Space

Respondents who stated disagreed as many as 2 people (4%), disagree as much as 1 person (2%), agree as many as 17 people (34%) and strongly agree as many as 30 people (60%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus provides a comfortable room to run a business. respondents who stated they did not agree as much as 1 person (2%), disagreed as many as 8 people (16%), agreed as many as 15 people (30%) and strongly agreed as many as 26 people (52%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the area of the business incubator In.Cube Artisan Coffee House is sufficient to run a business. This can be seen from the seating capacity that can accommodate 45 to 50 people for a total of 10 tables.

##### 2. Shared office facilities

Respondents who stated that they disagreed were 12 people (24%), agreed as many as 15 people (30%) and strongly agreed as many as 23 people (46%). So it can be concluded that the majority of Trisakti Coffee Society members feel strongly agree that the campus provides facilities to run a business, such as the needs of business equipment. Respondents who agreed as many as 16 people (32%) and strongly agreed as many as 34 people (68%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus provides facilities to run businesses, such as water and electricity for operational activities.

##### 3. Service

Respondents who stated they disagreed as much as 4 people (8%), agreed as many as 15 people (30%) and strongly agreed as many as 31 people (62%). It can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus provides guidance in business planning at the business incubator In.Cube Artisan Coffee House through the appointed lecturer team.

respondents who stated they did not agree as much as 1 person (2%), disagree as many as 7 people (14%), agree as many as 24 people (48%) and strongly agree as many as 18 people (36%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel that the campus always provides direction on the operational activities of business incubators In.Cube Artisan Coffee House.

#### 4. Support

respondents who stated they did not agree as much as 1 person (2%), disagree as much as 6 people (12%), agree as many as 25 people (50%) and strongly agree as many as 18 people (36%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel that the campus always provides support for business activities in the business incubator In.Cube Artisan Coffee House respondents who stated strongly disagree as much as 1 person (2%), disagree as much as 1 person (2%), disagree as much as 6 people (12%), agree as many as 13 people (26%) and strongly agree as many as 29 people (58 %). Then it can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus always provides opportunities for students to learn to develop their business independently.

#### 5. Skill Development

respondents who stated that they disagree as much as 1 person (2%), disagree as many as 8 people (16%), agree as many as 23 people (46%) and strongly agree as many as 18 people (36%). It can be concluded that the majority of members of the Trisakti Coffee Society feel that the campus provides training or training on how to manage the business. respondents who stated that they disagree as many as 2 people (4%), disagree as much as 5 people (10%), agree as many as 15 people (30%) and strongly agree as many as 28 people (56%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel strongly that the campus provides training or training regarding knowledge about coffee.

#### 6. Seed Capital

respondents who said they did not agree as much as 1 person (2%), disagree as many as 10 people (20%), agree as many as 22 people (44%) and strongly agree as many as 17 people (34%). So it can be concluded that the majority of members of the Trisakti Coffee Society feel that the campus provides convenience in establishing a business incubator. respondents who stated they disagreed as many as 6 people (12%), agreed as many as 14 people (28%) and strongly agreed as many as 30 people (60%). It can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus provides initial funding to build business incubators for students.

#### 7. Synergy

respondents who stated that they disagree as much as 1 person (2%), disagree as much as 3 people (6%), agree as many as 16 people (32%) and strongly agree as many as 30 people (60%). It can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus makes cooperation with the industries needed to develop business incubators such as equipment or raw materials.

respondents who stated strongly disagree as much as 1 person (2%), disagree as much as 1 person (2%), disagree as much as 4 people (8%), agree as many as 12 people (24%) and strongly agree as many as 32 people (64 %). It can be concluded that the majority of members of the Trisakti Coffee Society feel strongly agree that the campus always promotes the existence of the business incubator In.Cube Artisan Coffee House to business partners outside the campus.

## 5. Conclusion

### 5.1 Conclusion

Based on the results of the analysis of questionnaire calculations in the previous chapter, the researcher can draw conclusions about "The Effect of Business Incubator In.cube Artisan Coffee House on the Entrepreneurship Interest of Trisakti Coffee Society Members" are as follows:

1. The most dominant factor in the business incubator variable is found in the sub variable synergy with a value of 4.48. So it can be concluded that according to Trisakti Coffee Society members, Trisakti STP is indeed conducting cooperation with the industries needed to develop business incubators, such as with Sebastian Coffee & Kitchen, cooperation is carried out in the use of coffee beans to equipment to support operations such as coffee machines, coffee grinder, and others. In addition, the Trisakti STP is also considered to always promote the existence of the In.Cube Artisan Coffee House business incubator to off-campus business partners when making visits outside the campus or during visits from outside guests to the Trisakti STP. The most



dominant factor in the entrepreneurial interest variable is in the income sub-variable with a value of 4.58. So it can be concluded that according to Trisakti Coffee Society members, they do have an interest in entrepreneurship because they want to earn a large income with their own business and without relying on others.

2. The magnitude of the influence of business incubators on entrepreneurial interest is 27.4% which indicates that business incubators are quite significant in influencing entrepreneurial interests of members of the Trisakti Coffee Society and the remaining influence which is equal to 72.6% is influenced by other factors not discussed in this study.

## 5.2 Suggestion

1. The skill development factor in business incubator variables has the lowest mean value, which is 4.27. It is recommended to the campus or business incubator to provide better training or training and should be done more routinely so that members of the Trisakti Coffee Society can develop their abilities better.
2. Community environmental factors in the entrepreneurial interest variable have the lowest mean value, which is 4.16. It is recommended to the members of Trisakti Coffee Society to interact more or increase the intensity of association with members of their environment who are professionals as entrepreneurs because determining friends as interaction partners who have similar desires in entrepreneurship will facilitate the implementation of the desire for entrepreneurship.
3. In this study it is known that business incubators only have an influence of 27.4% on entrepreneurial interest. The remaining 72.6% is influenced by other factors not discussed in this study. It would be better if the next study can examine other factors that are felt to influence entrepreneurial interests such as examining other independent variables such as self-efficacy, locus of control and so on, so as to increase entrepreneurial interest in members of the Trisakti Coffee Society.

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