BUILDING MOTIVATION FOR ENTREPRENEURIAL DECISIONS THROUGH DIGITAL STARTUP

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| ARTICLE INFORMATION | Abstract: The development of technology 4.0 is very rapid, this has triggered changes in good market conditions in the world, especially in Indonesia. With the development of technology the community must be aware of the development of the era, if not able to take advantage of it, many people will stay put, therefore motivation is needed in triggering people's willingness to do business, with motivation there will be many digital startups, in Indonesia, with many e-commerce-based business people, it will advance the economic system in a region even in a country, with the motivation to do business there will be an entrepreneurial decision, with many entrepreneurs doing so the economic development of a region will be more rapid, there will be buying and selling of goods and services which is supported by digital startup, because digital startups strongly support the occurrence of entrepreneurial decisions, according to this study, where there is a positive and significant influence between motivational variables on digital startup, then motivational towards entrepreneurial decisions and digital startup against entrepreneurial decision. This study will be conducted on October 2019 to April 2020. The study will be conducted on fresh graduates in West Sumatra.

Keywords: Motivational, Digital StartUp, Entrepreneurial Decision | Received: 1 February 2020  
Revised: 7 February 2020  
Issued: 20 February 2020  
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DOI: 10.31933/DIJEMSS |
INTRODUCTION

The rapid development of digital technology in the era of industrial revolution 4.0 has triggered disruptive changes in many aspects including economics and social in Indonesia. Along with the development of communication infrastructure, this era has opened broad access to communication for individuals and collectives through the use of the Internet of Things (IoT). In the economic aspect, market orientation has shifted its function from physical to wireless through Web of Trust (WoT), the market transforms from traditional markets to peer to peer connections.

This technology disruption plays significant impact on the micro and small business environment. The establishment of a marketplace platform removes national boundaries, and the absence of physical office or stores into a co working space like ‘wework, tierspace’ has produced many digital startup that reach into decacorn. The 2019 Bank Development Report states digital platforms are growing faster with lower costs (The Changing Nature of Work, World Bank). The dichotomy of B2B and B2C has melted into social networks through a digital social and economic platform. Through the internet, boundaries among legal states are facing challenges to regulate and protect.

Indonesia is on the sixth in the world for internet users, with 82 million users based on the Ministry of Communication Report and 23.9% use e-commerce for their online transactions. According to research by Hootsuite, Indonesia holds the top of commerce users in the world. Tony Kuesgen, CEO of Google Indonesia, said that gaining human resources with a fluent understanding of the digital economy could open up Indonesia’s huge potential to become the largest digital economy in Southeast Asia. To achieve the target of Indonesia as the country with the greatest digital economic power in the Southeast Asia region, the government not only provides support by reducing the digital divide in Indonesia (currently concentrated in Java and Sumatra), but also adaptive regulation and non-lethal digital innovation.
Indonesia must also prepare qualified human resources in the digital economy in order to compete with workers from various countries in the world. Seeing the massive and rapid development of fintech globally, educational institutions in various countries have incorporated fintech into their higher education curriculum.

However, opportunities gained from this technology disruption may not reached to every country, based on the World Bank Report, these conditions and opportunities can only be exercised in developed countries, while conditions in developing countries show the opposite fact. One of the reasons is that the decline in industrial growth in developing countries influenced by the amount of activity in the informal sector. Even though Indonesia is one of the most internet users in the world, but the digital division of Internet users are concentrated only in Java and Sumatra only.

Besides many business opportunity are opening through this development to take entrepreneurial decision in digital startup, the growth of fintech may enhance or replace the existence of physical banking that may act as a cashless financial transactions. The formation of FinTech Innovation at OJK (Financial Service Authority), namely coordination between ministries and institutions, development of fintech industries that are in line with community needs, sandbox development for new and potential fintech business models, provision of
communication facilities (including FinTech websites) between regulators and FinTech industries.

To anticipate the growth of fintech industry, regulator as OJK (Financial Service Authority) launch regulation of fintech inclusion among others regulatory sandbox, issuance of POJK No. 77 / POJK.01 / 2016 concerning Information Technology-Based LMPUBTI or Peer-to-Peer Lending, OJK will draw up other provisions (including crowdfunding, Digital Banking). This policy may brings growth and confidence for digital startups in Indonesia, however lack of financial literacy especially in remote regions in Indonesia such as West Sumatra would not bring any significant changes in entrepreneurial decisions.

The government also provided the regulation for logistic to support digital startup, among others improving e-commerce logistics through the National Logistics System (Sislognas) blueprint, Implementing of outsourcing of E-Commerce logistics facilities for Micro, Small and Medium Enterprises, increasing the capacity of local / national logistics service providers to meet shipping needs throughout Indonesia developing logistics from rural areas to cities.

### Table 1. List of Districts and Cities in West Sumatera

<table>
<thead>
<tr>
<th>No</th>
<th>Regency / city</th>
<th>Government center</th>
<th>Area (km²)</th>
<th>Total population (2017)</th>
<th>Sub-district</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kabupaten Agam</td>
<td>Lubuk Basung</td>
<td>1.804,30</td>
<td>524,906</td>
<td>16</td>
<td>82</td>
</tr>
<tr>
<td>2</td>
<td>Kabupaten Dharmasraya</td>
<td>Pulau Punjung</td>
<td>2.961,13</td>
<td>205,127</td>
<td>11</td>
<td>52</td>
</tr>
<tr>
<td>3</td>
<td>Kabupaten Kepulauan Mentawai</td>
<td>Tuapejat</td>
<td>6.011,35</td>
<td>83,517</td>
<td>10</td>
<td>43</td>
</tr>
<tr>
<td>4</td>
<td>Kabupaten Lima Puluh Kota</td>
<td>Sariaman</td>
<td>3.571,14</td>
<td>374,067</td>
<td>13</td>
<td>79</td>
</tr>
<tr>
<td>5</td>
<td>Kabupaten Padang Pariaman</td>
<td>Parit Malintang</td>
<td>1.332,51</td>
<td>462,125</td>
<td>17</td>
<td>103</td>
</tr>
<tr>
<td>6</td>
<td>Kabupaten Pasaman</td>
<td>Lubuk Sikaping</td>
<td>3.947,63</td>
<td>315,470</td>
<td>12</td>
<td>37</td>
</tr>
<tr>
<td>7</td>
<td>Kabupaten Pasaman Barat</td>
<td>Simpang Ampek</td>
<td>3.887,77</td>
<td>428,641</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>8</td>
<td>Kabupaten Pesisir Selatan</td>
<td>Painan</td>
<td>5.749,89</td>
<td>518,265</td>
<td>15</td>
<td>182</td>
</tr>
<tr>
<td>9</td>
<td>Kabupaten Sijunjung</td>
<td>Muaro Sijunjung</td>
<td>3.130,40</td>
<td>233,444</td>
<td>8</td>
<td>61</td>
</tr>
<tr>
<td>10</td>
<td>Kabupaten Solok</td>
<td>Arosuka</td>
<td>3.738,00</td>
<td>375,801</td>
<td>14</td>
<td>74</td>
</tr>
<tr>
<td>11</td>
<td>Kabupaten Solok Selatan</td>
<td>Padang Aro</td>
<td>3.346,20</td>
<td>177,462</td>
<td>7</td>
<td>39</td>
</tr>
<tr>
<td>12</td>
<td>Kabupaten Tanah Datar</td>
<td>Batusangkar</td>
<td>1.336,10</td>
<td>366,136</td>
<td>14</td>
<td>75</td>
</tr>
<tr>
<td>13</td>
<td>Kota Bukittinggi</td>
<td>-</td>
<td>25,24</td>
<td>115,986</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>14</td>
<td>Kota Padang</td>
<td>-</td>
<td>693,66</td>
<td>883,767</td>
<td>11</td>
<td>104</td>
</tr>
<tr>
<td>15</td>
<td>Kota Padangpanjang</td>
<td>-</td>
<td>23,00</td>
<td>53,094</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>16</td>
<td>Kota Pariaman</td>
<td>-</td>
<td>66,13</td>
<td>88,984</td>
<td>4</td>
<td>71</td>
</tr>
<tr>
<td>17</td>
<td>Kota Payakumbuh</td>
<td>-</td>
<td>85,22</td>
<td>129,751</td>
<td>5</td>
<td>47</td>
</tr>
<tr>
<td>18</td>
<td>Kota Sawahlunto</td>
<td>-</td>
<td>231,93</td>
<td>64,299</td>
<td>4</td>
<td>37</td>
</tr>
<tr>
<td>19</td>
<td>Kota Solok</td>
<td>-</td>
<td>71,29</td>
<td>68,241</td>
<td>2</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: [https://id.wikipedia.org/wiki/Daftar_kabupaten_dan_kota_di_Indonesia](https://id.wikipedia.org/wiki/Daftar_kabupaten_dan_kota_di_Indonesia)

The structure of West Sumatra's economic formation was still dominated by the Agriculture, Forestry, and Fisheries sectors with a contribution of 23.55% to the West Sumatra economy. That is, the main source of economic growth in the region is still dependent on the agricultural sector. In fact, around half the population of West Sumatra lives and works in agriculture. Then, the economic structure of the area from retail warehousing and motorcycle repair services is 15.05 percent, and the transportation and warehousing sector is 12.64 percent. Meanwhile, the growth of large and medium manufacturing industry production in West Sumatra Province (y-on-y) in the fourth quarter of 2017 rose by 1.15 percent, while the national also experienced positive growth of 5.15 percent.
LITERATURE REVIEW
Entrepreneurial Decision

According to Kashmir (2014) entrepreneurs are people who dare to take risks to open a business in a variety of occasions. Spirit of risk-taking mentality means independent and brave to start a business without fear or anxiety overwhelmed even in uncertain conditions. An entrepreneur in mind is always trying to find, utilize and create business opportunities that can benefit.

The entrepreneur has an owner or operator function, a risk and uncertainty bearing function, and, perhaps most importantly, an innovative function. The combination of innovation, owning or operating an establishment, and bearing risk/uncertainty provides an effective working definition of entrepreneurship that is useful for economic development purposes (Low, 2009).

Entrepreneurship is "applying creativity and innovation to solve the problems and to exploit opportunities that people face everyday". Entrepreneurship is the application of creativity and innovation to solve the problem and attempt to take advantage of opportunities faced by every day (Zimmerer and Scarborough, 1996). Alma (2006) argues that entrepreneurship is the process of creating something different to devote all his time and energy accompanied by the risk of financial, psychological, social and receive remuneration in the form of money and personal satisfaction.

Entrepreneurial decision is the desire of the person to be an entrepreneur. The indicator used is interested in becoming entrepreneurs because no dependency on others, interested in becoming entrepreneurs because it helps the social environment (Zimmerer, Scarborough & Wilson, 2008).

Zimmerer (2008) states that there are eight dimensions of entrepreneurial decisions, including the following:
1) Desire for responsibility is to have a sense of responsibility for the business is doing, so that he will always introspection.
2) Preference for moderate risk, is always trying to avoid various types of risks, the risk of minor or serious risk.
3) Confidence in their ability to success is to have the confidence to get success.
4) Desire for immediate feedback who always want immediate feedback.
5) High level of energy that is having enthusiasm and hard work to realize his desires for a better future.
6) Future orientation orientations, perspectives and insights to the future.
7) Skill at organizing is to have skills in managing resources to create added value.
8) Value of achievement over money appreciate achievements rather than money or financial benefits.

Based on the above explanation can be synthesized that entrepreneurial decision is the decision in a person's creativity and innovation, use of natural resources and human resources to generate revenue.

Digital Startup

Startup is the process of starting a business. This term became a habit along with the popularity of the internet as a medium for online businesses. Startup is identically with smaller companies that have innovative ideas and attached to the term entrepreneur. Startup is an institution created to create new products or services and innovative in a state of high uncertainty. Every person who makes a new product or service under conditions of high uncertainty is an entrepreneur, regardless of whether he is self-employed, working for companies for profit and non-profit organizations.

Startup is a pioneering company, or a company that has not been operational in long time. Startup is a human institution designed to create a product or service in a mid extreme uncertainty (Ries, 2011). Start up is designed to find a business model that can be repeated and
scaled (Blank, 2014). Start up is a pioneering company that is designed to find the right business model for the company in order to survive in extreme uncertainty (Jaya, Ferdiana, & Fauziati, 2017). Startup is designed to find the right business model can be repeated and scaled (Carter, 2011).

With digital technology’s potential to render certain industries obsolete while also creating and reinvigorating others, it is of little wonder that many countries consider digital entrepreneurship as a critical pillar for their economic development, Shen (2015). Bandera, Helmy, and Shehata, (2016) argues that the definition of digital entrepreneurship Tus Might involve; a service / product dimension in addition to a physical / virtual dimension.

Bandera, Helmy, and Shehata, (2016) proposes to define digital entrepreneurship within the three-dimensional features:
1) Physical or digital offering
2) Product or service
3) Mass produced or custom

Based on the above explanation can be synthesized that digital startup is startups that leverage the power of information and communication technologies such as the Internet to provide services to its customers. Digital startup company that pioneered the world's hyper-sophisticated as it is today to provide solutions to the problems faced by the community.

Motivation

Motivation is defined as a desire to learn something, in that context usually refers to stimulate student interest, or what is known as intrinsic motivation (Abdullah and Yih, 2014). The motivation can be interpreted as a boost in a person to perform an activity as possible and achieve personal goals in the form of achievement (Ajiwibawani and Subroto, 2017). Motivation for entrepreneurship is a personal goal and belief that they can achieve success (Farhangmehr, Gonçalves, and Sarmento, 2016). Someone who has the motivation in general will be more likely to survive, and they tend to have sufficient resources to withstand the negative competition that occurs when entrepreneurship (Huggins, Prokop, and Thompson, 2017).

According Hasibuan (2007), motivation is the driving force that creates the administration work of a rapture that they would work together, to work effectively, and integrity with all its resources to achieve satisfaction. If individuals with high levels of entrepreneurial ability accumulate wealth more quickly, so that they can start a business sooner and capitalize on their ability, then the coefficient on past wealth in the probit models for starting a business will capture the impact of wealth and of ability. Even if one had fully accounted for all the potential sources of endogeneity in wealth, the impact of a policy intervention will still depend on the financial market imperfection that is responsible for financial constraints. For example, in Thailand a program to increase property rights in land would be particularly effective if limited commitment meant that collateral played a key role in borrowing arrangements (Paulson and Townsend, 2004).

Entrepreneurship motivation is behavior that comes from inside a person who directs him to take an action in order to become entrepreneurs. There are several factors that play a role in the onset of motivation for entrepreneurship, including:
1) Need for achievement, namely the motive to compete well with themselves or with others in achieving the highest.
2) Locus of control, that someone has confidence in themselves and in others to control their business which will affect the results.
3) Independence, that an entrepreneur who is not bound, having more time, and act free of pressure.
4) Egoistic passion, defined as a greater desire, can also interpreted with love, a big ego to the job.

Motivation is the willingness to do something, while the motive is the need, the desire,
the urge, the impulse. Motivation of a person depends on the strength of the motive. Motif with enormous strength determines the person's behavior (Steinhoff and John F. Burgess, 1993).

According to Steinhoff and John F. Burgess (1993) is based on the theory of motivation give seven dimensions of motivation in entrepreneurship:
1) The desire for higher income.
2) The desire for a more satisfying career.
3) The desire to be self-directed, the desire to be independent.
4) The desire for prestige that comes to being a business owner.
5) The desire to run with a new idea or concept.
6) The desire to build long-term wealth.
7) The desire to make a contribution to humanity or to a specific cause.

Based on the description above can be synthesized that Motivation is an impulse that will cause a person to perform an act in order to achieve certain goals. Entrepreneurship motivation is an incentive to encourage someone to do a business, which is done with passion, creative, innovative, and willing to take risks in order to gain, in cash or self satisfaction.

Framework

Based on the research objectives, literature review, previous research and the relationship between variables, the analytical framework in this study is presented in the form of Figure 1. Where the Motivation variable is an independent variable, the Entrepreneur Decision variable as the dependent variable and the Digital StartUp variable as the intervening variable, or the variable mediate between independent variables with dependent variables.

![Figure 4. Framework](source: author)

Hypothesis

Based on the problem examined, then a hypothesis is drawn as follows:
H1: Motivation affects digital startup
H2: Motivation Influences Entrepreneurial Decision
H3: Digital Start Up Influences Entrepreneurial Decision

RESEARCH METHODS

This study will be conducted on October 2019 to April 2020. The study will be conducted on fresh graduates in West Sumatra. The method of analysis of this study is a quantitative method and its analysis tool with SEM. Before being analyzed by Path analysis, the instrument test (questionnaire) is tested first with the validity and reliability and Hypothesis tests. SEM analysis aids with the Smart PLS 3.0 application.
Process and product quality as independent variables, Buying decision as intervening variables and repurchase as dependent variables. To test intervening variables the path analysis method is used, as an extension of multiple linear regression analysis.

The research was conducted using descriptive methods and through a quantitative approach. Descriptive research aims to describe the characteristics of certain groups. The quantitative analysis was chosen because in the study aimed to find out the relationship between these variables, the values stated in numerical form or more emphasis on data in the form of numbers were processed mathematically with statistical formulas. Furthermore according to Sugiyono (2015: 13-14), quantitative research methods can be interpreted as a research method based on the philosophy of positivism, used to examine populations and specific samples, sampling techniques are generally carried out randomly, data collection using research instruments, Data analysis is quantitative / statistical in order to test the established hypothesis.

The research sample obtained amounted to 100 respondents. Data collection was carried out using a questionnaire technique, where respondents answered questions that had been arranged in the form of choices and scale questions using the Likert scale (1-5). Data analysis method in this research is SEM-PLS with the help of SmartPLS 3.0 software.

**FINDINGS AND DISCUSSION**

There are three values that must be considered at this stage, namely convergent validity, discriminant validity, and composite reliability.

Convergent validity, the correlation between reflexive indicator scores and latent variable scores. This research uses loading 0.5 to 0.6 is considered sufficient, because it is the initial stage of developing the measurement scale and the number of indicators per construct is not large, ie 2 (two) to 4 (four) indicators.

Discriminant validity, reflexive indicator measurement based on cross loading with its latent variables. Another method is to compare the square root of the mean value extracted value (AVE) of each construct with the correlation between other constructs in the model. If the initial measurement values of the two methods are better than the values of the other constructs in the model, it can be concluded that the construct has a good discriminant validity value or vice versa. Therefore, it is recommended that the measurement value is greater than 0.50.Composite reliability, a block indicator that measures the internal consistency of construct indicators, shows levels that indicate general latency (not observed). This construct is stated to be reliable if it has a composite reliability value above 0.70 and Cronbach’s alpha above 0.60 even though it is not an absolute standard.

**Convergent Validity**

Convergent validity is used to determine instrument items that can be used as indicators of overall latent variables. The results of this test are measured based on the value of the loading factor (external loading) of the construction indicator. The following convergent validity test results are presented in the table.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Outer Loadings</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Motivation</strong></td>
<td>X1.1</td>
<td>0.799</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.2</td>
<td>0.836</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.3</td>
<td>0.759</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.4</td>
<td>0.858</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.5</td>
<td>0.804</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.6</td>
<td>0.901</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.7</td>
<td>0.867</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.8</td>
<td>0.788</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.9</td>
<td>0.903</td>
<td>Valid</td>
</tr>
</tbody>
</table>
The table shows that all external loading factors have values greater than 0.5. So that this measurement can be concluded has met the requirements of convergent validity. The convergence validity of the measurement model using reflective indicators is assessed based on factors outside the loading of the indicators that measure the construct. In this study there are 5 constructs with a number of indicators ranging from 3 to 10 indicators with a scale of 1 to 5.

If the correlation coefficient equals 0.3 or more (at least 0.3) then the instrument is declared valid, and invalid if the correlation coefficient is smaller than 0.3 (Sugiyono, 2006) states based on the results of the loading factor above, then conclude that constructs that have a dominant loading factor above 0.5 have good convergent validity.

The validity test was also carried out with a test method that compared the square root values of the average extracted variance (AVE) in each construct with the correlation between other constructs contained in the model.

### Table 3. Testing Results Table AVE

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>0.708</td>
</tr>
<tr>
<td>Digital Start Up</td>
<td>0.692</td>
</tr>
<tr>
<td>Entrepreneurial Decision</td>
<td>0.647</td>
</tr>
</tbody>
</table>

Source: Data processed from Smart PLS output
In addition to the construct validity test, the construct reliability test is also measured by the composite reliability and Cronbach's alpha of the indicator block that measures the construct. Following are the results of reliability testing and Cronbach alpha composites from Smart PLS:

Table 4. Composite Reliability and Cronbach's Alpha tables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>0.962</td>
<td>0.967</td>
</tr>
<tr>
<td>Digital Start Up</td>
<td>0.943</td>
<td>0.952</td>
</tr>
<tr>
<td>Entrepreneurial Decision</td>
<td>0.961</td>
<td>0.965</td>
</tr>
</tbody>
</table>

Source: Data processed from Smart PLS output

This construct is stated to be reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. From the Smart PLS output above all construction has a composite reliability value above 0.70.

The measurement model for the validity and reliability test, the coefficient of determination of the model and the path coefficient for the equation model, can be seen in the following figure:

### Figure 5. PLS Algorithm

Source: Data processed from Smart PLS output

**Structural Model Testing (Inner Model)**

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient for the independent variable then the significance is assessed based on the t-statistic value of each path. The structural model of this research can be seen in the following figure:
Figure 6. Display of PLS Bootstrapping Results
Source: Data processed from Smart PLS output

R2 values for each endogenous variable in this study can be seen in Table 5.

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
<th>Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Start Up (Z)</td>
<td>0.272</td>
<td>0.265</td>
</tr>
<tr>
<td>Entrepreneurial Decision (Y)</td>
<td>0.430</td>
<td>0.418</td>
</tr>
</tbody>
</table>

Source: Data processed from Smart PLS output

The R Square value of Digital StartUP (Y1) of 0.272 shows the correlation of Motivation with Entrepreneurial Decision. And the R Square Entrepreneurial Decision (Y1) value of 0.430 shows the correlation of Motivation and Digital StartUP.

Goodness of Fit

In the next stage the model evaluation will be carried out through goodness of fit. Goodness of fit assessment is known from the Q-Square value. Q-Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the model can be said to be more suitable with the data. The results of calculating the Q-Square values are as follows:

\[
Q\text{-Square} = 1 - [(1-0.272) \times (1-0.430)]
\]

\[
= 1 - (0.728 \times 0.570)
\]

\[
= 1 - 0.41496
\]

\[
= 0.585
\]

Based on the above calculation, a Q-Square value of 0.585 is obtained. This shows the amount of diversity of research data that can be explained by the research model is 58.5%, while the remaining 41.5% is explained by other factors that are outside this research model. Based on these results, the model in this study can be stated to have had an excellent goodness of fit.
Based on the table above it can be seen that the measurement model formed is the Equation Model as below:

\[ Z = 0.522X1 \]
\[ Y = 0.459Z + 0.286Y \]

Where,
\[ X = \text{Motivation} \]
\[ Z = \text{Digital StartUp} \]
\[ Y = \text{Entrepreneurial Decision} \]

The equation above can be interpreted as follows:
1. Variable Motivation has a positive direction coefficient on Digital StartUp
2. Motivation variables have a positive direction coefficient on Entrepreneurial Decision.
3. Digital StartUp variables have a positive coefficient direction on Entrepreneurial Decision.

Hypothesis testing
1) The Effect of Motivation on Digital StartUp

The first hypothesis which states that motivation Influences digital startup can be proven true. This can be seen from the statistical t value of 5.628 which is greater than the value of t table = 1.96, and the probability value of 0.000 which is smaller than the specified critical value limit of 0.05. Thus it is stated that Motivation has a significant effect on Digital StartUp. This shows that motivation influences people to become Digital StartUp.

The results of this study are in line with the results of research conducted by nastiti, P (2019), Hardiyanto (2018), nelloh (2018) Zhu et.al (2018) Paul et.al (2018), Debrulle et.al (2012). Where the results of his research indicate that Motivation has a positive and significant influence on Digital StartUp.

2) The Effect of Motivation on Entrepreneurial Decision

The second hypothesis which states that Motivation Influences Entrepreneurial Decision is proven true. This can be seen from the statistical t value of 3.134 which is greater than the value of t table = 1.96, and the probability value of 0.000 which is greater than the specified critical value limit of 0.05. Thus it is stated that motivation has no significant effect on entrepreneurial decision.

The results of this study are in line with the results of research conducted by Bryant (2007) Gu,J et.al (2018), Pihie (2013) Bryant (2014), Oshea et.al (2017). Where the results of his research show if Motivation has a positive and significant influence on Entrepreneurial Decision.

3) The Influence of Digital StartUp Against Entrepreneurial Decision

The third hypothesis which states that Digital StartUp have an Impact on Entrepreneurial Decision can be proven true. This can be seen from the t value of statistics equal to 1.984 which is greater than the value of t table = 1.96, and the probability value of...
which is smaller than the specified critical value limit of 0.05. Thus it is stated that the Digital StartUp has significant and significant effect on Entrepreneurial Decision.

The results of this study are in line with the results of research conducted by Alimi et.al (2018) Quinones et.al (2015) Ghezzi (2019), Burmeister (2007), Scuotto (2013). Where the results of his research show if Digital StartUp has a positive and significant influence on Entrepreneurial Decision.

**CONCLUSION AND SUGESTION**

Based on the results of research and discussion in the previous chapter, regarding Motivation, Digital StartUp and Entrepreneurial Decision it can be concluded that:

1. Motivation has a positive and significant effect on Digital StartUp. The desire for higher income has a very strong relationship with the Entrepreneurial Decision variable. Likewise, the desire for a more satisfying career will support the community to develop better with independence, will make the community become creative with new concepts and ideas that come. With motivation to become a digital startup will build long-term wealth for people's lives, with that will increase the contribution of humanity to social life.

2. Motivation has a positive and significant effect on entrepreneurial decisions. With the desire to be responsible will motivate someone to become an entrepreneur, confidence is the key if someone wants to do business, together with motivation that will shape one's character in the road to success by being oriented to the future with good achievement value that can be measured by the situation the better finances, motivation will support a person for entrepreneurial decisions.

3. Digital StartUp has a positive and significant effect on Entrepreneurial Decision. Digital startup will support someone's desire for Entrepreneurial Decision, with the current modern situation many products are sold through the digital world, thereby increasing one's desire to do business, by offering goods that they will sell both physical or digital offerings, in the digital world as well can sell products with service concepts and finished products, making it easy for prospective young entrepreneurs to do business because they can do business freely, because of the ease of communication.

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