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THE CORRELATION BETWEEN FAMILY'S ECONOMIC SOCIAL WITH THE BUSINESS INTEREST IN BEAUTY

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ABSTRACT

This paper seeks to determine the relationship between socio-economic family and interest in entrepreneurship in the field of beauty at the Akademi Kesejahteraan Sosial Yogyakarta. This paper used correlation analysis approach to gather information from respondents. This study used a set of questionnaire to measure variables used in this study. Hypotheses were tested using non-parametric statistical methods to determine whether there is a relationship between socioeconomic family and interest in entrepreneurship in the field of beauty. The results showed that there was a significant relationship between socioeconomic family and interest in entrepreneurship with a moderate closure relationship of 0.371. Each variable in the results of data processing have a significant result in the interest of entrepreneurship with the result shown 27 (90%), and the socio-economic sector that has the largest entrepreneurial interest in income of 1 million-2.5 million (IDR) by 10 (33.3%). The results in the study of socioeconomic relations and interest in entrepreneurship were attracted by 15 (50%) and very interested in 12 (40%). This study has a significant result between socio-economic families with interest in entrepreneurship by reaching 90% of respondents surveyed turned out to have an interest in entrepreneurship. At low socioeconomic has greater entrepreneurial desire, someone at low socioeconomic family wants to improve their lives by entrepreneurship in one of the beauty procedures.

Keywords: Socio-economic, entrepreneur, cosmetology, business, interest

INTRODUCTION

Industrial development in various sectors continues to grow has triggered students interest to become young entrepreneurs. Students who have great determination to be in line with present condition are mostly those among from the lower to middle economic circles. The ideals after taking vocational education have the expertise that can be developed to become an entrepreneur. Education is like a bright light that can guide a person to determine the direction, purpose and meaning of life. One of the factors that make a person want to have a further progress in life is to have a better family socio-economic. The socio-economic family has a close relationship for one's interests. Although not one hundred percent say that someone who wanted a life changing from a low socioeconomic family has a large interest in entrepreneurship and vice versa. Education and socioeconomic family has a role to change someone for the better in the mindset, as well as the goal to achieve a better life. Interest in entrepreneurship can grow when someone has the desire to advance or develop the expertise they have to be of benefit to their lives.

Socio-economic status is a person's position in society related to others in the sense of social relations, achievements and rights and obligations in relation to resources (Soekanto, 2007). The position of a person in ordinary society is classified by education, work that is used as a source of income, the condition and location of residence and association and social activities. Education is able to change a person's social status for the better because having education in the form of knowledge and skills can improve human resources.

Education is a process of experience because life is growth, education means helping inner growth without being limited by age (John Dewey, 2005). Human resources obtained through education can continue to be sharpened into a skill. His expertise, for example, in the field of beauty procedures, is able to improve socioeconomic status by entrepreneurship in the field of beauty procedures. Entrepreneurship starts from a sense of wanting to develop the potential that exists within. An interest can be interpreted as a feeling of pleasure towards something or an activity. Entrepreneurial interest is a focus on entrepreneurship because of a sense of liking and accompanied by a desire to learn, know and prove further about entrepreneurship (Musthofa, 2014). Entrepreneurial interest arises because of the knowledge and information about entrepreneurship. Entrepreneurial interest is influenced by the presence of high soft skills, because being an entrepreneur requires strong personal skills and character.

Researchers in this study want to identify the family's socioeconomic relationship with entrepreneurial interests in the field of beauty. Beauty is divided into hair and hair beauty. Hairstyling is a science that studies how to regulate or repair hairdo, the condition of the hair, which is shaped in such a way that it becomes better, beautiful and enchanting, has a balance / harmony and symmetry between other body parts (Rostamailis, 2008). Interest in entrepreneurship in the world of beauty is not only in hair beauty but can be an entrepreneur in skin beauty. The skin beauty is the art of beautifying and beautifying the appearance of the face, beauty procedures function to change (make over) the existing deficiencies towards a more beautiful and perfect (Kusantati, 2008).

The development of business in the field of beauty is growing rapidly in various circles and almost all regions there are businesses of beauty procedures. Beauty business is developed by

someone who wants to develop their expertise and wants to have a decent life in their social economy. It is said to have a decent life from the beauty business because every individual in general always wants to look beautiful and healthy, so this business is needed by the wider community. The aim of this study is to examine the relationship between the socioeconomic relationship of the family with the entrepreneurial interest.

METHODOLOGY

In this study applied the quantitative approach by analyze the descriptive and correlation analysis. The sampling method is using the purposive sampling where involved all the first year semester of cosmetology students at the Akademi Kesejahteraan Sosial.

Method of Collecting Data

The data in this study are data in the form of opinion of research subjects using a questionnaire, namely asking written questions through questionnaires that are distributed directly to respondents. Data taken through the statements in the questionnaire represent the variables to be measured. Variables are the object of research or what is the focus of research (Suharsimi, 2010). Variables in the study consisted of family socioeconomic and interest in entrepreneurship. By taking data on students as respondents. The research will be successfully determined by the instrument used, because the data needed to answer the research problem is obtained through the research instrument.

Data Collection Instruments

Data collection instruments using questionnaires in the form of statements of the variables to be studied. Data collection instruments in this study used a questionnaire. Kueisoner is a number of written questions that are used to obtain information from respondents in the sense of reports about his personality, or things he wants to know (Arikunto, 2006). It is expected that with the questionnaire the researcher can dig up a lot of information from related subjects. The research questionnaire is closed, respondents cannot provide other answers except those already available as alternative answers. The statement contained in the questionnaire in the form of questions related to the indicator research variables.

Data Processing Techniques

This study uses data collection methods by filling in questionnaires to get answers directly from respondents. Data processing in this study includes testing the statistical mix of entrepreneurial interest in distributing questionnaires using SPSS. Testing includes: a. Validity test is done to find out whether the data in the questionnaire is valid or not. b. The reliability test was conducted to find out whether the data on the questionnaire was reliable or not. c. Kendall tau correlation test is performed to determine the relationship of two or more variables with ordinal data (Azwar, 2012).

Data Analysis

Correlation analysis or correlation test is intended to see the relationship of the two measurement results or two variables studied to determine the degree of relationship between socioeconomic relationships with family interests in entrepreneurship. This study uses Kendall's tau correlation test approach. In analyzing research data, Kendall's tau correlation test is used to find out the relationship between two ordinal scale variables or it can also be one of the ordinal scale data while the other data are nominal or ratio periodic. Kendall's tau-b correlation test is an unbiased estimator for population parameters, while the Spearman rank correlation test does not provide an estimate for a population's coefficient of rank (Singgih Santosa, 2014).

RESULTS AND DISCUSSION

The results of the data collected in this study are primary data. Data collection was carried out by collecting questionnaire data distributed to 30 respondents. The results of entrepreneurial interest from 30 respondents can be seen in a questionnaire that has been collected which is then examined for validity. Researchers will be able to find out from the results of the missionary mix whether there is a socioeconomic relationship between the family and the entrepreneurial interest in beauty. The results of the questionnaire are then processed using validity, reliability, and Kendall Tau correlation tests.

Univariate Results

Characteristics of respondents

From the univariate results we can see the interest in entrepreneurship in beauty as seen from the family's socio-economic relationship as illustrated in Table 1.

Table 1.
Interest in entrepreneurship in the field of beauty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not interested	3	10.0	10.0	10.0
	Interested	15	50.0	50.0	60.0
	Very Interested	12	40.0	40.0	100.0
	Total	30	100.0	100.0	

Based on the table above the characteristics of respondents towards entrepreneurial interest in beauty procedures who have an interest in as many as 15 (50%), who have a very interested in as many as 12 (40%). See the results of the family's socioeconomic relationship with entrepreneurial interest in the Table 2. Based on the table above the family's socioeconomic relationship to entrepreneurial interest is very clear, that socioeconomic can influence one's entrepreneurship. In the table listed respondents who have an interest in entrepreneurship can be seen in the socioeconomic with income of 1 million - 2 million IDR as many as 10 (33.3%).

Bevariat Analysis

The results of research on the socio-economic relationship of families with an interest in entrepreneurship in beauty can be seen in Table 3.

Table 2.

Family social economy

Income (Million IDR)	Frequency	Percent	Valid Percent	Cumulative Percent
1.0 – 2.0	10	33.3	33.3	33.3
2.0 – 2.5	7	23.3	23.3	56.7
2.5 -3.0	6	20.0	20.0	76.7
3.0 - 3.5	5	16.7	16.7	93.3
3.5 -4.0	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Table 3,

Correlations between interest in entrepreneurship and family social economy

		Interested in Entrepreneurship in the field of beauty	Family Social Economy
Kendall's tau_b	Interested in Entrepreneurship in the field of beauty	Correlation Coefficient	1.000
		Sig. (2-tailed)	.371*
		N	.022
	Family Social Economy	Correlation Coefficient	30
		Sig. (2-tailed)	30
		N	30

*, Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the correlation test the interest of entrepreneurship in the field of beauty has a very significant relationship with the socioeconomic family. So a low socioeconomic family can increase one's entrepreneurial demand. In this study, both of these variables have a close relationship of 0.371, which means that the relationship is moderate.

Based on the Table 4, the respondents most interested in the beauty entrepreneurship interest are 6 (20%) in the socioeconomic family of the income of 1 million to 2 million. Hypothesis testers use the Kendal Tau correlation analysis. Based on the results of this study obtained significant results in which respondents who have an interest in entrepreneurship in beauty as much as 15 (50%) at a low socioeconomic level of the family with an average income of around 1 million - 2.5 million IDR and very interested 12 (40%), there are the most interested in the socioeconomic with income of 2.5 million -3 million IDR.

Table 4.

*Interest in entrepreneurship in the field of beauty * socioeconomic family crosstabulation*

			Family Social Economy (Million IDR)					
			1.0-2.0	2.0-2.5	2.5-3.0	3.0-3.5	3.5-4.0	Total
Interested in Entrepreneurship in the field of beauty	Not Interested	Count	3	0	0	0	0	3
		% of Total	10.0%	.0%	.0%	.0%	.0%	10.0%
	Interested	Count	6	4	1	2	2	15
		% of Total	20.0%	13.3%	3.3%	6.7%	6.7%	50.0%
	Very Interested	Count	1	3	5	3	0	12
		% of Total	3.3%	10.0%	16.7%	10.0%	.0%	40.0%
	Total	Count	10	7	6	5	2	30
		% of Total	33.3%	23.3%	20.0%	16.7%	6.7%	100.0%

DISCUSSION

From the results of existing research that there is a socio-economic relationship with family interest in entrepreneurship in the field of beauty. From the above data it can be seen that the socioeconomic family with income of 1 million - 2.5 million IDR there are 17 people (56.7%) of all respondents who have an interest in entrepreneurship. From the results of entrepreneurial interest we can get 27 people (90%) who have the desire or interest in entrepreneurship in the beauty field.

This research can be said to be significant or have a socioeconomic relationship with family interest in entrepreneurship. Families who have low socioeconomic or income in the range of 1 million-2.5 million IDR turn out to have greater entrepreneurial determination or desire.

The results research of Purnamasari (2018) on the Influence of Family Environment and Entrepreneurial Interest in Economic Education Perspectives is similar and relevant. The results of this study indicate that the family environment and entrepreneurship interests in economic

education students fall into the medium category. The results of the hypothesis indicate that there is a significant positive effect on the family environment and entrepreneurship interests in economic education students. This is the same as the researchers conducted a significant hypothesis between the economic problems of the family and the interest in entrepreneurship in beauty. For someone with entrepreneurship can improve the socioeconomic family.

Low socioeconomic family can raise a person to be able to live better by having the expertise to increase entrepreneurial interest to get a decent life. The results of the research that are relevant to this research are Entrepreneurial Interest Viewed from the Socio-Economic Status of Parents and Independent Attitudes in Students of the Economics of Accounting Education Study Program University of Muhammadiyah Surakarta stated in the results of his research that the interest in entrepreneurship is influenced by parents' and independent social status (Candra, 2015). This is the same as what researchers do with a low socioeconomic will foster greater entrepreneurial interest in someone.

CONCLUSION

Based on the results and discussion on the research on the socioeconomic relationship of the family with entrepreneurial interest, it can be stated that the results of the research are significant or have a relationship with the socioeconomic family income of 1 million-2.5 million, there are 15 (50%) who have an interest in entrepreneurial interest and 12 (40%) who have a very interested taste in entrepreneurship in the beauty field. Judging from the interest of entrepreneurship in the field of beauty the study stated that 27 (90%) had an interest in entrepreneurship. In this study, both of these variables have a close relationship of 0.371, which means that the relationship is moderate.

The highest interest in entrepreneurship is in the family's socioeconomic order with an income of 1 million-2.5 million as much as 6 (20%), and those who have a very strong interest in the socioeconomic order of the family with 2.5 million-3 million income of 5 (16.7%). We can see that with socioeconomic under 3 million have a higher interest in entrepreneurship than those who have an establishment in the socioeconomic family.

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