Student Motivation as an Impact of Campus Environment and Leadership Style: A Case Study of Business Community Development, Universitas Widyatama

Ahmad Nasir*
Universitas Widyatama
Email : ahmad.nasir@widyatama.ac.id

Tezza Adriansyah Anwar
Universitas Widyatama

Abstract:
The purpose of this research is to get the result of study about work environment variable, leadership style, and work motivation variable of Business Community Development (BCD) member as well as to analyze the influence of work environment and leadership style on work motivation of Business Community Development (BCD) member. Methods of research conducted using descriptive-verification method. Population in this research is a member of Business Community Development (BCD) as many as 117 sample respondents obtained by using purposive sampling technique. Data collection was done by questionnaire, observation, and interview to get primary data. Statistical analysis was used using path analysis to analyze this research using SPSS and LISREL software. Based on the result of the research, it can be concluded that there is influence between work environment variable to work motivation of Business Community Development (BCD) member there is also influence between leadership style variable to work motivation of Business Community Development (BCD) member.

Keywords: Campus Environment, Leadership Style, Student Motivation

Introduction

Students are someone who studies on the lecture bench by taking a preferred course as well as a department in which there is a high possibility to develop their talents. Of course, the higher students in studying in higher education will be more linear and specific to the science they are doing. One way to channel their interests and talents, many students follow campus organizations. In addition, other students who feel that the current organization is not in accordance with their talents and interests, then some of them took the initiative to establish a new organization that is able to accommodate their talents, interests, and potential by making and submitting proposals to Pema (Government Students) then addressed again to the campus to get a decree and authorize the establishment of an organization.

Universitas Widyatama is one of the campuses whose majority of students comes from business and management faculties. Therefore, many students from these faculties have interests and talents for entrepreneurship or business, therefore on November 27, 2008, the Student Research and Development Institute (LP2M) Widyatama University inaugurated the establishment of an organization called Business Community Development (BCD) which aims to be a means of developing a strong and accomplished entrepreneurial spirit and developing tasks to foster the academic community and students to have the knowledge, insight and basic experience of

entrepreneurship, however, they can cooperate with the industrial world. Business Community Development fosters and develops the interests, talents, and potential of its members by conducting research based on entrepreneurship science, providing education and training to create creative, innovative and professional members, increasing the active role of Business Community Development members in various business activities and become a Business Center for Widyatama University students.

The members have promised and signed a membership contract that they are willing to contribute in order to advance the organization in achieving the stated goals. Business Community Development is an organization that is directly supervised by the student research and development institute (LP2M) of Widyatama University, where Business Community Development functions as a means of student business incubator in entrepreneurship. The Business Community Development Secretariat itself is in Room C.102 Widyatama University, Jl. Cikutra 204A, Bandung. This organization is demanded to be able to conduct research based on entrepreneurship science, develop business units as a form of entrepreneurship implementation, and become a Business Center for students of Widyatama University. To achieve this, high motivation is needed by its members.

Today, Business Community Development facilitates the room with air conditioning (AC), provides a special space to discuss business by its members, as well as other equipment and supplies that support the creation of a good and conducive work environment however, it will increase the motivation of its member's inactivity. In addition, to increase the motivation of the work of its members is by implementing a system of issuing warning letters (SP) by the leaders to members who feel less active and less contribute to the progress of the organization. This is done solely in order to realize shared goals and ideals.

This study aims to test the influence of the work environment and leadership style on work motivation. It is hoped that this research can be an organizational guideline to support and facilitate the work environment however, it is conducive and it is also hoped that organizational leaders will be wise and have authority in leading however, they can increase the motivation of members in their activities.

Literature Review

a. Work Environment

According to Taiwo (in Josephine and Harjanti, 2017), the work environment is everything, events, people and others that affect the way people work. The work environment is a collection of physical and non-physical factors, both of which affect the way employees work. The situation in the workplace is a non-physical work environment, while people or equipment are physical work environments. An organization should identify various dimensions contained in the work environment however, members can understand every indicator that is in the work environment of an organization.

b. Leadership Style

According to Rivai (in Amalia, Swasto, and Susilo; 2016), leadership style is a set of characteristics used by leaders to influence subordinates however, organizational goals are achieved. Robbins (in Darumeutia; 2017), mention that there are four types of leadership styles, namely as follows:

- Charismatic leadership style
  A leadership style triggers followers by showing heroic or extraordinary abilities when they observe certain behaviors of their leaders.
- Transactional leadership style
  Leadership styles guide or motivate their followers to set goals by clarifying the requirements of roles and tasks.

- Transformational leadership style

Leadership styles inspire followers to transcend their personal interests and are able to bring profound and extraordinary impact on the personalities of their followers.

- Visionary leadership style

A leadership style that is able to create and articulate a realistic, credible and interesting vision regarding the future of an organization or organizational unit that is growing and improving.

c. Work Motivation

Business Community Development in carrying out its functions and objectives requires human resources, in this case, the management and members of organizations that have high work motivation.

According to Reksohadiprojo and Handoko (in Safri; 2015), work motivation is a personal condition in someone who encourages an individual's desire to do certain activities in order to achieve a goal.

Motivation has a goal that can encourage someone to do a job in order to achieve maximum results, motivation goals. According to Hasibuan (2014), the purpose of motivation is as follows:

- Improve employee morale and job satisfaction
- Increase employee work productivity
- Maintain the stability of company employees
- Improve employee discipline
- streamline employee procurement
- Creating a good atmosphere and working relationship
- Increases loyalty, creativity, and employee participation.
- Improve employee welfare.
- Enhancing the sense of responsibility of employees for their duties.
- Improve the efficiency of the use of tools and raw materials.

d. The relationship between Work Environment and Leadership Style against Work Motivation

A good work environment must be supported by a leadership style that is authoritative and wise in leading its members. Ludiya (2017) in his research revealed that work environment have a positive and significant influence on work motivation. Then Alghazo, et. al (2016) found that there was a strong relationship between leadership style and employee motivation where the correlation was positive with transformational and negative styles with transactional style. Then in the study of Harianja (2014) revealed that there is a positive and significant influence between the work environment and leadership style on work motivation.

Based on the description above, the research paradigm can be described as follows :
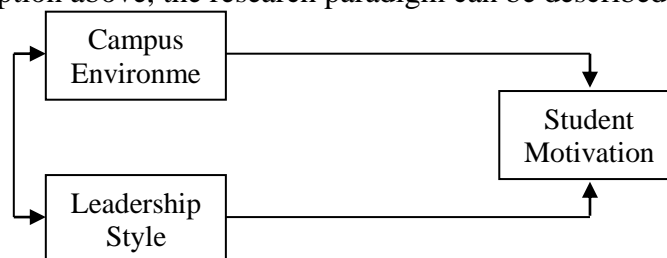
Figure 1: Research paradigm

Hypothesis

The hypothesis in this study is as follows:

"Campus environment and leadership style affect student motivation".

Meanwhile, the sub-hypothesis is as follows:

a. Campus environment affect student motivation.
b. Leadership style affect student motivation.

Methodology

This research is an explanatory research. The data used are primary data obtained from observation, interviews and questionnaires. Secondary data in this study were obtained from books, journals, and the internet. The population of this study were members of Business Community Development (BCD) totaling 167 students. The sample in this study amounted to 117 students, where the purposive sampling method was used in this study. The analytical tool used to help solve problems is the path analysis using Lisrel 8.80 edition and SPSS.

Findings

a. Respondent Profile

   Respondents in this study are members of the Business Community Development (BCD) organization. The research questionnaire was distributed to 117 BCD members. The result shows that most of the BCD members are majoring in business and management. This shows that only students from the program are interested in developing their abilities in business and entrepreneurship.

b. Descriptive Result

Student Perceptions on Campus Environment

Student perceptions regarding Campus Environment can be seen in the following table:

Table 1: Student Perceptions on Campus Environment

Indicator	%	Category
Privacy level of workspace	60	Less privacy
Easy level of communication	72	Easy
Workspace interior design	63	Not good
Complete facilities	64	Not complete
Available internet network level	57	Not good
Cleanliness and tidiness of the organizational environment	62	Less clean
The role of colleagues in completing tasks	72	Good
Familiarity with co-workers	73	Good
Openness in communication	66	Less open
Average	**65,4**	**Less supported**

From the table above, it can be seen that the overall campus environment is less supportive to be able to become an entrepreneur. This condition is caused by a lack of campus environment support related to wifi speed, the privacy of their place of creation, and the lack of other supporting facilities.

Even so, the ease of communication and support from fellow members to realize the desire for entrepreneurship is the positive side of the environment.

Student Perceptions on Leadership Style

Student perceptions regarding leadership style can be seen in the following table:

Table 2: Student Perceptions on Leadership Style

Indicator	%	Category
Leader support to members	64	Less supportive
Relationship between leaders and members	65	Not good
The role of the leader in overcoming conflict	69	Good
Firmness of leadership	74	Good
Leadership skills in explaining tasks	67	Poor ability
Determination of work standards	67	Not good
Leadership policy in advising members	67	Unwise
Providing evaluation of work results	68	Not good
Intensity of discussion between leaders and subordinates	67	Less intense
Average	**67,5**	**Less supported**

Overall the leadership style in BCD does not support students who are BCD members to become entrepreneurs. This was due to the lack of support from the lecturer who was the head of BCD and the student of the BCD chairman in activities that supported this. They also lacked the example to become entrepreneurs because both the Head of BCD and the Chair of BCD were not entrepreneurs (not experienced as entrepreneurs), so they could not share in overcoming the problems faced by members when running a business.

This condition is also exacerbated by the lack of intensity of communication between leaders and members so that BCD members are often confused in carrying out instructions or activities that are charged.

Student Perceptions on Their Motivation

Student perceptions regarding their motivation to be entrepreneur can be seen in the following table:

Table 3 : Student Perceptions on Their Motivation

Indicator	%	Category
Perseverance of members on duty	42	Not diligent
Level of enthusiasm on duty	55	Lack of spirit
Training efficiency	47	Not efficient
Effectiveness of development programs	47	Ineffective
Member responsibility	47	No responsibility
The direction of the members' goals follows the organization	45	Undirected
The level of happiness of the members on duty	50	Not happy
Member satisfaction in achieving achievements	43	Not satisfied
Feasibility of the award given	59	Less feasible
Average	**48,3**	**Unmotivated**

Students who are BCD members are also not motivated to become entrepreneurs. This is due to the lack of support and appreciation from the leaders and members of the BCD itself for every

progress of the business being carried out and the awards received for the business being carried out.

In addition, in every activity carried out and followed by BCD members, BCD members felt unhappy and enjoyed the activity. And even, training activities carried out to improve their competencies were also felt to be useless because they themselves were not comfortable with the training. This condition occurs because of the lack of consistency of the attendance of each member in the activities carried out. This also shows the irresponsibility of members to the organization. Therefore, every activity carried out becomes ineffective.

 c. Hypothesis Testing
After calculating using Lisrel 8.80 version, the correlation between variables in this study is as follows:

Table 4: Correlation Matrix

Variable	Campus Environment	Leadership Style	Student Motivation
Campus Environment	1,000		
Leadership Style	0,614	1,000	
Student Motivation	0,510	0,661	1,000

The table above shows that:
   a. The correlation between campus environment and student motivation is 0.510. This shows that the correlation between the two variables is in the medium stage.
   b. The correlation between leadership style and student motivation is 0.614. This shows that the correlation between the two variables is strong.
   c. The correlation between campus environment and leadership style is 0.661. This shows that the correlation between the two variables is strong.
   d. The strong relationship between the influence of the work environment and leadership style is 0.614. This shows that the reciprocal relationship between the work environment and work motivation reaches 61.4 percent or in other words the level of the relationship between the two variables is being.

By using Lisrel 8.80 to calculate path analysis, the structural equation is as follows:

Structural equation
Student Motivation = 0.492 * Environment + 0.185 * Lead, Errorvar. = 0.604, R² = 0.396
Stand err   (0.0966)   (0.0966)   (0.0796)
Z-values   5,093   1,915   7,583

From the equation above, the hypothesis test is as follows:

Table 5: Hypothesis Testing

a. Simultaneous Test

Hypothesis	F_{count}	F_{table}	Result	Statistical Conclusion
Campus environment and leadership style do not affect student motivation	37.371	3.0718	Significant	H_0 rejected. Campus environment and ledership style affect student motivation

b. Partial Test

Hypothesis	t_{count}	t_{table}	Result	Statistical Conclusion
Campus environment does not affect student motivation	5.093	1.98	Significant	H_0 rejected. Campus environment affect student motivation
Leadership style does not affect student motivation	1.915	1.98	Not Significant	H_0 accepted. Leadership style does not affect student motivation

Simultaneous test results show that both variables have a significant influence on student motivation. However, when a partial test is performed for each variable, it is seen that only the campus environment has a significant effect on student motivation. Meanwhile, the leadership style has no significant effect on student motivation. This shows that in entrepreneurship, what is most needed is support from the campus environment because the desire for entrepreneurship comes from yourself. So that if the desire is strong enough to become an entrepreneur, then the leadership style of the other party becomes unimportant because everything is determined by themselves.

Because the leadership style has no significant effect on student motivation, it is recalculated to determine the effect on student motivation. Re-calculation is done using SPSS. The result is the following :

Table 6: Hypothesis Testing

Hypothesis	t_{count}	t_{table}	Result	Statistical Conclusion
Campus environment does not affect student motivation	7.941	1.98	Significant	H_0 rejected. Campus environment affect student motivation

The table above shows that campus environment has a significant influence on student motivation. And influence of that variable on student motivation can be seen in the following table:

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Table 7: Variable Impact

	Coefficient	Impact	Residual Factors
Campus environment affect student motivation	0.595	0.354	0.646

The influence of campus environment on student motivation can be said to be low. This can be interpreted that the motivation of students to become entrepreneurs is less influenced by the campus environment.

Discussion and Conclusion

The results of this study indicate that leadership style has no impact on student motivation in entrepreneurship. Campus environment even though has a significant influence but is not closely related to the motivation to become an entrepreneur. This means that the motivation to become entrepreneurs comes from the strong desire of the students themselves. This motivation is supported by previous entrepreneurial experiences, entrepreneurial mentors who should come from successful entrepreneurs, family support and much more.

Support from the campus environment can be used as additional motivation. As for what is needed support from campus is a means of creating, adequate wifi speed so that they can search for information that is useful for business development, communication and support from fellow students and organizational officials so that they feel comfortable in entrepreneurship and not ashamed to show it on campus.

Factors of self-competence, entrepreneurship experience, family support and internal motivation are alleged to be used as variables that can be examined in subsequent studies.

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