

CHAPTER V

CONCLUSION

5.1 Research Conclusion

The purpose of this study was to determine the effect of social networks on the interest in entrepreneurial orientation in students at Andalas University. This research was conducted by distributing 216 questionnaires to students at Andalas University as respondents. After collecting the questionnaire, the researchers conducted tests on Smart PLS 3.0 and SPSS 16 through tests such as; descriptive statistics, measurement of the external model (convergent validity, discriminant validity, and reliability test), and measurement of the internal model (R-Square and T-Test) based on hypotheses can be concluded that:

1. Social network has a positive and significant influence on innovativeness in students at Andalas University. This shows that the more expanding the network, the benefits of using social networks carried out by Andalas University students can improve attitudes to continue to find new ideas and creativity. The opposite way, if they do not have a broad network in the social network then the attitude to find new ideas and creativity will be lower.
2. Social network has a positive and significant influence on risk-taking in students at Andalas University. This shows that the more expanding the network, the benefits of using social networks carried out by Andalas university students must be brave enough to take risks as a positive attribute such as investing a lot of time or money on uncertain things.

3. Social network has a positive and significant influence on opportunity seekers in students at Andalas University. This shows that the benefits of expanding the network to use social networks carried out by Andalas university students are that they can easily find information or identify opportunities.
4. Innovativeness has a positive and significant influence on entrepreneurial orientation in students at Andalas University. This shows that innovating by training yourself to be creative and finding something new will affect the interest to be an entrepreneurial orientation students.
5. Risk taking has a negative and not significant effect on entrepreneurial orientation in students at Andalas University. This shows that by trying unusual risk activities do not significantly influence interest in entrepreneurial orientation.
6. Opportunity seeker has a positive and significant effect on entrepreneurial orientation in students at Andalas University. This shows that by being able and willing to direct themselves in pursuing opportunities or seeking information for future changes this will influence interest in entrepreneurial orientation students.
7. Social network has a positive and significant effect on entrepreneurial orientation in students at Andalas University. This shows that the benefits of expanding the network on social networks will help entrepreneurial orientation in finding information, sharing knowledge, pursuing opportunities and other things.

5.2 Research Implications

This research has implications that can be used to increase understanding of the effect of social networks on entrepreneurial orientation, especially for academic sector. The results of this research are expected to provide an overview and information to the academic, in this research is the effect of the social networks toward an entrepreneurial orientation in students. The results of this research indicate that social network has a significant effect on entrepreneurial orientation. With this, it is expected that the academics can explore the students' potential to read opportunities that exist in the present era, which is increasingly advanced technology for entrepreneurship oriented.

5.3 Research Limitation and Recommendations

The researcher found several limitations and recommendation when conducting the research which is as follows:

1. The research just collected the data from online questionnaires survey. Researcher suggest future researchers can redesign questionnaire questions to better suit their research objectives. Validity testing should be done to ensure the questionnaire is valid for certain studies. Future researchers also can use a combination of other data collection methods such as interviews. This can increase the participation of respondents and interviewers can get more opinions from various perspectives. In addition, there is a lower probability that the respondent will misinterpret the question because the interviewer can clarify question instructions.

2. This study only tested students from Andalas University in Padang, so the implications of this study are only relevant to the context of Andalas University students and not for all students in the city of Padang. In further research, it is expected to expand the scope of research, especially to make the whole city of Padang as the object of further research so that it can have a positive impact on the government, academics, SMEs in the city of Padang later in increasing economic growth in the city of Padang

