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THE INFLUENCE OF INDEPENDENT ENTREPRENEUR AND INDEPENDENT CAMPUS ON STARTUP DEVELOPMENTS BY EALSING CREATIVE IDEAS AS A MODERATING VARIABLE

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ABSTRACT

The purpose of this study was to test and analyze the effect of the Independent Entrepreneur Program and Independent campus on startup developments with creative ideas as a moderating variable. The Independent Campus Program is an initiative of the Indonesian government to give students the freedom to design their own study curriculum. The population in this study was 150 students. The Grand Theory used is Economic Development Theory which measures economic development towards a better business world. The data collection technique uses simple random sampling by distributing research questionnaires in the form of google forms via social media. The data processing method in this study is to use smartPLS with the aim of testing the hypothesis. The results of this study indicate that independent entrepreneurs have a significant positive effect on startup development. Independent campus is proven to have a positive and significant effect on startup development. moderation creative ideas have a positive and significant effect on startup development. Creative ideas weaken but are not the main problem in weakening the independent campus with the right steps that can produce a positive effect and can moderate between independent campus and startup development that can be done by conducting training with experienced mentors to validate student ideas. Implications in research of this research is that the independent campus programme can provide greater access to resources to develop entrepreneurial skills, including creativity, which can help startups with creative ideas to generate future economic development impetus.

Keywords: Independent Entrepreneur, Independent Campus, Startup Development, Creative Idea.

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INTRODUCTION

Advances in today's education system reflect a stage of profound transformation in all fields. The integration of technologies such as e-learning and online platforms not only expands access to education, but also changes learning patterns by adjusting the curriculum to be more relevant to global demands such as integrated assessment which is increasingly recognised as a more comprehensive way. The Central Bureau of Statistics states that the open unemployment rate in Indonesia in 2014 reached 6.25% or 7.9 million and the number of university graduates was 688,660 people of which 495,143 were Bachelor and 193,517 Diploma (Yani et al., 2023). MBKM activities have a positive impact on the quality of students. The quality of these students includes increased knowledge, understanding, experience, creativity, communication, interpersonal skills and adaptability and greater problem-solving skills. Therefore, MBKM activities need to be continued and increase student participation (Amalia et al., 2023).

Based on the data above, it shows that the advancement of the education system in the independent campus programme has a positive impact because it gives students the freedom to add networks from various educational activities to achieve quality graduates. The independent campus has various programmes.

Based on the data above, it shows that the advancement of the education system in the independent campus programme has a positive impact because it gives students the freedom to add networks from various educational activities to achieve quality graduates. The independent campus has various programmes such as internships (MSIB), student exchanges (PMM), Independent Entrepreneurship (WMK), Teaching Campus, and so on (Chayo et al., 2022a). In this study, we will explore in depth related to the WMK programme, which is one of the programmes that raises entrepreneurial graduates who produce many creative businesses from students to face future business challenges (Lenya Ramadhani & Ute Chairuz M. Nasution, 2023). Entrepreneurial education is able to provide an understanding of developing an effective business, especially when facing challenges and adapting to changing market needs (Diansyah et al., 2022). This program expects to help develop strategies and optimise the potential of the digital economy well as the main medium for new startups (Fauziah et al., 2022).

In this study, researchers again want to test the influence of independent entrepreneurs and independent campuses on future business development. The difference to previous research is that it is related to the perspective of adding business insights in the entrepreneurship programme without explaining the understanding of the infrastructure that supports the development of existing startups, and no one has made creative ideas a moderating variable that can influence future startup development. In this programme also encourages students to develop detailed and socially responsible business plans, presenting a positive impact in both social and environmental aspects in running their business. Starting from creative ideas that originate from entrepreneurship among youth often encourages the emergence of innovative ideas. Through this approach, socialisation in the Merdeka Entrepreneur Program aims to equip students with the skills, knowledge, and attitudes needed to succeed in the competitive world of entrepreneurship (Suwena, 2016). Indonesia with a distribution of 56.18% or 150 million people as active internet users is very likely the birth of new application-based companies (digital startups), digital startups are companies that aim to continue to grow and find a form (Purba et al., 2022). Youth characteristics such as the courage to take risks, creativity, and adaptability, can be the main drivers in the

formation of startups (Ambawardani et al., 2021).

Young entrepreneurs in the digital era face a series of challenges that demand high adaptability and creativity, often experiencing difficulties in mastering the latest technology and integrating it into their business optimally. Limited understanding of technological solutions, uneven digital infrastructure, and high implementation costs can be major barriers (Ecosystem et al., 2023). This will be the latest discussion in this research and will complement previous research. So it is hoped that this research will make a significant contribution between students who take part in the independent entrepreneurship programme and independent campuses in the future, this refers to theoretical understanding and the results of previous research. So the researcher is interested in conducting research entitled "The effect of the Independent Entrepreneur Program and Independent campus on startup developments with creative ideas as a Moderating Variable".

LITERATURE REVIEW

Economic development theory explains growth by rigorously analysing the transition process that an underdeveloped economy goes through and then an approach is taken to understand and promote the economic growth of a region or country. This theory involves factors such as investment, innovation, government policy, and human resource development (Ranis & Fei, 1961). Development Economics is said to be in the doldrums now, after several decades, but the new innovation programme for students is able to foster new value for the entrepreneurial world (Schumpeter & Swedberg, 2021). Sustainable economic development often involves the implementation of new ideas, the use of advanced technologies, and adaptation to global change, all of which are key elements of a startup environment. Thus, independent entrepreneurs and independent campus with creative ideas have an effect on startup development, it can be seen from the results of previous research and form a hypothesis.

Effect of Independent Entrepreneur Programme on Startup Development (H1)

Programmes that provide support to aspiring entrepreneurs, including young people who have creative ideas, such programmes can help drive the growth of the startup ecosystem (Maryani & Supardi, 2023). Entrepreneurship is the process of creating something else using time and activities accompanied by capital and risk in order to grow a new local economy (Kirana & Dwiridotjahjono, 2024). Entrepreneurship is the process of creating something else by using time and activities accompanied by capital and risk in order to grow a new local economy (Kirana & Dwiridotjahjono, 2024). Based on the previous research above, the hypothesis H1: Independent Entrepreneur Program affects startup development.

Independent campus influence on startup developments (H2)

The Independent Campus can be a place where students can build business networks (Permata & Andriani, 2023). Merdeka Campus can directly provide coaching and startup accelerators that provide intensive guidance (Cahya et al., 2023). The MBKM programme is very useful not only for training students' soft skills but also for providing contextual field experience (Suleman et al., 2023). Based on the previous researchers above, it provides a small picture of the importance of an independent campus programme that can support startup development and the hypothesis H2 is obtained: Independent Campus has an effect on startup development.

The effect of creative ideas on startup developments (H3)

Creative ideas allow startups to present unique solutions or new approaches to existing problems (Al Qusaeri et al., 2023). Creative ideas are a vital driver in the long journey to success (Ermawati & Lestari, 2022). Furthermore, creative ideas play a key role in responding to market changes and keeping startups relevant over time (Keshishyan & Boghosian, 2020). It is not just about creating a product, but rather building a legacy of innovation that continues to evolve,

changing the way we see and interact with the business world. From this research, it forms a hypothesis H3: Creative ideas affect startup development.

Moderation of Creative ideas and Independent Entrepreneur Programmes on Startup Development (H4)

According to (Anoraga et al., 2023) states that entrepreneurship training for young people not only provides basic business skills, but also encourages creativity and innovation in startup business development. There are also according to other researchers (Hendrati et al., 2023) stated that the role of planning sustainable entrepreneurial activities in the context of startup development is very important, creative ideas are needed to produce innovative solutions that combine sustainability with business growth. Based on previous research, it states that creative ideas have a very positive effect in the future for startups, therefore a careful planning is needed in creating a new business. So from the above opinion forms the hypothesis H4: Creative ideas moderate the effect of independent entrepreneur programmes on startup development.

Moderation of Creative ideas and Independent Campus on Startup Development (H5)

According to (Anggriana et al., 2022) states that through a combination of career readiness and the Independent Campus programme, students can become entrepreneurs who are ready to face the challenges of the business world with unique and sustainable creative ideas. There are also opinions from other researchers, namely (Setiyowati et al., 2022) stating that by providing creative freedom in the independent campus programme, students can become skilled and innovative entrepreneurs, but it often happens that students who do not have a business background have difficulty designing a business so that it takes a long time to find business experience. Based on the previous researchers above, it produces the hypothesis H5: Creative ideas moderate the influence of independent campus on startup development.

METHODOLOGY

The population in this study are students who take part in the independent campus programme. The sample of this study is independent campus students, especially those who take part in the independent entrepreneurship programme who are willing to answer questions related to the independent entrepreneur and independent campus variables on startup development with creative ideas as moderating variables, the method of determining the sample size uses (Hair & Alamer, 2022). Where the number of samples is around 5 to 10 times the number of indicators or the number of questions available from the questionnaire, this method is referred to as a factor-based approach which assumes a general factor model, meaning that the covariance between indicators is only the product of these factors. The PLS-SEM method, on the other hand, is a composite-based approach that uses total variance (general, specific, and error variance) and represents the construction as a linear combination of its indicators. The sample research uses the convenience method. This study uses a research sample from among students who take part in the MBKM programme. The number of samples taken was 150 respondents.

This study has two independent variables (X), one dependent variable (Y), and one moderating variable (Z). The first independent variable entrepreneur programme (X1), according to (Suwena, 2016) states that the entrepreneurship student creativity programme and cooperative education programme aim to form entrepreneurs through higher education. This programme gives students the freedom to channel their business ideas. According to (Chayo et al., 2022b), independent entrepreneurship itself is a programme initiated by the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia which is special for students who have an interest in the world of entrepreneurship. The independent influence variable of the interpreneur programme has four indicators, namely entrepreneurial skills, innovation, networking, adaptability. The second independent variable campus (X2) according to (Cahya et al., 2023) states

that the independent campus is basically a new concept that provides learning innovations to produce quality learning. This programme gives students the freedom to study off campus with the aim of gaining new experiences. Independent campus learning activities are one of the efforts carried out to fulfil the need to enrich insight and competence (Arsyad & Widuhung, 2022). There are four independent campus variables, namely independence, competence, collaboration, academic freedom. The third startup development variable (Y) according to (Lutfiani et al., 2020) states that startup companies are newly built companies and still need to be developed, but it can also be interpreted that startups are companies that are technology or web-based and are often called digital companies. According to (Aprillia et al., 2023), this startup uses the help of digital transformation, businesses can change traditional business methods and create new business models through digitalisation of business operations. There are four startup development variables, namely growth, marketing, efficiency, partnership. The fourth variable creative idea (Z) according to (Romli, 2022) states that creative ideas arise because of the nature of not giving up easily on ideas that have been obtained to lead to the success of a creative product can be a valuable asset in enriching experience. Creative ideas are concepts generated through innovative, original thinking, and are not limited by conventional boundaries. Creative ideas can arise from new combinations of ideas (Noni et al., 2023). There are five variables in creative ideas, namely novelty, inspiration, relevance, flexibility, and execution ability.

The data collection technique used is using a questionnaire, where the researcher asks a number of questions that are in accordance with the indicators of each variable studied using a Likert scale of 1 to 5 to respondents whose criteria have been determined. This study uses smartPLS SEM (Partial Least Square - Structural Equation Modeling) software to process data and prove the research hypothesis. PLS analysis consists of two sub models, namely the measurement model (outermodel) and the structural model (innermodel). The measurement model is carried out to assess the validity and reliability of the model. In the structural model, it is carried out to determine the strength of the estimate between latent variables and constructs (Gunawan, 2022)..

RESULT AND DISCUSSION

This study used a selected sample of 150 respondents from among students who participated in the independent campus programme with 81 female respondents (55.2%) and 69 male respondents (44.8%). The age of respondents in this study was dominated by 21-25 years of age, totalling 122 people (79.2%), and the rest were under 20 years of age, totalling 28 people (20.8%), while the semester level of students who participated in independent campus activities was an average of semester 5 with 58 people (37.7) and semester 7 with 54 people (37.7%) and the rest was the minimum number between semester 3 and semester 6. Data quality tests in this study used Partial Least Square (PLS) analysis, which is a Structural Equation Model (SEM) equation model with a variance or component-based structural equation modeling approach. The software used is SmartPLS (Partial Least Square).

Validation and reliability test

Processing of research data begins with testing the validity of research data and testing the reliability of research data. The validity test is to see the research instrument, especially the statement of the question in a research questionnaire whether it is feasible or not to represent the variable under study. Meanwhile, the reliability test is to see the consistency of the answers from respondents, serious or not in answering the research questionnaire.

Tabel 1. Validation and reliability test

	Cronbach's alpha	rho_a	Composite reliability	AVE	Decision
X1	0.780	0.885	0.862	0.596	Accepted
X2	0.882	0.886	0.914	0.681	Accepted
Y	0.918	0.918	0.938	0.752	Accepted
Z	1.000	1.000	1.000	1.000	Accepted
Z x X1 -> Y	1.000	1.000	1.000	1.000	Accepted
Z x X2 -> Y	0.896	0.899	0.924	0.708	Accepted

Based on the table above, the results of the validity test carried out by comparing the square root of the average variance extracted (AVE) have results greater than 0.5, which means that the validity test has met the criteria and is declared good. So the indicators used in this study are valid and have fulfilled convergent validity. The results also show that the Cronbrach's Alpha and composite reliability values have results greater than 0.7, which means that the reliability test is declared reliable and meets the criteria. The structural model test or inner model shows the relationship or strength between constructs used using 3 criteria, namely R-Square, F-Square, and Estimation for Path Coefficients. Then is the calculation of the R-square value for the startup development variable is 0.828. This achievement explains that the percentage of startup development can be explained by the influence of the independent entrepreneur programme, independent campus, creative ideas by 82.8% and judging from the R-adjust value because the value is more than 33%, which is 0.822 or 82.2%, the resulting construct is strong. The result of the F-Square value for the independent campus variable is 0.059, it can be concluded that the latent variable has a moderate influence, namely between 0.02 - 0.15 at the structural level. Furthermore, the results of the Estimation for Path Coefficient used to see the significance of the influence between variables have significant results for all hypothesis testing.

Hypothesis Test

Testing of the five hypotheses in the study in the table below, based on the data processing carried out, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-statistics value and the P-value. the research hypothesis can be declared accepted if the T-statics value > 1.96 and the P-value < 0.05. The following are the hypothesis test results obtained in this study.

Table 2. Hypothesis Test

	Original sample	Sample mean	Standard deviation	T statistics	P values	Decision
X1 -> Y	0.332	0.340	0.093	3.559	0.000	Accepted
X2 -> Y	0.249	0.236	0.106	2.363	0.018	Accepted
Z -> Y	0.281	0.290	0.070	3.986	0.000	Accepted
Z x X1 -> Y	0.127	0.121	0.075	2.477	0.014	Accepted

Z x X2 -> Y	-0.177	-0.171	0.071	2.307	0.030	Accepted
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Based on the results of the data above, it can be concluded that the hypothesis test obtained is that of the five hypotheses proposed in this study, all variables are accepted. Hypothesis results from hypothesis one (H1) of the data analysis above show a T - Statistics value of 3.559 or more than the t table value of 1.96. So it is stated that independent entrepreneurs have a significant positive effect on startup development. This means that the more businesses that emerge in student independent entrepreneurship, the more opportunities there will be for the development of new startups. The results of this startup are in line with startup research (Maryani & Supardi, 2023) which states that this programme provides support to aspiring entrepreneurs, including youth who have creative ideas, such programmes can help encourage the growth of the startup ecosystem so that it has a positive and significant effect on startup development. So it can be concluded that the hypothesis (H1) is accepted.

Proof of the second hypothesis (H2) Independent Campus is proven to have a positive and significant effect on startup development with a T-statistics value of 2.363. This shows that by participating in the independent campus programme, students are able to establish an interaction which then exchanges ideas to build common goals in various aspects of both business and academics, by participating in this independent campus programme students are given assistance in the form of direct funding by investors if the business in independent entrepreneurship is unique. These results prove that this researcher is in line with research conducted by (Permata & Andriani, 2023), (Suleman et al., 2023) which states that independent campus has a positive and significant effect on startup development. So it can be concluded that (H2) is accepted.

Proof of the third hypothesis (H3) moderation of creative ideas has a positive and significant effect on startup development with a T-statistics value of 3.986. This shows that creative ideas are needed in creating a new startup such as paying attention to the opportunities around and seeing current trends which can then be realised to form a startup development, in addition to the unique ideas generated, the more likely it is that the business will be assisted by the government for the realisation of the program, the assistance provided is usually in the form of training or study recommendations with business people who have pioneered first. These results prove that this research is in line with researchers conducted by (Al Qusaeri et al., 2023), (Ermawati & Lestari, 2022), and (Keshishyan & Boghosian, 2020) which state that creative ideas have a positive and significant effect on startup development. So it can be concluded that (H3) is accepted.

Proof of the fourth hypothesis (H4) moderation of creative ideas has a significant effect and can moderate the effect of the Independent Entrepreneur programme on startup development. Creative ideas in this case are able to generate new and innovative ideas that form the basis of entrepreneurship that train business skills to produce a sustainable startup development. The more creative the ideas generated, the greater the opportunity to build new startups, with the existence of creative ideas able to encourage the formation of new entrepreneurs who have the opportunity to develop digital startups that can make it easier for people to carry out activities or open new job vacancies for job seekers. Likewise, in line with previous research, namely (Anoraga et al., 2023), and (Hendrati et al., 2023). So it is concluded that the hypothesis (H4) is accepted.

Proof of the fifth hypothesis (H5) moderation Creative ideas have a significant effect and can moderate the influence of Independent campus on startup development. the original sample value is - 0.177 and the sample mean is - 0.171 so that it is stated to be a negative value, then the moderation of creative ideas weakens and is significant for the influence of independent campus on startup development. This negative effect can be explained that creative ideas are not the main problem in weakening the independent campus programme on startup development, but if the idea cannot be implemented properly due to lack of experience, it can hinder startup progress. However, this can be addressed by supporting students by conducting basic business project training accompanied by mentors to facilitate the validation of ideas that match each student's ability, which

can be used as feedback to obtain potential success. Thus, the evidence of this study can support and complement previous research that has been conducted by (Anggriana et al., 2022), and (Setiyowati et al., 2022). So it is concluded that the hypothesis (H5) is accepted.

CONCLUSION

This study provides evidence of the influence of the independent entrepreneur programme and independent campus on startup developments with creative ideas as a moderating variable. The results of this study indicate that independent entrepreneur has a significant positive effect on startup development. Independent campus is proven to have a positive and significant effect on startup development. Moderation of creative ideas has a positive and significant effect on startup development. Creative ideas are also able to weaken but are not the main problem in weakening the independent campus with the right steps that can produce a positive effect and can moderate between independent campus and startup development that can be done by conducting training with experienced mentors to validate the ideas of students who take part in this programme. This study has limited respondents, namely students who have participated in the independent campus programme, especially in independent entrepreneurship.

With creative ideas as a moderator, students are encouraged to be innovative and brave in developing their creative ideas into sustainable businesses. The combination of these two programmes provides an ideal platform for aspiring entrepreneurs to explore and realise their ideas without excessive barriers, while still getting the support and resources they need. Thus the combination of these two programmes creates an environment conducive to startup growth and success, where creative ideas are key to moderating and strengthening innovative business development. Suggestions in future research are to increase the number of new variables that can provide reinforcement for hypothesis analysis, besides that future research should take more samples. This is useful for knowing the accuracy of data in further research.

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