



The Influence of English Mastery on the Entrepreneurial Students in Doing Businesses

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ABSTRACT

Indonesia as a developing country continues to increase its cooperation with foreign countries, especially in the field of trade or business. So it is undeniable that the use of English as a means of communication that is widely used with foreign countries greatly affects business. The present study aims to determine whether there is an influence of English mastery on the students of Economics and Islamic Business Faculty of IAIN Madura who have businesses. The research design used in this study was a descriptive quantitative research design. The population were students of the Faculty of Economics and Islamic Business of IAIN Madura. Purposive sampling technique was employed to select 30 samples. Data were collected from the questionnaire distributed to the students. In the present study, validity tests, reliability tests, classical assumption tests, and simple linear regression tests were conducted. The results of it indicated that mastery of English had an effect on the entrepreneurial students. It is very useful for entrepreneurial students and they are suggested to master English well in order to be successful in doing businesses.

Keywords: English Mastery, Entrepreneurial Students

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INTRODUCTION

In the current era of globalization, the role of communication becomes very important, especially in entrepreneurship, and can support the economy of the community. Because without good communication between producers, distributors, and consumers the effectiveness of entrepreneurial management will decrease. So that knowledge of how to apply language is needed to improve a business. All over the world, the main communication tool is language.

Language is a resource for people's lives. We are known and will become popular in work environments or even in other environments if we can understand the

language used by others and make others understand us.¹ Because without human language can not communicate to convey their thoughts and feelings, for that language becomes increasingly important to be able to communicate well as well.

In entrepreneurship mastering English as one of the international languages as well as a global language is also very important and a necessity so that businesses that are run continuously to advance because they can get consumers and customers from any part of the world. Because English is an international or global language, it is very important to have even mastered by someone, especially for entrepreneurs, if you can master English in business or entrepreneurship, then the advantages that will be obtained include: facilitating business travel, adding relationships both domestically and abroad, can be a potential figure for employers to represent the office doing business travel, especially internationally, It is needed in further promotion to be able to introduce its products to international markets, export and import activities, and so on.

Indonesia as a developing country continues to increase its cooperation with foreign countries, especially in the field of trade or business. So it cannot be denied that the use of English as a means of communication that is widely used with foreign countries greatly affects business. Many entrepreneurs have large and successful companies that have branch offices in various countries of the world. To make it easier, then English is used as the main language, especially in meeting activities.

There have been several similar studies before, including English communication skills considered important by HR professionals in 96% of Indonesian companies. This is based on the results of the survey "English Proficiency and Indonesia's Position in the Global Workforce" by Reisha (2019). Then the Analysis of Perception of Non-English Students to the English Language Needs in the World of Work with a survey conducted by researchers on 100 non-English students at IAIN Surakarta showed high numbers. The survey results showed that 95% of 100 students consider that English is important and much needed in the world of work.¹

¹ S. Effendi, dkk, *Tata Bahasa Dasar*, (Bandung: PT. Remaja Rosdakarya, 2015), 1.

This study has differences from previous studies. First, this research sample is the students of the Faculty of Islamic Economics and Business IAIN Madura who has a good business and mastery of English. Second, the research design used is descriptive quantitative research design. Data collection is done by spreading questionnaires. Third, research focuses on how the influence of English mastery on students who have business in the faculty of Islamic Economics and Business IAIN Madura. Therefore, the researchers are very interested in conducting research entitled ***The Influence of English Mastery on the Entrepreneurial Students in Doing Businesses.***

English Mastery

Language is the main communication tool in our daily life. According to Wahyono, with language, a person can convey a purpose so that information and messages conveyed to others can be conveyed properly. Information and messages to be conveyed must also be discussed in full so that their meaning can be understood by the recipient easily because difficulties in understanding information can lead to a difference of opinion.ⁱⁱ

English is a language with many speakers from all over the world. This language has become an international language. As an international language, the use of English has entered into aspects of life-related to interactions between countries or internationally. Including in the aspects of the business world, especially in Indonesia, English has become a popular language and a supporter in product promotion and other business activities. In mastering English, it is necessary to make efforts to get used to speak and communicate using English. Communication that must be done can be in spoken or written form. In learning English, four skills must be understood and mastered, namely listening, speaking, reading, and writing.

The first skill is listening or the ability to hear and catch the meaning conveyed by other people or interlocutors. The ability to hear these utterances in English. Ear is fifth sense that is very important to pay attention to and need to be trained to be sensitive to speech sounds or vocabulary in English, moreover, there is vocabulary that is pronounced similarly between one word and another with different meanings.

The second skill is speaking, which is a person's ability to pronounce or speak in English. In terms of communication, especially verbal communication, a person needs to convey the intent or message clearly and can be understood well by the interlocutor. For this goal to be realized, it is necessary to have a habit of self by practicing speaking in English. It can be started by training to read or recite and memorize some English vocabulary that can be practiced in everyday life.

The third skill is reading. In English reading is a person's ability to read English texts and these reading skills can also help someone in understanding communication in written form so that the message in an English text can be understood and easy to understand for the main reader who has already read the text.

The last skill is writing. It is a basic skill that is also needed in mastering the English language with the aim that one's ideas can be expressed in written form or work using English. As for training or deepening one's writing skills, it can be done by getting used to reading other people's writings, both academic and non-academic writings. Practicing using this method will certainly make it easier for someone in the process of writing and building a sentence into a single unit in a complete written work.ⁱⁱⁱ

Entrepreneur

Entrepreneurship comes from English. The understanding of the term entrepreneurship develops from a person's point of view of entrepreneurial behavior. According to Joseph Schumpeter, as quoted from Bygrave, an entrepreneur is the person who destroys the existing economic order by introducing new products and services, by creating new forms of organization, or by exploitation of new raw materials.

Bygrave also put forward a broader understanding of entrepreneurship contained in a book entitled "the portable MBA in entrepreneurship" which defines an entrepreneur as the person who perceives an opportunity and creates an organization or pursues it.^{iv} Understanding the definition of entrepreneurship that has been listed above, it can be concluded simply that entrepreneurship is an economic activity carried out by someone by producing, marketing, and then selling a certain product that can be obtained from their production or other people's products. In

entrepreneurship, Osborne quoted by Peter Drucker states that entrepreneurs do not look for risks, but look for opportunities.^v

The point is that in entrepreneurship, a person is required to not only consider the risks that will be faced, but it is also necessary to look at the opportunities that exist. It should also be underlined that entrepreneurship is not only related to businesses that offer products in the form of finished goods such as industry, trade, rental, food but also service sectors such as consultants, hotels, tourism, and others. This is in line with the theory put forward by Hisrich-Peter (1995) in Alma (2004) which explains that Entrepreneurship is the process of creating something different with the value by devoting the necessary time and effort, assuming the accompanying financial, physical, and social risk, and receiving the resulting rewards of monetary and personal satisfaction and independence.^{vi}

The current era of globalization is full of competition. Especially in the fast-paced business world, where the ability to compete is very important. To win the competition, an entrepreneur must have high creativity, which is forward-oriented, new ideas, and breakthroughs in making different products. As a manifestation of his creative and innovative attitude, an entrepreneur does not hesitate to start a business, can find opportunities, dares to take risks, and can develop existing ideas and resources.^{vii}

But, in addition to the capital that has been described above, some things also need to be considered in entrepreneurship, namely, the ability of the business to be occupied, the ability to come up with new ideas, management, processes, and marketing that must be done, it also needs the ability of the aspects of communication and building business networks. Armed with these basic skills, a person will have a competitive ability in an entrepreneurship competition.

Role of English in Business World

As is known today, the use of English as a global communication tool is one of the most widely used languages in Indonesia. English is used for science, business, and general use which has the highest status in language use (Crystal 1995).^{viii}

Ellis and Johnson (1994) state that English for business is about 'training' and about 'performance' that is tailored to its goals. According to Jones and Alexander (2000), English is the main means of communication between business people in

different countries.^{ix} In the economic and business sectors, mainly developed countries such as China, South Korea, Japan, Germany, and the Netherlands use English as a second language. Thus these countries can establish cooperation with the United Kingdom, America, Australia, and New Zealand.^x

As mentioned above, English is a language that is needed in the current era of globalization. Understanding English is something that every Indonesian need to learn, especially today's millennial generation. Understanding English as a global language and an international language will greatly help facilitate communication. Some of the benefits of English in general that can motivate and stimulate interest or willingness in learning English itself are first, for academic purposes. English lessons are indeed a compulsory subject for all students, even those who are not from the English department. Second, for career development. The world of work is tempted by people who are proficient in English.

This skill will be an added value for prospective job applicants because they are considered more competitive than those who are not/less proficient in English. Third, as a golden opportunity to go abroad. For a student, continuing to study abroad is very prestigious. However, they must pass the TOEFL, where this test measures our ability to speak English. Fourth, to expand the association. Where English is very important to establish international communication as described above. And the last benefit is to conquer the internet. Where in this case English is very important to learn because most of the sites on the internet are in English.^{xi}

Method

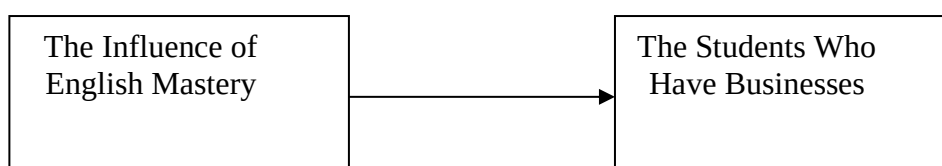
In this study, the approach used was a quantitative approach using assumptions approach in the form of numbers and analysis using statistics, which was then used to examine a particular population or sample, data collection using research instruments, statistical data analysis with variable X (English mastery) as variables that affect other variables, while variable Y (Entrepreneur student) that will be influenced by dependent variables.

The most important part of making research is how to make a research design. In this research, the approach used is quantitative research. Quantitative methods use

assumptions in the form of numbers and analysis using statistics. According to Sugiyono, quantitative methods are research methods based on the philosophy of positivism, used to examine a particular population or sample, data collection using research instruments, statistical data analysis to test established hypotheses.

This type of research used in this research type of quantitative research aims to develop mathematical models, where this research not only uses theories taken from the study of literature or theory only but also it is very important to build hypotheses that have related to natural phenomena studied with variable X (Mastery of English) as variables that affect other variables about the problem being solved. examined, while variable Y (Student Entrepreneur) will be influenced by dependent variables. These variables can be formulated as follows:

Picture 1 Conceptual Framework



The population in this study was students of Faculty of Islamic Economics and Business of IAIN Madura, and the sample consisted of 30 students who used as research respondents. The instrument used in this study was to use a closed questionnaire in the form of questionnaires, the quality of the data generated was then evaluated through validity tests and reliability tests using SPSS. From the results of the validity test and reliability test, the researchers gave conclusions based on a theory that had been built before.

The data collection method in this study employed questionnaires. The population in this study was a student of IAIN Madura Faculty of Islamic Economics and Business. Sampling technique used purposive sampling, where the sample is done through consideration using the following characteristics: (1) Students of Faculty of Islamic Economics and Business of IAIN Madura who have businesses. (2) Students

of Faculty of Islamic Economics and Business of IAIN Madura who master four English language skills.

Results and Discussions

Test Validity

The validity test aims to measure the validity or not of a questionnaire or in other words whether the questionnaire can reveal a variable that should be measured from the person correlation. This can be done by significance test by comparing the r_{table} value with $r_{calculate}$ for the degree of freedom ($df = n - 2$, where n is the number of samples and alpha ($\alpha = 5\%$). If the $r_{calculate}$ is greater than the r_{table} and the value of r is positive, then the question point can be said to be valid, and vice versa. In this study, the magnitude of df is $30 - 2$ or $df = 28$ and alpha 0.05 ($\alpha = 5\%$) so that it is obtained r_{table} 0.3061.

Table
The Results of the Validity Test of the English Mastery Variable (X)

Statement	Coefficient Correlation	r_{table}	Validity
X1.1	0,804	0,3061	Valid
X1.2	0,409	0,3061	Valid
X1.3	0,773	0,3061	Valid
X1.4	0,578	0,3061	Valid
X1.5	0,702	0,3061	Valid
X1.6	0,713	0,3061	Valid

Source: SPSS output, primary data processed by researchers, 2021.

Based on the results that had been tested it can be known that the value of $r_{calculated}$ in the correlation coefficient column for each statement item has a larger and positive count $r_{compared}$ to the r_{table} which is 0.3061 with a sample number of 30 respondents. So it can be concluded that all indicators of variable X English Mastery are valid and then the data can be tested to the next stage.

Table
The Results of the Variable Validity Test of Entrepreneur Students
(Y)

Statement	Coefficient Correlation	r _{table}	Validity
Y1	0,704	0,3061	Valid
Y2	0,553	0,3061	Valid
Y3	0,618	0,3061	Valid
Y4	0,704	0,3061	Valid
Y5	0,553	0,3061	Valid
Y6	0,376	0,3061	Valid
Y7	0,548	0,3061	Valid
Y8	0,704	0,3061	Valid
Y9	0,553	0,3061	Valid
Y10	0,618	0,3061	Valid

Source: SPSS output, primary data processed by researchers, 2021.

The $r_{\text{calculated}}$ value in the correlation coefficient column for each statement item has a larger and positive r count compared to the r_{table} of 0.3061 with a sample number of 30 respondents. So it can be concluded that all indicators of the variable Y Student Entrepreneur uses are valid and then the data can be tested to the next stage.

Reliability Test

The reliability test aims to find out the consistency of respondents' answers or questionnaires given. If the value of Cronbach's alpha (α) is a variable ≥ 0.60 then the indicator used by the bound variable is reliable, if Cronbach's alpha value (α) is a variable < 0.60 then the indicator used by that variable is not reliable. When testing validity there is an item that is invalid and has no value at all, therefore the item is deleted and not used in reliability testing. Reliability testing is as follows:

Table
Reliability Test Results
Reliability Statistics

Cronbach's Alpha	N of Items
.732	6

Source: SPSS output, processed primary data, 2021.

From the table, the test shows that the results of reliability testing on variable instrument X mastery of English with Cronbach alpha value can be said to be reliable because the value of Cronbach alpha is above 0.60 with the number of 6 statement items.

Table
Rehabilitation Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.792	10

Source: SPSS output, processed primary data, 2021.

From the table, the test shows that the reliability test results on variable instrument Y Student Entrepreneur with Cronbach alpha values can be said to be reliable because the value of cronbach' alpha is above 0.60 with the sum of 10 statement items.

Multicollinearity Test

Table
Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	26.670	5.286		5.045	.000		
PBI	.644	.203	.515	3.176	.004	1.000	1.000

a. Dependent Variable: ENTREPRENEUR

Source: SPSS output, data processed by researchers, 2021.

Based on the table above it is concluded that the proposed regression model has been good because it is free of multicollinearity. After all, the tolerance value is greater than 0.10 and the VIF value is smaller than 10, then there is no multicollinearity.

Autocorrelation Test

Table
Autocorrelation Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.515 ^a	.265	.239	2.44236	1.844

a. Predictors: (Constant), PBI

b. Dependent Variable: ENTREPRENEUR

Source: SPSS test version 20, 2021.

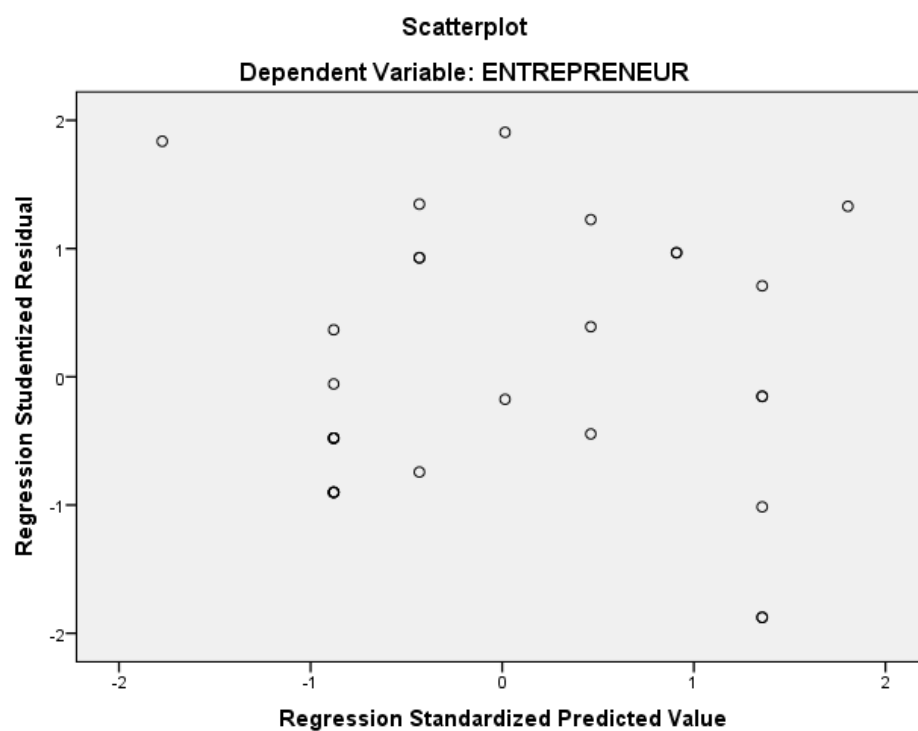
Based on the table obtained, DW results calculated by 1,844. Then compared to the values on the decision-making table there was no autocorrelation based on the decision in the Durbin Watson test. The table above states that the DW value of 1,844 is obtained from the Durbin-Watson table with the provision = 5% where n (sample) = 30 and k (number of independent variables) = 1. From the table above it can be

seen that the value of $D_u (1.4894) < DW (1.844) < 4-d_u (2.5106)$, so it can be concluded that in the regression model there is no autocorrelation or no positive or negative autocorrelation in the data tested.

Heteroskedasticity Test

Picture

Heteroscedasticity Test Results



From the scatterplot graph shows that the stick-stick on the graph can not form a certain clear pattern, where the points spread above and below the number 0 on the Y axis, so the graph can not be read clearly. These results show that there is no heteroscedasticity.

Normality Test

Table

One-Sample Kolmogorov-Smirnov Test Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.39988278
	Absolute	.138
Most Extreme Differences	Positive	.138
	Negative	-.123
Kolmogorov-Smirnov Z		.757
Asymp. Sig. (2-tailed)		.616

a. Test distribution is Normal.

b. Calculated from data.

Based on the results of the normality test above with the one-sample Kolmogorov-Smirnov test, it can be concluded that the data tested is a normal distribution.

Simple Linear Regression Analysis Test

Table
Results of Simple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	26.670	5.286		5.045	.000		

PBI	.644	.203	.515	3.176	.004	1.000	1.000
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a. Dependent Variable: ENTREPRENEUR

Source: data processed SPSS version 20, 2021.

Based on the results of the simple linear regression analysis in the table obtained a variable coefficient (X1) of 0.644 and a constant value of 26,670, so the regression equation model obtained in this study is as follows:

$$Y = 26,670 + 0.644 X1 + 5,286$$

The simple linear regression equation model is interpreted as follows:

- 1) $a = (26,670)$ means that independent variables have a positive influence on mastery of English interest. The constant value of (26,670) indicates that the greater the positive Student Entrepreneur variable, the greater the effect on Student Entrepreneur.
- 2) $b_1 = (0.644)$, The regression coefficient value of the English mastery variable (0.644) means that if other independent variables are fixed in value and English mastery increases by 1%, then the decision to buy will increase by 0.644. A positive coefficient means that there is a positive relationship between English mastery and entrepreneur students. The standard error of 5,286 means that all variables calculated in the SPSS test have a variable rate of 5,286.

3) Simultaneous Significant Tests /Simultaneous Tests (F tests)

Table

Results of Test Analysis F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.176	1	60.176	10.088	.004 ^b
	Residual	167.024	28	5.965		
	Total	227.200	29			

a. Dependent Variable: ENTREPRENEUR

b. Predictors: (Constant), PBI

Source: data processed SPSS v20, 2021.

The F test results were obtained $f_{\text{calculated}}$ value of $10,088 > F_{\text{tabel}} 4.17$ with a significant level of $0.004 < 0.05$, so the decision is variable X (mastery of English) has a significant effect simultaneously on entrepreneurial students in the Faculty of Economics and Islamic Business.

Individual significant test (t-test)

Table
Test Analysis Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	26.670	5.286		5.045	.000		
PBI	.644	.203	.515	3.176	.004	1.000	1.000

a. Dependent Variable: ENTREPRENEUR

Source: data processed SPSS v20, 2021.

Based on the results of test data through SPSS, the effect of each variable can be explained as follows: English mastery variable (X) obtained $t_{\text{calculated}}$ of $3,176 > t_{\text{table}} 1.69726$ with a level of sig 0.004. The results of the test showed that a significant value of $0.004 < 0.05$ thus, it can be concluded that mastery of English has a partially significant effect on entrepreneurial students in the Faculty of Economics and Islamic Business.

Coefficient of Determination (R^2)

Table
Coefficient of Determination Results R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.515 ^a	.265	.239	2.44236	1.844

a. Predictors: (Constant), PBI

b. Dependent Variable: ENTREPRENEUR

Source: data processed SPSS v20, 2021.

The results of the analysis of the data showed that the magnitude of R square is 0.265 or 26.5% of the regression model's ability in this study to explain dependent variables. This means that 26.5% of entrepreneurial students in the Faculty of Economics and Islamic Business were explained by variations in independent variables (mastery of English). While the remaining $100\% - 26.5\% = 73.5\%$ were affected by other variables that were not taken into account in the analysis of this study.

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Based on the results of SPSS testing, the test results on the F (simultaneous) test obtained an $F_{\text{calculated}}$ value of $10,088 > F_{\text{tabel}} 4.17$ with a significant amount of $0.004 < 0.05$, namely H_0 was rejected and H_a was received, which means independent variables simultaneously have a significant impact on dependent variables. The result of the t (partial) test obtained a $t_{\text{calculated}}$ value of $3.176 > t_{\text{tabel}} 1.69726$ with a significant amount of $0.004 < 0.05$, namely H_0 was rejected and H_a was received, with a positive coefficient direction which means that the English Mastery variable has a significant effect on Entrepreneurial Students in doing businesses. The results on the coefficient

of determination (R^2) test obtained a value of R square 26.5% which is the magnitude of variation that can be explained by Mastery of English. This, it can be concluded that mastery of English has a significant effect on Entrepreneurial Students in doing businesses.

English is the largest language in the world. English is also the official language in nearly 60 sovereign countries. The importance of English is not seen in how many people speak English but in what it is used for. In addition, English is in some cases designated as an international language in areas such as science, information technology, business, and international communication. In Indonesia English has a role in various aspects of life such as education, socio-culture, and economy. In the field of English education was introduced to the nation's generation from an early age.^{xii}

In the economic and business sectors English also has an important role. For example, some countries such as China, South Korea, Japan, Germany, and the Netherlands use English as a second language. Thus these countries can establish cooperation with the countries of The United Kingdom, America, Australia, and New Zealand. This affects the language used in trading documents so that various trade documents also use English. In the scope of entrepreneurial communication tools are very important to be used for transaction purposes, one of which uses English.^{xiii}

Judging from the theory above, it can be summarized that the mastery of English has a significant effect on Entrepreneurial Students of Faculty of Economics and Islamic Business of IAIN Madura in doing businesses. This means that mastering English is very important because it is needed in the world of entrepreneurship.

Conclusion

Based on the results of data analysis and discussion above, it can be concluded that mastery of English has a significant effect on entrepreneurial students in doing businesses, especially entrepreneurial students of Faculty of Islamic Economics and Business of IAIN Madura. It means that English is very important to master because it is needed in the world of Entrepreneurship. Moreover, English is an international

language and has a role in various aspects of life such as education, socio-culture, and economy.

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^{vi}Pilihan Karir Berwirausaha Pada Mahasiswa Dengan Mempertimbangkan Gender Dan Latar Belakang Pekerjaan Orang Tua”, *Jurnal Mediasi* 04, No.1 (Juni 2012), 39.

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^{ix}Ibid., 152.

^xRistia Wahyuningsih, “Analisis Persepsi Mahasiswa Non Bahasa Inggris Terhadap Kebutuhan Bahasa Inggris Di Dunia Kerja”, *Jurnal Kajian Keislaman Multi-Perspektif* 01, No.2 (November 2021), 322.

^{xi}Irta Fitriana, “Menguasai Bahasa Inggris: Bekal Potensial Dalam Pengembangan Wirausaha”, (Fakultas Bahasa Dan Sastra UNIPDU Jombang).

^{xii} Ristia Wahyuningsih dkk, “Analisis Persepsi Mahasiswa Non Bahasa Inggris Terhadap Kebutuhan Bahasa Inggris Di Dunia Kerja”, *Jurnal Kajian Keislaman Multi-Perspektif*, 1, no. 2 (November 2021)

^{xiii} Ibid