

PERSONAL VALUE AS THE REASON TO SWITCHING FROM WORKERS TO ENTREPRENEUR AS A NEXT CAREER

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PERSONAL VALUE AS THE REASON TO SWITCHING FROM WORKERS TO ENTREPRENEUR AS A NEXT CAREER

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Abstract—A job is an important component in an individual's life. Switching has been done by an individual by making a move from his old workplace to a new workplace. An individual might switch his job when he feels uncomfortable with his previous job. This study aims to find out the reasons underlying the desire of individuals to switching jobs from workers and choose to become entrepreneurs as their next career. The method used in this study is qualitative method with phenomenological approach. There are 4 informants in this study, who have met the criteria which have undergone job switching from workers to becoming as an entrepreneur. The analytical tool used was purposive sampling and snowball sampling. Purposive sampling that is by considering having the characteristics needed by the researcher. While snowball sampling is the initial sample used to find the next informant. This research shows the results that personal value is the reason that underlies the intention to switching jobs and becoming as an entrepreneur as his next career.

Key words—*Personal Value, Employee, Entrepreneur, Job Switching*

I. BACKGROUND

Working is an activity carried out by humans to make a living in order to fulfill their daily needs. According to Harpaz (2010) work is an important and fundamental component in people's lives. Work also has strong potential to fulfill important roles in an individual's life such as self-esteem, status, and social interaction. Work as all human activities that direct his biological, psychological, and spiritual energy with the aim of obtaining certain results. A person works because there is something he wants to achieve, and the individual hopes that the work activities that he does will bring him to a situation that is more satisfying than before (Anoraga, 1998).

Bansal (2005) arguing that migration is an activity carried out by individuals by transferring from one place to another. The transfer was carried out significantly

with the difference in place and atmosphere between the old place and the new place. From the statement, it can be concluded that individuals will transfer jobs from one job to another if they are not comfortable in the work they have experienced.

Many factors cause individuals to choose to change jobs. Bansal and Taylor (2005) argue that displacement carried out by individuals occurs because of the driving factors and pull factors. The motivating factor for individuals to make transfers is because of the motivation of others around them. This motivation causes individuals to move from their original place. While the individual attracting factor to make a move is because there is an internal expectation about the place of transfer that is intended. The intended hope is the individual's perception of the destination for the move. In the context of this research the intended displacement refers to the separation of career types from being a worker to being an entrepreneur.

Some of the factors that cause individuals to be willing to migrate because of the desire in themselves to get out of the uncomfortable zone that has been lived at this time. Many employees who are motivated to get more profitable jobs, for example, move to work by becoming entrepreneurs. However, not many are willing to leave their old jobs for the peak of their desired career. Because when individuals have not reached the desired level of success, then at that time individuals prefer to seek new challenges by making a shift of work (tribunnews.com, accessed on April 17, 2019).

Individuals are willing to leave and let go of certain professions because of work problems and the atmosphere of the city at work. A researcher at the Iranian Embassy was willing to leave the job because it was not suitable with the atmosphere of the crowded city of Jakarta and preferred to work as an entrepreneur. In addition, a ship worker chooses to migrate to a venture capitalist or a business investor because he feels closer to his family (m.tempco.co, accessed on April 17, 2019).

Other phenomena that occur as an example of the shift of work referring to the results of another survey from PricewaterhouseCoopers (PwC) Indonesia on the banking industry in Indonesia show that the turnover rate of employees in this sector reaches 15%. As many as 54% of respondents made shifts to work for better benefits, 37% of respondents said they wanted to find another workplace in order to improve their careers. The results of this research also showed that as many as 4% of respondents said they wanted to find new challenges and the other 4% wanted to change offices because they were not satisfied with the leadership style of their superiors (financial.bisnis.com, accessed on 12 March 2019).

Based on the background description of the problem above, the research questions to be discussed in this study are: “ what are the underlying reasons for individuals to move their previous careers and choose to become entrepreneurs ? ” .

II. THEORETICAL FRAMEWORK

The previous research of Gorgievski, Stephan, Laguna, and Moriano (2018) entitled ‘*Predicting Entrepreneurial Career Intentions: Value and the Theory of Planned Behavior*’ is a study using a quantitative approach. The purpose of this study is to deepen the understanding of career (entrepreneurship) by combining two key theories of human motivation, namely the theory of human values by Schwartz (1992) and the TPB theory by Ajzen (1991).

The previous researcher chose the theory of human values to do, because in the previous study explained that the TPB theory used in career intentions was based on cognitive processes that explained intentional actions and ignored cognitive aspects. The difference in previous research with this research is from the methods used and examined in students who want to make career choices. While this research does not make students as objects, but for individuals as employees who have positions, they choose to open a business and give up the job. Previous research used quantitative methods, while this study used qualitative methods. The equation from previous research with this research is similarity in discussing human values to determine entrepreneurial decisions.

The research of Schwartz et al., (2012) entitled “*Refining the Theory of Basic Individual Values*” focused on 19 basic human values. Self-direction becomes two values, self-direction with autonomy of thought and of action. Stimulation, hedonism, achievement. Then there is the value of dominance and resources, face. Security (personal and societal), Tradition. (i.e. suitability of rules and individuals), humility, benevolence of virtues (dependence and caring) and universalism (attention, nature and tolerance). The values that exist in each individual guide in this study to find out what causes individuals to

choose to leave and become entrepreneurs based on personal values.

III. METHODOLOGY

This research is a qualitative research using in-depth data retrieval in the field of human resources, and observing a particular phenomenon, event or behavior by approaching and understanding what is experienced and finding out because informants choose to become entrepreneurs. The choice taken by the informant to leave work as an employee in a company or agency, of course not with a baseless decision, because the informant has obtained sufficient facilities and is in a comfort zone.

The questions in this study are related to the underlying considerations for becoming entrepreneurs, rather than being workers from companies or government agencies.

To get informants in this study used purposive and snowball techniques, selected with certain considerations and objectives, those who were selected were individuals who truly mastered an object under study. The resource person used by the researcher is a person who has worked as an employee and has moved the type of work and decided to become an entrepreneur as his career choice as detailed in the Table 1 below.

TABLE 1. THE PROFILE OF INFORMANT’S

No.	Sex	Age	The Previous Job	Length of working on previous job	Type of Business has been chosen
1.	Male	37 ^y _o	Brand communication agency	15 th	Digital marketing agency
2.	Male	32 ^y _o	Public Employee	7,5 th	Supplier of electronics equipments
3.	Male	38 ^y _o	Assistant Marketing Manager of Cigarette Industry	6 th	Outsourcing
4.	Male	37 ^y _o	Area Manager of Real Estate	10 th	Barbershop

The main step in qualitative research is the process of collecting data. There are several data collection techniques. Creswell, (2009) explain that data collection is an effort to limit research, by gathering information through observation and interviews (structure question and semi structure question), documentation, audiovisual materials also making protocols to find out information obtained from the speakers. But researchers only use data collection tools in interviews to get the information needed.

IV. DISCUSSION & FINDING

Personal values in the structure of values theory have two sub-dimensions that support the creation of the

value of self direction for individuals. Individuals have confidence in making a decision to resign from a company or government agency in order to improve the quality of themselves. In this value there are reasons or triggers for individuals to act wanting to quit the previous job is the existence of problems faced by individuals within the company or government worker.

Then the thought arises in the individual seeking the right time to declare himself resigning from the job. So that entrepreneurship becomes a real consideration and desire.

The information conveyed by the informant that the reason for leaving the company is family consideration. In his previous career, the informant could not often meet with his family, because he worked far away with his family. The informant felt that for fifteen years, working for the place did not make the informant not useful for the family and the community.

The condition in the workplace that is not conducive is the cause of the informant to have a reason so that the informant chooses not to stay in the company or in the agency. The cause can hamper work, also can make the informant not have enough time to work optimally. Changes, and as employees must follow the rules that have been made. The problem is when the boss holds a meeting not in place such as a cafe or night club.

The process of consideration to become an entrepreneur, emerges from anywhere. Because of the encouragement of parents, to continue family business, or because of working with friends, self-wishes and also environmental influences.

In this study, there are several factors that are considered by informants in the process of deciding and taking action to switch jobs. Personal values possessed by individuals can be the basis for going out. Value is defined as the basic reason that "certain methods of implementation or final conditions are preferred personally or socially compared to the way of implementation or the opposite final state (Rokeach, 1973).

The results of the study indicate that tradition plays an important role as a basis for consideration of individuals to end their previous work and turn into entrepreneurs. The tradition in question is closeness with family.

The results also show that informants have a strong personal commitment to become entrepreneurs, because they have more power in controlling resources such as time and also achieving financial freedom.

V. CONCLUSION

The results of this study indicate that traditional values are a factor that contributes to individuals making decisions and actions to choose to become entrepreneurs. the value of tradition in question is the desire to be close to the family and the commitment of the individual who encourages him to leave his previous job and turn into an entrepreneur.

The results of this study also produce that the value of strength or power becomes an individual driving factor for becoming an entrepreneur, namely in the power to control various resources possessed such as managing time for work and family and financial freedom

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