Spirituality and Entrepreneurs: Analysis of Entrepreneurial Motivation

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ABSTRACT

Objective – Cultural change in the economy has given rise to what might be called 'spiritual entrepreneurship'. The purpose of this paper is to explore the relationship between entrepreneurship and spirituality, even though these two terms are somewhat contradictory.

Methodology/Technique – The sample in this study consists of 63 members of the Full Gospel Business Fellowship International (FGBMFI) which is a membership consisting of male businessmen who come from various churches with different business backgrounds. The method used in this study is descriptive analysis. The data was collected using a questionnaire that led to the excavation of information based on previous theoretical studies. The informant selection technique used in this research is accidental.

Findings – The results of this study support the findings of previous research in the field of "Spirituality Workplace" and introduces a new model in the field of entrepreneurship.

Novelty – Spirituality is a process of human reason in which individual's aim to reach and understand God. On the other hand, entrepreneurs are people who have the courage to take risks to create a business. Hence, in this study, spiritual entrepreneurs refers to people who run their business in line with the values of ethics and religion. Those entrepreneurs interpret their work as worship, honesty and gratitude in addition to usual entrepreneurial behavior (innovation, proactive, competitive aggressiveness, risk taking, autonomy).

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1. Introduction

Business in modern life is very dynamic; businesses relate to human needs (needs) which are dynamic. The desire of humans to achieve comfort and enhancement of life is undeniable.

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This is directly related to the products that are produced by various businesses. Human needs are a never-ending opportunity for the business world (Nawawi, 2015). In an era of economic globalization that is increasingly real and complex, there is an increasing demand for business people to compete in producing products that meet consumer needs. Profitability and competitiveness are the keys to achieving success in a highly competitive environment. For this reason, business people are required to continually reform and develop their capabilities, by implementing their entrepreneurial spirit through the company's internal management so that they remain relevant to the changing environment and competitive situations (Kartini in Suryana & Bayu, 2010).

Entrepreneurship is the result of a disciplined, systematic process of applying creativity and innovation to meet the needs and opportunities in the market (Zimmerer, 1996). In other words, entrepreneurship is the ability and behavior of someone to face life's challenges and obtain opportunities. According to Kartini (in Suryana, et. Al., 2010) entrepreneurship can generally be interpreted as the behavior of individuals who have enthusiasm, the ability to respond positively to unemployment to gain benefits for themselves and or provide better service to consumers. In this way, entrepreneurship requires an unyielding spirit, risk taking ability, creativity and innovation to be successful. Entrepreneurial success can be measured from various perspectives. Some studies show that entrepreneurial success is influenced by personal characteristics, environmental perspectives, social networks, social capacity, financial capital, and strategies for business dynamics and ethics.

In a competitive market, some entrepreneurs seek only material wealth without considering the values and ethics of business (Zahroh, 2014). Cultural change in the economy has led to the concept of the spiritual-based business, known as 'Spirituality Entrepreneurship'. Marshal and Zohar (2004:21) predict that, in the context of modern business, spirituality without religion will emerge as the moral foundation of the business that he calls spiritual capital. Spirituality is the process of human reason in its efforts to reach and understand God. Hence, in this paper, Spiritual Entrepreneurs are people who run their business in line with their ethical and religious values.

2. Research Objective

This study explores the spiritual dimensions of entrepreneurship to understand the role of spirituality in conducting a business in line with ethical and religious values. The aim of this paper is to explore the relationship between entrepreneurship and spirituality, even though these two terms can sometimes be contradictory. For this reason, there is a need for research on this topic to interpret their work as worship, honesty and gratitude without abandoning typical entrepreneurial behavior such as innovation, productivity, competitive aggressiveness, risk taking, and autonomy.

3. Literature Review

3.1 Spirituality

Etymologically, the term "spirituality" comes from the Latin word "spiritus" which means steam, breath, air or wind. In the Oxford Advanced Learner's Dictionary "spirit" is defined as the soul, the soul / spirit, spirit, ghost, moral and intrinsic purpose or meaning. Therefore, the spirit is at the core of humanity itself. Meanwhile, dictionary.com presents various definitions for spirituality. The first states that "The quality or fact of being spiritual" and the second refers to it as the "character as shown predominantly spiritual in thought, life, etc.; spiritual tendency or tone" (Dictionary.com, 2015). This definition provides an understanding that spirituality is a "Sensitivity or attachment to religious values," and refers to "The quality or state of being spiritual".

Spirituality is defined by Lerner (2000) as life experience, a set of practices and awareness that is in line with a sense of holiness. This is related to one's sense of self, and the awareness that there is more to

someone than their body and mind. Spirituality is personal experience: "the term spirituality means many things to many people" (Laabs 1995). Mitroff and Denton (1999) explain their views on spirituality as informal and personal, that is, related primarily to individuals. This is also seen as "universal, non-denominational, broad inclusive, and tolerant, and as a basic sense that is connected with someone complete, other people and the whole universe".

According to Syahmuharnis and Harry (2006:42), spirituality is a process by human reason in its efforts to reach and understand God. Spirituality is the driving force or life principles that gives life to physical organizations (Setiadarma & Warawu, 2003:42). Spirituality is a very personal awareness or experience, based on sensitivity to other living things. Spirituality is a personal emotion that determines one's perspective about, and connection with oneself, others and the universe.

From the concept of spirituality, it is clear that spirituality is different from institutionalized religion. Religion is often seen outside depending on ceremonies and rituals whereas spirituality looks inside. Spirituality recognizes that there is something sacred to the core of all existence (Marques, Dhiman & King, 2005). Whereas Duchon, Ashmos, and Plowman (2005) underline this perspective by stating, "It is important to note that religion (organized belief system) and spirituality (inner longing for meaning and society) are not the same".

Based on the model developed by experts, Fanggidae (2015) categorizes spirituality into three dimensions, namely: 1) The meaning of this work is a fundamental aspect of spirituality in the workplace, which consists of the ability to feel the deepest meaning and purpose of one's work; 2) The sense of togetherness of this dimension refers to the level of group human behavior and focuses on the interaction between workers and coworkers; 3) Alignment with organizational values - this aspect shows the experience of individuals who have strong alignment between their personal values and the mission and goals of the organization.

3.2 Entrepreneur

Entrepreneurship is the process of starting a business by promoting innovation and taking risks. Entrepreneurship involves the discovery and exploitation of profitable opportunities (Shane & Venkataraman, 2000). An entrepreneur is someone who manages, regulates, and thinks about the risks of a company or business. An entrepreneur creates or develops something that others have never thought of before. In essence, every human being has an entrepreneurial spirit which means having creativity and having certain goals, and trying to achieve success (Suryana, et.al, 2010). However, it is often found that the power of creation is not optimally realized. The literature on entrepreneurship illustrates a difference between identifying opportunities and exploiting opportunities, and their importance for entrepreneurship (Venkataraman, 1997; Shane & Venkataraman, 2000). An entrepreneur is a person who has the courage to take risks to open a business (Kasmir, 2008:16).

Entrepreneurship involves two main elements (1) opportunities; and (2) an ability to respond to opportunities. Based on this, the definition of entrepreneurship is "responses to business opportunities revealed in a set of actions and results in institutionalized, productive and innovative business organizations (Pekerti, 1997 in Suryana, et. Al., 2010).

3.3 Spiritual Entrepreneurship

Kazmi (2004) emphasizes that the field of management experiences is an increasing interest in religion and spirituality. Spiritual people in positions of management feel that their choices are special, and that they have some special benefit from spiritual management while creating a special culture, work ethic and business ethics, which piques the interest of employees. Spiritual management is closely related to the operations of employees beyond the formal working relationships.

Various studies on spirituality have shown that individuals who live spiritually experience the emergence of the deepest values of individuals who support work, while also providing hope for deep and balanced self-

fulfillment so that they experience joy and meaning in their work (Yogatama & Widyarini, 2015). Individuals who practice spirituality in their work when dealing with others will often see themselves as part of a trustworthy community, experiencing personal development as part of a community where they feel valued and supported.

An understanding of spirituality in work makes one feel equal and allows them to live in an environment free of fear, so that they experience sharper intuition and creativity and a sense of ownership of the organization to which they belongs. Gede Prama (in Zahroh, 2014) states that, "if the company wants to be sustainable and last long, it must adhere to spiritual values. That way, its integrity will be tested and trusted by its business partners."

4. Research Methodology

This research is a quantitative study using descriptive statistical analysis methods and regression analysis. The respondents consist of 63 members of Full Gospel Business Fellowship International (FGBMFI) in Kupang City, East Nusa Tenggara. While determining the sampling method, Probability Sampling using the Slovin formula was employed. This study will test the hypothesis using Statistical Product and Service Solution (SPSS) version 23.

5. Results

Full Gospel Business Men's Fellowship International (FGBMFI) was founded by Demos Shakarian, an American cattle businessman . FGBMFI has a goal of reaching out to people all over the world with the Full Gospel News of the Lord Jesus Christ. FGBMFI chapters in every area including in Kupang City, because chapters reach their communities to encourage people to follow Jesus. However, the FGBMFI chapter does not operate as a church or a church substitute; it fulfills its main function as a strong arm of the church by reaching out to people through methods that are unique to the church.

The respondents examined by the researchers in U-Pro Chapter Kupang were all male because FGBMFI is an association of men, priests, kings and heads of families. The largest percentage of the respondents fall within the ages of 30-39 (50% or 18 members).

5.1 Descriptive Analysis

The descriptive analysis of the dimensions of the variables in this study can be described as follows:

Figure 1. Responses to Spirituality and Entrepreneurship Variables

Source: primary data processed (2018)

5.2 Statistic Analysis

Table 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33,298	14,573		2,285	,029
	Spirituality	,589	,154	,548	3,819	,001

a. Dependent Variable: Entrepreneurship

The results show that, in the category of spiritual variables, Alignment with Value had the highest average score of 4.53. Achievement of the Dimension of Alignment with Organizational Value consists of 7 question items with the highest number of highest average scores. This is in line with the objectives of the FGBMFI to create Harmony and Unity within the group. In the context of the U-Pro FGBMFI Chapter Kupang, one of its objectives is to encourage the Unity and Spirit of Harmony in the Body of Christ, where members are united in activities that are common to the goodness of the members of the Body. This means that members feel that there is harmony between the values of each individual or member in harmony with the value of the organization.

With respect to the entrepreneurship variables, the Results-Oriented dimension achieved the highest total average score of 4.64, followed by the Risk Taking dimension with an average score of 4.53. The results of this descriptive analysis are consistent with previous research, which states that dimensions of innovation, proactiveness and risk-taking ability can be used to measure achievement of entrepreneurial performance (Covin & Slevin, 1991; Zahra, 1993). Entrepreneurship involves two main elements (1) opportunities and, (2) the ability to respond to opportunities. Entrepreneurs always strive to benefit through various advantages in satisfying customers. Entrepreneurs also dare to take risks and are able to avoid them effectively. Hence, it can be said the core of entrepreneurship is "responses to business opportunities revealed in a set of actions and produce results, productive and innovative".

The results of testing the model of the influence of spirituality in the workplace on entrepreneurship shows the value of t arithmetic is 0.819 and the value of Sig is as much as 0.001 ($p > 0.005$), meaning that the hypothesis is acceptable. Hence, spirituality in the workplace has a significant influence on entrepreneurship. The influence of spirituality in the workplace shows that workplace spirituality can contribute well to entrepreneurship. These results are consistent with findings by Zahroh's (2014) that show that Islam culture emphasizes the importance of building and enforcing entrepreneurial culture in the lives of every individual. The culture of Muslim entrepreneurship is different from other professional cultures which do not employ religious considerations.

Dood (1998) and Carswell and Rolland (2007) state that religiosity has an effect on entrepreneurial attitudes and behavior. Individual attitudes and behavior can be deduced from the way in which an individual carries out its business activities. Those attitudes and behaviors can be used to identify opportunities to further develop their business. Thus, the attitudes and behaviors shown by individual religiosity tend to ensure that business activities are conducted with an emphasis on ethics and morals.

Employing ethics in business will ultimately shape entrepreneurial values. Work spirituality has an influence on work motivation, as concluded by Fanggidae (2017). In addition, religiosity will affect entrepreneurial performance and achievement. Some previous studies state that, when individual religiosity is able to differentiate with other individuals, this will cause differences in performance and achievement. Attitudes and behavior as a result of religiosity will encourage people to act in a proactive, innovative and

superior manner (Botsaris & Vamvaka, 2012; Zulkifli & Rosli, 2013). In this context, performance can be measured by examining the profit levels, market share and growth or non-financial performance of a company (Chandrakumara, De Zoysa, & Manawaduge, 2011).

7. Conclusion

Based on the results of the research and the discussion above, it can be concluded that entrepreneurship is a value manifested in behavior that is used as the basis of resources, driving force, goals, tactics, tips, processes and business results. Spiritual Entrepreneurship is the management of religious activities with a pattern and style of entrepreneurship with a strong religious foundation, strong faith and high devotion.

In the context of the U-Pro Chapter FGBMFI Kupang, its members feel that there is harmony between the values of each individual or member in harmony with the value of the organization. In line with the aim of encouraging Unity and Spirit of Harmony in the Body of Christ, where members are united in activities that are common to the goodness of the members of the Body. In the context of Entrepreneurship, it can be said that the core of entrepreneurship is "responses to business opportunities revealed in a set of actions and produce results, productive and innovative."

While the results of the statistical tests show that employing spirituality in the workplace has a positive effect on entrepreneurship. Religion is basically a belief system; for this reason, religion can be used as a guide in conducting business activities.

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