



THE EFFECT OF ENTREPRENEURSHIP EDUCATION AND SOCIAL ENVIRONMENT ON INTEREST IN ENTREPRENEURSHIP

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Abstract: This study aims to determine: (1) The influence of entrepreneurship education on interest in entrepreneurship, (2) The influence of the social environment on the interest in entrepreneurship. The population used is the students of the Faculty of Economics, State University of Jakarta. The sampling technique used was purposive sampling using 200 samples. Data analysis using SPSS version 22. The results of the test reveal: (1) Entrepreneurship education has a positive influence on interest in entrepreneurship. (2) The social environment has a positive influence on the interest in entrepreneurship

Keywords: Entrepreneurship education, social environment, interest in entrepreneurship

Background

Unemployment or not having a job is one of the big problems experienced by Indonesia. One of the causes of the increasing number of people who do not have jobs is the limited number of existing companies and agencies. The number of applicants is not balanced with the existing companies and institutions which ultimately results in fewer opportunities to get jobs.

Based on a report from the Central Statistics Agency (BPS), in August 2020 the open unemployment rate (TPK) in Indonesia was 7.07%, an increase of 1.84% compared to last year and universities held a fairly high score on the open unemployment rate based on education that has been completed. completed in the amount of 7.35%.

The high unemployment rate can be reduced through entrepreneurship. Increasing and growing interest in entrepreneurship in students is believed to help reduce the unemployment rate. According to Eric Thohir, the level of entrepreneurship in Indonesia is still very low compared to countries in Southeast Asia, where the level of entrepreneurship in Malaysia is around 4.7%, Singapore is 8.76% while Indonesia is around 3.47% of the total population.

Efforts carried out by the government with the aim of increasing entrepreneurs in Indonesia are to add entrepreneurship subjects as subjects that must be held, implemented for almost all universities in Indonesia. The Faculty of Economics, State University of Jakarta has included entrepreneurship subjects as subjects that must be carried out by students with the aim of expanding students' knowledge and knowledge about entrepreneurship.



According to Sidratulmunthah (2018) entrepreneurship education and support regarding entrepreneurship distributed by universities are real efforts to gain knowledge about entrepreneurship and make students influenced to become entrepreneurs as their profession.

According to Stewart in Wahyu (2018), external and internal aspects can also influence one's entrepreneurial interest. The social environment is an external cause that can build a person's interest in entrepreneurship. The social environment such as the family environment, peers and the community in which they live can influence changes in the behavior of each individual or group. external factors can shape a person's entrepreneurial behavior, external factors referred to in this case are the organization that is followed, family and social support in the community. In addition, the environment of a person or student in interacting such as the family environment, community, and social media can help encourage someone to become an entrepreneur. However, environmental encouragement that supports the profession as an entrepreneur may not necessarily make students become entrepreneurs.

According to Syarifuddin (2017) the environment of a person or student in interacting such as the family environment, society, and social media can help provide encouragement to someone to become an entrepreneur. However, environmental encouragement that supports the profession as an entrepreneur may not necessarily make students become entrepreneurs

From this phenomenon, the authors are interested in examining whether entrepreneurship education and the social environment are still relevant in influencing entrepreneurial interest.

THEORETICAL FRAMEWORK

Entrepreneurship Education

According to Darmadi (2019) Education is all activities and efforts to grow the personality and responsibilities of students given by educators. Entrepreneurship. According to Sanawiri & Iqbal, (2018) entrepreneurship can be interpreted as a skill to produce something that can be sold through the process of managing resources creatively and innovatively.

Fayolle (2006) suggests entrepreneurship education is learning that aims to prepare skills and behavior in entrepreneurship so that it can grow the quality of skilled individuals. Cheung & Chan (2011) also revealed that entrepreneurship education is an effort to increase students' understanding and skills needed in building a business. In addition, Hassan (2020) revealed that entrepreneurship education is a process to equip a person with the knowledge needed to recognize opportunities in increasing entrepreneurship.

The conclusion from entrepreneurship education is an effort that is carried out intentionally which aims to add insight into entrepreneurship. Entrepreneurship education is measured by 6 indicators, namely:

1. Entrepreneurial desire
2. Insights
3. Cultivate awareness
4. Entrepreneurship education is the capital of success in entrepreneurship.
5. Entrepreneurship education has benefits as capital that can be used in the future when starting a business.
6. Entrepreneurship education gives ideas to be able to take advantage of opportunities in entrepreneurship.



Social environment

Dalyono (2009) views that the social environment is all human beings who can influence individuals either intentionally or unintentionally. The social environment is an environment where individuals can interact. As stated by Taufiq (2018), it is revealed that the social environment is a community environment where relationships exist between individuals and within community groups. In addition, Nurjannah & Kusmuriyanto (2016) also revealed that the social environment is a place for interaction to do something together with others in the environment.

Based on the views of several experts on the social environment, it can be concluded that the social environment is an environment where individual and group interactions and relationships occur that can affect a person either directly or indirectly.

The social environment is measured by 4 indicators, namely:

1. Parental upbringing
2. Relations
3. Activities in society
4. Mass media.

Entrepreneurial Interest

According to Nur Afifah (2020) interest is a desire that encourages to learn something desired without anyone ordering. According to Dewi (2017) an entrepreneur is someone who is able to see and look for opportunities as well as collect and use the resources needed to make a profit.

Interest in entrepreneurship is the willingness of an individual to manage a business independently (Rosmiati, 2015). Subandono (2007) assumes that entrepreneurial interest is the desire to be interested in creating a business and then compiling, designing, handling risks and running the business he makes. Meanwhile, Fu'adi & Eko (2009) argue that interest in entrepreneurship is the willingness, desire and ability to work optimally in order to meet the necessities of life without worrying about all the consequences that will arise. In addition, Munawar & Supriatna (2018) also argues that interest in entrepreneurship is a tendency and desire to have their own business and create their own company.

From some of the opinions above, it can be concluded that the interest in entrepreneurship is the intention, desire to be interested and the willingness to create and run one's own business without worrying about all the consequences.

Interest in entrepreneurship is measured by 6 indicators, namely:

1. Ready to do anything in order to become an entrepreneur.
2. Entrepreneurship is the goal of my profession.
3. Trying maximally in pioneering and carrying out my business.
4. Have the determination to be able to make a business in the future.
5. Confident in thinking to start a business
6. Have a great interest in starting a business one day.

Research Hypothesis

1. Entrepreneurship education has a positive influence on interest in entrepreneurship.
2. Social environment has a positive influence on the interest in entrepreneurship.



METHOD

The method used is using a qualitative approach. The data collection technique used a survey method through the distribution of questionnaires. The data measurement technique uses a 5 point Likert scale. The population used is the students of the State University of Jakarta. The sampling technique used was purposive sampling, which is a non-random sampling technique because the objects and subjects used were based on certain criteria. The researcher took a sample of Jakarta State University students who had taken entrepreneurship education courses.

RESULT

Normality test

Normality test was tested using One Sample Kolmogorov-Smirnov. In the normality test, the data is said to be normally distributed if the significance value is > 0.05

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,60835142
Most Extreme Differences	Absolute	,061
	Positive	,061
	Negative	-,059
Test Statistic		,061
Asymp. Sig. (2-tailed)		,071 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The results of the normality test show a significance value of $0.071 > 0.05$ which means that the data used is normally distributed.

Linearity Test

Linearity test is used to check the variables used to form a linear model. The statement instrument has a linear value if the linearity significance value is less than 0.05.



Entrepreneurship Education to Entrepreneurship Interests

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y* X1	Between Groups	(Combined)	832,686	13	64,053	28,853	,000
		Linearity	791,321	1	791,321	356,460	,000
		Deviation from Linearity	41,365	12	3,447	1,553	,109
	Within Groups		412,909	186	2,220		
	Total		1245,595	199			

Social Environment to Entrepreneurship Interest

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	776,865	12	64,739	25,828	,000
		Linearity	730,823	1	730,823	291,562	,000
		Deviation from Linearity	46,042	11	4,186	1,670	,083
	Within Groups		468,730	187	2,507		
	Total		1245,595	199			

The calculation results show that the social environment variable on entrepreneurial interest has a significance of 0.000 where the result is less than 0.05. So the data in this study is linearly distributed.

Simple Linear Regression Equation

Simple linear regression analysis is an equation that describes the relationship between the independent variable (X) and the dependent variable (Y), which is drawn through a straight line. The following are the results of a simple linear regression test using SPSS 22.

Entrepreneurship Education

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,225	,987		6,304	,000
	Pendidikan Kewirausahaan (X1)	,549	,030	,797	18,572	,000

a. Dependent Variable: Minat Berwirausaha

The results of the simple linear regression test of the entrepreneurship education variable on the interest in entrepreneurship produce a coefficient of 0.549 and a constant of 6.225. The form of the equation is $Y = 6.225 + 0.549X$.

Based on the test table above, the significance value of the entrepreneurial education variable (X1) on



the entrepreneurial interest variable (Y) is $0.000 < 0.050$ while the t-count value is $18.572 > t$ table is 1.97202, where H_0 is rejected and H_1 is accepted, which means that there is an effect of the X1 variable on the variable. Y.

Social Environment

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,067	1,103		5,502	,000
	Lingkungan Sosial (X2)	,537	,032	,766	16,766	,000

a. Dependent Variable: Minat Berwirausaha

The results of a simple linear regression test for social environment variables on entrepreneurial interest resulted in a coefficient of 0.537 and a constant of 6.067. The form of the equation is $Y = 6.067 + 0.537X$.

Based on the table above, the significance value of the social environment variable (X2) on the variable interest in entrepreneurship (Y) is $0.000 < 0.050$ while the t-count value is $16.766 > t$ table 1.97202 where H_0 is rejected and H_1 is accepted, which means that there is an effect of the X1 variable on the Y variable.

Coefficient of Determination

Result of Coefficient of Determination X1 to Y

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,797 ^a	,635	,633	1,51470

a. Predictors: (Constant), Pendidikan Kewirausahaan (X1)
 b. Dependent Variable: Minat Berwirausaha

From the table above, it can be seen that the R Square value is 0.635 or 63.5%. This figure shows the large influence of entrepreneurship education on interest in entrepreneurship, while the remaining 36.5% is influenced by other variables outside this study or the error value.

Result of Coefficient of Determination X2 to Y

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766 ^a	,587	,585	1,61241

a. Predictors: (Constant), Lingkungan Sosial (X2)
 b. Dependent Variable: Minat Berwirausaha



From the table above, it can be seen that the R Square value is 0.587 or 58.7%. This figure shows the large influence of the social environment on the interest in entrepreneurship, while the remaining 41.3% is influenced by other variables outside this study or the error value.

DISCUSSION

Entrepreneurship Education on Entrepreneurial Interests

Based on the results of tests that have been carried out through simple regression analysis, there is a positive influence between entrepreneurial education on entrepreneurial interest. The influence of entrepreneurship education on interest in entrepreneurship is 63%.

This is also evidenced by the partial significance test (t test), namely the t-count value of 18.572 > t-table of 1.65263, with a significance value of 0.000 < 0.05 where H_0 is rejected and H_1 is accepted, which means that there is an influence of the entrepreneurial education variable on the entrepreneurial interest variable.

The results of the study are also in accordance with the results of previous studies that are used as references by researchers, namely research conducted by Sidratulmunthah (2018) which suggests that a real way to gain knowledge about entrepreneurship and to influence students to become entrepreneurs can be influenced by entrepreneurship education and the support provided by University. In addition, Yohana (2021) reveals that entrepreneurship education and learning programs carried out by universities can affect students' commitment to become entrepreneurs.

Social Environment on Entrepreneurial Interest

Based on the results of tests that have been carried out through simple regression analysis, there is a positive influence between entrepreneurial education on entrepreneurial interest. The influence of the social environment on the interest in entrepreneurship is 58.7%.

This is also evidenced by the partial significance test (t test), namely the t count value of 16.766 > t table of 1.65263, with a significance value of 0.000 < 0.05 where H_0 is rejected and H_1 is accepted which means that there is an influence of social environment variables on the interest variable. entrepreneurship.

The results of the study are also in accordance with the results of previous studies that were used as references by researchers, namely the research of Alifia & Dwiridotjahjono (2019) that the social environment can play a role in influencing the development and mindset of an individual around him, which inadvertently can affect individual interest in choosing a profession to become an entrepreneur. In addition, the results of Utomo (2019) show that there is a direct and positive influence from the organizational environment, social environment, individual characteristics, experiences, and family demands for entrepreneurship.

CONCLUSION

Based on the results of research conducted by researchers, the following conclusions are obtained:

1. There is a positive influence between entrepreneurship education on interest in entrepreneurship. The more knowledge gained about entrepreneurship, the greater the student's interest in entrepreneurship. On the contrary, the lower the knowledge obtained by students, the lower the interest of students in entrepreneurship.



2. There is a positive influence between the social environment on the interest in entrepreneurship. The better the social environment that supports students in entrepreneurship, the greater the interest of students in entrepreneurship. On the contrary, the lower the social environment that supports students in entrepreneurship, the lower the interest of students in entrepreneurship.

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