



JOURNAL

The Effect of Entrepreneurship Knowledge and Social Media on Interest in Entrepreneurship Student at Faculty of Economics State University of Jakarta

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Abstract

The aim of this study is to determine the influence of entrepreneurial knowledge and social media on the entrepreneurial interest of students at the Faculty of Economics, Universitas Negeri Jakarta. The population for this research consists of students from the Faculty of Economics, Universitas Negeri Jakarta, from the 2019 academic year. Using the Slovin formula with a 5% margin of error, a sample size of 205 respondents was obtained. This quantitative research utilized a survey method with a questionnaire as the data collection instrument. The data processing involved using the Typeform questionnaire with a Likert scale ranging from 1 to 5. The collected data were analyzed using the Statistical Product and Service Solutions (SPSS) software version 26.0.0. The data analysis techniques included descriptive analysis, prerequisite analysis (normality test and linearity test), classical assumption tests (multicollinearity test and heteroskedasticity test), multiple linear regression analysis, hypothesis testing (T-test and F-test), and coefficient of determination analysis. The results of this study indicate that there is a positive and significant influence of entrepreneurial knowledge and social media variables on entrepreneurial interest when considered together, as evidenced by the F-test results where $F \text{ count } 13.217 > F \text{ table } 3.04$.

Keywords:

Entrepreneurship, Interest in Entrepreneurship, Entrepreneurial Knowledge, Social Media

Background

Entrepreneurship is an important determinant of economic growth and has a strong correlation with the progress of a country. The more entrepreneurs, the greater the national productivity and economic growth, the more jobs are available, and the more wealth is distributed to more people (Sinaga, 2022). Common problems faced by developing countries are high levels of poverty and unemployment, low levels of welfare and education, expensive food and health prices, and so on. To solve these problems requires the role of entrepreneurship in the economy of a country.

Indonesia is one of the countries that falls into the "middle-income trap" category, which is the condition in which a country achieves a middle income level but cannot get out of that level to become a developed country (Yusuf, 2023). Such conditions occur in countries that do not have the ability to move from middle to high income. To get out of middle income and become a prosperous or high-



income country requires the overall role of the entrepreneur to boost economic growth to higher levels. To be a developed country, Indonesia must have a ratio of entrepreneurs or businessmen of at least 4% of the population.

To the Indonesian goal of increasing the entrepreneurship ratio, the younger generation, especially students, have a great opportunity to contribute in it. Starting a business can start from the smallest scope. The campus is the right place for students who want to start their business in line with the creativity and innovation they have with low risk (Nurdwiratno et al., 2023). This is where the role of the college is needed in preparing the young generation for future entrepreneurs. State University of Jakarta is one of the colleges that supports in increasing entrepreneurial interest in students by providing through entrepreneurship education.

Through this education, you can develop an entrepreneurial literacy that can be used after graduation (Yohana et al., 2021). However, it is very unfortunate that such efforts are not optimum in raising entrepreneurial interest. The educational process in which entrepreneurship is not optimal eventually makes graduates have no entrepreneurial spirit and only want to be officials or workers (Eryanto & Swaramarinda, 2018).

Table 1. Result of Pre Research Interest in Entrepreneurship Student

Plan After Graduate	Total	Percentage
Working as an employee	33	66%
Entrepreneur	14	28%
Continuing Education	3	6%
Total	50	100%

Source: Researchers (2023)

Based on the preliminary survey table above on the post-graduation plan of the students of the Faculty of Economics of the State University of Jakarta with the number of respondents as many as 50 students showed that 33 students chose to be employees with a percentage of 66%. Then 14 students chose to become entrepreneurs with 28% and as many as 3 students opted to pursue education with 6%. It can be concluded that the students of the Faculty of Economics of the State University of Jakarta are more who do not want to be an entrepreneur or do not have an interest in entrepreneurship despite having obtained entrepreneurial courses.

Entrepreneurial interests are not brought from birth but grow and develop according to the factors that influence them. To determine the factors that influence entrepreneurial interest in students of the Faculty of Economics of the State University of Jakarta, the researchers conducted pre-research with the following results.

Table 2. Result of Pre Research Factors Affecting Student Entrepreneurial Interests

Faktor-Faktor	Ya (%)	Tidak (%)	Jumlah (%)
Media Sosial	90,7	9,3	100
Pengetahuan Kewirausahaan	89,3	10,7	100
Efikasi Diri	50	50	100
Sikap	44	56	100
Motivasi	38,7	61,3	100
Lingkungan Keluarga	34,7	65,3	100

Source: Researchers (2023)



The preliminary results showed that the factor with the highest percentage influencing entrepreneurial interest was Entrepreneurship Knowledge at 89.3% and Social Media at 90.7%. Based on the results of the preliminary survey, the researchers were interested in conducting a study entitled: "The Effect of Entrepreneurship Knowledge and Social Media on Interest in Entrepreneurship Student at Faculty of Economics State University of Jakarta."

THEORETICAL FRAMEWORK

Interest in Entrepreneurship

Entrepreneurship activities in the younger generation, especially students, focus on entrepreneurial interests. According to Anggal et al. (2021) entrepreneurial interest is a feeling of happiness, interest, and desire in the entrepreneurship world that requires courage and creativity to make a profit. The definition of entrepreneurial interest is a mental state that explains a person's positive thoughts and desirable feelings about creating a business in the future (Martínez-González et al., 2019). According to Munawar & Supriatna (2018) an interest in entrepreneurship is a tendency to own a business or intend to create a company of its own.

According to Fauzi, (2019), the factors that can influence entrepreneurial interests are internal factors and external factors. Entrepreneurial interests have some indicators, according to (Sulistiyani, 2019); (Hendrawan & Sirine, 2017); (Rahwana, 2023); (Ariyanti, 2018) the indicators used in this study to measure the variable of entrepreneurial interest are (1) Interest (2) Responsibility (3) Creative and Innovative. From the theory of entrepreneurial interests above, it can be concluded that entrepreneurship interest is an interest, desire and willingness of a person to undertake business activities with creative and innovative ideas without fear of taking risks.

Entrepreneurship Knowledge

Entrepreneurship is not only based on talent but can also be studied on the basis of existing theories (Yohana et al., 2021). According to Wahyuni et al., (2022) entrepreneurship knowledge is the activity as well as the ability of each individual to acquire an understanding that has a systematic relevance so that later will be able to innovate and be creative in the dive in entrepreneurial field. Knowledge of entrepreneurship is the ability of a person to recognize or create existing opportunities and take action for something that needs to be known about enterprise obtained from information sources (Razali et al., 2021). According to Prayetno & Ali (2020) the concept of entrepreneurial knowledge is the totality of what is known about a variety of information that is cognitively rationally and logically structured in running business indicators.

Entrepreneurship knowledge can be measured using several indicators. According to (Sulistiyani, 2019); (Aini & Oktafani, 2020); (Suratno et al., 2020); (Mambu et al., 2019); (Zainal Abidin et al., 2022) the indicators used in this study to measure the variable of entrepreneurship knowledge are (1) Ability (2) Analysis of business opportunities (3) Dare to take risks. From some of the knowledge theories of entrepreneurship above, it can be concluded that entrepreneurial knowledge is an understanding and knowledge about entrepreneurship related to how to create, develop, and manage an enterprise.

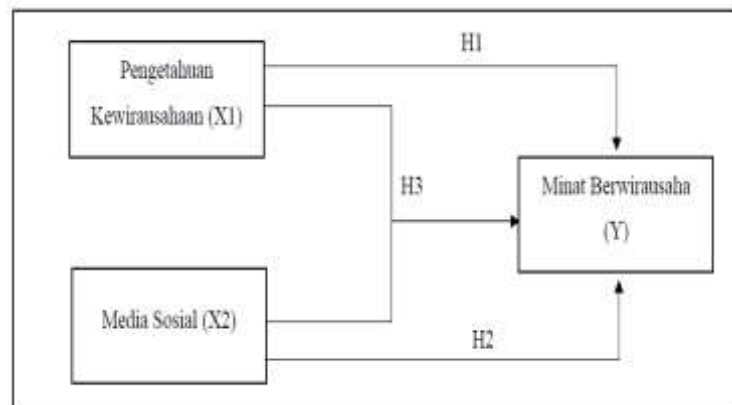
Social Media

Social media according to Kristaloka (2020) is an online media that is used as a means of accessing the internet online, in social media we can communicate, interact and share with other social media users. Social media is generally used by teenagers, but as the age is growing, social media is being used by



all groups from children to adults. Social media can be understood as a way of distributing media electronically, such as through websites, blogs, and other social networks (Castaneda & Castaneda, 2019). According to Barrera Verdugo & Villarroel Villarroel (2021) social media is a means that can read a frequency through sites on social media where there is a difference between information and technology of a social, political or business nature, which is believed to influence the views and opinions of others to make virtual choices. Social media is a group of Internet-based applications built on the ideological basis of Web 2.0 technology, and that enables the creation and exchange of User-made Content (Dahl, 2021).

Social media can be measured using several indicators. According to (Aputra et al., 2022); (Basuki & Gratia, 2022); (Widiati & Warganegara, 2022); (Suratno et al., 2020) the indicators used in this study to measure the variable of social media are (1) Participation (2) Openness (3) Skill. From some of the social media theories above, it can be concluded that social media is an application or website that facilitates user interaction and participation through various forms of social connections and networks to interact with consumers, build brands, market products or services, and conduct marketing and sales activities.



Picture 1. Conceptual Framework

Source: Researchers (2023)

Based on the theoretical framework and the results of previous research, the hypothesis on this study can be formulated as follows:

H1: There is a positive and significant direct impact of Entrepreneurship Knowledge on entrepreneurial interests in students.

H2: There is a positive and significant direct influence of social media on entrepreneurial interests in students.

H3: There is a significant direct influence of Entrepreneurship Knowledge and Social Media simultaneously on entrepreneurial interests in students.

METHOD

The research method used in this research is quantitative research with survey methods. Data collection is carried out with a lift or questionnaire given to students of the Faculty of Economics of the State University of Jakarta. Researchers use a lift or a closed questionnaire. The whole variable in this study uses primary data that consists of three variables, namely the free variable Entrepreneurship Knowledge (X1) and Social Media (X2) and the bound variable is Interest in



Entrepreneurial (Y). The research will be conducted at the Faculty of Economics of the State University of Jakarta. The population surveyed in this study is the students of the Faculty of Economics of the State University of Jakarta Force 2019 with the expected population is the total student of the S1 Study Program of the Department of Economic Sciences of the Government of Jakarta University Force 2019 which amounts to 423 students. Based on the Slovin formula with a 5% error, the minimum number of students to be sampled is 205 students.

Data analysis techniques in this study use SPSS (Statistical Package for Social Science) version 26. The statistical analysis that will be carried out in this study will include pre-conditional analysis tests (normality and linearity tests), classical assumption tests (multicollinearity and heterocadastisity test), double regression analysis tests, F and t hypothesis tests, and determination coefficients tests.

RESULT

Analysis Prerequisite Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		205
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	5.65520275
Most Extreme Differences	Absolute	.045
	Positive	.034
	Negative	-.045
Test Statistic		.045
Asymp. Sig. (2-tailed)		.200 ^{c,d}

On the table of results of the normality test one sample kolmogorov-smirnov above, obtained significance values (Asymp. Sig. (2-tailed)) is 0.200. This indicates that the value of significance (Asymp. Sig. (2-tailed)) > 0.05 so it can be concluded that the sample of this study is distributed normally.

Table 4. Linearity Test X1 to Y

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Minat Berwirausaha * Pengetahuan Kewirausahaan	Between Groups	(Combined)	1570.037	32	49.064	1.453	.068
		Linearity	741.981	1	741.981	21.973	.000
		Deviation from Linearity	828.056	31	26.711	.791	.776
Within Groups			5807.944	172	33.767		
Total			7377.980	204			

The linearity test results in the table above show the result that the Linearity value obtained is 0,000 which means has a value < 0.05. Furthermore, the result also shows that the Deviation from Linearity value obtained is 0.776 which means has a value > 0.05. This means that it can be said that between the variable X1 in this study, i.e. the knowledge variable of entrepreneurship with the Y variable in this research, i., the interest variable entrepreneur can be stated to have a linear relationship.



Table 5. Linearity Test X2 to Y

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Minat Berwirausaha * Media Sosial	Between (Combined)	1172.594	26	45.100	1.294	.167
	Linearity	618.720	1	618.720	17.748	.000
	Deviation from Linearity	553.874	25	22.155	.636	.909
	Within Groups	6205.387	178	34.862		
Total		7377.980	204			

The linearity test results in the table above show the result that the Linearity value obtained is 0,000 which means has a value < 0.05 . Furthermore, the result also shows that the Deviation from Linearity value obtained is 0.909 which means has a value > 0.05 . This means that it can be said that between the variable X2 in this study, i.e. the social media variable with the Y variable in this research, that is, the entrepreneurial interest variable can be stated to have a linear relationship.

Classical Assumption Test

Table 6. Multicollinearity test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Pengetahuan Kewirausahaan	.636	1.573
Media Sosial	.636	1.573

a. Dependent Variable: Minat Berwirausaha

From the results obtained in the table above, it can be seen that the tolerance value of both variables is $0.636 > 0.1$. Then next, the result obtained for the VIF value of the second variable is $1.573 < 10$. Based on the results obtained, it can be concluded that there are no symptoms of multicollinearity.

Table 7. Heterokedastisity test

Correlations					
		Pengetahuan Kewirausahaan	Media Sosial	Unstandardized Residual	
Spearman's rho	Pengetahuan Kewirausahaan	Correlation	1.000	.581**	
		Coefficient		.039	
		Sig. (2-tailed)	.	.000	
	Media Sosial	Correlation	.581**	1.000	.036
		Coefficient			.607
		Sig. (2-tailed)	.000	.	.205
Unstandardized Residual	Correlation	.039	.036	1.000	
	Coefficient				



	Sig. (2-tailed)	.581	.607	.
	N	205	205	205

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the heterocadastisity test in the table above, it can be seen that the Sig. (2-tailed) value on the entrepreneurial knowledge variable is $0.581 > 0.05$. This suggests that in the entrepreneurial knowledge variable (X1) with the enterprise interest variable(Y) there are no symptoms of heterocadastisity. Next on the Sig. (2-tailed) value on the social media variable $0.607 > 0.05$. It showed that in the social media variable (X2) with the entrepreneurial (Y) interest variable, there were no symptoms of heterocadastisity.

Hypothesis Test

Table 8. F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	853.792	2	426.896	13.217	.000 ^b
Residual	6524.189	202	32.298		
Total	7377.980	204			

a. Dependent Variable: Minat Berwirausaha
b. Predictors: (Constant), Media Sosial, Pengetahuan Kewirausahaan

Based on the above table, the resulting significance value is $0,000 < 0.05$. The F value of the table can be found in the statistical dimension table of significance 0.05 by determining the value of df first. $df_1 = k$ (total free variables) = 2 and $df_2 = n-k-1$ ($205-2-1$) = 202.

To determine the F value of the table used, then through the scale of significance 0.05 can be seen from the statistical table. After determining the value of df 1 as 2 and df 2 as 202, we get the F table which is 3.04. Based on the results obtained, Knowledge of Entrepreneurship (X1) and Social Media (X2) have a simultaneous influence on Entrepreneurial Interests (Y) with an acquisition of F counting $13,217 > F$ table 3,04

Table 9. T Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	39.165	4.254		9.207	.000
Pengetahuan Kewirausahaan	.194	.072	.224	2.698	.008
Media Sosial	.159	.085	.154	1.861	.064

a. Dependent Variable: Minat Berwirausaha



T tables can be determined by looking at the t distribution table with the formula as follows, $t_{table} = (a/2; n-k-1)$ or $(0,025; 202)$. The result is a table t value of 1,971. The result of obtaining t count value in the table above can be seen that the t count is obtained as $2.698 > t_{table} 1.971$. It can then be concluded that the variable X1 in this study, i.e. the knowledge variable of entrepreneurship, has a partial influence on the Y variable in this research, that is, the entrepreneurial interest variable.

Then, for the social media variable (X2) can be seen in the table that t counts the Social Media variable (X2) as 1,861. So it can be known that the t value counts $1,861 < t_{table} 1,971$. It was then concluded that the X2 variable in this study, i.e. the social media variable partially has no influence on the Y variable of this research, the entrepreneurial interest variable.

Determination Coefficient Analysis

Table 10. Result of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340 ^a	.116	.107	5.683

a. Predictors: (Constant), Media Sosial, Pengetahuan Kewirausahaan

Based on the above table with the result of R Square (R²), then it can be concluded that in this study, obtained R Square value (R²) of 0.116. Based on the results obtained, the influence of the variable X1 on research (Entrepreneurial Knowledge) and the Variable X2 on social media research (Social Media) against the Y variable in research (Economic Entrepreneurship) has a large impact of 0.116 or in a percentage of 11.6%.

DISCUSSION

Entrepreneurship Knowledge on Entrepreneurial Interests.

The results of the test of the hypothesis indicate that there is a partial influence between the knowledge variable of entrepreneurship and the interest variable that can be seen on the basis of the t count of $2,698 > t_{table} 1,971$. Then it can be said that knowledge of entrepreneurship (X1) partially has a significant influence on entrepreneurial interests (Y).

Research results show that entrepreneurial knowledge has a positive influence on entrepreneurship interests. Based on the result obtained from the calculation of double regression is $= 39,165 + 0,194X1 + 0,159X2$. The constant value obtained is 39,165, which means that if entrepreneurial knowledge is value 0, then entrepreneur interest is value 39,165. The value of the variable coefficient of entrepreneurial knowledge (X1) is 0.194, which means that if the value is increased by 1 then the interest in entrepreneurship (Y) will increase by 0.194. The coefficient value indicates a positive result indicating a positive influence of entrepreneurial knowledge (X1) on entrepreneurship interests (Y).

According to Setyastanto et al. (2022), a student who has entrepreneurial knowledge, then the student has a higher interest in entrepreneurship than the student who does not or does not have enterprise knowledge. Previous research conducted by Indriyani & Subowo (2019) also stated that if the level of entrepreneurial knowledge of students is higher, then the interest in entrepreneurship of students also is higher.



Social Media on Entrepreneurial Interests.

The test results of the hypothesis indicate that there is no partial influence between the social media variable on the entrepreneurial interest variable that can be seen based on the t count of $1,861 < t$ table $1,971$. So it can be said that social media (X2) partially has no significant influence on entrepreneurial interests (Y).

Research shows that social media has a positive influence on entrepreneurial interests. Based on the result obtained from the calculation of double regression is $= 39,165 + 0,194X_1 + 0,159X_2$. The constant value is 39,165, which means if the social media value is 0, then the entrepreneurial interest value is 39.165. The value of the social media variable coefficient (X2) is 0.159, which means that if the value increases by 1 then the entrepreneurial interest (Y) will increase by 0.159. The coefficient value indicates a positive result indicating a positive influence of social media (X1) on entrepreneurial interest (Y).

The same opinion was also expressed by Nirwana et al. (2021) who stated that the higher student access to social media, the higher the appearance of interest in entrepreneurship. Because through social media, an entrepreneur can learn about consumer characteristics and can build deeper interactions. That means social media will make it easier for students to find information about entrepreneurship. The results of this study are in line with previous studies conducted by Prasetio (2020) with the results of analysis on the variable use of social media partially have no significant influence on entrepreneurial interests.

Entrepreneurship Knowledge and Social Media on Entrepreneurial Interests.

The results of the test of the hypothesis indicate that there is a simultaneous influence between the knowledge variable of entrepreneurship and social media on the entrepreneurial interest variable that can be seen on the basis of the result F count of $13,217 > F$ table 3.04 . Then it can be said that knowledge of entrepreneurship (X1) and social media (X2) have a significant influence on entrepreneurial interests (Y). Next, we know the value of the determination coefficient or R Square of 0.116. Thus it can be concluded that 11.6% of entrepreneurial interests of students of the Faculty of Economics of the State University of Jakarta are influenced by entrepreneurship knowledge and social media.

The findings are in line with previous studies conducted by Rahayu & Sulistyowati (2022) stated that there is a positive and significant influence of knowledge variables of entrepreneurship and social media on the variable of interest of simultaneously entrepreneur. Satrio Nugroho & Tomo (2020) also stated that there is a significant influence between entrepreneurial knowledge variables and social media on the interest variables of entrepreneurs simultaneously.

CONCLUSION

There is a positive and significant influence of knowledge of entrepreneurship on entrepreneurial interests. It shows that someone with extensive knowledge of entrepreneurship, then can raise someone's entrepreneurial interest. Students who have entrepreneurial knowledge have a higher interest in entrepreneurship than students who do not or do not have enterprise knowledge.

There is a positive and insignificant influence of social media on entrepreneurial interests. Thus, students who can use social media to the maximum can be followed by the emergence of interest in big entrepreneurship and vice versa. However, the use of social media has not yet been maximized by students in entrepreneurial activities.



There is a positive and significant influence of knowledge of entrepreneurship and social media on entrepreneurial interests simultaneously or jointly. With a sufficient supply of entrepreneurial knowledge, it is expected that they will be able to run their business well. So are social media, in this case it can be used as an incentive to change the mindset in running a business.

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