

The Effect of Entrepreneurship Knowledge, Social Media and Self Efficacy on Student's Interest in Become Entrepreneurs

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Abstract

Entrepreneurship is considered an important mechanism that results in inclusive and sustainable development through employment, innovation, competitiveness and prosperity. This study aims to determine the effect of entrepreneurial knowledge, social media and self-efficacy partially and simultaneously on students' interest in becoming entrepreneurs using quantitative methods. Sampling using purposive sampling technique. Data collection was carried out by distributing online questionnaires as many as 141 students as respondents. Data processing with multiple linear regression testing with the help of SPSS 26 software. Based on the results of the study, it can be concluded that: 1) Entrepreneurship Knowledge variable does not affect the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. 2) Social Media variables have a positive and significant effect on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. 3) The Self Efficacy variable has a positive and significant effect on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. 4) Knowledge of Entrepreneurship, Social Media and Self Efficacy variables simultaneously have a positive and significant effect on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs.

Keywords: Entrepreneurship Knowledge, Social Media, Self Efficacy, Student Interest in Becoming Entrepreneur.

INTRODUCTION

According to Bukhari Alma, in a country the increasing growth of education, the more educated people. However, the implication of this is that more and more jobs are needed. Therefore, the government's policy to budget funds as a "stimulus" for the entrepreneurial world is very much needed. In addition to funds, of course direct supervision is also very necessary.

In fact, to do business is dominated by millennials, for example, the number of millennials who are entrepreneurs in 2018 is 1.5 million people. The number is almost close to the number of investors on the IDX, which is 1.18 million investors. If you look at this number, it is undeniable that the majority of millennials prefer entrepreneurship to permanent jobs. However, why are there very few FEBI IAIN Lhokseumawe students who become entrepreneurs? Even though according to Kasmir, the steps to become an entrepreneur are very easy.

According to Kasmir, the steps taken if you want to be an entrepreneur are as follows: first, you must have the courage to start. Second, have ethics. Third is calculating, Fourth, has a clear plan. Fifth, not quickly satisfied. Sixth, full of faith. Seven responsibilities. And eighth, dare to take risks. The main characteristics above start from a steady self-confidence, not easily swayed by the opinions and suggestions of others. People who have high self-efficacy are people who are physically and spiritually mature. In addition to the nature of self-efficacy, another thing that must be mastered by millennials is the use of social media, as reported by social wearers, the amount of use of social media, and its use is dominated by young people in the Indonesian generation, aged between 18-34 years. Therefore, according to the author, current information technology systems can help students to start a business.

In addition to social media and self efficacy. Entrepreneurial knowledge is also the most important thing in carrying out entrepreneurship. According to Suryana, "Entrepreneurial knowledge is a person's ability to recognize or create opportunities and take an action that can be obtained from information sources". The knowledge possessed, skills such as personal values and beliefs can influence students' interest in becoming entrepreneurs. According to the author, the three variables above are very asymmetrical with the condition of the students of FEBI IAIN Lhokseumawe. According to the author, this condition is based on the gap in entrepreneurial knowledge, social media and self-efficacy.

This is based on the results of observations that researchers randomly submitted to students, showing results that are quite troubling to us about entrepreneurial knowledge, social media and self-efficacy on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. The question asked to the students is Have they taken courses to entrepreneurship? and are they already interested in entrepreneurship? Or have you started or run your business? and do they come from entrepreneurial families? Most of the 30 students, who have taken the entrepreneurship course are 22 people and who have not taken the entrepreneurship course are 8 people and who are interested in becoming an entrepreneur are 29 people and 1 person is not interested in becoming an entrepreneur. There are 9 students who have started and run a business and 20 students who have not started and run a business. Some even don't know whether the student has or has not started and run a business. 1 person. There are 8 students from entrepreneurial families and 22 students who do not come from entrepreneurial families. However, if analyzed, the entrepreneurial interest that exists in the students of FEBI IAIN Lhokseumawe is quite high, but students are only limited to interest but do not provide encouragement for someone to do what they want, such as wanting to run a business.

Efforts to foster student interest in entrepreneurship have faced many obstacles. The obstacle is that many people still believe that the higher the level of formal education a person will be guaranteed to have a better future without equipping them with an independent attitude to go directly into the world of entrepreneurship. Graduates or undergraduate students of FEBI IAIN Lhokseumawe, should be able to develop self-efficacy or self-confidence and be better prepared to start their business in their field of expertise. If only there were many students and scholars who did not expect to be employed in companies or in government. So with the knowledge he has he can start a new business and actually open up job opportunities for other people. The description above shows that the world of entrepreneurship is so important to advance the regional and state economy, as well as to prosper the community's economy

METHODOLOGY

The research approach used by the researcher is an associative-causal approach. Causal is a form of relationship in associative research, which is a form of causal relationship. The type of research that the researcher uses is quantitative research based on positivism, that is, data in the form of numbers is poured to explain one-on-one clarity of numbers or comparisons. This research will be carried out by the Lhokseumawe State Islamic Institute which is located on Jalan Medan-Banda Aceh km. 275 NO. 1 Bouquet Rata-Alue Awe, Kec. Muara Dua, Lhokseumawe City for Students of the Islamic Economics and Business Faculty. The data collection technique that the author uses is as follows: a) Questionnaire (Questionnaire). b) Documentation c) Likert Scale. The data analysis

technique in this study used descriptive analysis. The prerequisite tests of the analysis carried out included normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test. Hypothesis testing in this study using regression analysis.

RESULT AND DISCUSSION

Entrepreneurial knowledge is a person's ability to recognize or create opportunities that exist and take action for something that needs to be known about entrepreneurship obtained from information sources. According to Notoadmodjo in his book Wawan and Dewi, having entrepreneurial knowledge factors as follows: a) Knowledge. b) Understanding. c) Application. d) Analysis. e) Synthesis. f) Information. g) Experience. h) Evaluation. Indicators of entrepreneurial knowledge according to Mustofa in his journal Hendrawan and Sirine, namely: a) Taking business risks. b) Analyzing business opportunities. c) Formulating problem solutions.

According to Kaplan and Haenlein in their journal Doni Junni Priansa, social media is defined as a group of Internet-based applications built on ideological and technological foundations that enable the creation and use of changing content. Social media is based on mobile platform and web-based. Factors Affecting Social Media are as follows: a) More and more consumers visit social media pages. b) Social media facilitates education and information. c) Blogs, instant messages, and social networking pages. Social media uses three indicators according to Kurniawan and Harti in their journal Ruohan Lia and Ayoung Suhb, namely: a) Communication facilities. b) Access. c) Strength of argument. d) Interactivity. e) Utilization.

Self-efficacy is an individual's ability and confidence to perform certain tasks (in this study entrepreneurship). Self-efficacy which is defined as a socio-cognitive process can explain the impact of individual knowledge and actions in the form of attitudes towards entrepreneurship. Factors Affecting Self Efficacy are as follows: a) Individual Differences. b) Presence of role models and mentors. c) Previous work experience or leadership. e) Environment, Culture and Institutions. f) Access to capital g) A person's belief about the extent to which he is able to do the task. h) Achieving goals, and planning actions to achieve a goal. According to Bandura in Shofiah & Raudatus salamah indicators of self-efficacy in their journals Eka Nur Wahyuni, and Nina Oktarina, namely: a) Experience of success. b) Experience of others. c) Social persuasion. d) Physiological and emotional state.

ANALYSIS

Researchers grouped respondents into several characteristics. Research data obtained from questionnaires distributed to students of the Faculty of Economics and Islamic Business IAIN Lhokseumawe as many as 141 questionnaires.

Respondent Gender

Respondents with male sex amounted to 31 people or 22%, and respondents with female sex amounted to 110 people or 78%. This proves and explains that most of the respondents in this study were female students.

Major Respondents

Respondents of the Islamic Economics Department were 83 people or 58.9%, then the respondents of the Islamic Banking Department were 38 people or 27%. Then the last respondent of the Islamic Accounting Department was 20 people or 14.2%. This shows and explains that most of the respondents are students majoring in Islamic Economics.

Force Responder

The 2017 batch of respondents was 61 people or 43.3%, then the 2018 batch of respondents were 43 people or 30.5%. Then the last respondent for the 2019 class was 37 people or 36.2%. This is shown and proven from the results of the output table above that most of the respondents are Class 2017 students.

Respondents who Yes Have

Respondents who Yes Owned a Business amounted to 46 people or 32.6%. Furthermore, respondents who and do not own a business are 97 people or 67.4%. This reveals and explains that most or most of these respondents do not have a business.

Validity test

The results obtained from r arithmetic r table, thus it can be said that each statement in the questionnaire for each variable is declared valid.

Reliability Test

Based on the test results, the calculation of Cronbach's Alpha is 0.966, thus it can be concluded that Cronbach's Alpha of 0.966, greater than 0.80 can be categorized as Good Reliability.

Normality test

The Kolmogorov-Smirnov normality test obtained the Asymp value. Sig (2-tailed) is 0.006 and above the significant value (0.05) or $0.006 > 0.05$, it can be concluded that the data is normally distributed.

Multicollinearity Test

Multicollinearity test obtained X1 tolerance value of $0.522 > 0.10$ and VIF $1.916 < 10$, and then X2 tolerance value of $0.422 > 0.10$ and VIF $2.367 < 10$, then X2 tolerance value of $0.429 > 0.10$ and VIF $2.329 < 10$. So that it can concluded that there is no multicollinearity.

Autocorrelation Test

Autocorrelation test can be seen that the durbin-watson value is 2,122, the durbin-watson value is then compared with the number of dU in the table, significant 5% with the formula $K(3); N(141)$ then obtained dU of 1.7685 and less than $4-dU (4-1.7685) = 2.2315$, so as the basis for decision making in the Durbin-Watson test above, it can be concluded that there are no problems or symptoms of auto correlation.

Heteroscedasticity test

Based on the scatter plot output, it is known that: The scattering data points are above and below or around the number (-2). And then the dots don't collect just above or below. Then the spread of data points is not patterned. So it can be concluded that there is no symptom of heteroscedasticity.

T Uji test

T test is used to determine whether each independent variable has a significant effect on the dependent variable. The test was carried out using a significant level of 0.05.

It turns out that $t \text{ count} = 1.876 < 1.977$ t table with a significant value of $0.063 > 0.05$ so that H_a is rejected and H_o is accepted, the results show that:

H_0 : Entrepreneurship knowledge has no effect on students' interest in becoming entrepreneurs.

Social Media $t \text{ value} = 2.179 > 1.977$ t table with a significant value of $0.031 < 0.05$ so that H_{a2} is accepted and H_o is rejected as follows:

Table 5. T Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	11.562	2.200		5.255	.000
	Entrepreneurship Knowledge	.128	.068	.134	1.876	.063
	Social media	.150	.069	.173	2.179	.031
	Self Efficacy	.506	.071	.565	7.176	.000

a. Dependent Variable: Student Interests to Become Entrepreneurs

Source: Primary Data processed 2021

Ha2: Social Media has a significant effect on students' interest in becoming entrepreneurs

F test

The t value of self efficacy = 7.176 > 1.977 t table with a significant value of 0.000 < 0.05 so that Ha2 is accepted and Ho is rejected as follows:

Ha3: Self Efficacy has a significant effect on students' interest in becoming entrepreneurs.

It turns out that F arithmetic = 79.445 > F table = 2.67 with a significance value of 0.000 < 0.05 so that Ho is rejected and Ha4 is accepted and the results are that:

Ha4: Knowledge of Entrepreneurship, Social Media and Self Efficacy simultaneously have a significant effect on students' interest in becoming entrepreneurs.

Tabel6 Hasil Uji F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3867.488	3	1289.163	79.445	.000 ^b
	Residual	2223.121	137	16.227		
	Total	6090.610	140			

a. Dependent Variable: Minat Mahasiswa Menjadi Wirausaha

b. Predictors: (Constant), Self Efficacy, Pengetahuan Kewirausahaan, Media Sosial

Sumber: Data Primer yang diolah 2021

Coefficient of Determination Test (R-Square)

Table 7 Determination Test Results (R-Squared)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.627	4.02830

Sumber: Data Primer yang diolah 2021

Obtained an R Square value of 0.635 (63.5%). This shows that the percentage of the influence of the independent variables (Entrepreneurial Knowledge, Social Media and Self Efficacy) on the dependent variable (student interest in becoming entrepreneurs) is 63.5% while the rest is influenced by other variables of 0.37.5 (37.5%) which are not included in this study.

Multiple Linear Regression Analysis

Table 4.19 Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.562	2.200		5.255	.000
	Entrepreneurship Knowledge	.128	.068	.134	1.876	.063

Social media	.150	.069	.173	2.179	.031
Self Efficacy	.506	.071	.565	7.176	.000

a. Dependent Variable: Interests of Students Becoming Entrepreneurs

Source: Primary Data processed 2021

CONCLUSION

The conclusion of the research research "The Effect of Entrepreneurship Knowledge, Social Media and Self Efficacy on Students' Interest in Becoming Entrepreneurs (Case Study on Students of the Islamic Economics and Business Faculty Iain Lhokseumawe)" is as follows:

1. Entrepreneurship Knowledge variable has no significant effect on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. This is indicated by the acquisition value of the t-test results, namely $t_{hitung} > t_{table}$ ($1.876 > 1.977$) and the value of sig. ($0.063 < 0.05$) with a df of 137. This shows that most of the students just to gain knowledge and do not like challenges, they are less willing to take risks, because they are still interested in working in other people's companies or working together with others without equipping those with an independent attitude to plunge directly into the world of entrepreneurship so as not to encourage students' interest in entrepreneurship according to their skills and abilities.
2. Social Media variables have a significant effect on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. This is indicated by the acquisition value of the t-test results, namely $t_{hitung} > t_{table}$ ($2.179 > 1.977$) and the value of sig. ($0.031 < 0.05$) with a df of 137. This shows that Social Media plays an important role in students' interest in becoming entrepreneurs, with social media making it easier for students of FEBI IAIN Lhokseumawe to access information about the world of entrepreneurship widely, can see market opportunities for entrepreneurship, adding relationships, facilitating promotions so that they are more effective and efficient.
3. The Self Efficacy variable has a significant effect on the interest of FEBI IAIN Lhokseumawe students to become Entrepreneur. This is indicated by the acquisition value of the t-test results, namely $t_{hitung} > t_{table}$ ($7.176 > 1.977$) and the value of sig. ($0.000 < 0.05$) with a df of 137. This shows that students have self-efficacy and self-confidence to be able to lead themselves and others as well as mental preparation. The existence of self-efficacy that has a high ability can affect students' interest in entrepreneurship. This proves that self-efficacy plays a very high role in students, because an individual when he has the ability to judge himself is capable or not when he is in the world of entrepreneurship.
4. Entrepreneurship Knowledge, Social Media and Self Efficacy variables simultaneously have a significant effect on the interest of FEBI IAIN Lhokseumawe students to become entrepreneurs. This is indicated by the acquisition value of the t-test results, namely $F_{hitung} > F_{table}$ ($79.445 > 2.67$) and the value of sig. ($0.000 < 0.05$). This shows that the variables of Entrepreneurship Knowledge, Social Media and Self Efficacy simultaneously have an effect on increasing student interest in FEBI IAIN Lhokseumawe, where the existence of these variables is able to increase high-level entrepreneurial personality traits such as the tendency to take risks, innovativeness, self-confidence and entrepreneurial intent and also to give them the potential to start a fast-growing technology venture.

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