

## The Influence of Entrepreneurship Knowledge and Creativity on the Interest in Entrepreneurship of Vocational Students in Central Lombok District

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### ABSTRACT

The objective of the research is to find out whether there's impact from entrepreneurship, to solve students' problems to students' interest in entrepreneur. The population consists of 270 students of business and management SMK with 100 students as samples. The independent variable is entrepreneur knowledge, ability to solve the problems and the dependent variable is students' interest in entrepreneur. The data are collected using a questionnaire, and the analysis uses double regression analysis. The results are 1) Simultaneously the impact of entrepreneur exists to solve the problem of students' interest in entrepreneur, 2). Partially, there's no impact of entrepreneur knowledge in entrepreneur's impact of students 3) there's partial impact to solve entrepreneur problem to the interest of entrepreneur in students. It is suggested to (1) the entrepreneur interest of the students, teachers should give the material based on reality, (2) educational institutions which curriculum oriented

## **INTRODUCTION**

Social interaction is an important aspect of education that can affect students learning and well-being. However, one of the weaknesses of formal education in Indonesia is the lack of social interaction. Research shows that social interaction is crucial to the learning process (Hurst et al., 2013). Social connections in schools contribute to increased academic success and emotional well-being. Social interaction helps students learn, maintain, and apply knowledge. It also helps students develop their interpersonal skills.

To overcome this weakness, teachers can include activities that promote social interaction in the classroom. Moreover, with the rapid development of the times, social interaction is unlimited by place, distance and time. For example, teachers can use stories, role-playing games, group exercises, peer observations, multimedia and social media to improve social skills. Teachers can also exemplify schematics, assign classwork, and encourage pen friends to help students develop social skills.

Education with the concept of social interaction will give students the opportunity to be able to apply their knowledge in life practice. A generation of talented, creative and innovative millennials can contribute to the economy. (Sundari, 2019). As research has been done in the city of Makassar, entrepreneurs who belong to the millennial generation category require entrepreneurial literacy and digital business literacy skills (Hasan et al., 2021). Entrepreneurship literacy is closely related to the understanding of an individual (the millennial generation) of entrepreneurships with a positive, constructive, wise, and innovative character. It relates to all aspects of human behavior and actions developing creativity, stimulating the birth of ideas, and enriching human needs. In digital business literacy, human potential and knowledge related to the use of digital technology, means of communication, preparing and evaluating information in a healthy and attentive manner and in accordance with the laws of life enables people to use technology responsibly.

Globally, a process is under way to redesign education, commonly known as teaching and learning, in the 21st century. (Howard, 2018). Learning in the 21st century will be tailored to 21st-century skills including collaboration, communication, digital literacy, citizenship, problem-solving, critical thinking, creativity, and productivity. (van Laar et al., 2017).

## **LITERATURE REVIEW**

Howard (2018) argues that 21st-century learning is a preparatory education; a future-oriented and projected functional goal of education that unites with human ingenuity and leads to technological innovation will free us from an ever-increasing list of social and economic diseases. Key aspects of the 21st century classroom environment include student involvement, the use of effective learning strategies, and emotional factors that support child development (Seidman et al., 2018).

Nowadays, formal education must be supported by other skills such as entrepreneurship and technology mastery, given the absorption of students at higher levels and the recruitment of very limited staff with a high level of competence. To be able to compete with other nations in the world and survive

in the global market requires skilled manpower with the competence and ethos of professional work. Looking at the above conditions, then the world of education must be able to play an active role in preparing educated human resources that are able to face the various challenges of life, both local, regional, national, and international. They must not only master theory but also be willing and able to apply it in social life. He is not only able to apply the knowledge he has acquired in my school but also to solve the various issues faced in everyday life.

Such education is an education oriented to the formation of the spirit of entrepreneurship, which is the soul of courage and the ability to face the problems of life and life in a reasonable way, the soul of creativity to find solutions and overcome the problems, the self-reliant soul and not dependent on others.

The development of entrepreneurship among educators is felt to be very important because educators are agents of change who are expected to be able to inject characteristics, character, and the spirit of enterprise, or entrepreneurial spirit, from an early age into their pupils. The entrepreneurial soul is also very necessary for an educator because, through this spirit, educators will have a more efficient, creative, motivational, productive, and independent work orientation.

Indonesia, as a developing country, is still far behind other ASEAN countries in terms of the number of entrepreneurs. The percentage of entrepreneurs in Indonesia is 3.47%, compared to other ASEAN countries such as Malaysia (4.74%), Singapore (8.56%), and Thailand (4.26%). (Hutasuhut & Aditia, 2022).

The shortage of entrepreneurs in Indonesia is because the Indonesian people are still afraid to plunge into the world of enterprise because of the risk of failure. This can be seen from the Entrepreneurship Survey 2019 conducted by Herbalife Nutriion in some ASEAN countries, where in the survey respondents from Indonesia, many are dreaming of having their own business but are not willing to plunge into it due to the presence of barriers such as capital and the risk of failing. Another factor that has led to the low number of entrepreneurs in Indonesia is the lack of interest of high school and college graduates in entrepreneurialism, who prefer to be a private official or civil servant (PNS) rather than an entrepreneur.

Developing a work-ready student with suitable talents and skills becomes a requirement for independence from the government. Entrepreneurial independence among millennials is critical for developing businesses to thrive and unemployment to fall. It is consequently vital to develop a high-quality human resource, which necessitates an education that combines theory and practice so that students genuinely appreciate the importance of education for their future.

According to statistics, high school graduates are the most unemployed. The open unemployment rate in February 2023 was 5.45 percent, a 0.38 percentage point decrease from February 2022. COVID-19 affects 3.60 million people (1.70 percent) of the working-age population. It consists of the unemployed as a result of COVID-19 (0.20 million people); the non-labor force

as a result of COVID-19 (0.26 million people); those who are not working as a result of COVID-19 (0.07 million people); and the working population, which saw a reduction in working hours as a result of COVID-19 (0.07 million people) (3.07 million people). SME graduates made up the majority of donors, accounting for 13.35 percent. (Ramli, 2020). Given such data, it is clear that SMEs in Indonesia have yet to produce graduates who are prepared to operate independently or in a certain sector.

Vocational education is seen as a path to stable employment for graduates who do not continue to college and as a means to re-engage young people who are dissatisfied and promote social inclusion (Fuller, 2015). Vocational education is identical to learning "how to work", Vocational education seeks to improve the technical competence and position of a person in his environment through the mastery of technology and professional education closely related to the needs of the labor market (Dharma et al., 2013).

With an interest in entrepreneurship, the community and especially high school students will be interested in plunging directly into the entrepreneurial world so that it can reduce the number of unemployed, especially educated unemployed, who are still a large number and even add to the number of jobs.

Based on the search results, there are several factors that can influence the interest of vocational secondary school students in entrepreneurship. Some of these factors include knowledge about entrepreneurship, personality traits, family environment, school environment, and individual interests. Research has shown that knowledge of entrepreneurship has a significant impact on students' interests in enterprise (Sahade & Ngampo, 2016). Besides, personality traits, such as the locus of control, can also affect students' interest in entrepreneurship. (Saepul Ardiansyah et al., 2021).

Entrepreneurship is a process that integrates opportunities, resources, and people. (wirausahawan). Identification of opportunity is an early step in entrepreneurship, and this process is known as entrepreneurial interest (Jinying & Nina Pelagie, 2014). Individuals have a strong intention to have an enterprise when they feel that the enterprise is possible and there is a desire to carry out the activity. (Hisrich & Peters, 2008).

Internationally, creativity is a widely discussed concept that is crucial to educational practice and curriculum. Creativity transcends disciplines and cultures as a highly desirable quality of human cognition. (Henriksen et al., 2021). It can be said that in the 21st century, the development of student creativity has become a significant teaching objective, and creativity has been identified as a graduate attribute that is increasingly important to the job (Georgiou et al., 2022; Tran et al., 2017). So for every teacher in school, learning development consciously aimed at developing creativity and using creative teaching strategies has the potential to develop creativity in students. (Tran et al., 2017).

Another definition of creativity is the ability to develop new ideas and solutions to solve problems. In the world of education at all levels, especially at SMK, students are designed to be people who can create their own jobs. So, students should be able to look into the future and generate innovative ways of doing business. Creativity leads to new and innovative ways of doing business,

exploring new ways, and generating new ideas that lead to efficiency and ultimately give entrepreneurs the advantage they need in competition.

The main capital for entrepreneurs is creativity, enthusiasm, and a reluctance to give up. This spirit and reluctance to give up are seen as a delayed success despite sleepiness and falling, but they will rise strongly. Creative entrepreneurs don't run out of sense when they get a challenge and turn it into an opportunity. So it can be concluded that creativity is a very relevant topic, not only for entrepreneurs who are starting but also for businesses and business activities in general. Creativity is a vital resource in creating competitiveness for all organizations that care about growth and change.

## **METHODOLOGY**

The population in this study is students of the SMK Tourism District of Central Lombok who come from SMKN 1 Praya, SMK N 1 Pujut, and SMK N 1 West Praya. The total population in this study was 270 students of the culinary program, and samples were taken from as many as 100. The operational definition of the research variable is: (1) Knowledge of entrepreneurship is the understanding of an entrepreneur with a variety of positive, creative, and innovative characteristics in developing business opportunities that benefit him and his consumer society. Indicators of enterprise knowledge include the benefits of entrepreneurial knowledge, entrepreneurship knowledge normatively and morally viewed, the role of entrepreneurial knowledge in simplifying problems, and enterprise knowledge's role in improving the dignity of life. (2) Creativity is the ability to develop new ideas and solutions to solve problems. Problems are a problem in work or endeavor; a lot of reason is needed to solve the problems faced, correctly understand the personal self over the ability that is possessed, and be creative in finding a way out of the problems that are faced. (3) Interest is a desire for an object, and of course, if an interest arises, then one will perform an activity. The action performed by a person is basically to satisfy a desire for an object considered to be of interest. Indicators of entrepreneurial interest are interest in entrepreneurship, curiosity for entrepreneurs, positioning or joining together, and enjoying the activities carried out. Data analysis tool using double regression.

## **RESEARCH RESULT**

The results of the analysis showed that partially the variable of entrepreneurial knowledge had no influence on entrepreneur interests because the t count value was smaller than the t of the table ( $1,137 < 1,9847$ ) and the significance value was larger than that of the alpha pair ( $0,258 > 0,05$ ). Partially, the creativity variable has a significant and positive influence on entrepreneurial interests because the count t value is greater than the table t ( $8,263 > 1,9847$ ) and the significance value is smaller than the alpha pair ( $0,00 < 0,05$ ). Simultaneously, the variables of entrepreneurial knowledge and creativity have a significant and positive influence on entrepreneurship interests because the F count is greater than the t of the table ( $68.916 > 3.15$ ) and the significant value of the alpha pair is small ( $000 < 0.05$ ).

Knowledge of the entrepreneur is one of the most important aspects of entrepreneurship because, with adequate or sufficient knowledge, one will be able to manage the business well. Based on the results of the research, it was shown that entrepreneurial knowledge does not significantly influence the interests of entrepreneurs. The result means that increased entrepreneurial knowledge will not increase interest in entrepreneurship. This condition is understandable because in running a business, not only can you rely on knowledge, but also a certain strategy is required in order to keep the enterprise running in competition. Therefore, there is a need for an understanding of entrepreneurship so that the actions carried out really yield optimal results. An activity must be carried out in accordance with the ethics or norms that apply in the business community. These ethics or norms are used so that the entrepreneurs do not violate the rules that have been established and that the efforts carried out gain the sympathy of the various parties. In the end, such ethics form a clean entrepreneur who can advance and grow a business over a relatively longer period of time.

Knowledge that emphasizes more observation and sensory experience is known as empirical knowledge or *a posteriori* knowledge. This knowledge can be obtained by conducting empirical and rational observations. Such empirical knowledge can also develop into descriptive knowledge when one can draw and describe all the characteristics, properties, and symptoms that exist in such an empiric object. Empirical knowledge can also be acquired through human personal experiences that happen repeatedly. For example, someone who is often chosen to lead an organization on their own will gain knowledge of organizational management. Therefore, knowledge alone is not enough to be the capital of a person running a business; one must be able to see the real conditions that occur in the field or market so that they can determine the most accurate strategies for running a business.

The implications of such knowledge are that a student will have an interest in entrepreneurship when he or she knows correctly about all the characteristics of the business world. The student's understanding is not only partial, or the student understands only part of the entrepreneur, but the student must understand the whole complexity of entrepreneurship. If students understand only part of the traits of entrepreneurship, they will be prone to

failure because they are unable to analyze comprehensively the internal and external factors that support the success of the undertaking.

The process of analyzing macroenvironmental conditions becomes one of the important instruments that must be used in order for the undertaking to run optimally. As it is known, with the ability to analyze internal and external conditions, an undertaking will tend to thrive because one is able to apply accurate strategies in competition. Any occurrence of change that occurs in the external environment must be accurately identified and well analyzed so that the decisions that will be taken to advance efforts become reality. However, when the student's ability to analyze is relatively low, it leads to a low interest in entrepreneurship. This is because students feel unable to solve all the problems that exist because they consider that knowledge is not enough to be a supplier in entrepreneurship. Students will be more optimistic when they already have experience in entrepreneurship.

According to a number of Indonesian studies, creativity has a significant positive influence on entrepreneurial interests. Research at the University of Sriwijaya also shows that creativity has a positive and significant influence on entrepreneurial interest among students of the Faculty of Economics Education. In addition, research at Pamulang University shows that creativity influences entrepreneurial interest in students. However, creativity is not the only factor affecting students entrepreneurial interests. There are other factors like motivation, business capital, entrepreneurial mentality, and entrepreneurship education that are also influential. Therefore, in order to increase student entrepreneurial interest, it is necessary to look at these factors holistically. In the context of education, some studies show that independence and creativity also have a positive and significant influence on the central interest in entrepreneurship. Besides, entrepreneurship education can also boost student entrepreneurial interest. So that the results of this study can be concluded, creativity has a positive and significant influence on students entrepreneurial interests. However, it should be noted that there are other factors that also influence motivation, such as corporate capital, entrepreneurial mentality, and entrepreneurship education. Therefore, in order to increase student entrepreneurial interest, it is necessary to look at these factors holistically.

In doing business, you'll be faced with problems. So an entrepreneur has to have creativity when problem-solving. One part of the problem-solving process is decision-making, which is defined as choosing the best solution out of a number of available alternatives. Inappropriate decision-making will affect the quality of the outcome of the problem-solving process. The ability to solve problems is a skill that almost everyone needs in every aspect of their lives.

Research results show that creativity has a significant and positive influence on entrepreneurial interests. These results show that when a person's creativity in solving entrepreneurial problems increases, it increases their interest in entrepreneurship. The ability to solve entrepreneurial problems includes not only internal but also external problems. Entrepreneurs should have the creativity to analyze by collecting data, processing it, analyzing, interpreting, and drawing conclusions from the analysis.

Although the question does not have a real problem, the final decision to determine the best solution to the problem rests with Wirausaha himself. Problem solving and how to solve it in a business is actually not so difficult if an entrepreneur has a lot of experience in the business environment. If the issues have been determined and all the information and data on the problems have been collected, an entrepreneur must identify all possible methods of troubleshooting. An entrepreneur must look at a problem from various angles and find new ways to solve it.

These abilities, when possessed, will increase one's interest in entrepreneurship. However, if a person has only partial ability, then it will hinder the endeavors carried out. The problems in the companies seem to be more stringent and heavy with the competition map of the enterprise that is no longer light; therefore, the skills of employees in the process of solving problems and making the right decision become an absolute thing.

Intellectual abilities and physical abilities, empirically, must support each other so that employee performance increases. Employees who have intellectual abilities but are physically undersupported will tend to be delayed. Employees who are physically superior but intellectually insufficient or inadequate will find it difficult to overcome obstacles, so work also tends to be delayed. This condition gives the meaning that carrying out the work requires not only intellectual ability but also physical strength so that the work can be completed quickly, accurately, and precisely so that company objectives can be realized.

The success of the undertaking is indeed the hope of the entrepreneur. Some traits of an entrepreneur are said to be successful if they (1) have a clear vision and purpose. It serves to guess where the step and direction are aimed, so it can be known what the entrepreneur will do. (2) Initiative and always being proactive It is a fundamental feature where entrepreneurs not only wait for something to happen but first start and look for opportunities as pioneers in a variety of performance-oriented activities. Successful entrepreneurs always pursue better achievements than previous ones. The quality of the product, the service provided, and customer satisfaction are our primary concerns.very activity undertaken is always evaluated and must be better than before. (4) Dare to take risks. It's a quality that an entrepreneur should have anytime and anywhere, in terms of money and time. (5) Hard work An entrepreneur's working hours are unlimited in time, depending on where he comes from. Sometimes it's hard for an entrepreneur to arrange his working hours. He's always thinking about his progress. New ideas always encourage us to work hard to realize them. There are no hard words or problems that can't be solved. 6) Responsibility for all activities carried out, both present and future, is the responsibility of an entrepreneur, not only materially but also morally, to the various parties. (7) Commitment on the various sides is a characteristic that must be held firm and respected. The commitment to do something is indeed an obligation to be promptly respected and realized. (8) Develop and maintain relationships with various parties, whether directly related to the undertaking or not. Good relationships need to be built among others with customers, governments, suppliers, and the general public.



## CONCLUSIONS AND RECOMMENDATIONS

Simultaneously, there is the influence of entrepreneurial knowledge and creativity on student entrepreneurial interests. There is no significant direct influence between entrepreneurial knowledge and student entrepreneurial interests. However, there is a direct influence of students' creativity on entrepreneurial interests. To enhance the entrepreneurial interest of students, teachers must provide teaching materials in accordance with real-life circumstances. While educational institutions are always oriented to the curriculum, learning is still controlled by the demands of the time and the student environment.

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