

The Influence of Entrepreneurial Motivation on Interest in Becoming a Young Entrepreneur in Medan State University Fe Students

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ABSTRAK

This research was conducted to see how far entrepreneurial motivation influences the interest in becoming a young entrepreneur among Medan State University Fe students. The research was conducted on students at the Faculty of Economics, Medan State University with a sample of 30 respondents. This research method uses quantitative descriptive because it explains the description of the respondents studied using validity, reliability, normality, heteroscedasticity, t test, F test and determination (R²) using the SPSS application tool. The research results show that the level of entrepreneurial motivation variables has a positive and simultaneous effect on interest in becoming a young entrepreneur. This is proven by the results of the t test, the significance value of entrepreneurial motivation is <0.05. This means that there is an influence between the independent variable and the dependent variable. and the results of the f test obtained a significance value of f of 0.000, which means <0.05. From these results it can be concluded that the entrepreneurial motivation variable simultaneously influences the interest variable in becoming a young entrepreneur.

INTRODUCTION

Competition in the era of globalization is increasingly fierce, and not only college graduates, but also high school graduates, especially vocational school graduates, are competing. In contrast to high school graduates who go on to college, many vocational school graduates have to go directly into the world of work. In principle, schools are institutions that produce graduates or skilled personnel and train students as quality human resources (HR), so that schools organize superior programs to provide excellent service to the community.

One of the causes of the lack of employment for those who have graduated from college or have a bachelor's degree is because many graduates only aim to find work, not create new jobs. Becoming an entrepreneur is one of the determinants of economic progress or decline, because the entrepreneurial field has the freedom to work and be independent (Oktarilis, 2012) in (Telaumbanua, 2023).

Entrepreneurship has the potential to be developed both in the number and quality of entrepreneurs themselves. Currently, we are faced with the phenomenon that the number of entrepreneurs in Indonesia is still small and the quality is not yet great, and this means an urgent challenge for successful development. Entrepreneurship is a key issue in developing economies. The economic progress or decline of a country depends greatly on the existence and progress of this group of entrepreneurs (Rachbini 2002).

Hazraini (2017) in (Rachmawati & Wardhani, 2019) stated that entrepreneurial motivation is a driving factor for someone to create something new and different from others or from what already exists using methods that are as creative and innovative as possible and not copying someone's work. Sakti Fajar W (2014:17) states that motivation means being a conscious force of encouragement to influence a person's behavior so that they are moved to do something so as to achieve results from entrepreneurial activities.

Entrepreneurial interest is a person's interest in creating a business using the opportunities that exist around them and daring to take risks that may occur in running a business (Atmaja, 2016). Students who are interested in entrepreneurship will be seen in behavior that shows their desire arises from within themselves and they are brave enough to take risks and are responsive in handling existing opportunities.

Previous research that conducted similar research, consisting of Adetia (2017), found that entrepreneurial behavior and motivation had an impact on the interest in entrepreneurship among members of the Lampung regional IIBF business community. Firdaus (2017), also found that entrepreneurship education and motivation simultaneously influence interest in entrepreneurship. Tanjung (2017) found that simultaneously entrepreneurial learning and entrepreneurial motivation had a significant positive effect on the interest in becoming a young entrepreneur among students in the Management study program at the USU Faculty of Economics and Business.

To become an entrepreneur, of course you must have strong motivation that comes from yourself. Motivation is one of the supporting interests in entrepreneurship. With great motivation coming from yourself, you will be

more focused on becoming an entrepreneur. The high interest in entrepreneurship will give birth to young entrepreneurs who have a clear vision for the future. They will become more independent, creative and innovative in creating business opportunities and innovating new innovations. According to (Hazraini, 2017) in (Rachmawati & Wardhani, 2019) entrepreneurial motivation is very important in growing interest in entrepreneurship because even if someone is interested in something, if there is no motivation to do it, it will also be in vain.

LITERATURE REVIEW

Entrepreneurship

Those who have the ability to discover or create new products, determine different production methods, make plans for procuring new products, market them, and manage their capital are known as entrepreneurs. According to the Big Indonesian Dictionary (KBBI), "entrepreneur" and "entrepreneur" have the same meaning. According to Schumpeter (1994) in (Pradana & Safitri, 2020), entrepreneurs are people who develop ideas and realize them in businesses that experience high growth. However, according to Robbins and Coulter (2010) in (Pradana & Safitri, 2020), entrepreneurship is a process in which a group or individual does something in an innovative and unique way, without depending on available resources.

Dinar et al. (2020:30) defines an entrepreneur as someone who establishes a new organization, sells new products or services, or creates new materials to sell in order to disrupt an existing functioning economic system. However, achieving success in business requires hard work, dedication, and clear goals. Success in entrepreneurship does not come easily, quickly, and without shame. An entrepreneur is a person who, through hard work and basic risk-taking, can generate wealth through discovery, employment and economic development, and the sharing of wealth.

Entrepreneurial Motivation

Motivation is the drive that drives someone to do something, such as becoming a young entrepreneur. As stated by Sarosa in (Rosmiati et al., 2015). According to Baum, Frese, and Baron (2007) in (Rosmiati et al., 2015) motivation in entrepreneurship includes the desire to achieve entrepreneurial goals, including the implementation and utilization of business opportunities. Their belief in their ability to succeed also requires motivation to build new ventures. So, if you have a desired or needed need, you will be motivated to become an entrepreneur. There are many factors that can influence your future life.

The following factors are used to measure entrepreneurial motivation, according to Shane, Locke, and Collins (2003) in, (Marfuah, 2021):

1. The need for achievement
2. Take risks
3. Tolerance for uncertainty
4. Trust in yourself and others
5. Strong desire
6. Creativity

Entrepreneurial motivation can influence or encourage someone to achieve goals. Therefore, motivation is often referred to as a driving force for a person's actions (Kasmir 2015, 85). Researchers believe that motivation is what drives someone to act, drives us to achieve certain goals, or engage in We can conclude that motivation is the will that drives someone to do something or act.

Entrepreneurial Interest

According to (Zulianto et al., 2014) there are several terms used to describe entrepreneurial interest, including entrepreneurial intention and entrepreneurial intensity. Desire, interest and readiness to work hard or have a strong will to strive to ideally meet life's demands without feeling afraid of future risks, as well as having a strong will to learn from failure, this is what is aspired to (B. Anggraeni & Harnanik, 2015).

Meanwhile, entrepreneurial curiosity according to (Wijaya et al., 2015) is a person's tendency or desire to carry out entrepreneurial activities by developing new goods through business possibilities and taking opportunities. Entrepreneurial interest according to (Rahmadi & Heryanto, 2016) is the subject's tendency to be interested in starting a business, which then organizes, controls, takes risks, and develops the company being formed. According to Purnomo in (Hendrawan & Sirine, 2017) interest in entrepreneurship consists of a strong desire to achieve life's goals and needs, strong self-confidence, honest attitude and responsibility, physical and mental endurance, perseverance and perseverance in work, creative thinking and constructive, and not afraid to take risks.

Young Entrepreneur

The word "entrepreneurship" comes from the 17th century French word "entreprendre," which means "to try." Setting up a business is a goal in terms of business. An entrepreneur is defined by the Merriam-Webster dictionary as a person who plans and takes risks associated with a business or venture. Zimmerer (2008) emphasized that entrepreneurship is the norm. Creativity, inventiveness, and the courage to take calculated risks are all required in entrepreneurship, which is the labor-intensive process of starting and running a new company. the ability to think and behave inventively which is the basis, source, motivator and resource in setting and achieving strategic goals as well as procedures for overcoming obstacles in life (Ryantino, 2019). Young entrepreneurs play an important role in the development and expansion of a country's economy. To help sustainable company development, young entrepreneurs must strike a balance between access to education and choosing an appropriate business model (Melanie, 2023).

According to research conducted by Pradana & Safitri, (2020), the motivation to become an entrepreneur influences the interest of students in the Undergraduate Entrepreneurship Study Program at the Faculty of Economics and Business, Brawijaya University. Furthermore, Afika & Purwinarti, (2020) conducted research using a significance t test to show that the drive for entrepreneurship has a significant influence on students' desire to become entrepreneurs. This shows that H_a in hypothesis 2 is accepted, which means that students' interest in becoming entrepreneurs will increase along with their

motivation for entrepreneurship. Research by Aini & Oktafani, (2020) found that knowledge about entrepreneurship, motivation for entrepreneurship, and family environment have a positive and significant effect on students' entrepreneurial interest at the Faculty of Communication and Business, Telkom University simultaneously and in part. Amadea & Riana, (2020) stated that entrepreneurial motivation has a positive and significant effect on entrepreneurial intentions. This shows that the higher the motivation for entrepreneurship, the greater the entrepreneurial intention. Entrepreneurial motivation has a significant influence on interest in entrepreneurship and is something that can increase a person's desire to progress (Herman, 2017).

So based on several previous studies, this research hypothesis is as follows:

Ha: Entrepreneurial motivation has a positive and significant effect on the intention to become a young entrepreneur

Ho: Entrepreneurial motivation does not influence the intention to become a young entrepreneur.

The following research model has been prepared:

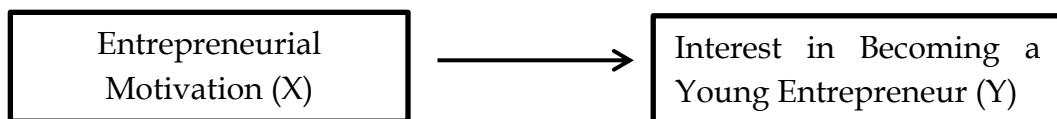


Figure 1. Research Framework

METHODHOLOGY

This research was carried out in the area of the Faculty of Economics, Medan State University by distributing questionnaires. Conducted from 15 October - 05 November 2023. The types of data used are primary data and secondary data. The primary data in this research were obtained from the answers of students who were respondents in the Faculty of Economics area, Medan State University through a questionnaire that had been distributed. Meanwhile, secondary data is data obtained by the author from books or literature related to writing this report as support for the research. The data collection methods that the author used in writing this report were Questionnaires and Library Research. A questionnaire is a data collection technique that is carried out by providing a series of questions or written statements aimed at Rospendon who will later be answered. The questionnaire in this research will be distributed to the number of samples that the author has determined, namely students at the Faculty of Economics, Medan State University. The number of samples in this study was 30 respondents.

In research, data measurement uses a Likert scale. The target population used in this research was students at the Faculty of Economics, Medan State University. This research uses a sampling method, namely non-probability sampling. This research method uses descriptive quantitative because it explains the description of the respondents studied using validity, reliability, normality, multiple linear regression, t test, F test and determination (R²) using the SPSS application tool. The quantitative descriptive research method is a

method that aims to create an objective picture or description of a situation using numbers, starting from data collection, data interpretation as well as the appearance and results (Arikunto, 2006).

RESEARCH RESULT

General Description of Respondents

Based on the results of the research we conducted, the respondents in this study were 30 respondents from the Faculty of Economics, Medan State University based on gender, age and major of the respondent. Based on the results of processing the questionnaire, the following data were obtained:

Tabel 1. Respondent Description

No	Keterangan	Jumlah	Persentase
Jenis kelamin			
1.	Laki - laki	15	50%
	perempuan	15	50%
Usia			
2.	16 - 20 tahun	30	100%
	21 - 25 tahun	0	0%
Jurusan			
3.	Ekonomi	10	33,3%
	Manajemen	10	33,3%
	Akuntansi	10	33,3%

Source : Primary data processed, 2023

Validity Test

Tabel 2. Validity Test Result

Variabel	Pernyataan	r_{hitung}	r_{tabel}	Keterangan
	n			n
Motivasi Berwirausaha (X)	X1	0,412	0,361	Valid
	X2	0,437	0,361	Valid
	X3	0,412	0,361	Valid
	X4	0,412	0,361	Valid
	X5	0,437	0,361	Valid
	X6	0,610	0,361	Valid
	X7	0,685	0,361	Valid
	X8	0,730	0,361	Valid
	X9	0,423	0,361	Valid
	X10	0,691	0,361	Valid
	X11	0,647	0,361	Valid
	X12	0,812	0,361	Valid
	X13	0,736	0,361	Valid
	X14	0,812	0,361	Valid
	X15	0,591	0,361	Valid
	X16	0,412	0,361	Valid

	X17	0,045	0,361	Tidak Valid
	X18	0,412	0,361	Valid
	X19	0,437	0,361	Valid
	X20	0,412	0,361	Valid
	X21	0,045	0,361	Tidak Valid
	X22	0,437	0,361	Valid
	X23	0,412	0,361	Valid
Minat Menjadi Young Entrepreneur (Y)	Y1	0,857	0,361	Valid
	Y2	0,854	0,361	Valid
	Y3	0,894	0,361	Valid
	Y4	0,583	0,361	Valid
	Y5	0,854	0,361	Valid
	Y6	0,829	0,361	Valid
	Y7	0,913	0,361	Valid
	Y8	0,903	0,361	Valid
	Y9	0,932	0,361	Valid
	Y10	0,744	0,361	Valid
	Y11	0,857	0,361	Valid
	Y12	0,854	0,361	Valid
	Y13	0,894	0,361	Valid
	Y14	0,583	0,361	Valid
	Y15	0,854	0,361	Valid
	Y16	0,829	0,361	Valid
	Y17	0,913	0,361	Valid
	Y18	0,903	0,361	Valid
	Y19	0,932	0,361	Valid
	Y20	0,744	0,361	Valid

Sumber : Data primer diolah, 2023

Based on the table above, it can be seen that every question/statement in the instrument used is declared valid, there are only 2 questions X that are invalid, namely X17 and X21. This can be seen by comparing each rcount (Pearson correlation) value in column 3 with the rtable in column 4, and the results show that the rcount (Pearson correlation) value for each component of the question/statement is greater than the rtable (0.361).

Reliability Test

Tabel 3. Reliability Test Result

Variabel	Cronbach's Alpha	N of Items	Keterangan
Motivasi Berwirausaha (X)	0,878	23	Reliabel
Minat Menjadi Young Entrepreneur (Y)	0,977	20	Reliabel

Sumber : Data primer diolah, 2023

Based on the table above, it can be seen that each question in the instrument used is declared reliable. This can be seen by comparing each Cronbach's Alpha value, and the results show that the Cronbach's Alpha value for each question component is greater than > 0.6 .

Normality Test

Tabel 4. Normality Test Result

Tests of Normality			
	Shapiro-Wilk		
	Statistic	df	Sig.
Motivasi Berwirausaha (X)	,947	30	0,141
Minat Menjadi Young Entrepreneur (Y)	,955	30	0,236

Sumber : Data primer diolah, 2023

The Tests of Normality test results using the Shapiro-Wilk formula have the following values, Sig. From the variable Entrepreneurial Motivation = 0.141, Interest in Becoming a Young Entrepreneur = 0.236 so it can be assumed that normality in the Shapiro-Wilk test is fulfilled because the Sig. More than 0.05 then the data is assumed to be normally distributed.

Heteroskedastisitas Test

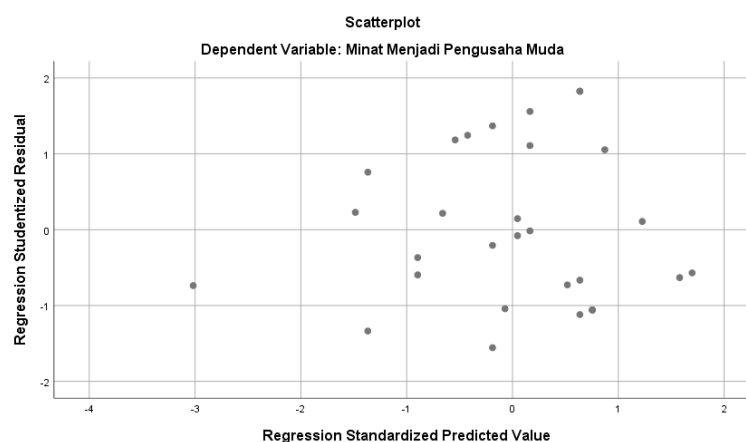


Figure 2 Heteroscedasticity Test Results

Sumber : Data primer diolah, 2023

Based on the image above, the results of the heteroscedasticity test, it can be seen that the dots in the scatterplot are spread evenly above and below or around the number 0, the dots do not collect just above or below, the distribution of the dots does not form a wavy pattern. So it can be concluded that there is no heteroscedasticity problem.

Partial Significant Test (t Test)

Table 5. Partial Test Results (t Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-62,509	19,202		-3,255	,003
1 Motivasi Berwirausaha	1,435	,198	,808	7,247	,000

a. Dependent Variable: Minat Menjadi Pengusaha Muda

Sumber : Data primer diolah, 2023

Based on the table above, it can be seen that the significance value of Entrepreneurial Motivation is <0.05. Thus, it can be seen that H₀ is rejected and H_a is accepted. This means that there is an influence between the independent variable and the dependent variable. Statistical tests have the aim of showing the extent of influence of an explanatory (independent) variable individually in explaining the dependent variable.

Simultaneous Test (f test)

Table 6 Simultaneous Test Results (f test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4299,358	1	4299,358	52,520	,000 ^b
Residual	2292,109	28	81,861		
Total	6591,467	29			

a. Dependent Variable: Minat Menjadi Pengusaha Muda

b. Predictors: (Constant), Motivasi Berwirausaha

Sumber : Data primer diolah, 2023

Based on the table above, it can be seen that the significance value of f is 0.000, which means <0.05. From these results it can be concluded that the Entrepreneurial Motivation variable simultaneously influences the Interest in Becoming a Young Entrepreneur variable.

Coefficient of Determination Test (R2)

Table 7 Coefficient of Determination Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808 ^a	,652	,640	9,048

a. Predictors: (Constant), Motivasi Berwirausaha

b. Dependent Variable: Minat Menjadi Pengusaha Muda

Sumber : Data primer diolah, 2023

Based on the table above, it can be seen that the coefficient of determination R2 obtained is 0.652, which means that the Entrepreneurial Motivation (X) variable can partially explain the relationship with the Interest in Becoming a Young Entrepreneur (Y) variable of 65% while the remaining 35% is explained by other variables. not explained in this study.

DISCUSSION

Based on the test results of the coefficient of determination of Entrepreneurial Motivation on Interest in Becoming a Young Entrepreneur in table 7, the value (R2) obtained is 0.652. This means that the influence of entrepreneurial motivation on interest in becoming a young entrepreneur is $0.652 = 65\%$ and the remaining 35% is influenced by other factors. Based on the results of the t test in table 5, the significance value for Entrepreneurial Motivation is <0.05 . Thus, it can be seen that H_0 is rejected and H_a is accepted. This means that there is an influence between the independent variable and the dependent variable. And the results of the f test in table 6 show a significance value of f of 0.000, which means <0.05 . From these results it can be concluded that the Entrepreneurial Motivation variable simultaneously influences the Interest in Becoming a Young Entrepreneur variable. So it can be concluded that entrepreneurial motivation influences the interest of students at the Faculty of Economics, Medan State University to become young entrepreneurs.

The results of this research are in line with previous research conducted by J. Anggraeni, (2019) The Influence of Motivation and Family Environment on the Entrepreneurial Interest of Students at the Nurdin Hamzah Jambi College of Social and Political Sciences. This research shows that entrepreneurial motivation and family environment have a positive and significant effect on interest in entrepreneurship at the Nurdin Hamzah Jambi College of Social and Political Sciences. The partial influence of entrepreneurial motivation on entrepreneurial interest is 0.337 or 33.7%. This means that entrepreneurial motivation can influence entrepreneurial interest only by 33.7%. The results of the analysis of the Determinant Coefficient Test (R Square), together with the variables of entrepreneurial motivation and family environment, influence entrepreneurial interest by 56.6%.

Someone is motivated to become an entrepreneur because they have a personal dream or dreams. These dreams are goals that they achieve, such as wanting to become successful people through entrepreneurship. For this reason, they have to work hard to make their personal dreams come true. Great

motivation influences their interest in becoming young entrepreneurs. This is evident from the results of a questionnaire based on entrepreneurial motivation indicators showing respondents' answers to the variables.

CONCLUSION

After conducting research and collecting data from students at the Faculty of Economics, Medan State University. So, the researcher draws a conclusion from the existing problem formulation, namely that the level of entrepreneurial motivation variables has a positive and simultaneous influence on interest in becoming a young entrepreneur. This is proven by the t test results in table 5, the significance value of Entrepreneurial Motivation is <0.05 . Thus, it can be seen that H_0 is rejected and H_a is accepted. This means that there is an influence between the independent variable and the dependent variable. And the results of the f test in table 6 show a significance value of f of 0.000, which means <0.05 . From these results it can be concluded that the Entrepreneurial Motivation variable simultaneously influences the Interest in Becoming a Young Entrepreneur variable. And in table 7 the value obtained (R^2) is 0.652. This means that the influence of entrepreneurial motivation on interest in becoming a young entrepreneur is $0.652 = 65\%$ and the remaining 35% is influenced by other factors. So, it can be concluded that entrepreneurial motivation influences the interest of students at the Faculty of Economics, Medan State University to become young entrepreneurs.

ADVANCE RESEARCH

This research has limitations in that it only uses motivation as a research variable. Future research can add variables of entrepreneurial knowledge, perception, and family environment to analyze more broadly their influence on interest in becoming a young entrepreneur. The choice of case studies limited the scope of the research, namely that it only covered the area of the Faculty of Economics, so this research did not fully represent students in the entire Medan State University area.

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