

The Influence of Self-Efficacy, Entrepreneurial Knowledge and Entrepreneurial Motivation on Entrepreneurial Interest

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ABSTRACT

This study is to understand the influence of self-efficacy, entrepreneurial knowledge and Entrepreneurial motivation on student interest in entrepreneurship at the Faculty of Health Sciences UDB Surakarta, with respondents totaling 103 students with the distribution of google forms. Data were obtained cross-sectionally. Testing with questionnaire test. Data analysis used multiple linear regression, partial test and together, coefficient of determination. The results showed individually and together illustrate the significant positive influence of self-efficacy, entrepreneurial knowledge and Entrepreneurial motivation on entrepreneurial interest. Studies show that entrepreneurial knowledge, self-efficacy, and motivation influence entrepreneurial interest significantly. Entrepreneurial knowledge, motivation and self-efficacy could affect 85.8 percent, with other variables not included in the research model affecting 14.2 percent

INTRODUCTION

Indonesian entrepreneurs are still low compared to Thailand or Malaysia, even Singapore. In 2023, Indonesian entrepreneurs will account for 3.47% of the entire population (Fina Hilyah Fa'iqoh; Nur Hidayati; M Tody Arsyianto, 2023).

Not many college alumni want to become entrepreneurs; only 17 percent of them are interested in becoming entrepreneurs (Sabela et al., 2015). One of the learning competencies in higher education is entrepreneurship. Through entrepreneurial knowledge and theory, it is hoped that students can apply it in independent businesses (Periyadi & Junaidi, 2019). Higher education is responsible for shaping the entrepreneurial spirit, and therefore it is expected that graduates have an entrepreneurial spirit (Khoir et al., 2019). According to BPS data, in August 2015, there were 653,586 university alumni and increased to 695,304 in February 2016 (BPS, 2016 dalam Utami & Sari, 2017).

Interest doesn't come naturally; instead, it develops and develops according to the influencing variables (Walgito, 2013). Interest becomes motivation in taking advantage of the best opportunities. Someone with high interest, will develop following the influencing factors (Sudrajat & Khoiri, 2018). Interest is an expression of happiness (Mardatilah & Hermanzoni, 2020). Entrepreneurial interest is a psychic symptom that causes a person to focus on entrepreneurship.

Self-efficacy helps improve self-ability. Self-efficacy is a person's personal beliefs about their ability to organize and perform the actions necessary to achieve a particular skill (McBride et al., 2020). Self-efficacy is a self-assessment of the competence possessed in solving problems, duties and responsibilities carried. Self-efficacy significantly affects entrepreneurial interest (Nengseh & Kurniawan, 2021); (Uma & Anasrulloh, 2023).

Entrepreneurial knowledge is a science related to various things that provide the basis for entrepreneurship. Understanding entrepreneurship will be more useful if practiced and learned from entrepreneurs. The influence of knowledge on entrepreneurial interest shows significance.

Motivation which is a form of inner individual strengthens the desire for entrepreneurship. Highly passionate entrepreneurs can engage in business-related activities and activities (Purwaningsih, 2021).

The attitude of individuals with their motivations and interests is a very important behavior (Sumardani et al., 2019), The motivation of someone in learning entrepreneurship will be more serious, if there is an interest in entrepreneurship (Sucipto et al., 2022). Motivation in entrepreneurship is significant to entrepreneurial interest (Amadea & Riana, 2020),

This study provides field evidence related to the effect of self-efficacy, entrepreneurial knowledge and Entrepreneurial motivation on student interest in entrepreneurship at the Faculty of Health Sciences UDB Surakarta.

LITERATURE REVIEW

Entrepreneurial Interest

Entrepreneurs act smartly, if they always develop their surroundings (Saryadi, 2018) convey entrepreneurs using the concept of leverage through the development of people around. Specialization in entrepreneurship needs to be improved through learning. Interest in entrepreneurship needs to be developed after graduating from college (Santoso et al., 2018). Individual entrepreneurial interest will be able to create products with consideration of possible risks (Pauley et al., 2021). Those who dare to take risks and create new items are stars in the business.

Self-Efficacy

Bandura was the first person to deliver self-efficacy in 1997 (Saryadi & Rahayu, 2018). The concept of self-efficacy written by Albert Bandura in the 1960s was included in his theory of social learning (Lippke, 2020). Self-efficacy is defined as a person's self-confidence in assessing their own abilities and assessing how well they perform their tasks.

Knowledge of Entrepreneurship

If students have knowledge about entrepreneurship, they can use it to encourage their interest in becoming entrepreneurs. The more knowledge students have about entrepreneurship, the broader and broader their horizons about entrepreneurship will be (Sari et al., 2022). An entrepreneur is a person who has extensive knowledge of a new product, can decide on manufacturing methods, operations management, marketing, or marketing, and has the capital to run their business. People involved in the world of entrepreneurship will expand their knowledge of entrepreneurship.

Entrepreneurial Motivation

Motivation is the essence of a person in working well supported by competence (Saryadi & Rahayu, 2018). From the theory of agency and individual beliefs, it is argued that in causal attribution, they are agents of their own results (Weiner 1986). Attribution theory concerns individuals who, consciously or unconsciously, attempt to interpret and attempt to explain conditions of success or success at tasks that may be in different positions. Attribution has an 'adaptive' influence on motivated behaviour (Graham, 2022). A person will be motivated to entrepreneurship if the person concerned has a desired need or needs (Aini & Oktafani, 2020). People who have high motivation will be more passionate and have the opportunity to have high performance (Saryadi & Arini, 2022). There are many factors that will affect a person's life in the future.

Explanation of Hypothesis

The Effect of Self-Efficacy Affects the Entrepreneurial Interest

Self-efficacy has a positive role in improving self-ability. People who have self-efficacy will understand themselves and their competencies. Individuals with high self-efficacy will have an interest in something. Interest is a form of one's desire due to strong attention. Many studies show a significant influence between self-efficacy variables on entrepreneurial interest. Research (Uma &

Anasrulloh, 2023); (Damayanti et al., 2020); (Nengseh & Kurniawan, 2021);(Uma & Anasrulloh, 2023); (Yanti, 2019) shows a significant positive influence of self-efficacy on entrepreneurial interest. Based on the description above, the following hypothesis can be made:

H1: Self-efficacy affects the entrepreneurial interest of students of the Surakarta Faculty of Health Sciences.

The Effect of Entrepreneurial Knowledge Affects the Entrepreneurial Interest

Entrepreneurial knowledge of a prospective entrepreneur or entrepreneur is one of the most important factors in determining success in entrepreneurship. Knowledge of entrepreneurship will support the interest of a prospective entrepreneur to start his entrepreneurship.

Previous research (Hou et al., 2019); (Sucipto et al., 2022); (Fina Hilyah Fa'iqoh;Nur Hidayati;M Tody Arsyianto, 2023) shows the significant influence of entrepreneurial knowledge on entrepreneurial interest. Based on the description above, the following hypothesis can be made:

H2: entrepreneurial knowledge affects the entrepreneurial interest of students of the Surakarta Faculty of Health Sciences

The Effect of Entrepreneurial Motivation Affects the Entrepreneurial Interest

In opening a business requires confidence in one's own abilities that the business will succeed. This is what can motivate someone to dare to start a business. If someone does not believe in their abilities, it is unlikely that the person will be interested in entrepreneurship.

Previous research (Amadea & Riana, 2020); (Ngundiati & Fitrayati, 2020) shows the significant influence of *entrepreneurial motivation* on entrepreneurial interest. Based on the description above, the following hypothesis can be made:

H3: Entrepreneurial motivation affects the entrepreneurial interest of students of the Surakarta Faculty of Health Sciences.

Conceptual Framework

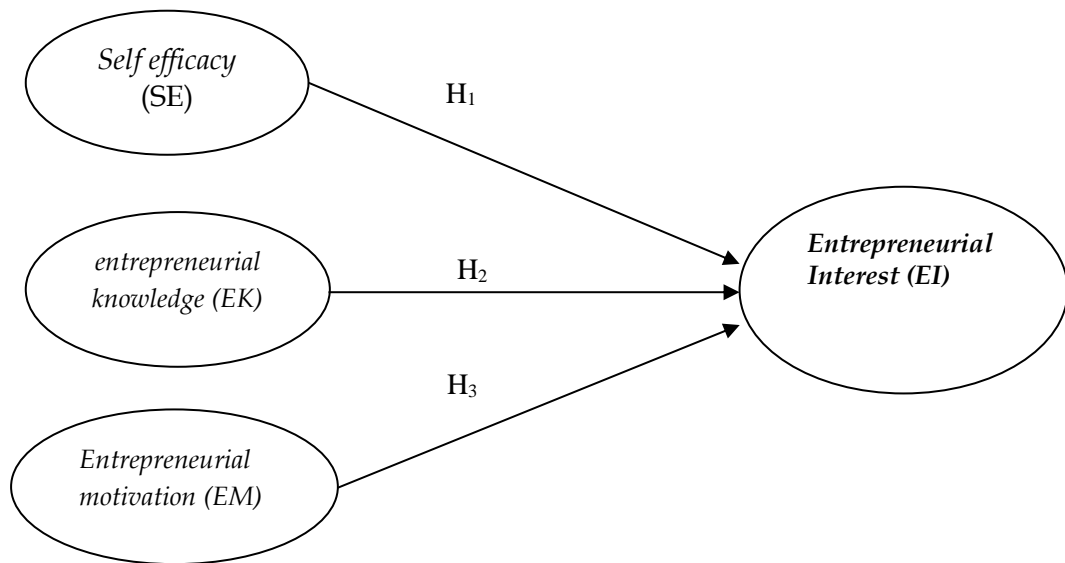


Figure 1. Conceptual Framework

METHODOLOGY

This research is a quantitative research that proves the causality relationship of independent variables of self-efficacy, entrepreneurial knowledge and entrepreneurial motivation in influencing Entrepreneurial Interest. The population of this study was students of the faculty of Health Sciences a number of 105 student by choosing class A, B and class C in semester 3. The sample was taken by purposive random sampling of 103 respondents through google form. The method is used by means of purposive sampling. Data analysis with multiple linear regression, questionnaire and statistical tests and classical assumptions.

Multiple linear regression used:

$$EI = b_1 SE + b_2 EK + b_3 EM + e_i$$

EI = Entrepreneurial Interest

SE = Self Efficacy

EK = Entrepreneurial Knowledge

EM = Entrepreneurial motivation

b₁, b₂, b₃ = Regression coefficient of the independent variable

e_i = residual

RESEARCH RESULT

Test Questionnaire

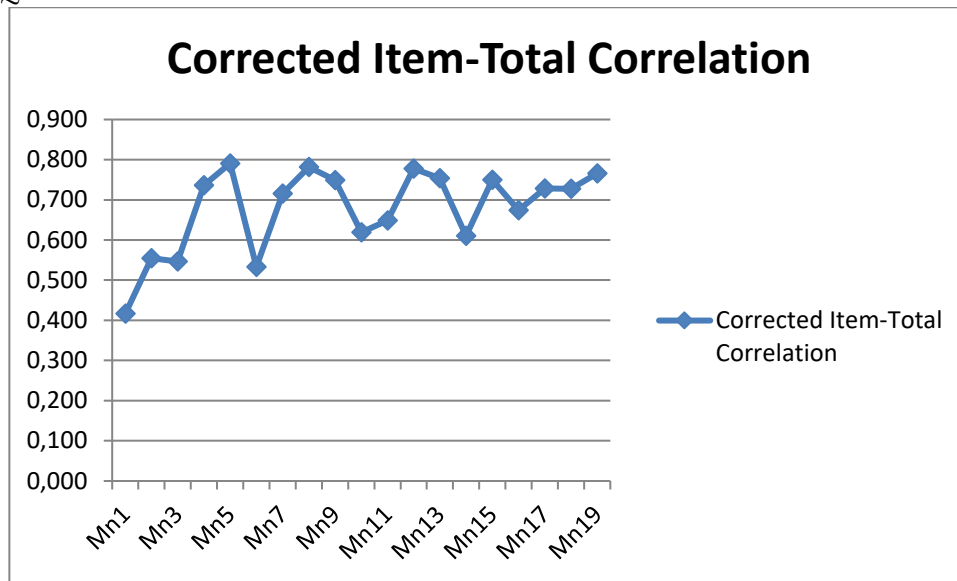


Figure 2. Results of the Validity Test of Entrepreneurial Interest
Source: Olahdata, 2023

From the picture of the validity test of entrepreneurial interest above, it appears that all statement items are valid, because they are above the critical value (r -critical = 0.192). The highest indicator value lies in the 5th statement item of 0.791; statement item 8 of 0.782; and statement number 12 of 0.778 indicates the statement forming entrepreneurial interest behavior.

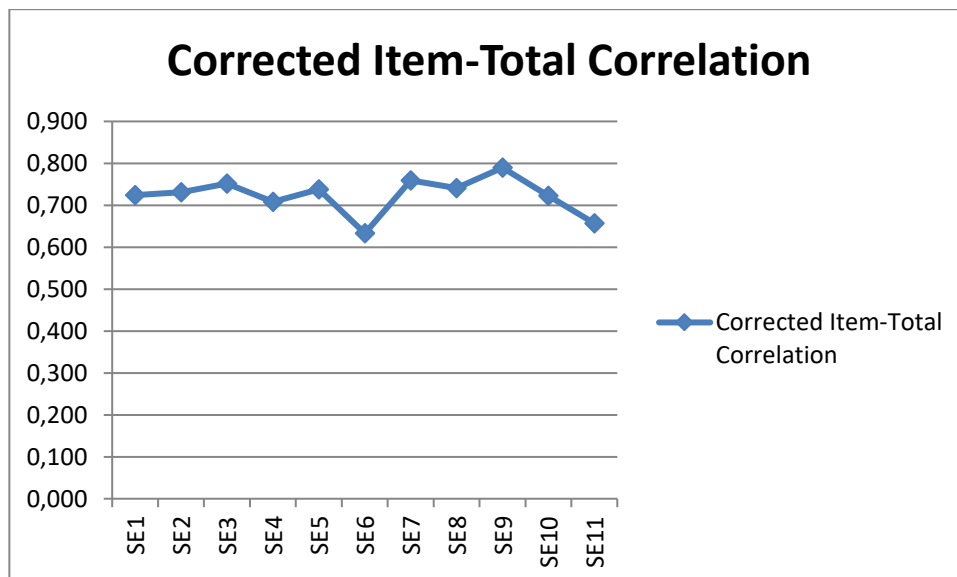


Figure 3. Self-Efficacy Validity
Source: Processing, 2023

From the self-efficacy validity test image above, it appears that all statement items are valid, because they are above the critical value (r -critical = 0.192). The highest indicator value lies in the 9th statement item of 0.790; statement item 7 of 0.759; and statement number 3 of 0.752 indicates the statement forming self-efficacy behavior.

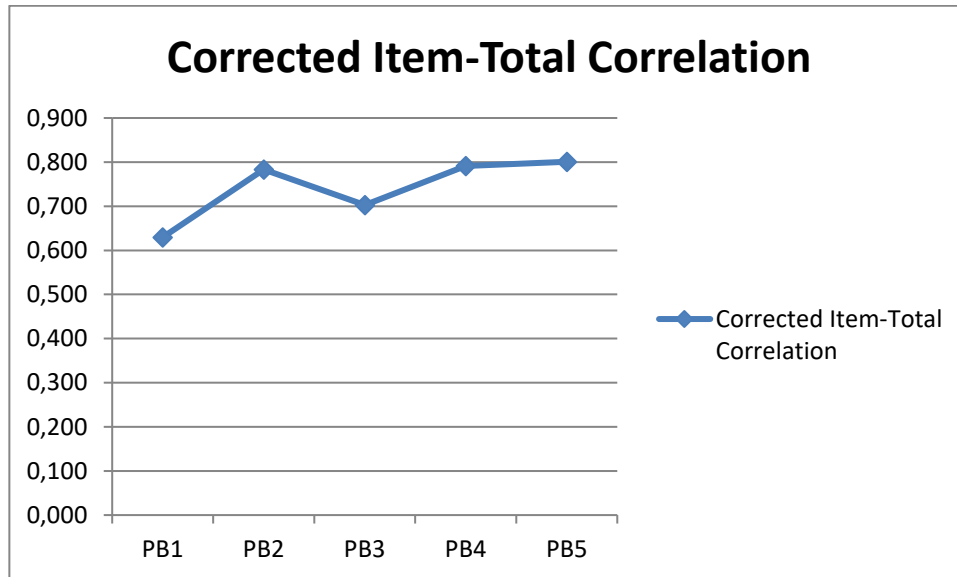


Figure 4. Validity of Entrepreneurial Knowledge
 Source: Processing Data, 2023

From the picture of the validity test of entrepreneurial knowledge above, it appears that all statement items are valid, because they are above the critical value (r -critical = 0.192). The highest indicator value lies in the 5th statement item of 0.801; statement item 4 of 0.791; And statement number 2 of 0.783 shows the statement of forming entrepreneurial knowledge behavior.

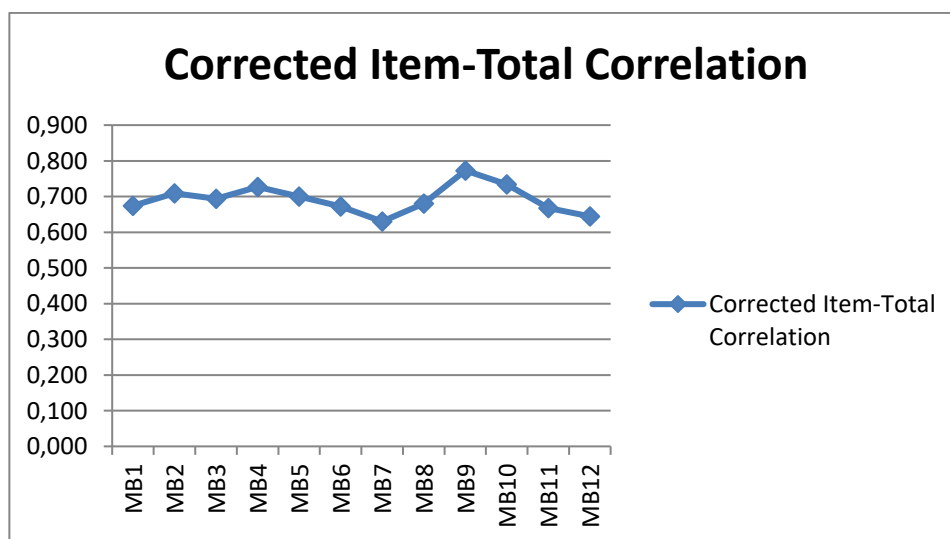


Figure 5. Motivational Validity
 Source: Processing, 2023

The picture of the motivation validity test above, it appears that all statement items are valid, because they are above the critical value (r -critical = 0.192). The highest indicator value lies in the 9th statement item of 0.773; statement item 10 of 0.734; and statement number 4 of 0.727 indicates the statement forming motivational behavior.

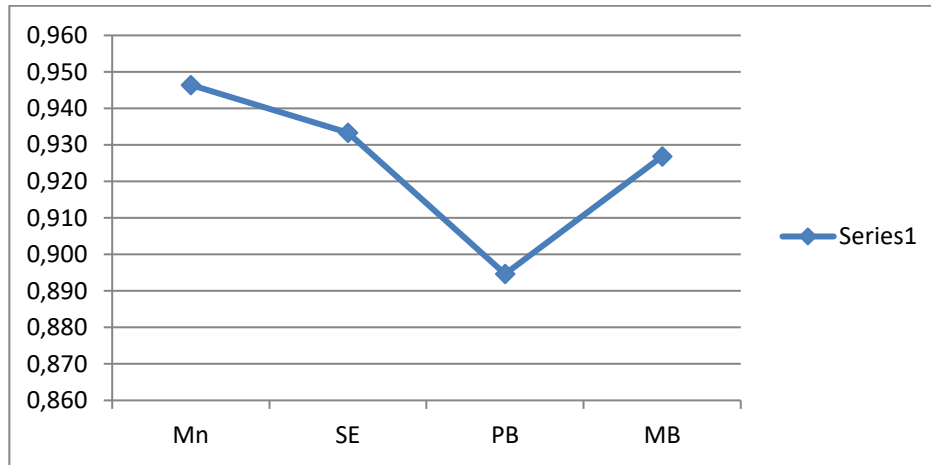


Figure 5. Reliability Test Results
Source: Processing Data, 2023

The reliability test image of the Cronbach alpha value of the variable of entrepreneurial interest of 0.946, self-efficacy of 0.933, entrepreneurial knowledge of 0.895 and also motivation of 0.927, shows that all variables are reliable which is above 0.6.

Classical Assumptions

Table 1. Autocorrelation Test

Model	Durbin-Watson
1	2,260

Source: Processing Results, 2023

The value of $1.5 < dw = 2.260 < 2.5$ so that autocorrelation conclusions can be drawn no problem

Table 2. Multicollinearity Test

Model		Tolerance	VIF
1	SE	0,410	2,439
	EK	0,504	1,984
	EM	0,283	3,537

Source: Processing Results, 2023

Multicollinearity test, shows no problems related to multicollinearity.

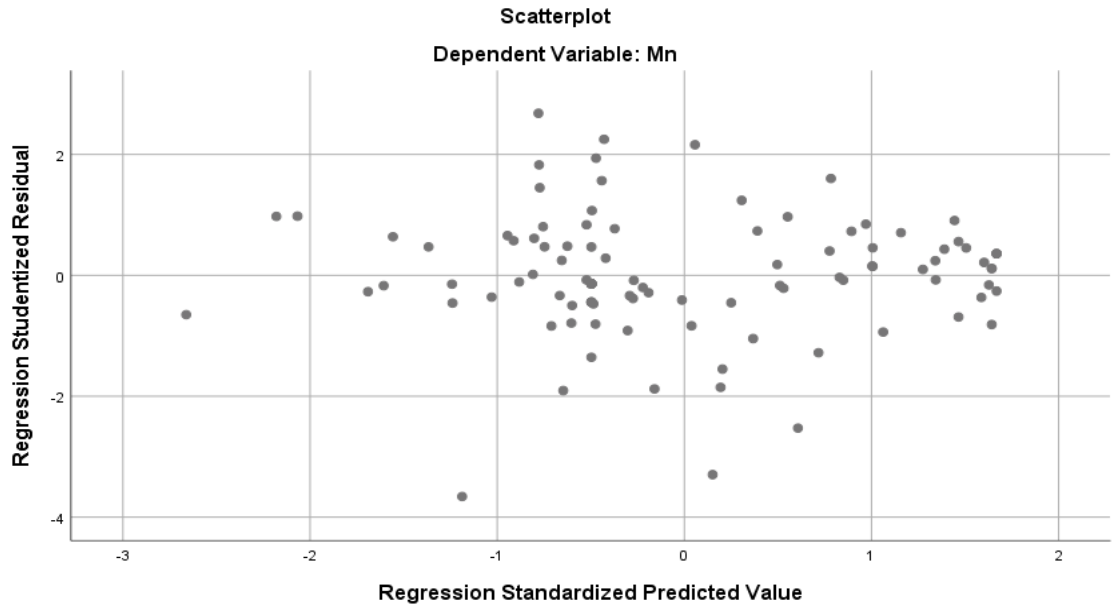


Figure 6. Heteroscedasticity Test

There is no heteroscedasticity problem, as shown in the scatterplot image.

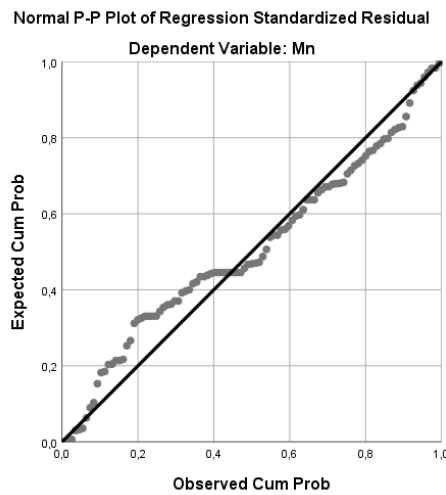


Figure 7. Normality Test

This research data is considered normal because it looks close to or diagonally squeezed.

Table 3. Multiple Linear Regression and T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,918	3,042		2,274	0,025
SE	1,207	0,096	0,742	12,533	0,000
EK	0,326	0,158	0,110	2,065	0,042
EM	0,206	0,100	0,146	2,053	0,043

Source: Data Processing Results, 2023

The results of the analysis can be obtained the following regression formula:

$$EI = 0,742 SE + 0,110 EK + 0,146 EM$$

(0,000) (0,042) (0,043)

For students of Fikes UDB Surakarta, self-efficacy has had a significant positive influence on interest in entrepreneurship, with a regression slop/coefficient of 0.742 and a t-count of 12.533 and a significance magnitude of $0.000 < 0.000$. Entrepreneurial knowledge also exerted a significant positive influence, with a regression coefficient of 0.110 and a t-count of 2.065, and a significance value of $0.042 < 0.05$. Entrepreneurial motivation has a significant positive influence with a regression coefficient of 0.146; The t-count value is $0.043 < 0.05$. Based on the results of the study, it was concluded that hypothesis 1, hypothesis 2 and hypothesis 3 were proven.

Table 4. Test F

Model	F	Sig.
1 Regression	199,027	,000 ^b

Source: Processing Data, 2023

Test results together with a value of $F = 199.027$ with significance $0.000 < 0.05$; shows that elements of entrepreneurial knowledge, self-efficacy, and motivation influence entrepreneurial interest.

Table 5. Coefficient of Determination

Model	R Square
1	.858

R-square = 0.858, which means that knowledge of entrepreneurship, motivation, and variability of self-efficacy affect entrepreneurial interest by 85.8 percent. Variables outside the model accounted for 14.2 percent.

DISCUSSION

The Effect of Self-Efficacy on Entrepreneurial Interest

The results show a positive influence of self-efficacy on entrepreneurial interest. A regression coefficient of 0.742 has a positive sign. Positive influence shows the alignment of independent variables of self-efficacy in influencing entrepreneurial interest. The magnitude of the t-count value of 12.533 has a value greater than the t-table of 103 data which shows the magnitude of the t-table = 1.660. The calculated t-value that is greater than the t-table value means that there is a significant influence between self-efficacy and entrepreneurial interest. This significance can also be seen in the magnitude of a significant value of 0.000 which is below 0.05, which shows the notion of a significant influence of the independent variable of self-efficacy on entrepreneurial interest.

These significant results are in line with research (Uma & Anasrulloh, 2023); (Damayanti et al., 2020); The results of the study were reinforced by previous research (Nengseh & Kurniawan, 2021);(Uma & Anasrulloh, 2023); (Yanti, 2019) who show self-efficacy can significantly influence entrepreneurial interest.

Self-efficacy can shape a person's personality in taking action in prospective conditions after first understanding his self-competence and beliefs. As understood, that self-efficacy is a self-assessment of the competence that a person has for solving various problems, duties and responsibilities of a person. A person who has a high level of independence in a particular field, such as an entrepreneur, is more likely to improve himself and will take action to achieve his goals and will never give up on continuing to achieve them. Someone who always evaluates and is able to assess the actions taken and interpret them will have high trust.

The Influence of Entrepreneurial Knowledge on Entrepreneurial Interest

The results of this antecedent show the positive influence of entrepreneurial knowledge on entrepreneurial interest. A regression coefficient of 0.110 is positive. The alignment of the independent variables of entrepreneurial knowledge in influencing entrepreneurial interest is shown by positive signs. The amount of t-calculated value of 2.065 is greater than t-table = 1.660. From the comparison of the calculated t value which has a value greater than the value of t-table, it means that there is a significant influence of entrepreneurial knowledge on entrepreneurial interest. This significance is strengthened through the magnitude of significance of 0.042 which is below 0.05, which means that there is a significant influence of the independent variable of entrepreneurial knowledge on entrepreneurial interest.

This entrepreneurial knowledge shows significant positive results for students who have received entrepreneurship-related learning and have tried to learn more about entrepreneurship (Hou et al., 2019); (Sucipto et al., 2022); (Fina Hilyah Fa'iqoh; Nur Hidayati; M Tody Arsyianto, 2023). Entrepreneurial knowledge is the level of one understands in entrepreneurship. This entrepreneurial knowledge can be obtained because of individual attention in entrepreneurship, among others, through learning in school or college, practice in doing business, one's attention in business management that can be obtained from family, friends, or other people he knows.

However, entrepreneurial knowledge may not have an influence on entrepreneurial interest (Puspitaningsih, 2014); (Trisnawati, 2017). Entrepreneurial knowledge does not have any meaning in entrepreneurial interest can be caused because someone does not pay attention or attention in business, in learning entrepreneurship,

The Influence of Entrepreneurial Motivation on Entrepreneurial Interest

The results of this study show a positive and significant influence of motivation on entrepreneurial interest. A positive influence is shown by a regression coefficient of 0.146 which has a positive sign. This positive result means that entrepreneurial motivation is in line and able to increase one's interest in entrepreneurship. The magnitude of the t-count of the motivation variable is 2.053 which is in a position greater than the value of t-table = 1.660 from the data of 103 respondents. The comparison of the calculated t-value above the t-table value means that entrepreneurial motivation is significant to entrepreneurial interest. The significance of the influence of the independent variable on the dependent variable can also be seen through the magnitude of the significant value of the relevant variable which is below the value of 0.05.

The significance value of the entrepreneurial motivation variable is known from the results of the analysis with SPSS version 25 is 0.043 which is below 0.05. Because the magnitude of the significance value of this entrepreneurial motivation variable is below the specified cut off value (limit value), which is with an error factor of 5 percent, it can be interpreted that entrepreneurial motivation has a real (significant) influence on entrepreneurial interest. This entrepreneurial motivation has positive results so that if entrepreneurial motivation increases, it can affect someone's interest which will increase as well.

The significant results of the independent variable of entrepreneurial motivation in influencing entrepreneurial interest are in accordance with previous research that has been conducted (Amadea & Riana, 2020) which concludes motivation has a significant effect on entrepreneurial interest. Relevant research (Ngundiati & Fitrayati, 2020) Also supporting the results of this study which found a significant positive influence between motivation and entrepreneurial interest.

CONCLUSIONS AND RECOMMENDATIONS

Individual results illustrate the significant positive influence of self-efficacy, entrepreneurial knowledge and Entrepreneurial motivation on entrepreneurial interest shown by signs in the regression coefficients of each positive sign with a significance value of <0.05 . Studies show that together the variables of entrepreneurial knowledge, self-efficacy, and motivation significantly influence entrepreneurial interest. Entrepreneurial knowledge and motivation and self-efficacy could affect 85.8 percent, with other variables not included in the research model affecting 14.2 percent.

ADVANCED RESEARCH

This study was limited to the variable of self-efficacy, entrepreneurial knowledge and Entrepreneurial motivation on student interest in entrepreneurship with multiple linear regressions. Therefore, future research is expected to add several variables or even by modelling mediation or moderation with path analysis or moderating

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