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## **The Influence of Entrepreneurial Motivation, Entrepreneurial Learning, and the Use of Social Media on Student Entrepreneurship Interest**

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### **Abstract**

The purpose of this study was to analyze the relationship between entrepreneurship motivation and interest in entrepreneurship, entrepreneurship learning and interest in entrepreneurship, the use of social media and interest in entrepreneurship. This study uses quantitative research methods with explanatory research types. The use of quantitative methods with the type of explanatory research was carried out with the aim of knowing how much influence there is between the independent variables in the form of entrepreneurial motivation, entrepreneurial learning and the use of social media on the dependent variable, namely interest in entrepreneurship. 230 students. The sampling technique in this study used a purposive sampling technique. The research instrument used was a questionnaire and documentation. The distribution of the questionnaire was used to measure the effect of the independent variables consisting of entrepreneurial motivation, entrepreneurial learning, and the use of social media on the dependent variable, namely students' entrepreneurship. This questionnaire was distributed online via WhatsApp to each respondent. This data analysis uses structural equation modeling (SEM) with SmartPLS 3.0 software tools. The instrument used in this study had previously conducted instrument testing on 30 respondents with the overall result that the instrument used had been declared valid and reliable. The data analysis steps used in this study include validity and reliability tests, uni normality and hypothesis testing. The results of this study indicate that entrepreneurial motivation has a positive and significant effect on entrepreneurship interest, entrepreneurship learning has a positive and significant effect on entrepreneurship interest, the use of social media has a positive and significant effect on entrepreneurship interest

Keywords: entrepreneurial motivation, entrepreneurial learning, use of social media, interest in entrepreneurship, Students

### **Introduction**

According to Corbett et al. (2007) An entrepreneur will start from his own interest in entrepreneurship. The amount of interest that an individual has is highly dependent on the strength of the relationship he has between himself and the surrounding environment, this is in accordance with the statement put forward by . According to Hassan et al. (2021) Factors that influence interest in entrepreneurship include factors that come from within a person or from outside or the surrounding environment, this statement is in accordance with research previously



conducted by . So that in this case one's interest does not just appear but grows and develops according to the factors that influence it. For example, there are several factors that influence individual interest in entrepreneurship including the existence of entrepreneurial motivation, entrepreneurial learning and the use of social media.

In this study, the background for carrying out research for students, most of them began to be interested and interested in entrepreneurship, even some of them already had businesses or businesses, both online and conventional businesses, as well as various The types of businesses he runs range from culinary, clothing, cosmetics, and others. A student's interest in the business world can be due to entrepreneurship motivation, the existence of various social media used by students and the entrepreneurship learning activities that he participated in last semester. According to Rus-Casas et al. (2020);Şeşen et al. (2014); Su et al. (2020) Motivation itself can be interpreted as the strength or encouragement possessed by individuals to carry out certain actions in achieving certain goals, this explanation is in accordance with the theory put forward by Meanwhile, entrepreneurial motivation itself can be influenced by factors from within or intrinsic as well as from surrounding or extrinsic environment. In addition to motivation, there is entrepreneurship learning that can influence students' interest in entrepreneurship. Entrepreneurial learning itself According to Dufays et al. (2014); Erlangga et al. (2022) is education that teaches people to be able to create their own business activities. So that it can be interpreted that entrepreneurship learning is an activity that is educational in nature to invite people or groups of people so that later they acquire a knowledge about how that person can later or be able to open or establish their own business. Through these entrepreneurship learning activities, it can form an entrepreneurial spirit in students y. Then finally, one of the factors that can also affect interest in entrepreneurship in students is the use of social media.

According to Francesca et al. (2017); Hassan et al. (2021) The economic activities of a country, especially Indonesia, have been largely supported by the internet, including one of them in the field of entrepreneurship. At this time more and more people, especially young children, are actively using social media. By using social media, an individual can easily find various information related to business opportunities and various interesting ideas in doing business. In addition, with social media, people can easily carry out promotional activities more economically. With the various conveniences that are owned in using social media, this can foster an interest in entrepreneurship, especially among students, this is in accordance with research previously conducted by Dufays et al. (2014); Erlangga et al. (2022); Fatiyah (2021); Francesca et al. (2017); Hassan et al. (2021) which states that the use of social media affects students' interest in entrepreneurship. The difference between this study and previous studies is that this study discusses the joint effect of the variables of entrepreneurial motivation, entrepreneurial learning and the use of social media on students' interest in entrepreneurship. Whereas in previous studies no one has discussed the influence of entrepreneurial motivation, entrepreneurial learning and the use of social media which together can influence interest in entrepreneurship in students. As research conducted by Hassan et al. (2021) who in his research



only discussed the influence of motivation on interest in entrepreneurship. In addition, there is also research from Corbett et al. (2007); Francesca et al. (2017); Hassan et al. (2021)), which in his research only discussed the influence of entrepreneurship learning, social environment and family economic background on interest in entrepreneurship. Then there is also research from Fatiyah (2021); Francesca et al. (2017); Hassan et al. (2021) who in his research only looked at the effect of economic literacy and the level of use of social media on interest in entrepreneurship

### Method

This study uses quantitative research methods with explanatory research types. The use of quantitative methods with the type of explanatory research was carried out with the aim of knowing how much influence there is between the independent variables in the form of entrepreneurial motivation, entrepreneurial learning and the use of social media on the dependent variable, namely interest in entrepreneurship. 230 students. The sampling technique in this study used a purposive sampling technique. The research instrument used was a questionnaire and documentation. The distribution of the questionnaire was used to measure the effect of the independent variables consisting of entrepreneurial motivation, entrepreneurial learning, and the use of social media on the dependent variable, namely students' interest in entrepreneurship. This questionnaire was distributed online via WhatsApp to each respondent. This data analysis uses structural equation modeling (SEM) with SmartPLS 3.0 software tools. The instrument used in this study had previously conducted instrument testing on 30 respondents with the overall result that the instrument used had been declared valid and reliable. The data analysis steps used in this study include validity and reliability tests, uni normality and hypothesis testing

The research hypothesis is

*H1: Entrepreneurial motivation has a positive and significant effect on the interest in entrepreneurship*

*H2: Entrepreneurship learning has a positive and significant effect on the interest in entrepreneurship*

*H3: The use of social media has a positive and significant effect on the interest in entrepreneurship*

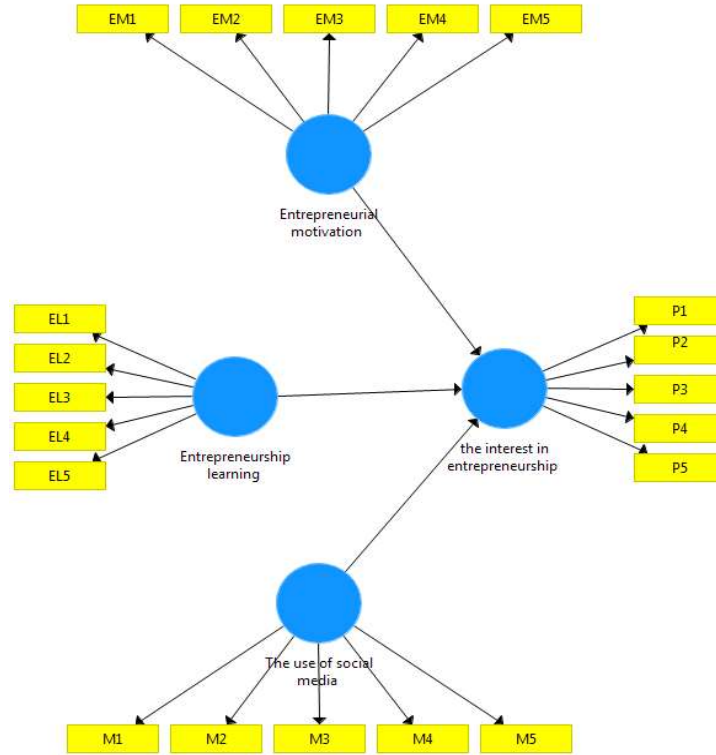


Fig 1. Research Model

## Result and Discussion

### Result dan Discussion

#### Convergent Validity

Based on the data presented in fig 1, it is known that each of the research variable indicators has a value of outer loading  $> 0.7$ . However, it appears that there are still some indicators that have an outer loading value of  $< 0.7$ . According to Purwanto et al. (2020) the outer loading value between 0.5 - 0.6 is considered sufficient to meet the convergent validity requirements. 5 The data above shows that there is no indicator variable whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

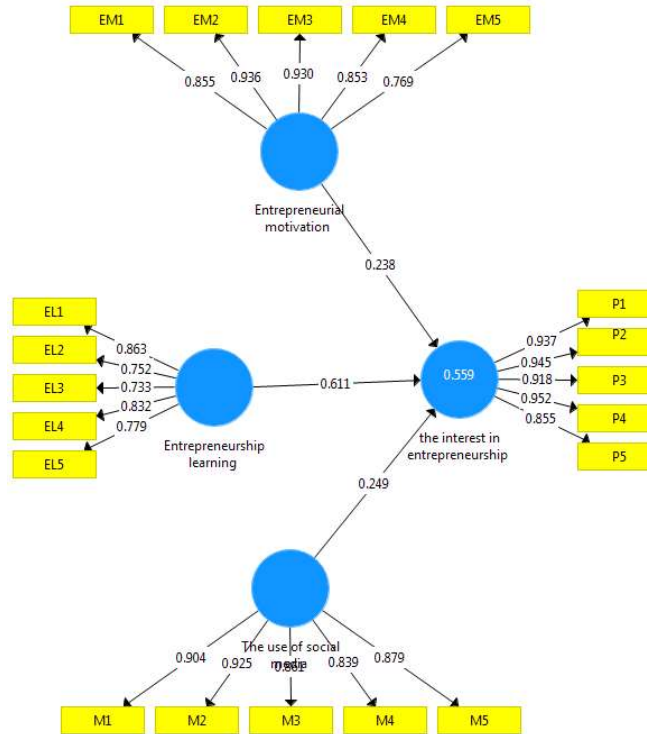


Fig 2. Loading Factors

**Discriminant Validity**

Based on the data presented in table 1, it is known that the AVE value of all variables is > 0.5. Thus it can be stated that each variable has good discriminant validity, the composite reliability value of all research variables > 0.7. These results indicate that each variable has met composite reliability so that it can be concluded that all variables have a high level of reliability, the Cronbach's alpha value of each research variable > 0.7. Thus these results can indicate that each research variable has met the requirements of Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability.

Table 1. Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Entrepreneurial motivation	0.854	0.827	0.708	0.618
Entrepreneurship learning	0.829	0.809	0.821	0.609
use of social media	0.809	0.817	0.809	0.602
interest in entrepreneurship	0.832	0.809	0.717	0.609

**Hypothesis Testing**

Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be declared accepted if the P-Values <0.05

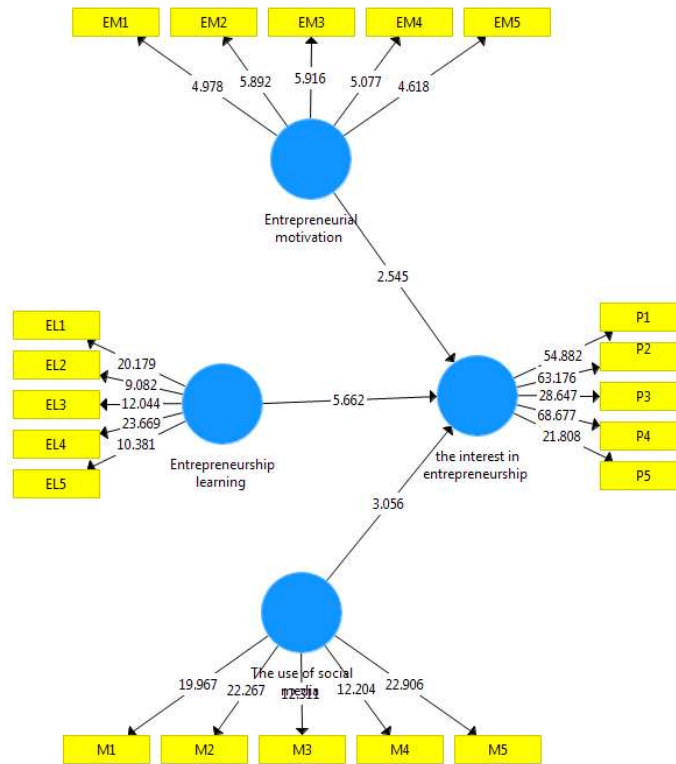


Fig 3. Hypothesis testing

Table 4. Hypothesis testing

Hypothesis	T Statistics	P Values	Result
Entrepreneurial motivation -> interest in entrepreneurship	2.454	0.000	Supported
Entrepreneurship learning -> interest in entrepreneurship	5.662	0.000	Supported
The use of social media -> interest in entrepreneurship	3.056	0.000	Supported



### The Effect of Entrepreneurial Motivation on Entrepreneurial Interest

Based on the research that has been done regarding the influence of entrepreneurial motivation on entrepreneurial interest in students, the results show that there is a significant influence between entrepreneurial motivation on entrepreneurial interest. So that in this study the interest in entrepreneurship can arise, one of which is because of the motivation for entrepreneurship in individuals. This research is also strengthened by research that was conducted by Hayter et al. (2016); Mahto et al. (2018) whose research results show that there is an influence between entrepreneurial motivation on entrepreneurial interest. In addition, there is also research by Lang et al. (2019); Maryati et al. (2020) whose research results show that entrepreneurial motivation influences interest in entrepreneurship. Motivation in entrepreneurship, especially for students, usually consists of intrinsic motivation and extrinsic motivation. Intrinsic motivation is motivation that comes from within the individual. This intrinsic motivation has an important role in fostering interest in entrepreneurship. This statement is in accordance with that stated by Mahto et al. (2018) So that with the intrinsic motivation possessed by students, it can provide encouragement from within students to be interested in entrepreneurship. With this intrinsic motivation, a student will make every effort or effort to realize his desires, one of which is by continuing to develop an interest in entrepreneurship in himself through various ways that he can do, for example, namely always practicing and learning about how to do entrepreneurship well. In this study, intrinsic motivation included the existence of aspirations possessed by students to become successful entrepreneurs, the encouragement and need for entrepreneurship and the existence of creative, innovative and hard-working thinking. At this time, many students, especially students, are becoming interested in entrepreneurship, this is due to the desire and desire to succeed and the encouragement to be able to help parents in reducing the cost of living, for example in terms of meeting college needs. In addition, they are also interested in entrepreneurship because of their aspirations to become successful entrepreneurs in the future. In addition to intrinsic motivation there is also extrinsic motivation. Extrinsic motivation is motivation that comes from outside the individual. This extrinsic motivation can usually arise because of the influence of the surrounding environment, both from the family environment and the community environment. Extrinsic motivation in this case also has an important role in fostering interest in entrepreneurship in each individual, especially students. As stated by Lang et al. (2019); Maryati et al. (2020); Mahto et al. (2018) which states that the environment can also encourage individuals to be interested in entrepreneurship. So that in this case the environment around students can support the growth of interest in entrepreneurship. One example is a student who socializes and associates with people who are successful in entrepreneurship, so this can provide encouragement or motivation in fostering an interest in entrepreneurship in him. So in this case it can be concluded that motivation, both intrinsic and extrinsic motivation, can



influence students' interest in entrepreneurship. This can be proven from the research results obtained that entrepreneurship motivation has an influence on the interest in entrepreneurship

#### The Effect of Entrepreneurship Learning on Interest in Entrepreneurship

Based on the research that has been conducted regarding the effect of entrepreneurship learning on entrepreneurship interest in students, the results show that there is a significant influence between entrepreneurship learning on entrepreneurship interest. So that in this study one of the factors that influence the interest in entrepreneurship in students is entrepreneurship learning. This research is also strengthened by research that has been conducted by Amanda (2018) which in her research results shows that there is an influence between entrepreneurship learning and interest in entrepreneurship. In addition, there is also research from Listiawati, et al. (2020), in the results of his research, states that learning entrepreneurship can affect interest in entrepreneurship. In addition, research from Rus-Casas et al. (2020); Şeşen et al. (2014); Su et al. (2020) also obtained results that learning entrepreneurship can have an influence on interest in entrepreneurship. Entrepreneurship learning that has been received by students in an educational institution, especially higher education institutions, can influence an individual's interest in entrepreneurship. As stated by Melissa et al. (2015); Roslan et al. (2019) which states that universities also have an important role in fostering interest in entrepreneurship in students, therefore to foster interest in entrepreneurship in students, a tertiary institution can provide entrepreneurship courses. Through this entrepreneurship course, an educator or lecturer will provide learning related to entrepreneurship. So that the existence of entrepreneurship learning provided by lecturers to students can make them receive a lot of knowledge related to the world of entrepreneurship and in the end can also form an entrepreneurial spirit in students. Therefore, in this case, tertiary institutions will also play an important role in shaping the entrepreneurial spirit and fostering interest in entrepreneurship among students. Through this entrepreneurship learning, students will be taught a lot about entrepreneurial sciences and entrepreneurial practices. In addition, in this entrepreneurship lesson students will be taught about various skills in entrepreneurship. So that through this entrepreneurship learning, it can foster a sense of enthusiasm and encouragement for an interest in entrepreneurship. The existence of entrepreneurship learning will be very beneficial for students, this is because with this entrepreneurship learning, a student will be equipped with various knowledge and skills in entrepreneurship. So that later they can open a business well. Therefore, the existence of entrepreneurship learning in a school can provide impetus or enthusiasm for students to entrepreneurship, develop a mindset for students to be able to think creatively and innovatively and through this entrepreneurship learning students can also develop entrepreneurial skills through the practice provided. at the time of learning. So that through this entrepreneurship learning later can form an entrepreneurial spirit in students, especially in. This can be proven from the research results obtained that entrepreneurship learning has an effect on the interest in entrepreneurship in students

#### The Effect of Using Social Media on Interest in Entrepreneurship





Based on the research that has been done regarding the effect of using social media on interest in entrepreneurship, the results show that there is a significant influence between the use of social media on interest in entrepreneurship. So in this study, one of the factors influencing interest in entrepreneurship is the use of social media. This research is also strengthened by research that was conducted by Erlangga et al. (2022); Fatiyah (2021); Francesca et al. (2017); Hassan et al. (2021) whose research results show that there is a significant influence between the use of social media on interest in entrepreneurship. At this time many young people already have social media, especially among students. They have various social media, starting from Instagram, WhatsApp, Facebook and others. They use social media as a means of communication with fellow users and as a means of finding information. With the emergence of various social media, it makes communication and finding various information easier to access. The use of social media which is more practical and easily accessible has made many students interested in entrepreneurship. As stated by Fatiyah (2021); Francesca et al. (2017); Hassan et al. (2021) which states that the higher the level of social media use among students, the higher their level of entrepreneurship. So in this case it can be said that the use of social media can increase interest in entrepreneurship in students. In addition, social media that is used optimally can foster an interest in entrepreneurship in students. This statement is in accordance with that stated by Francesca et al. (2017); Hassan et al. (2021) So that in this case with optimal use of social media an individual can easily find various interesting information related to the world of entrepreneurship as well as see various business opportunities that are currently in great demand by the public. So, with the optimal use of social media in the end it will open up great opportunities to foster interest in entrepreneurship in students. Through social media students can easily access various information, especially related to the world of entrepreneurship. Apart from that, with this social media students can also provide various information practically, namely through various features in it, one of which is the status sharing feature which is owned by WhatsApp, Facebook and Instagram. So that with the ease of using social media, students, , are starting to be interested in entrepreneurship. This can be proven from the results of the research that the use of social media has an effect on the interest in entrepreneurship

Based on the research that has been conducted regarding the influence of entrepreneurial motivation, entrepreneurial learning and use of social media on interest in entrepreneurship, the results show that entrepreneurial motivation, entrepreneurial learning and use of social media can have an influence on interest in entrepreneurship. So that in this study as a whole both entrepreneurial motivation, entrepreneurial learning and the use of social media can affect entrepreneurial interest. Motivation can encourage students to be interested in entrepreneurship. This motivation can come from the surrounding environment or from within the individual. As stated by Iswandari (2013) which states that motivation is a factor that has an important role in encouraging interest in entrepreneurship. This motivation can come from within and from the outside environment. The existence of intrinsic motivation or motivation that comes from within makes students motivated to be interested in entrepreneurship. This encouragement can arise due to the aspirations that students have to become entrepreneurs as well as the desire to be able to



help parents in reducing living expenses, one of which is in terms of meeting college needs. In addition to intrinsic motivation, there is also entrepreneurial motivation that is influenced by the surrounding environment or what is commonly referred to as extrinsic motivation. This extrinsic motivation can arise due to influences from outside or from the surrounding environment. One example of entrepreneurial motivation that is influenced by the surrounding environment is a student who is friends and often socializes with people who are entrepreneurs, so there is a tendency for these individuals or students to be encouraged to become entrepreneurs. So that in this case, motivation for entrepreneurship, both intrinsic and extrinsic, can have an influence on the interest in entrepreneurship in students, especially college students. One of the factors that can also provide motivation for an interest in entrepreneurship in students is due to the existence of entrepreneurship lessons that were studied in the sixth semester ago. In this entrepreneurship lesson students will be taught various knowledge related to entrepreneurship. Besides that, in this entrepreneurship lesson students will also be given skills in entrepreneurship. The existence of entrepreneurship learning can provide encouragement and enthusiasm for students to be interested in entrepreneurship and can develop a mindset to always think creatively and innovatively. So that through entrepreneurial learning this will be able to form an entrepreneurial spirit in students and can generate motivation from within them for interest in entrepreneurship. entrepreneurship. With social media, students can easily obtain various information related to entrepreneurship, both about business opportunities and various tips for running a business. Besides that, by using social media, students can also share information with fellow users through the various features that have been provided. With the convenience of using social media, it can provide encouragement or motivation for individuals to become entrepreneurs. So that with the motivation for entrepreneurship, the provision of knowledge and skills obtained in entrepreneurship learning, and supported by the ease of using social media to be able to find and share information related to the world of entrepreneurship, this can form an entrepreneurial spirit and foster an interest in entrepreneurship

### Conclusion

Based on the results of the research and discussion that have been described above, it can be concluded that, (1) entrepreneurial motivation can influence the interest in entrepreneurship. (2) Entrepreneurial learning can influence the interest in entrepreneurship. (3) The use of social media can affect the interest in entrepreneurship. (4) Entrepreneurial motivation, entrepreneurial learning and the use of social media as a whole can affect the interest in. From the conclusions described above, there are several suggestions that can be conveyed including the following: (1) For students, namely a student who has entrepreneurial motivation should be able to continue to strengthen this motivation so that later he can become an entrepreneur. In addition, students should be able to use social media optimally, so that later social media can have a positive impact on developing their entrepreneurial interests. (2) For the school, it should be able to hold various events related to entrepreneurship, for example seminars related to entrepreneurship. By holding various events related to entrepreneurship, this can be used as a support for students in obtaining entrepreneurial knowledge. So that students will be able to gain entrepreneurial



knowledge from entrepreneurship learning activities in class as well as from various entrepreneurship-related activities held by the school. So it is hoped that later students can have more broad insights about entrepreneurship. In the end they can do entrepreneurship by being equipped with the entrepreneurial knowledge they have acquired while studying at school

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