

THE INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE AND SELF-CONCEPT ON INTEREST IN ENTREPRENEURSHIP

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Abstract

This study aims to determine the effect of Entrepreneurship Knowledge (X1) and Self-Concept (X2) with Learning Interest (Y) on Communication Studies Students, Faculty of Social Sciences, State University of Jakarta. This research was conducted for seven months starting from February to September 2021. The research method used was a survey method. The population in this study were 118 respondents. The sampling technique used was simple random sampling technique. Data was collected through a questionnaire with a Likert scale. The data analysis technique used is the multiple regression model. The results of this study have a positive influence between Entrepreneurship Knowledge (X1) and Entrepreneurial Interest (Y). There is also a positive influence between Self-Concept (X2) and Interest in Entrepreneurship (Y). There is a positive influence between the variables of Entrepreneurial Knowledge (X1) and Self-Concept (X2) with Entrepreneurial Interest (Y) simultaneously or together.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh antara Pengetahuan Kewirausahaan (X1) dan Konsep Diri (X2) dengan Minat Belajar (Y) pada Mahasiswa Ilmu Komunikasi Fakultas Ilmu Sosial Universitas Negeri Jakarta. Penelitian ini dilakukan selama tujuh bulan terhitung mulai bulan Februari sampai dengan bulan September 2021. Metode penelitian yang digunakan adalah metode survei. Populasi pada penelitian ini sebanyak 118 responden. Teknik pengambilan sampel menggunakan teknik simple random sampling. Pengumpulan data dilakukan melalui kuesioner dengan skala likert. Teknik analisis data yang digunakan yaitu model regresi berganda. Hasil penelitian ini terdapat pengaruh positif antara Pengetahuan Kewirausahaan (X1) dengan Minat Berwirausaha (Y). Terdapat pula pengaruh positif antara Konsep Diri (X2) dengan Minat Berwirausaha (Y). Terdapat pengaruh positif antar variabel Pengetahuan Kewirausahaan (X1) dan Konsep Diri (X2) dengan Minat Berwirausaha (Y) secara simultan atau bersama-sama.

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INTRODUCTION

The unemployment rate in Indonesia is increasing. This greatly affects the welfare of the community. Poverty and unemployment are still big problems for the Indonesian people, especially during the current pandemic. Based on data from the Indonesian Central Statistics Agency (BPS), the open unemployment rate (TPT) in August 2020 was 7.07 percent, an increase of 1.84 percentage points compared to August 2019 (Central Statistics Agency, 2019). The increasing number of unemployed in Indonesia is also a national problem that must be addressed. Education is also very helpful for the government to reduce unemployment which continues to increase, one of which is by educating students to become entrepreneurs.

According to the data from the Indonesian Central Statistics Agency (BPS) above, the role of entrepreneurship is very much needed to minimize existing unemployment. The existence of entrepreneurship can create new jobs that can increase income distribution in Indonesia. The Central Statistics Agency (BPS) reports on employment conditions in Indonesia during August 2019 to August 2020. Based on data submitted by BPS, the open unemployment rate (TPT) for university graduates increased by 1.71 percent compared to August 2019. From 5.64 percent to 7.35 percent. BPS stated that unemployment of diploma I/II/III graduates also increased by 2.13 percent from 5.95 percent to 8.08 percent (Central Statistics Agency, 2019).

Entrepreneurship means having competence in finding and assessing opportunities, gathering the necessary resources and acting to take advantage of these opportunities. This entrepreneurial interest is very important because it is the main capital for the desire and encouragement to start a business. Entrepreneurial interest is the desire, interest, and willingness to work hard with a focus on trying to fulfill one's life needs without feeling afraid of the risks that will be faced, always learning from failures experienced, and developing the business he created (Nanang, 2019).

If it is associated with current conditions, many individuals still seem to lack interest in entrepreneurship, especially students. There are still many students who are studying in higher education who are less interested in doing entrepreneurship. This is because researchers have conducted pre-research on students at one university. Students of Communication Studies, Faculty of Social Sciences, State University of Jakarta are considered to be more willing to find work when they graduate from college rather than creating new jobs. This can be seen based on the results of an initial survey conducted by researchers on 30 students of Communication Studies class 2019 & 2020, Faculty of Social Sciences, State University of Jakarta regarding activities after graduating from college.

The large number of students who choose to find work is unfortunate. Students should also focus on creating new jobs. Entrepreneurship can be applied in various fields of work and life. Entrepreneurship is also very useful for the future and can save students from unemployment when they graduate from college. Therefore, students must not only be educated in character, but also must be educated in entrepreneurship. Therefore, directing and increasing interest in entrepreneurship through entrepreneurial knowledge for students is the main step to increase the number of entrepreneurs in Indonesia.

Of the 30 students interviewed, 83.3% percent of students prefer to find work and

the remaining 16.7% percent of students choose to be entrepreneurs. Most of them choose entrepreneurship because they are afraid or worried about the world of work after graduating from college and want to be free to work without having to be tied to other organizations or people. Those who choose to look for work think that becoming an employee is considered to be an easier choice and can guarantee their daily needs than starting a new business or entrepreneurship with risks that must be faced. There are also those who choose to look for work because they do not know how to start a business and lack confidence in their ability to open a business, thus making their interest in entrepreneurship low.

Based on the results of the survey above, the researcher also asked 30 students of Communication Science class 2019 & 2020, Faculty of Social Sciences, State University of Jakarta about what factors they think are very influential on one's entrepreneurial interest. The results show that most of the students among them say that the factors that influence one's interest in entrepreneurship are knowledge about entrepreneurship, some say self-concept, self-confidence, and family support. The results of the survey above are very important factors that can affect the interest in entrepreneurship in students. This is reinforced by (Wijaya, 2014) who says that entrepreneurial knowledge and self-concept are very influential on interest in entrepreneurship. In addition, factors that influence interest in entrepreneurship are entrepreneurial knowledge and family social support (Trisnawati, 2014).

Knowledge of entrepreneurship is indeed a factor that can influence interest in entrepreneurship. Extensive knowledge of entrepreneurship can affect his perception of the norms and value systems that live in the community so that he can overcome the possibility of obstacles and social pressures from the surrounding environment (Kurnia et al., 2018). Entrepreneurial knowledge is said to be very important in running a business, this is because knowledge about business will develop the business that we will live. Knowledge in entrepreneurship is also said to be very important because without any basic knowledge or entrepreneurial skills, the development of the business will feel very slow and can have a negative impact on the business (Ardiani & Putra, 2020).

Entrepreneurship knowledge is sure to increase students' knowledge of entrepreneurship theory. Not only students who are only oriented to the value of entrepreneurship courses because knowledge about entrepreneurship can be obtained self-taught. The students of Communication Science at the Faculty of Social Sciences do not learn about entrepreneurial knowledge through courses, but as a whole they learn how to do entrepreneurship through the Student Executive Board (BEM). In this organization, students are free to sell as a way to raise funds to support an activity that will be held by the faculty.

The next factor that influences interest in entrepreneurship is self-concept. Self-concept is a view of the feelings that students have about themselves which are obtained from the process of observing themselves and according to the perceptions of others in the form of physical, psychological and social characteristics (Handayani, 2016). With the self-concept, students can recognize their own potential and personality as well as their weaknesses. The existence of a self-concept in each student can also convince themselves that they can create new jobs for the wider community.

There are two kinds of self-concept, namely positive self-concept and negative

self-concept. Positive self-concept, that is, students can recognize their potential and weaknesses. With this positive self-concept, it is very likely that students are interested in entrepreneurship. In contrast to positive self-concepts, negative self-concepts are students who tend to be pessimistic or unsure of their own abilities to be entrepreneurs. Therefore, to grow the mind of entrepreneurship in students, a positive self-concept is needed.

The next factor that influences the interest in entrepreneurship is self-confidence. Self-confidence or self-confidence is defined as a belief in oneself that each individual has in his life, and how the individual views himself as a whole with reference to his self-concept (A. Yusuf & Hamzah, 2016). Then, the next factor is family support. With the support from the family can create a sense of confidence to do a business, as well as support from both parents.

The survey results above certainly contradict the current reality that finding a job is not an easy thing. Judging from the number of unemployed college graduates in Indonesia, especially during a pandemic like today. The results of the survey on Communication Science students also said that the factors that greatly influenced students' interest in entrepreneurship were knowledge of entrepreneurship and self-concept. Based on the above background, the authors are interested in conducting research with the title "The Influence of Entrepreneurial Knowledge and Self-Concept on Interest in Entrepreneurship".

LITERATURE REVIEW

Entrepreneurial knowledge is intellectual acquired and owned by an individual through entrepreneurship education which can later help an individual to innovate and engage in the field of entrepreneurship (Hendawan & Hani, 2017). The above understanding is also in line with the understanding according to (Suratno et al., 2020) that entrepreneurial knowledge is a person's understanding of the business world which is realized through innovative ideas into the real world creatively and innovatively in developing business opportunities into business opportunities.

Entrepreneurial knowledge is at the heart of entrepreneurship and significantly influences business making decisions and intentions (Yaghoubi Farani et al., 2017). Entrepreneurial knowledge can be conceptualized as knowledge that facilitates the ability to recognize new business opportunities and cope with new obligations when setting up and managing a new venture (Gabrielsoon, 2005).

Entrepreneurial knowledge is a person's ability to produce something new through creative thinking and innovative action, so that it can create ideas or opportunities and can be put to good use (Hamsun et al., 2019). According to (Astuti et al., 2020) that the knowledge already possessed allows humans to tend to carry out activities according to the background knowledge they have. Likewise, an entrepreneur, then he will carry out all activities that can generate doubled profits from every business he does. Based on some of the definitions above, it can be concluded that entrepreneurial knowledge is an intellectual ability or ability that is acquired and possessed by a person to create new businesses or innovative jobs.

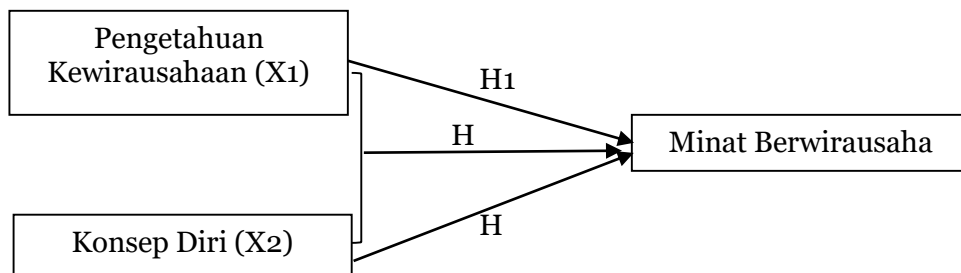
Self-concept has an important role in human life. Self-concept acts as a self-evaluation tool. Self-concept is an idea about oneself that includes one's beliefs, views,

and judgments about oneself (Yani et al., 2020). According to (Noviandari & Mursidi, 2019) the concept is a description of the self-concept and is closely related to the individual's personality because the self-concept is an organized and consistent self-concept consisting of perceptions of the characteristics of "self-subject" or "self-object" and perceptions of the relationship between the subject and oneself and others with various aspects of life and the values attached to these perceptions.

Self-concept is a mixed picture of what individuals think and the opinions of others to become the desired self (Hana, 2020). Self-concept includes self-image and personality traits that have been widely reviewed as factors that influence entrepreneurial potential (Khairani, 2018). There are also those who say that self-concept is an understanding of oneself that arises as a result of interactions with other people (Widiarti, 2017). Based on the above understanding, it can be concluded that self-concept is an idea about oneself that is caused by interactions with other people which includes one's beliefs, views, and judgments about oneself.

Interest in entrepreneurship is a tendency of the heart and a sense of interest in business activities in using financial resources, raw materials and labor to produce something new (Halimah et al., 2018). Interest in entrepreneurship can also be interpreted as a person's desire to optimally try to open a business by obtaining the desired income according to goals (E. Yusuf & Efendi, 2019). Interest in entrepreneurship is the desire, interest, and willingness to work hard on being strong-willed to be independent or trying to fulfill their needs without being afraid of the risks that will occur, and being strong-willed to learn from failure (Ramadhani & Nurnida, 2017).

Based on some of the definitions above, it can be concluded that interest in entrepreneurship is a person's desire, interest in working hard in opening a business and achieving his business goals optimally. From the theoretical literacy above, the researcher formulates the following hypothesis:



Source: data processed by researchers, 2021

Figure 1. Research Constellation

METHOD

This study used a sample of 118 Communication Studies students, Faculty of Social Sciences, Jakarta State University batch 2019 & 2020. Data were collected using a questionnaire via google form. This study has 2 independent variables, namely entrepreneurial knowledge and self-concept, and the dependent variable is

entrepreneurial interest.

The research method that researchers use is quantitative research methods. Quantitative research methods are used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing predetermined hypotheses (Sugiyono, 2015). The sampling technique used is simple random sampling (simple random sample). According to (Arieska, 2018) the simple random sampling technique is a random and simple sampling technique that is widely used in research. Respondents who became the sample choice were based on the number of numbers at random regardless of the level in it. So that the required sample can be obtained.

RESULTS AND DISCUSSIONS

Analysis of the research data description aims to provide an overview of the distribution or distribution of data. In this study, there are three variables used, namely two independent variables and one dependent variable. The independent variables in this study are Entrepreneurship Knowledge (X1), Self-Concept (X2), and the dependent variable in this study is Entrepreneurial Interest (Y).

Interest in entrepreneurship is primary data obtained from a questionnaire on interest in entrepreneurship with indicators of interest in entrepreneurship, desire for entrepreneurship, availability to work hard in meeting the necessities of life, and risk taking. The number of test statements is 10 items and no statement items are dropped, so the statements used during the final test are 10 items.

Based on the results of data processing interest in entrepreneurship, obtained descriptive data such as the table above. It can be seen in this study that there were N or the number of respondents as many as 118 with missing or missing data of . This shows that the data is feasible to be processed. The minimum or lowest value is 18 and the maximum or highest value is 40. The range or difference between the highest and lowest values is 22. The mean or average score is 27.92. The mode or score that occurs most often is 28. The median or the resulting middle score is 28.00. The standard deviation is 4,314 and the variance is 18,608. The sum or data of interest in entrepreneurship is 3294.

Entrepreneurial knowledge is primary data obtained from the entrepreneurial knowledge questionnaire with indicators of knowledge about the business to be entered/started, knowledge of roles and responsibilities, knowledge of management and business organization. The number of test statements as many as 10 items with the number of drop statements as many as 2 items. So that the statements used during the final test were 8 items.

Based on the results of data processing entrepreneurship knowledge, obtained descriptive data as the table above. It can be seen in this study that there were N or the number of respondents as many as 118 with missing or missing data of 0 this indicates that the data is feasible to be processed. The minimum or lowest value is 18 and the maximum or highest value is 39. The range or difference between the highest and lowest values is 21. The mean or average score is 27.03. The mode or score that appears most often is 27. The median or the resulting middle value is 27.00. The standard deviation is 4,535 and the variance is 20,563. Sum or the amount of entrepreneurial knowledge

data is 3190.

Self-concept is primary data obtained from self-concept questionnaire with indicators of physical, social, and moral aspects. The number of test statements is 10 items with the number of drop statements is 3 items. So the statement used at the time of the final test was 7 points.

Based on the results of self-concept data processing, descriptive data was obtained as the table above. It can be seen in this study that there were N or the number of respondents as many as 118 with missing or missing data of 0 this indicates that the data is feasible to be processed. The minimum or lowest value is 15 and the maximum or highest value is 35. The range or difference between the highest and lowest values is 20. The mean or average score is 24.97. The mode or score that appears most often is 24. The median or the resulting middle value is 25.00. The standard deviation is 4,294 and the variance is 18,435. Sum or the amount of entrepreneurial knowledge data is 2947.

The normality test aims to determine whether the data population is normally distributed or not. Normality testing in this study used the One Sample Kolmogorov-Smirnov test. The decision making criteria is that the data is declared normal if the significance value is $>$ from 0.05. Based on the test results above, it can be seen that the asymp value. Sig. (2-tailed) in the Unstandardized Residual column of $0.093 > 0.05$, which means the level of significance in the data is greater than 0.05. So it can be concluded that the data used in this study is normally distributed.

Linearity test was conducted to find out whether the variable X and variable Y had a linear relationship or not significantly. The linearity test can be seen from the results of the Test of Linearity output at a significance level of 0.05. The variable is said to have a linear relationship if the significance is < 0.05 . Meanwhile, when viewed from Deviation from Linearity, if the significance value is > 0.05 , the variable is said to have a linear relationship. The results of the table test show that the Linearity value is < 0.001 which is < 0.05 . This shows that the Entrepreneurial Knowledge (X1) variable with Entrepreneurial Interest (Y) has a linear relationship and meets the linear requirements test.

Meanwhile, if viewed from the significance of Deviation from Linearity, it is $0.693 > 0.05$ which indicates that the Entrepreneurial Knowledge (X1) variable with Entrepreneurial Interest (Y) has a linear relationship and meets the linear requirements test. The results of the table test show that the Linearity value is < 0.001 which is < 0.05 . This shows that the variable Self-Concept (X2) and Interest in Entrepreneurship (Y) has a linear relationship and meets the linear requirements test.

Multicollinearity test was conducted to test whether there is a correlation between the independent variable (X) in the regression model, namely Entrepreneurial Knowledge and Self-Concept. A good regression model does not have symptoms of multicollinearity. The criteria for making this test decision are by looking at the Tolerance and VIF values in the Coefficient table. If the Tolerance value is > 0.1 and the VIF value is < 10 , then there is no multicollinearity in the regression model. The Tolerance value of the Entrepreneurial Knowledge variable (X1) is $0.250 > 0.1$ and the VIF value is $4.04 < 10$. The Tolerance value for the Self-Concept variable (X2) is $0.250 > 0.1$ and the VIF value is $4.04 < 10$. So it can be concluded that there is no symptoms of multicollinearity in the regression model of this study. So that the regression model

has met the classical assumption of multicollinearity test.

Heteroscedasticity test was conducted to determine whether there was an inequality of variance from the residuals in the regression model. A good regression model does not show symptoms of heteroscedasticity. Heteroscedasticity testing was carried out using the Spearman's rho test, and the Scatter Plot. The decision making criteria for the Spearman's rho test is seen from the significance value at the Correlation output, if the significance value is > 0.05 then there is no symptom of heteroscedasticity. The Value of Entrepreneurship Knowledge Significance (X1) is $0.908 > 0.05$. The significance value of Self Concept (X2) is $0.996 > 0.05$. So it can be concluded that the regression model in this study does not occur heteroscedasticity symptoms.

Multiple regression test was conducted to determine the linear relationship between two or more independent variables and the dependent variable. This multiple regression test is conducted to see the value obtained by the dependent variable if the value of the independent variable is increased or decreased. The following are the results of the multiple regression test calculation using SPSS 24.0.

Table 1. Multiple Regression Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.331	1.266		4.210	<.001
	Pengetahuan Kewirausahaan	.367	.090	.386	4.061	<.001
	Konsep Diri	.507	.095	.505	5.313	<.001

a. Dependent Variable: Minat Berwirausaha

Source: Data processed by Researchers

From the table above, the following multiple regression equation can be obtained:

$$Y = 5.331 + 0.367X_1 + 0.507X_2$$

Based on the table above, the constant value is 5.331, meaning that if entrepreneurial knowledge and self-concept are worth 0, then entrepreneurial interest is worth 5.331. The regression coefficient value of the Entrepreneurial Knowledge variable (X1) is 0.367, meaning that if entrepreneurial knowledge increases by 1, the interest in entrepreneurship will increase by 0.367. The coefficient of X1 is positive, meaning that there is a positive influence between Entrepreneurial Knowledge (X1) and Entrepreneurial Interest (Y). This shows that the higher the entrepreneurial knowledge, the higher the student's interest in entrepreneurship.

The self-concept regression coefficient (X2) is 0.507, meaning that if the self-concept increases by 1, the interest in entrepreneurship will increase by 0.507. The X2 coefficient is positive, meaning that there is a positive influence between Self-Concept (X2) and Entrepreneurial Interest (Y). This shows that the higher the self-concept, the higher the student's entrepreneurial interest.

The F test or regression coefficient test is used to determine whether there is a relationship between the independent variables and the dependent variable

simultaneously (simultaneously). The decision making criteria is done by looking at the F-count value in the ANOVA table. If F-count > F-table, then the independent variable is related together with the dependent variable. The following is the result of the F test calculation using SPSS 24.0.

Table 2. F Uji test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1612.820	2	806.410	164.331	<.001 ^b
	Residual	564.332	115	4.907		
	Total	2177.153	117			

a. Dependent Variable: Minat Berwirausaha

b. Predictors: (Constant), Konsep Diri, Pengetahuan Kewirausahaan

Source: Data processed by Researchers

From the F-test table above, it can be seen that the F-count value is 164.331. The value of the F-table can be found in the statistical table at a significance level of 0.05, df 1 (number of variables – 1) or 3 - 1 = 2, df 2 = n-k-1 (n is the number of data and k is the number of independent variables) or 118- 2-1 = 115. The F-table value of 3.08 means that H0 is rejected and Ha is accepted. Based on the data above, the F-count value is 164.331, it can be concluded that there is a relationship between Entrepreneurial Knowledge (X1) and Self-Concept (X2) with Entrepreneurial Interest (Y). it is based on the value of F-count > F-table which is 164.331 > 3.08.

The t-test was conducted to determine whether there was a partial relationship between the independent variable and the dependent variable. The decision making criteria is done by looking at the t-count value in the Coefficients table output. If t-count > t-table, then there is a partial relationship between the independent variable and the dependent variable. The following is the output of the t test results using SPSS 24.0.

Table 3. t test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.331	1.266		4.210	<.001
	Pengetahuan Kewirausahaan	.367	.090	.386	4.061	<.001
	Konsep Diri	.507	.095	.505	5.313	<.001

a. Dependent Variable: Minat Berwirausaha

Source: Data processed by Researchers

The results of the t-test count can be seen in the table, that the T-count for Entrepreneurship Knowledge (X1) is 4,061. Meanwhile, the T table value can be found in the t distribution table at the significance level with the formula $T \text{ table} = (\alpha/2;n-k-1)$ or (0.025;115). The ttable value is 1.98081, so it can be seen that the t-value is 4.061 > the t-table value is 1.98081. So it can be concluded that the Entrepreneurial Knowledge variable (X1) has a significant positive effect on Entrepreneurial Interest (Y).

The results of the t-test count can be seen in the table, that the obtained T-count for Self-Concept (X2) is 5.313. Meanwhile, the T table value can be found in the t distribution table at the significance level with the formula $T \text{ table} = (\alpha/2;n-k-1)$ or (0.025;115). The ttable value is 1.98081 so it can be seen that the tcount value is 5.313 > the ttable value is 1.98081. So it can be concluded that the self-concept variable (X2) has a significant positive effect on Entrepreneurial Interest (Y).

The coefficient of determination is used to measure how much the ability of a model to explain the dependent variables. The following is the result of calculating the coefficient of determination using SPSS 24.0.

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.741	.736	2.215

a. Predictors: (Constant), Konsep Diri, Pengetahuan Kewirausahaan

Source: Data processed by Researchers

Based on the table, it can be seen that (R Square) R² is 0.741. It can be concluded that Knowledge of Entrepreneurship (X1) and Self-Concept (X2) to explain the variable Interest in Entrepreneurship (Y) simultaneously is 74% while the remaining 26% is influenced by other factors not examined by researchers.

CONCLUSIONS AND SUGGESTIONS

There is a jointly positive and significant relationship between Entrepreneurial Knowledge (X1) and Self-Concept (X2) with Entrepreneurial Interest (Y). This is based on the Fcount > Ftable value of 164.331 > 3.08. This means that if the entrepreneurial knowledge and self-concept increase, the interest in entrepreneurship will increase. And vice versa, if entrepreneurial knowledge and self-concept decreases, the interest in entrepreneurship will decrease. Suggestions for students after graduation should not only focus on looking for work, but try to create jobs by setting up businesses to reduce the unemployment rate in Indonesia.

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