

THE INFLUENCE OF SOCIAL MEDIA USE AND MOTIVATION ON STUDENTS' ENTREPRENEURIAL INTERESTS

Nanine Ivana Hermisya¹, Dedi Purwana², Munawaroh³

¹ State University of Jakarta, Indonesia

² State University of Jakarta, Indonesia

³ State University of Jakarta, Indonesia

Article Info

Article history:

Received: January 30, 2022;

Accepted:

Published:

Keywords:

Social Media Use, Motivation,
Entrepreneurial Interest

Keywords: Use of Social Media,
Motivation, Interest In
Entrepreneurship.

Abstract

The purpose of this study was to determine the level of use of social media and motivation to interest in entrepreneurship. This research was conducted on 2017-2018 students majoring in Business Creative Industry, Kalbis University. This study requires a sample of 127 students. The method used is quantitative. Researchers used 3 variables, Interest in Entrepreneurship (Y), Use of Social Media (X1) and Motivation (X2). The results of the normality test obtained values of Interest in Entrepreneurship (Y) 0.133, Use of Social Media (X1) 0.200, and Motivation (X2) 0.129. for the linearity test Deviation From Linearity shows the number 0.164 in the X1 test against Y, while for the X2 test against Y it is 0.56. Second, Classical Assumption Test which consists of Multicollinearity Test and Heteroscedasticity Test. Multicollinearity test (p-value tolerance > 0.1; p-value VIF < 10) obtained for the tolerance value for X1, X2 of 0.360, 0.360, while for the VIF value of X1, X2 of 2.776, 2.776. Spearmans' Rho Heteroscedasticity Test Results (p-value > 0.05) obtained X1, X2 values of 0.326, 0.461. The three multiple regression tests with the equation $Y = 0.246 + 0.220 X1 + 0.690 X2$. Fourth, the hypothesis test which consists of the F test and t test. for the F test, the value of F-count is 169.135 > F-table 3.07. For the T-test, the value of T-count is 2.687 > T-table 1.97928. Fifth, the Coefficient of Determination Analysis (R²) obtained an R² value of 0.732.

Abstrak

Tujuan penelitian ini adalah untuk mengetahui tingkat penggunaan media sosial dan motivasi terhadap minat berwirausaha. Penelitian ini dilakukan pada mahasiswa angkatan 2017-2018 jurusan Business Creative Industry Universitas Kalbis. Penelitian ini membutuhkan sampel sebanyak 127 mahasiswa. Metode yang digunakan adalah kuantitatif. Peneliti menggunakan 3 variabel, Minat Berwirausaha, Penggunaan Media Sosial dan Motivasi. Hasil dari uji normalitas didapatkan nilai sebesar Minat berwirausaha (Y) 0,133, Penggunaan Media Sosial (X1) 0,200, dan Motivasi (X2) 0.129. untuk uji linearity Deviation From Linearity menunjukkan angka 0,164 pada pengujian X1 terhadap Y, sedangkan untuk pengujian X2 terhadap Y sebesar 0,56. Kedua, Uji Asumsi Klasik yang terdiri dari Uji Multikolinearitas dan Uji Heteroskedastisitas. Uji Multikolinearitas (p-value tolerance > 0,1; p-value VIF < 10) mendapatkan untuk nilai tolerance untuk X1,X2 sebesar 0,360, 0,360, sedangkan untuk nilai VIF X1, X2 sebesar 2,776, 2,776. Hasil Uji Heteroskedastisitas Spearmans' Rho (p-value > 0,05) memperoleh nilai X1, X2 sebesar 0,326, 0,461. Ketiga uji regresi berganda dengan persamaan $Y = 0,246 + 0,220 X1 + 0,690 X2$. Keempat, Uji Hipotesis yang terdiri dari Uji F dan Uji t. untuk Uji F memperoleh nilai sebesar F-hitung 169,135 > F-tabel 3,07. Untuk uji T memperoleh nilai sebesar T-hitung 2,687 > T-tabel 1,97928. Kelima, Analisis

Koefisien Determinasi (R²) memperoleh nilai R² sebesar 0,732.

How To Cite:

* Corresponding Author.

ISSN

2302-2663 (online)

DOI: doi.org/10.21009/JPEPA.007.x.x

INTRODUCTION

Unemployment is currently showing a fairly high number in Indonesia and will be a fairly severe problem for the government. The challenge of finding a job among college graduates is getting harder and harder, the number between jobs offered is not comparable to that of job seekers or the number of college graduates. Getting an established job is a dream for everyone, especially for students who have just finished their studies in college, especially if the job they master is in accordance with their skills. The competencies sought during lectures will be more helpful in applying them to the world of work. Based on data from the Central Statistics Agency (BPS), as of August 2019, the number of unemployed university graduates reached 5.67 percent of the total labor force of around 13 million people. Although the percentage is down compared to August 2018 which was 5.89 percent, the figure is above the national unemployment average of 5.28 percent.

According to Khairani, (2013) that interest in entrepreneurship as one of the psychological aspects is influenced by several factors, both those that are from the inside (internal) and from the outside (external). Viewed from within the student, interests are influenced by ideals, satisfaction, motivation, needs, talents, and knowledge. Meanwhile, when viewed from external factors, the interest is not sedentary but can change according to environmental conditions. These external factors can be in the form of completeness of facilities and infrastructure, association with parents and public perception of an object and socio-cultural background. In a study conducted by Citra Kunia putri and trisna insan Noor, (2013) there are several factors that affect a student's entrepreneurial interest, including entrepreneurial knowledge, motivation, and social media. Entrepreneurs play the role of the driving wheel of a country's economy. An entrepreneurial society has an important role in realizing economic growth both micro-wise to reduce the unemployment rate and macro to increase per capita income (Kristiadi, S., Sudarma, K., & Khafid 2016).

Based on the results of pre-research that researchers have conducted on 30 respondents at the University of Kalbis Indonesia The largest interest in entrepreneurship is influenced by the use of social media and motivation. The use of the right social media can trigger the emergence of innovation and the creative spirit of students, so that it will extinguish the products they want to produce for entrepreneurship. The second factor is Motivation, An entrepreneur must have a high spirit and be willing to fight to advance. A high spirit of spirit is obtained through motivation towards oneself. Through motivation, someone gets a complete encouragement to always be enthusiastic and confident in doing positive things, for example, just starting entrepreneurship.

THEORETICAL FOUNDATIONS

Use of Social Media (XI)

According to Kotler, (2012) Social media is a harmonization between sociology and technology that turns monologues (one to many) into dialogue and information democracy that transforms people from content readers to publishers. According to Cross, (2013) Social media is a term that describes the various technologies used to bind people into a collaboration, exchange information and interact through the content of messages based on the "web". According to Nasrullah, (2016) Social media and social software are tools to improve the ability of users to share ,cooperate (to cooperate) between users and take actions collectively, all of which are located outside the institutional and organizational framework. According to Maoyan et al. (2014) Social media is a network of technology used to create news through internet users and communicate and disseminate information, while media marketing Social is a type of internet marketing model to achieve marketing goals by participating in

the scope of social media networks. Gunawan, D. D., and Huarng, (2015) suggest that social interactions and risks perceived through social media have an influence on consumers' buying interest.

Motivation (X2)

According to Suryana, Y and Bayu, (2014) Motivation is a fundamental psychological process, and is one of the elements that can explain a person's behavior. According to Hasibuan, (2016) Motivation encourages humans to display behavior towards achieving a certain goal. According to M. H. Alfaruk, (2016) Motivation comes from the Latin word *movere* which means encouragement or provision of driving force that creates a person's passion for work so that they are willing to cooperate, work effectively, and integrate with all their efforts to achieve satisfaction. According to Siagian, H. S., & Harefa, (2018) stated that motivation is a driving force that results in a member of the organization willing and willing to move the ability to form the expertise and skills of his energy and time to organize various activities that are his responsibility and fulfill his obligations in order to achieve the goals and various goals of the organization that have been predetermined.

Entrepreneurial Interests (Y)

Entrepreneurial interest is the ability to encourage oneself and do something to meet the needs of life and solve life problems, advance a business or create a new business with a feeling of pleasure because it brings benefits for himself to try to meet his life needs without feeling afraid of the risks that will be faced, always learn from the failures experienced, and develop the business he created (Hendrawan, J.S., and Siren 2017). In the context of entrepreneurship, intention (IE) can be interpreted as "self-recognition of confidence" by each individual that he is willing to start a new business venture, and he continues to plan to achieve this in the future (Ridha, R.N. and Revelation 2017).

METHOD

Research Place and Time

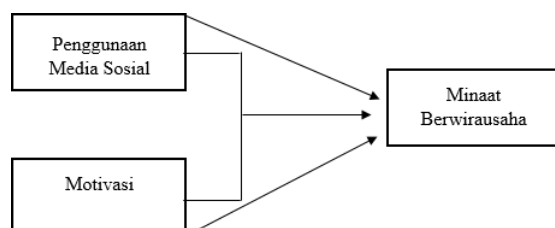
This research was conducted on students of the Department of Business Creative Industry, Kalbis University. The research time was conducted for approximately 3 months starting from July 2021 to October 2021. Researchers feel that the month is the right time and is considered the most effective time for researchers to conduct research.

Data Analysis Techniquers

Data processing in this study used the SPSS version 21 program

Constellation of Relationships Between Variables

The relationship between variables can be described in the constellation as follows:



RESULTS AND DISCUSSIONS

Validity and Reliability test

There are 10 items in the Social Media Usage variable with a calculated

value of r greater than r of the table 0.361 so it can be stated that all items are valid. Cronbach's Alpha Social Media Usage variable is $0.790 > 0.6$ so it can be declared reliable. The Motivation variable has a 10-item statement with a calculated r value greater than the table r of 0.361 so it says that all items are valid. Cronbach's Alpha innovation variable is $0.784 > 0.6$ so it can be declared reliable. There are 10 items of the Entrepreneurial Interest variable with a calculated value of r

is greater than r of the table 0.361 so it can be stated that all items are valid. The value of Cronbach's Alpha is an entrepreneurial motivation variable of $0.786 > 0.76$ so that it can be declared reliable.

Normality Test Result

Table 1 Kolmogorof Smirnov Normality Test Results

	Interest Entrepreneurship	Social Media	Motiv a the
N	127	127	127
Mean	3.7165	3.7220	3.8417
Normal Parameters^{a,b}	.74767	.70878	.73684
Std. Deviation			
Absolute	.103	.095	.104
Most Extreme Positive	.052	.069	.060
Differences Negative	-.103	-.095	-.104
Kolmogorov-Smirnov Z	1.164	1.073	1.171
Asymp. Sig. (2-tailed)	.133	.200	.129

a. Test distribution is Normal.

b. Calculated from data.

Source : Data processed by Researcher

Based on the test results above, it can be seen that the asymp value. Sig. (2-tailed) in the Column of Use of Entrepreneurial Interest of $0.133 > 0.05$; Social Media Usage of $0.200 > 0.05$; Motivation of $0.129 > 0.05$. Then it can be concluded that the data of the four variables are normally distributed.

Linearity Test

Table 2. Linearity Test Results XI, Y

Anova Table

	<i>Sum of</i>	<i>Df</i>	<i>Mean</i>	<i>F</i>	<i>Sig.</i>

		<i>Squa</i> <i>res</i>		<i>Squa</i> <i>re</i>		
<i>Entrep</i> <i>reneuri</i> <i>al</i> <i>Interes</i> <i>t</i> <i>*</i> <i>S</i> <i>ocial</i> <i>Media</i>	<i>(Combi</i> <i>ned)</i>	<i>47.98</i> <i>1</i>	<i>28</i>	<i>1.714</i>	<i>7.</i> <i>47</i> <i>9</i>	<i>.000</i>
	<i>Betwee</i> <i>Linearit</i> <i>n</i> <i>y</i> <i>Groups</i>	<i>39.81</i> <i>8</i>	<i>1</i>	<i>39.81</i> <i>8</i>	<i>17</i> <i>3.7</i> <i>80</i>	<i>.000</i>
	<i>Deviation from</i> <i>Linearity</i>	<i>8.163</i>	<i>27</i>	<i>.302</i>	<i>1.</i> <i>31</i> <i>9</i>	<i>.164</i>
	<i>Within Groups</i>	<i>22.45</i> <i>5</i>	<i>98</i>	<i>.229</i>		
	<i>Total</i>	<i>70.43</i> <i>5</i>	<i>12</i> <i>6</i>			

Source : Data processed by Researchers

It is known that the significance value on Deviation from Linearity for the Variable of Social Media Use with an interest in entrepreneurship is $1.164 > 0.05$. It can be concluded that the variables of entrepreneurship education and interest in entrepreneurship have a linear relationship.

Table 3. Linearity Test Results X2, Y

	Sum of Squares	Df	Mean Square	F	S Ig.

Saha Entrepreneurial Interest * Motivation	(Combined)	56.308	27	2.085	14.614	.000
	Between Groups	50.442	1	50.442	.482	.000
	Linearity					
	Deviation from Linearity	5.866	26	.226	1.581	.056
	Within Groups	14.127	99	.143		
	Total	70.435	126			

Source : Data processed by Researchers

It is known that the significance value on deviation from linearity for the Motivation variable with an interest in entrepreneurship is $0.056 > 0.05$. It can be concluded that the variables of entrepreneurial motivation and interest in entrepreneurship have a linear relationship.

Multicholnearity Test Result

Table 4. Composite Reliability and Cronbach Alpha

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.249	.195		1.279	.203		
Social Media	.220	.082	.208	2.687	.008	.360	2.776
Motivation	.690	.079	.680	8.772	.000	.360	2.776

a. Dependent Variable: Interest in Entrepreneurship

Source : Data processed by Researchers

It is known that the Tolerance value of the Social Media Use and Motivation variable is 0.360 ; $0.360 > 0.1$ and the VIF value is 2.776 ; $2.776 < 10$. So it can be concluded that the regression model in this study does not have a multicholnearity problem.

Heteroskedasticity Test Result

Source : Data processed by Researchers (2021)

Inner Model is an evaluation carried out to predict the relationship between latent variables based on substantive theory through the bootstrapping resampling method procedure so that stability and data estimation are obtained. In the Inner Model test , there are several items that must be analyzed, namely by using R-Square for dependent constructs, f-Square, Q2 predictive relevance and Variance Inflation Factor (VIF).

Table 6. Heteroskedasticity Test Results
Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.006	.113		.057	.955
Social Media	.047	.047	.143	.987	.326
Motivation	.034	.046	.108	.740	.461

a. Dependent Variable: Abs_Res

Source : Data processed by ResearcherBased

It is known that the significance value of Social Media Use (X1) is $0.326 > 0.05$ and the significance of Motivation (X2) is $0.461 > 0.05$. So it can be concluded that the regression model in this study does not have a problem of heteroskedasticity.

Multiple Linear Regression Test Result

Table 7. Multiple Linear Regression Test Result

	Interest in Participating in Teacher Professional Education	Motivation to Become a Teacher
Motivation to Be a Teacher (Z)	0,349	
Parent Income (X2)	0,005	0,017
Perception of the Teacher Profession (X1)	0,254	0,763

a. Dependent Variable: Interest in Entrepreneurship

Source : Data processed by Researcher

Based on the table above, a multiple regression equation is obtained, namely $\hat{Y} = 0.249 + 0.220 X1 + 0.690X2$.

F Test

Table 8. F Test

Type	Sum of Squares	Df	Mean Square	F	Sig.

	Regression	51.542	2	25.771	169.135	.000^b
1	Residual	18.894	124	.152	5	
	Total	70.435	126			

- a. Dependent Variable: Interest in Entrepreneurship
- b. Predictors: (Constant), Motivation, Social Media

Source : Data processed by Researcher

Based on the F test table above, it can be concluded that the use of Social Media and Motivation have a joint (simultaneous) effect on Entrepreneurial Interest because the F-count is 169.135 > the F-table value of 3.07.

T Test

Table 9. T Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.249	.195		1.279	.203
Social Media	.220	.082	.208	2.687	.008
Motivation	.690	.079	.680	8.772	.000

- a. Dependent Variable: Interest in Entrepreneurship

Source : Data processed by Researcher

From the table above, it is known that the t-count value is 2.687 > the t-table value is 1.97928. Then it can be variable The use of Social Media (X1) has a significant positive effect on the interest in entrepreneurship (Y). As for the Motivation variable, the t-count value is 8.772 > the t-table value is 1.97928, it can be concluded that the Motivation variable (X2) has a significant positive effect on the interest in entrepreneurship (Y).

Coefficient of Determination Test

Table 10. Coefficient of Determination Test Results X1, X2, Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.732	.727	.39034

a. Predictors: (Constant), Motivation, Social Media

Source : Data processed by Researcher

be interested in participating in the education of the teacher profession.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research that has been carried out, the following conclusions can be drawn. Based on the results of the research and the conclusions that have been made, the researcher would like to convey some suggestions so that what can be submitted is related to this research in order to increase interest:

1. There was a positive and significant influence between Social Media (X1) and Entrepreneurial Interest (Y) of a t-count of $2.687 > t\text{-table } 1.97928$.
2. There is a positive and significant influence between Motivation (X2) and Interest in Entrepreneurship (Y) by t-count $8,772 > t\text{-table } 1.97928$.
3. There is a positive and significant relationship together between Social Media Use (X1), Motivation (X2), and Entrepreneurial Interest (Y). It is based on the F-count value $>$ the F-table which is F-count $169.135 >$ the F-table 3.07 . This means that if the use of Social Media and Motivation increases, the interest in entrepreneurship in students majoring in Business Creative Industry, Kalbis University will increase. Vice versa, if the use of Social Media and Motivation increases, the interest in entrepreneurship decreases, the interest in entrepreneurship in students majoring in Business Creative Industry, Kalbis University will decrease.
4. It is recommended that students majoring in business creative industry at Kalbis University can increase their interest in entrepreneurship, by using a two-way method in building their business by maximizing the use of social media.
5. Students majoring in Business Creative Industry at Kalbis University are expected to be able to implement theories regarding entrepreneurial interests, this is because hoarding theories of entrepreneurial interest will cause a strong motivation for students in building their entrepreneurial interests.
6. Students are expected after graduation not only to race to find jobs. Students should think and be forward-oriented to create jobs. By creating jobs, it can reduce the unemployment rate that occurs in Indonesia.

REFERENCE

- Image of Kunia putri and trisna insan Noor, 2011. 2013. "THE INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE, SOCIAL MEDIA, AND ENTREPRENEURIAL MOTIVATION ON STUDENTS' ENTREPRENEURIAL INTEREST IN SMK NEGERI 1 KOTA SUNGAI PENUH." Analysis income and level of welfare of peasant households 53(9): 1689–99.
- Cross, Michael. 2013. "Social Media Security Leveraging Social Networking While Mitigating Risk.

Imprint: Syngress." Imprint: Syngress.

Gunawan, D. D., and Huarng, K. 2015. "Viral Effects of Social Network and Media on Consumers' Purchase Intention." *Journal of Business Research* 68(11): 2237–41.

Hasibuan. 2016. "In Human Resource Management." In Jakarta: Bumi Aksara.

Hendrawan, J.S., and Sirens, H. 2017. "The Influence of Independent Attitudes, Motivation, Entrepreneurial Knowledge on Entrepreneurial Interests (Case Study on FEB UKSW Students, Concentration of Entrepreneurship)." *AJIE - Asian Journal of Innovation and Entrepreneurship* 2: 3.

Khairani, M. 2013. "Psychology of Learning. Yogyakarta:" In Yogyakarta: Aswaja Pressindo. Kotler. 2012. "Marketing Management." Pearson Education International.

Kristiadi, S., Sudarma, K., & Khafid, M. 2016. "The Influence of Behavioral Attitudes, Subjective Norms and Self-Efficacy on Entrepreneurial Intentions in Female Students Through Motivation at SMK Negeri 1 Pati." *Journal of Economic Education* 5(1): 11–21.

M. H. Alfaruk. 2016. "The Influence of Social Media Utilization, Motivation and Knowledge on Entrepreneurial Interest in Economics Students at Muhammadiyah Sidoarjo University." *Journal of Educational Economics and Entrepreneurship* 4(2): 164–172.

Maoyan et al. 2014. "Consumer Purchase Intention Research Based on Social Media Marketing."

International Journal of Business and Social Science Vol. 5(10): 92–97.

Nasrullah, R. 2016. "Social Media: Perspectives on Communication, Culture, And Sociotechnology." In Bandung:

Simbiosis Rekatama Media.

Ridha, R.N. and Rev, B.P. 2017. "Entrepreneurship Intention in Agricultural Sector of Young Generation in Indonesia." *Asia Pacific Journal of Innovation and Entrepreneurship* 11(1): 76–89.

Siagian, H. S., & Harefa, A. 2018. "The Relationship between the Head of the Room's Leadership Style and the Performance of Nurses at the Imelda General Hospital, Medan Indonesian Workers." *Scientific Journal of Imelda Pharmacy*.

Suryana, Y and Bayu, K. 2014. "Entrepreneurship: A Characteristic Approach to Successful Entrepreneurs."