THE ROLE OF BUSINESS MODEL CANVAS (BMC) IN DIGITAL ENTREPRENEURSHIP ON STUDENTS' INTEREST IN INDONESIA

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ABSTRACT

Unemployment of the productive age population is a big challenge for Indonesia entering the era of free markets and global competition. Creating young entrepreneurs is a solution that can be done to strengthen economic growth. Indonesia produces 700 thousand graduates annually, but many Indonesian students show limited interest in entrepreneurship. A lack of understanding of entrepreneurship makes students more likely to find jobs than create jobs. This research aims to provide an understanding to students regarding the importance of entrepreneurship and stimulate the growth of an entrepreneurial mindset among them. This is achieved by introducing and understanding in depth the Business Model Canvas (BMC), so that students can start and run businesses, so as to be able to transform them into job creators. The research method used is a causal / explanatory survey, using primary data collected through participatory observation, interviews, and questionnaires distributed to selected public and private universities in Indonesia using convenience / accidental sampling techniques. The questionnaire was distributed to a total of 200 respondents, in accordance with the minimum sample size requirements for the Structural Equation Modeling (SEM) analysis technique, using LISREL software version 8.8. The findings of this study show that customer segments, value proportions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structures are able to increase entrepreneurial interest. Business Model Canvas (BMC) effectively increases students' understanding of entrepreneurship. BMC's simplicity in mapping and presenting business models makes it an effective tool to deepen business understanding. However, BMC is not an instant tool that can necessarily improve students' entrepreneurial mindset. Understanding BMC is the same as other sciences that cannot be taught in a short time and requires a process to learn it. The timeframe available in the study was very short and did not meet the requirements to cultivate a mindset that was truly expected to prepare students to engage fully as entrepreneurs.

INTRODUCTION

Unemployment is a frightening problem that will be wasted so that it has an impact on decreasing the level of people's income. In this situation, economic conditions will deteriorate, causing various problems in community and family life. Economically, unemployment is a waste of labor resources that cannot be utilized to move the wheels of

the national economy. The loss is in the form of loss of national output that should be produced in the economic system, meaning that there is national income lost due to the absence of production processes due to the absence of employment opportunities in modern countries; If the unemployment rate is high, then Indonesia's human resources currently need skilled workers so as to reduce the current unemployment rate. Reducing unemployment can revive the national economy. Data from the Central Statistics Agency (BPS) shows that unemployment in Indonesia from August 2020 to March 2021 increased to 7% from 5.2% previously. Unemployment, especially in productive age, is the biggest challenge for the Indonesian nation when entering the era of free markets and global competition. Creating young entrepreneurs through student activities is the right way to stimulate the economy through the productivity of Indonesian students. The many programs prepared by the Ministry of Education and Culture and its budget have not been able to cover the entrepreneurial spirit of all our students.

In Indonesia, human resource challenges face complex challenges and competition. Among them are the challenges of global competition, population growth, unemployment, and social responsibility. So that the available jobs are increasingly limited. This condition causes the number of unemployed to increase along with the increase in population. Currently, unemployment and poverty occur because the ratio of the number of opportunities offered in all sectors is different from the number of graduates or the supply of new labor produced at all levels of education.

Table 1. Number of Working-Age Population and Labor Force August 2020-2021

Employment Status	August 2020	February 2021	August 2021	The Change Aug 2020-Aug 2021		The Change Feb 2021-Aug 2021	
	Million people	Million people	Million people	Million people	Percentage	Million people	Percentage
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Working-age Population	203.97	205.36	206.71	2.74	1.34	1.35	0.66
Labor Force	138.22	139.81	140.15	1.93	1.40	0.34	0.24
- Employed	128.45	131.06	131.05	2.60	2.02	-0.01	-0.01
- Unemployed	9.77	8.75	9.10	-0.67	-6.82	0.35	4.07
Out of labor force	65.75	65.55	66.56	0.81	1.22	1.01	1.53
	percentage	percentage	percentage	Percentage Points		Percentage Points	
Labor force participation rate	67.77	68.08	67.80	0.03		-0.28	
- Male	82.41	82.14	82.27	-0.14		0.13	
- Female	53.13	54.03	53.34	0.21		-0.69	

Souce: BPS (2021)

Based on the BPS report, the number of working-age population in August 2021 was 206.71 million people, an increase of 2.74 million people compared to August 2020 and an increase of 1.35 million people compared to February 2021. The majority of the working-age population is in the productive age group. labor force of 140.15 million people (67.80 percent); The rest is not the labor force. The composition of the labor force in August 2021 consisted of 131.05 million employed people and 9.10 million unemployed people. Compared to August 2020, there was an increase in the number of labor force by 1.93 million people. The number of working people increased by 2.60 million people, and unemployment decreased by 670 thousand people. Compared to February 2021, the total labor force increased by 340 thousand people. The number of working people decreased by 10 thousand people, and unemployment increased by 350 thousand people.

Lack of understanding about entrepreneurship causes students to think about becoming employees or employees rather than becoming entrepreneurs (Athia et al., 2018) (Mopangga, 2014). Increasingly open competition and rapid technological advances choose entrepreneurs not to make them entrepreneurs because real entrepreneurs, to have a business development mindset, must have a strong foundation to develop, think creatively and innovatively, and think of something new that is increasingly visible and real. open. Unlike traders, where traders will feel enough if the products sold can provide for themselves and their families, so sometimes it does not change. (Renald Kasali, 2010) The lack of interest of students in entrepreneurship is due to their lack of knowledge in entrepreneurship. The attitudes, motivations, and interests of some entrepreneurial students are influenced by their lack of understanding in running a business (Rosmiati &; Munawar, 2015). Mental problems will arise due to a lack of understanding of entrepreneurship: excessive fear in starting a business and unpreparedness in facing risks so that the mentality of being an employee in making choices. In his opinion, this is better than choosing entrepreneurship. The relatively low entrepreneurial spirit in the productive age group, especially students, as well as the role of families, especially parents who still think that making their children employees will be more or less risky. And the lack of literacy about entrepreneurship from time to time also supports public perception and entrepreneurial learning climate as academic support (Athia et al., 2018). Business Model Canvas (BMC) is a template used to describe what business we want to build or what business we are running and from various aspects.

E. Elliyana and Sudrajat (2020). The purpose of the Business Model Canvas (BMC) exercise is to help students understand concepts and identify business plans that can use multiple exposures. Aspiring business owners can benefit from BMC by creating a business plan and getting a more complete picture of their company. To avoid oversimplification of the complexity of the way businesses operate, Osterwarlder, Pigneur, and Clark (2010) introduce the idea of a business model that everyone can understand. This model starts in the same place and uses the same language. Training and mentoring on BMC are proven to increase students' understanding of the importance of entrepreneurship, as expressed by (Ilyas et al., 2020), (Sustaningrum &; Pramitasari, 2020), (Siregar et al., 2019), (Utami et al., 2021).

However, the problem that exists today is that there are still many students in Indonesia who are not interested in entrepreneurship, because most students do not understand the concept of entrepreneurship. Some attitudes, motivations and interests of entrepreneurial students are influenced by their lack of understanding in running a business (Rosmiati, 2015). This misunderstanding causes mental problems, among others: fear of loss, fear of taking risks, lazy to face complicated things and so on. Thus, many Indonesian student graduates still have the mindset of finding a job, not creating jobs, the mindset that being an employee is better than being an entrepreneur. In other studies, it can be concluded that in general, the relatively low interest in entrepreneurship is strongly influenced by the low support of parents and families, the majority of whom are employees and private employees, public perceptions and entrepreneurial and academic learning climates. support (Mopangga, 2014). This research focuses on the problem of students' lack of knowledge about business. It could be that many students have ideas that can be used as embryos of a new business, but do not understand how to start, or are afraid to put it into practice because they do not have a business map that can be used as a reference for the steps.

The gap in this study is taken theoretically from several previous studies as a guideline for the author of the research to be carried out, which then becomes a reference and comparison in conducting this study, some previous studies that have almost the same concept and are the same. In line with the research conducted, then see the extent of the differences in each study, so that each study has an original theme.

Sean F. Keane (2018), Key component analysis was performed on a total scale score of 108 Irish employers and 63 Irish managers separately; There are two components to self-employment, and there are two different components to managers. The results suggest that mental representations of BMC may be two-dimensional and may differ between employers and managers. This study extends the reach of BMC down to the individual level and also expands on previous research on self-efficiency differences between entrepreneurs and managers. Rezvanny Maricar (2022), This study aims to provide students with an understanding of the importance of having a creative spirit in starting a business with IT applications to encourage the growth of IT entrepreneurial spirit (Technopreneur) in students by introducing the Business Model canvas The method, to introduce a business model that can be an alternative in starting a business and later being able to become a job creator, this pandemic requires all students to be fast adjusting to new work patterns. Students must study online. Dyah Panuntun Utami (2021), The method of implementing the activity is training with student participants who have business startups. The number of participants was 25 people. The results of community service show an increase in student knowledge about BMC, the ability to explain the components of BMC, and the filling of 9 BMC blocks in accordance with the business carried out. Students need ongoing mentoring, other business knowledge training and business networking so that startups grow faster.

Ali Muktarom (2022), The method used is a SWOT analysis which is compiled based on information obtained from interviews, From the results of the Business Model Canvas business interview of Warung Bebek Nano-Nano in serving and providing satisfaction to consumers connoisseurs of food made from duck ingredients, especially processed from duck ingredients. As well as providing convenience for manufacturers in determining marketing strategies that are easier, more effective and efficient. Novitha Herawati (2019), The method in this study uses descriptive methods, while data analysis uses qualitative analysis. Primary data collection was obtained from interviews. Analysis is carried out by compiling initial hypotheses, testing hypotheses and verifying the business model canvas (BMC). The results showed that the business model strategy of fried edamame products in the value proposition component is crispy, natural, labeled and applied cooking oil that is good for use.

The research gap can be seen from the search for relevant previous research literature, there are differences in place, number of respondents, research methods used, subjects and objects of research and analytical tools used, where the author can see the position of his research from relevant research. as a guide for the author for future research. Therefore, the author tested this study which aims to analyze the influence of Business Model Canvas (BMC) on the interest of entrepreneurial students in Indonesia.

LITERATURE REVIEW
Theoretical and Conceptual Background

Research (Zott et al., 2011) shows that out of 103 business model publications, 37% do not define business models, 44% define capital but overlap, and the rest follow. Many researchers have created business model ideas, but most of them are inconsistent (Gabriel, 2016); there is no consensus on a highly illustrative theoretical framework or definition of a business model, conceptualized practically as in the Business Model Canvas

(Osterwalder, 2004; Osterwalder, 2014).

The Canvas business model rose to prominence in the 1990s and was popular until the advent of the internet, during which time much was written about internal and external factors that influenced a company's choice of business model. To describe the logic behind how a business generates, distributes, and monetizes value for its stakeholders (suppliers, partners, and customers), a business model is commonly used (Gunawan, 2016). The nine interconnected boxes that make up the framework of the business model are presented in the book "Business Model Generation" (Osterwalder &; Pigneur, 2010). Important details about the value creation of the company and the profits of the client are included in this cell.

Entrepreneurial interest according to Santoso (1993) in Wulandari (2013) is a psychological symptom that motivates entrepreneurs to pay attention and take action in a way that rewards them personally. Mustofa (2014) argues that people are interested in the field of entrepreneurship because they enjoy learning about it and want to show their competence in it.

Knowledge and information about entrepreneurship sparks curiosity, and curiosity leads to active participation in the search for experience. The time has come to reflect on what has been learned. In addition to feeling happy and wanting to do new things, successful business people also look for ways to take advantage of opportunities that arise and find new methods of running a business. The spirit of entrepreneurship is not innate but must be cultivated.

Setiawan (2016) cites Zimmerer, Scarborough, and Wilson (2008) from Wedayanti and Giantari (2016), who then use Zimmerer, Scarborough, and Wilson (2008) from Setiawan (2016). When a person becomes his own boss, he is responsible for his own destiny. Individual entrepreneurs have the opportunity to grow into roles that make the best use of their talents and interests. Being an entrepreneur has social value because it can lift people out of poverty by creating new businesses and jobs. This picture shows that the tendency towards entrepreneurship is not always innate but can be developed through exposure to appropriate resources and experience.

Interest is a positive emotional response to a particular topic or activity. This allure is not the result of compulsion, but of a burning desire to succeed. Interest is the willingness to form a bond with an object or idea that exists outside of one's own experience. The deeper connection further arouses one's curiosity. By meeting unmet needs and meeting them with inventive solutions, entrepreneurship improves people's lives and contributes to the common good.

The interest in establishing a company that provides personal and social benefits is an example of an interest in entrepreneurship. Because being an entrepreneur requires a variety of abilities and quality characters, those who have good soft skills tend to be more interested in entrepreneurship themselves. Since entrepreneurs are free to pursue their own interests, being an entrepreneur will reduce dependence on others to help you achieve your desired life goals. This independence can take many forms, including the freedom to choose one's own field of work, set one's own hours, and, of course, set one's own profit goals. This independence is what attracts and motivates people to start their own businesses.

Research on the relationship between the use of the Business Model Canvas and the desire to start a business yielded mixed results. The symbolic value of an artist's practice is hard to capture with CBMC, according to Michelle Carter and Chris Carter (2020). Works by Osterwalder and Pigneur (2010). Artist artifacts, artistic service, and reputation all contribute to an artist's value proposition. As a variant of CBMC, Creative CBMC can capture unique personality traits, career achievements, and personal histories of creative individuals. In their business plan, Hong Y. Ching and Clemens Fauvel (2013) emphasize the value of using BMC. This research contributes to existing knowledge by filling in the gaps in academic studies on the application of Business Model Canvas in making business plans by entrepreneurs and expanding studies in the field of micro, small, and medium enterprises. . Company. According to (Seán F. Keane et al., 2018), business owners and managers may have different conceptualizations of BMC. This research builds on previous research on the self-efficacy of entrepreneurs and managers and expands the application of BMC at the individual level. Although business plans, lean startups, and experimental labs are well-known resources for entrepreneurs, Alan Murray and Veronica Scuotto (2015) argue that Business the Model Canvas (BMC) is better suited for market-oriented entrepreneurs because of its focus on customers. development. The BMC approach is proven to help students develop an entrepreneurial mindset (Rezvanny Maricar et al., 2019).

Empirical Review and Hypothesis

BMC's approach enables the introduction, teaching, and practice of entrepreneurship in the classroom and the real world. Author: Lila Setiyani (Year: 2021) So, classes can be taught with BMC, and BMC models can be used to teach students how to create effective business plans. The purpose of this exercise is to help students become more familiar with utilizing BMC to generate business concepts and build business plan structures. (Dyah Panuntun Utami et al., 2021) found that students' understanding of BMC, ability to describe BMC components, and ability to fill 9 BMC blocks based on managed business all improved. For startups to grow faster, students need consistent support, teaching in different areas of business, and networking opportunities with professionals in their fields. Feliciana Priyono 2015 According to research findings, the contemporary market includes a separate

category of clients. Value propositions that reduce costs directly (own channels) or indirectly (partner channels) and across channel stages are not included in the BMC Collection of Moi Stores. BMC's existing client interactions include individualized assistance, dedicated assistance, community, and self-service. BMC Futures generates revenue from product sales and shopping cart rentals. Future BMCs will add boxed vehicles and technology to existing physical, intellectual (brand and collaboration), and human (worker) resources. Holiday promotion, expansion into new consumer segments (online retailers, web users), debriefing, and improvement of payment systems for future BMC are the main efforts. Wholesale clubs are important partners in BMC's future, as are suppliers and customers. Fixed spending, variable costs, economies of scale, and economic coverage, as well as payment system upgrades all contribute to the cost structure.
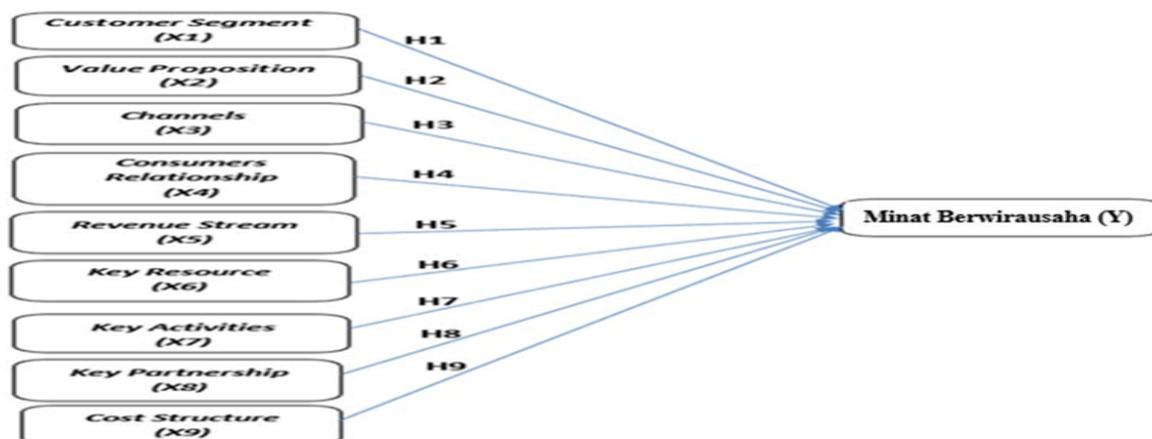

Figure 1. Conceptual Framework and Research Hypothesis
Source : Data processed by researchers (2023)

So the hypothesis in this study is:
 H1: Customer Segment has a significant effect on Entrepreneurial Interest.
 H2: Value Proposition has a significant effect on Entrepreneurial Interest.
 H3: Consumers Relationship has a significant effect on Entrepreneurial Interest.
 H4: Channels have a significant influence on Entrepreneurial Interest.
 H5: Revenue Stream has a significant effect on Entrepreneurial Interest.
 H6: Key Resource have a significant effect on Entrepreneurial Interest.
 H7: Key Activities has a significant effect on Entrepreneurial Interest.
 H8: Key Partnership have a significant influence on Entrepreneurial Interest.
 H9: Cost Structure has a significant effect on Entrepreneurial Interest.

RESEARCH AND METHODOLOGY

 SEM (Structural Equation Modelling) was used to create multilevel models and analyze the relationship between variables and indicators, and it turned out to be the most appropriate method for this study. Descriptive and causal research methods are used in this approach (Malhotra, 2012). Hair (2010) argues that increasing the sample size will make it easier to select the right model. Purposive sampling is used by researchers to select their samples. Objective sampling is a sampling method that prioritizes certain factors. Nursing staff was the focus of the study's sampling.

 The appropriate sample size is between 100-200 respondents to be able to use the interpretation of estimates with the Structural Equation Model (SEM). The number of samples selected was 200 people, with consideration to reduce errors (Hair et al., 2010). The r value of the table is 0.138 at a significance level of 5% and reliability greater than 0.6. All state variables are valid and reliable if prerequisites are met.
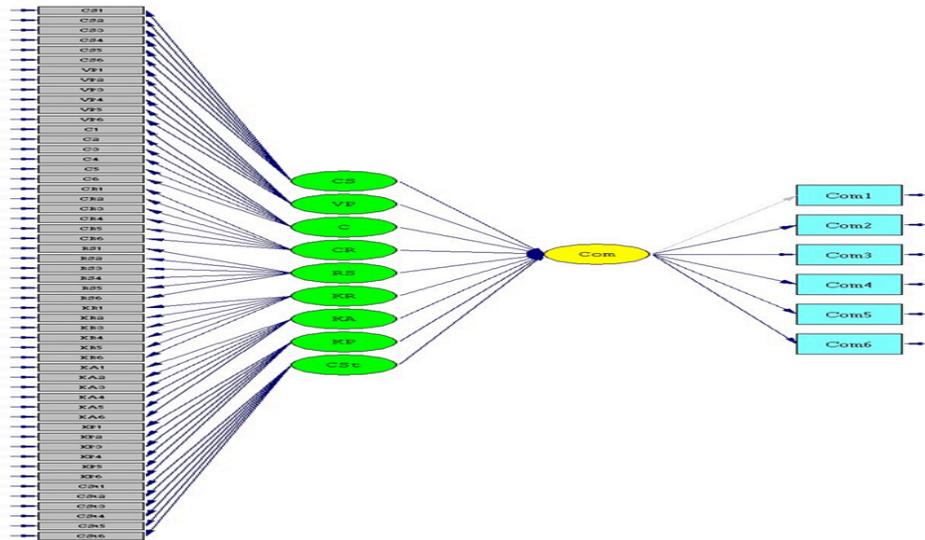
Figure 2. Conceptual Diagram
Source : Data processed by researchers (2023)

The conceptual diagram above shows that all variables are reflective because all arrows move from variable to indicator. The path model consists of 1 (one) substructure, which can be described through the following equation :
Model 1 :
Entrepreneurial interest = Customer Segment + Value Proposition + Channel + Customer Relationship + Revenue Stream + Key Resources + Key Activities + Key Partnerships + Cost Structure + e1

Confirmatory Factor Analysis (CFA)

Standard value loading factors can be used to test the importance of extracted indicators used to create latent variables. The suitability of the indicator to be extracted into a latent variable is indicated if a very significant test value is obtained. The following findings test each indicator as a potential component of a latent variable.
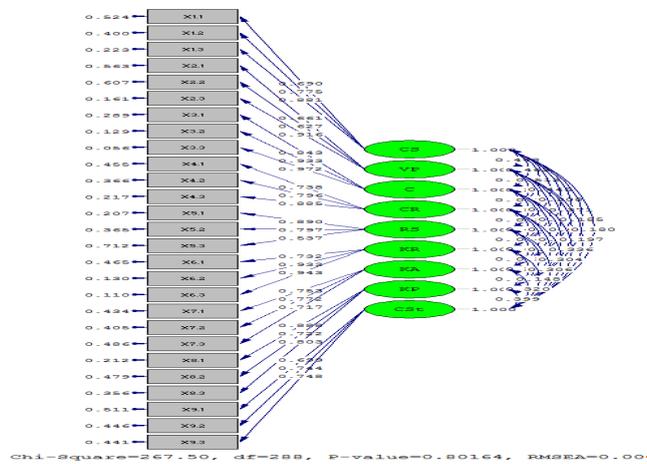

Figure 3. Exogenous Confirmatory Factor (CFA) Analysis Diagram.
Source : Data processed by researchers (2023)

Table 2. Exogenous Confirmatory Factor (CFA) Analysis

Variabel	Indicators	*Loading Factor*	T Value	Description
Customer Segments	X1.1	0,690	10.395	Valid
	X1.2	0,775	12.057	Valid
	X1.3	0,881	14.317	Valid
Value Propositions	X2.1	0,661	9.533	Valid
	X2.2	0,627	8.978	Valid
	X2.3	0,916	13.768	Valid
Channels	X3.1	0,843	14.646	Valid
	X3.2	0,933	17.275	Valid
	X3.3	0,972	18.568	Valid

Customer Relations	X4.1	0,738	11.528	Valid
	X4.2	0,796	12.784	Valid
	X4.3	0,885	14.853	Valid
Revenue Streams	X5.1	0,890	14.348	Valid
	X5.2	0,797	12.417	Valid
	X5.3	0,537	7.654	Valid
Key Resources	X6.1	0,732	11.798	Valid
	X6.2	0,933	16.902	Valid
	X6.3	0,943	17.222	Valid
Key Activities	X7.1	0,753	11.176	Valid
	X7.2	0,772	11.523	Valid
	X7.3	0,717	10.532	Valid
Key Partnerships	X8.1	0,888	14.516	Valid
	X8.2	0,722	11.081	Valid
	X8.3	0,803	12.695	Valid
Cost Structure	X9.1	0,699	9.901	Valid
	X9.2	0,744	10.615	Valid
	X9.3	0,748	10.671	Valid

Source: Data processed by researchers (2023)

The factor analysis test values for each forming construct are shown in Table 2. Each constituent indicator of each latent variable reaches a value with a CR greater than 1.96 as indicated by the results. The loading factor (standard estimate) for the entire indicator is also more than 0.5. The indicators used to construct exogenous latent variables proved to be unidimensional (valid) in this regard. In addition, the research model can be used for additional investigations without modification depending on the results of this confirmatory factor analysis.
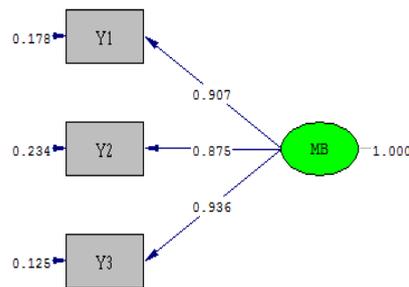
Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 4. Endogenous Confirmatory Factor (CFA) Analysis Diagram
Source: Data processed by researchers (2023)

Table 3. Confirmatory Factor Analysis (CFA)

Variable	Indicator	*Loading Factor*	TValue	Description
Entrepreneurial Interest	Y1	0,907	16.274	Valid
	Y2	0,875	15.384	Valid
	Y3	0,936	17.134	Valid

Source: Data processed by researchers (2023)

The factor analysis test values for each forming construct are shown in Table 3. Each constituent indicator of each latent variable reaches a value with a CR greater than 1.96 as indicated by the results. In addition, the sum of the loading factors of the entire indicator (standard estimate) is greater than 0.5. These findings provide convincing evidence that the indicators used to construct endogenous latent variables are truly unidimensional. In addition, the research model can be used for additional investigations without modification depending on the results of this confirmatory factor analysis.

Reliability Test and Average Variance Extracted

Calculate or analyze the dependence of research variables following a validity test. After executing the above calculation formula in Microsoft Excel, the reliability values and construct variance taken are displayed as follows:

Table 4. Reliability of Exogenous Variables and AVE Test Results

Indicator	*Loading Factor*	*Measurement Error*	LF ^{2}	CR	AVE
X1.1	0,690	0,524	0,476		
X1.2	0,775	0,399	0,601	0,828	0,618
X1.3	0,881	0,224	0,776		
∑	**2.346**	**1.147**	**1.853**		
X2.1	0,661	0,563	0,437		
X2.2	0,627	0,607	0,393	0,785	0,556
X2.3	0,916	0,161	0,839		
∑	**2.204**	**1.331**	**1.669**		
X3.1	0,843	0,289	0,711		
X3.2	0,933	0,130	0,870	0,941	0,842
X3.3	0,972	0,055	0,945		
∑	**2.748**	**0,474**	**2.526**		
X4.1	0,738	0,455	0,545		
X4.2	0,796	0,366	0,634	0,849	0,654
X4.3	0,885	0,217	0,783		
∑	**2.419**	**1.039**	**1.961**		
X5.1	0,890	0,208	0,792		
X5.2	0,797	0,365	0,635	0,794	0,572
X5.3	0,537	0,712	0,288		
∑	**2.224**	**1.284**	**1.716**		
X6.1	0,732	0,464	0,536		
X6.2	0,933	0,130	0,870	0,906	0,765
X6.3	0,943	0,111	0,889		
∑	**2.608**	**0,704**	**2.296**		
X7.1	0,753	0,433	0,567		
X7.2	0,772	0,404	0,596	0,792	0,559
X7.3	0,717	0,486	0,514		
∑	**2.242**	**1.323**	**1.677**		
X8.1	0,888	0,211	0,789		
X8.2	0,722	0,479	0,521	0,848	0,652
X8.3	0,803	0,355	0,645		
∑	**2.413**	**1.045**	**1.955**		
X9.1	0,699	0,511	0,489		
X9.2	0,744	0,446	0,554	0,774	0,534
X9.3	0,748	0,440	0,560		
∑	**2.191**	**1.398**	**1.602**		

Source: Data processed by researchers (2023)

The results of Construct Reliability (CR) and Average Variance Extraction (AVE) of each research variable are presented in Table 4. The variance extraction value is greater than the crucial value (0.5), and it is known that the reliability coefficient of the latent variable construct is greater than the critical value (CR 0.7). This indicates a high reliability of nine exogenous factors.

Table 5. Endogenous Variable Reliability and AVE Test Results

Indicator	*Loading Factor*	*Measurement Error*	LF ^{2}	CR	AVE
Y1	0,907	0,177	0,823		
Y2	0,875	0,234	0,766	0,932	0,821
Y3	0,936	0,124	0,876		
∑	**2.718**	**0,536**	**2.464**		

Source: Data processed by researchers (2023)

The construct reliability and variance extracted for each study variable are shown in table 5 above. The extracted variance value is greater than the crucial value (0.5), and it is known that the reliability coefficient of the latent variable construct is greater than the critical value (CR 0.7). This indicates a high dependence of endogenous variables.

Evaluation of Model Accuracy Criteria (Goodness of Fit Model)

Several conformity metrics are examined to determine model feasibility. Therefore, the first step is to check whether the data used can support the assumptions required for SEM analysis. If these conditions are met, then the model can be tested. Conformity criteria and limit values can be evaluated with the following additional metrics:

Table 6. Goodness of Fit Model

No.	*Goodness of Fit Indices*	*Cut-Off Value*	**Research result**	**Match Level**
Absolute Fit Indices				
1	X^2 *Significance Probability*	≥ 0.05	P=0.900	*Good Fit*
2	*RMSEA*	≤ 0.08	0.000	*Good Fit*
3	*RMR*	≤ 0.10	0.029	*Good Fit*
4	*SRMR*	≤ 0.08	0.038	*Good Fit*
5	*Nor. Chi Square (X^2/DF)*	< 2	1.104	*Good Fit*
6	*GFI*	≥ 0.90	0.902	*Good Fit*
7	*AGFI*	≥ 0.90	0.873	*Marginal Fit*
Incremental Fit Indices				
8	*NFIs*	≥ 0.90	0.961	*Good Fit*
9	*TLI (NNFI)*	≥ 0.90	1,001	*Good Fit*
10	*CFI (RNI)*	≥ 0.90	1,000	*Good Fit*
11	*RFI*	≥ 0.90	0.953	*Good Fit*
12	*IFI*	≥ 0.90	1,001	*Good Fit*
Parsimony Fit Indices				
13	*PNFI*	≥ 0.50	0.795	*Good Fit*
14	*PGFI*	≥ 0.50	0.698	*Good Fit*

Source: Data processed by researchers (2023)

1. Absolute Compatibility Index

   Table 6 shows the X^2 Significance Probability value of 0.900 which means that the fit of this research model is in the good fit category; The ideal value of X^2 Significance Probability is ≥ 0.05. The Roat Mean Square Error Approximation (RMSEA) value in this study is 0.000 which means it is included in the good fit category because the ideal value to qualify for RMSEA is ≤ 0.08. The Roat Mean Square Residual (RMR) value in this study is 0.029 which means it is included in the good fit category because the ideal value to qualify for RMR is ≤ 0.10. The standard value of Roat Mean Square Residual in this study is 0.038 which means it is included in the good fit category because the ideal value to qualify for RMR is ≤ 0.08. Value too. Chi-Square in this study amounted to 1.104 which means the fit model of this study is in a very good fit condition because the model fits the criteria of the value nor. Chi-Square to meet reasonable conformity requirements is < 2. The Goodness of Fit Index (GFI) value of 0.902 is included in the good fit category because the ideal value ≥ 0.90. The Adjusted Goodness of Fit Index (AGFI) value in this study is 0.873 which means that the suitability of the research model is in a state of marginal fit because the conformity criteria for the AGFI value model meets the fair fit requirements is ≥ 0.90.

2. Additional Conformity Index:

   The normed fit index (NFI) value of this study is 0.961 which means it is included in the good fit category because the ideal value to qualify for NFI is ≥ 0.90. The non-normed fit index (NNFI) value in this study is 1.001 which means it is included in the good fit category because the ideal value to meet the NNFI requirements is ≥ 0.90. The Comparative Fit Index (CFI) value of this study is 1,000 which means it is included in the good fit category because the ideal value to qualify for CFI is ≥ 0.90. The Relative Fit Index (RFI) value in this study is 0.953 which means it is included in the good fit category because the ideal value to meet the RFI requirements is ≥ 0.90. The incremental fit index (IFI) value in this study is 1.001 which means it is included in the good fit category because the ideal value to qualify for IFI is ≥ 0.90.

3. Parsimony Conformity Index:

The parsimony normed of fit index (PNFI) value in this study is 0.795 which means that the fit of this research model is in a very good fit condition because the conformity criteria for the PNFI value model to meet the good fit requirements is ≥ 0.50. The parsimony goodness of fit index (PGFI) value in this study is 0.698 which means the suitability of this research model in a good fit state because the criteria for the suitability of the PGFI value model to meet the good fit requirements is ≥ 0.50. However, it is advisable to use additional fit criteria (Joseph F. Hair et al., 2014; Hoyle, 2012; Joreskog et al., 2016) because small or insignificant chi-square values are difficult to meet, especially in large samples. RMSEA criteria are more widely used to assess model feasibility because they are consensus-based (Hoyle, 2012). Include relative performance measures (NFI, NNFI, CFI, TLI, or RNI), absolute performance measures (GFI or AGFI), and absolute imprecision measures (Chi-square, RMSR, SRMR, RMSEA). Then the model can fit (Malhotra, 2010). Based on Table 6 and the explanation above, it can be seen that the research model produces 1 (one) GOF size which is included in the marginal fit category, which means that the fitness level is quite good. The remaining 13 (thirteen) GOF sizes are included in the good fit category, which means that the model used has a good level of fit.

Hypothesis Testing

In hypothesis testing, this study is determined by the significance and strength of the relationship between variables as hypotheses have been made previously. The significance can be seen from the value of t obtained from the results of data processing using LISREL 8.80 software. The hypothesis will be accepted if the t value is greater than 1.96 or less than -1.96.
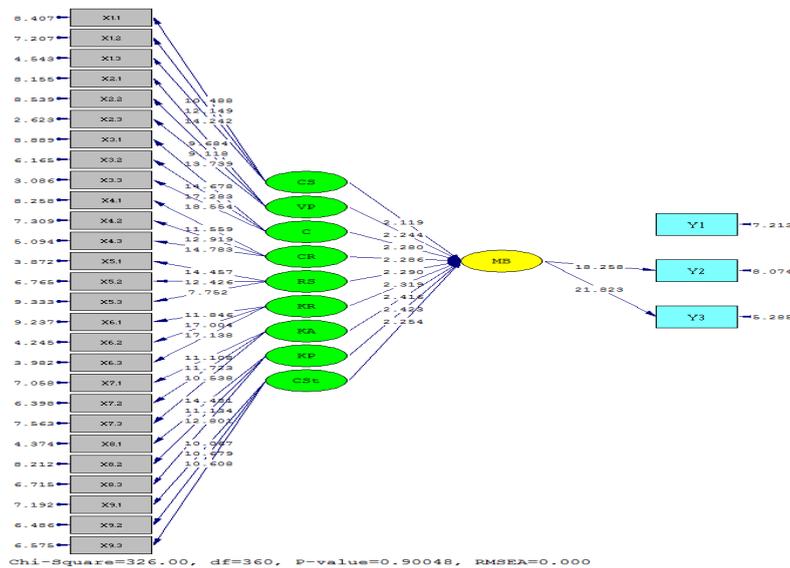

Figure 5 . T-Value in Research Models
Source: Data processed by researchers (2023)

Figure 5 is the t-calculate value of the relationship between variables in this study obtained from the results of data processing using the LISREL 8.80 program. Numbers marked with dark blue arrows have a t value of more than 1.96 or less than -1.96 which means that the relationship between variables has a positive and significant effect. While T-Value which is given a red arrow indicates no relationship between variables.
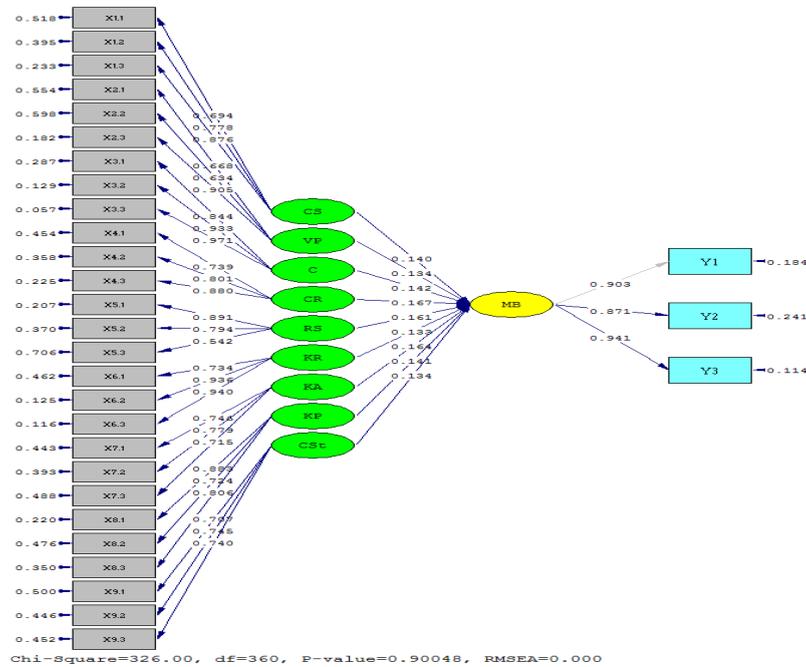
Figure 6. Path Coefficient in Research Model
Source : Data processed by researchers (2023)

Figure 6 shows the strength of the relationship between the variables used in this study, where each variable has a positive and negative influence. Before testing the hypothesis, a path coefficient equation or structural equation modeling is made as follows:

$$MB = 0.140*CS + 0.134*VP + 0.142*C + 0.167*CR + 0.161*RS + 0.133*KR + 0.164*KA + 0.141*KP + 0.134*CSt, \text{ Error var.}= 0.272, R^2 = 0.728$$

Based on the second equation given, it can be concluded that entrepreneurial interest is positively influenced by the customer segment variable indicated by a path coefficient of 0.140. Similarly, the value proposition variable also has a positive influence on entrepreneurial interest as indicated by the path coefficient value of 0.134, the channel variable has a positive effect on entrepreneurial interest with a path coefficient value of 0.142, the customer relationship variable has a positive effect on entrepreneurial interest with a path coefficient value of 0.167, the income stream variable has a positive effect on entrepreneurial interest with a path coefficient value At 0.161, the key resource variable has a positive effect on entrepreneurial interest with a path coefficient of 0.133, the key activity variable has a positive effect on entrepreneurial interest with a path coefficient value of 0.164, the partnership key variable has a positive effect on entrepreneurial interest with a path coefficient value of 0.141, and the cost structure variable has a positive effect on entrepreneurial interest with a path coefficient value of 0.164. Influence on entrepreneurial interest with a path coefficient value of 0.134. The results show that a large number of external factors exert a positive influence on a large number of internal factors. In particular, improvements in customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structures are associated with an increased tendency toward entrepreneurial behavior. The coefficient of determination (R2) obtained from Table 4.6 and the previous equation is 0.728 (72.8%). This value indicates that variables such as customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure are significant factors that contribute to determining a prospective business owner's level of enthusiasm for the business. start their own business. The remaining 27.2% was influenced by variables that were not taken into account in this analysis.

Exogenous variables such as client segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure variables, all have a direct effect on endogenous variables such as entrepreneurial interest to be explained. with this hypothesis test.

Table 7. Hypothesis Testing

Hypothesis	*Path Coefficient*	*T-Value*	Results
H 1 : CS + → MB	0.140	2.119	H1 Accepted
H 2 : VP + → MB	0.134	2,244	H2 Accepted

H 3 : C + → MB	0.142	2,280	H3 Accepted
H 4 : CR + → MB	0.167	2,286	H4 Accepted
H 5 : RS + → MB	0.161	2,290	H5 Accepted
H 6 : KR + → MB	0.133	2,319	H6 Accepted
H 7 : KA + → MB	0.164	2,416	H7 Accepted
H 8 : KP + → MB	0.141	2,423	H8 Accepted
H 9 : CSt + → MB	0.134	2,254	H9 Accepted

Source: Data processed by researchers (2023)

1. The Influence of Customer Segments on Entrepreneurial Interest

   The findings in Table 7 and Figure 6 show a positive correlation between customer segment variables and entrepreneurial interest, with a coefficient of 0.140. The t-value obtained for this relationship is 2.119, which is statistically significant at the 95% confidence level (since the t-value exceeds the critical value of 1.96). His findings explain that the customer segment has a positive and statistically significant influence on entrepreneurial tendencies. These findings suggest that the H1 hypothesis is supported, implying that customer segments have the potential to increase their propensity towards entrepreneurship.

2. The Influence of Value Propositions on Entrepreneurial Interest

   Analysis of Table 7 and Figure 6 shows that the value proposition variable has a significant influence on the level of entrepreneurial interest, with a coefficient of 0.134 and a t-value of 2.244. This finding is statistically significant, as the t-value exceeds the critical threshold of 1.96. His findings explain that value propositions have a constructive and substantial impact on entrepreneurial tendencies. The findings suggest that the H2 hypothesis is supported, thus implying that the value proposition has the potential to increase the level of entrepreneurial interest.

3. The Influence of Channels on Entrepreneurial Interest

   The results obtained from Table 7 and Figure 6 show that the channel variable has a positive effect on Entrepreneurial Interest, with a coefficient of 0.142. In addition, a t value of 2.280 is statistically significant, as it exceeds the critical value of 1.96. These results explain that channels have a positive and significant effect on entrepreneurial interest. The above findings suggest that H3 is supported, thus implying that the channel has the potential to increase entrepreneurial interest.

4. The Influence of Customer Relations on Entrepreneurial Interest

   Table 7 and Figure 6 show that the customer relationship variable has a significant effect on the entrepreneurial interest variable, with a magnitude of 0.167 and a count of 2.286 (Significant: tcount > 1.96). These findings provide evidence against the hypothesis that a person's attitude towards entrepreneurship is influenced by one's interactions with one's customers. Conclusion: H4 recognizes, showing that fostering positive relationships with customers is one way to stimulate interest in starting a business.

5. The Influence of Revenue Streams on Entrepreneurial Interest

   Table 7 and Figure 6 show that there is a positive influence of revenue stream on entrepreneurial interest of 0.161 with a calculated value of 2.290 (Significant: tcalculate > 1.96). These findings provide economic reasons why entrepreneurs' income streams are important. These findings support H5, which suggests that access to income sources can inspire more people to become entrepreneurs.

6. The Influence of Key Resources on Entrepreneurial Interest

   Table 7 and Figure 6 show that interest in starting a business is influenced by the main resource variable of 0.133 with a value of 2.319 (Significant: t count > 1.96). Based on these findings, the motivation to start a business is influenced by this important factor. These findings lend credence to H6, which suggests that access to the necessary tools can stimulate enthusiasm for starting a business.

7. The Influence of Key Activities on Entrepreneurial Interest

   Table 7 and Figure 6 show that there is a positive influence of the main activity variable on entrepreneurial desire, with a calculated value of 2.416 (Significant: tcalculate > 1.96). This research explains how participating in these activities can inspire desire to start a business. These findings lend credence to H7, suggesting that participation in important tasks could potentially increase a person's enthusiasm for business ownership.

8. The Influence of Key Partnership on Entrepreneurial Interest

The calculated t value for entrepreneurship is 2.423 (Significant: t count > 1.96), as shown in Table 7 and Figure 6. These findings shed light on the beneficial and statistically significant impact of key partnerships on the desire to start a business. The findings lend credence to H8, suggesting that strategic alliances have the power to inspire more people to pursue entrepreneurial opportunities.

9. The Influence of Cost Structure on Entrepreneurial Interest
Table 7 and Figure 6 show that there is a positive influence of cost structure variables on entrepreneurial desire, with a calculated value of 2.254 (Significant: tcalculate > 1.96). Based on these findings, the cost structure has a good and significant influence on the desire to start a business. These findings lend support to H9, which suggests that changes in cost structure can stimulate entrepreneurship.

RESULT AND DISCUSSION

Test the Direct Influence Hypothesis

Testing this hypothesis will explain the unidirectional relationship between exogenous and endogenous variables, especially weighted variables. Customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure to entrepreneurial interest.
From the results of data analysis and hypothesis tests that have been carried out, it can be concluded that:
1. The influence of customer segment factors on entrepreneurial interest is positive and statistically significant. These findings suggest that a person's propensity to take entrepreneurial risks increases proportionally to the quality of his target market.
2. Value proposition variables have a positive and statistically significant influence on the desire to start a business. These findings suggest that increased interest in entrepreneurship will be a direct impact of expanding the value proposition.
3. Third, the impact of channel characteristics on startup enthusiasm is statistically significant. Based on these findings, entrepreneurial enthusiasm will increase as the number of channels increases.
4. Customer relationship characteristics have a beneficial and statistically significant influence on business enthusiasm. These findings suggest that a more positive outlook towards entrepreneurship is associated with stronger relationships with customers.
5. The variable income stream has a significant and positive effect on the desire to start a business. These findings suggest that a greater source of income increases motivation to start a business.
6. Sixth, the impact of key resource variables on entrepreneurial enthusiasm is good and statistically significant. These findings suggest that a greater supply of necessary resources will spark greater interest in starting ventures.
7. Seventh, the impact of critical activity variables on prospective business owners is enormous. Based on these findings, doing more things like this will most likely pique your interest in starting your own business.
8. The importance of partnerships has a positive and statistically significant effect on the desire to start a business which is the eighth hypothesis. These findings point to the importance of enhancing important alliances in boosting entrepreneurship.
9. The implementation of variable cost structures has a great impact on the motivation to start a business. These findings suggest that an increase in cost structure will increase entrepreneurial enthusiasm.

BMC variables have a positive effect on student entrepreneurial interest, meaning that the results of the study illustrate that BMC has a significant effect on student entrepreneurial mindset in terms of method (how to run a business), business elements (knowing the components needed in business), and strategy (taking advantage of changed opportunities to reduce risk). The visualization model presented by BMC can make it easier for students to map a business, innovate and create, think, collaborate with all elements needed in running a business and take advantage of opportunities. BMC is very effective to use as a business model tool that facilitates students' understanding in running a business.

CONCLUSION

Interest in entrepreneurship arises due to several factors, including the skills and knowledge possessed. With the convenience provided by the Business Model, Canvas designs a business model that will be run so that it can reach customers and generate profits. With a simple picture poured on this canvas, it will make it easier for students as business actors to determine the focus that will be the main strategy in achieving goals. Filling this canvas requires student innovation so that students as business actors are able to develop their thinking along with the process of filling in each element. The simplicity of the Business Model Canvas in mapping and explaining business models makes BMC an effective tool to deepen business understanding. Although BMC is effective in increasing students' understanding of entrepreneurship, it is not an instant tool that can be used to improve the entrepreneurial mindset among students. Understanding BMC is like other sciences that can only be instilled slowly; It needs a learning process. The time frame available in the study was short. This needs to meet the requirements to cultivate a mindset that is expected to solidify students to be ready for entrepreneurship.

Researchers suggest that BMC should be introduced to students and should be included in SAP learning entrepreneurship courses so that an entrepreneurial mindset can be instilled in students in a more structured manner. The Business Model Canvas user continues by filling in the nine elements. To get more specific results, it can be continued with more detail from the description that has been prepared.

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