

The Influence of Social Media, Entrepreneurial Knowledge and Entrepreneurial Motivation on Entrepreneurial Interest in Program Students Entrepreneurship Studies of Malikussaleh University

Maylinda Nasution, Samsidar, Agustinawati, Munandar

Department of Entrepreneurship, Universitas Malikussaleh, Lhokseumawe, Indonesia

✉Corresponding Author: may.200450014@mhs.unimal.ac.id, samsidar@unimal.ac.id, agustinawati@unimal.ac.id, munandar@unimal.ac.id

Abstract

This research aims to analyze the influence of social media, entrepreneurial knowledge and entrepreneurial motivation on entrepreneurial interest in students of the Malikussaleh University Entrepreneurship Study Program. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The population in this study were 110 students from the Malikussaleh University Entrepreneurship Study Program. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the research show that partially social media has a positive and significant effect on interest in entrepreneurship among students at the Faculty of Economics and Business, Malikussaleh University. Partially, entrepreneurial knowledge has a positive and significant effect on interest in entrepreneurship among students at the Faculty of Economics and Business, Malikussaleh University. Partially, entrepreneurial motivation has a positive effect and significant towards interest in entrepreneurship among students at the Faculty of Economics and Business, Malikussaleh University.

Keywords: social media; entrepreneurship knowledge; entrepreneurial motivation; entrepreneurial interest

Introduction

Entrepreneurship is the ability to think creatively to take advantage of business opportunities to achieve desired goals (E. P. Rahayu & Sulistyowati, 2022). The low level of entrepreneurship is caused by an education system that does not support the development of students to become entrepreneurs. The status of entrepreneurs is still not appreciated by the community. Entrepreneurship is considered a less promising profession and takes a long time to achieve success. This can be seen from the high interest in becoming an ASN compared to utilizing the knowledge gained to create new jobs, at least for yourself (Aputra et al., 2022).

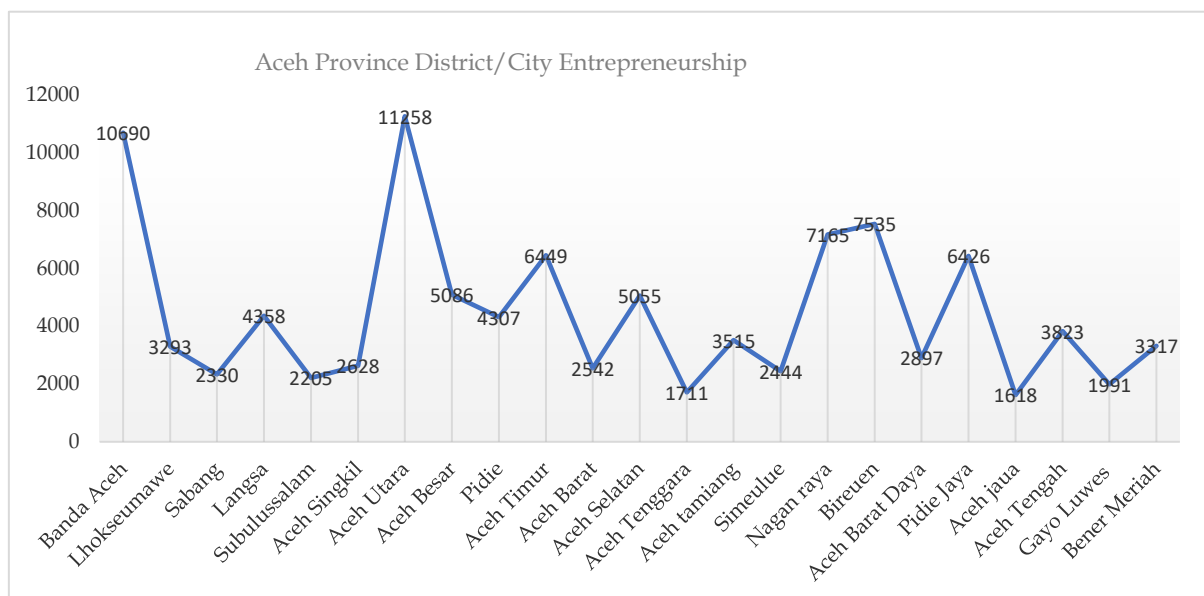


Figure 1. Number of Entrepreneurs in Aceh Province

Overall, this graph shows significant variation in the number of entrepreneurs in different regions in Aceh Province, with some areas having a high number of entrepreneurs while others are low. Based on data that shows the variation in the number of entrepreneurs in various districts and cities in Aceh Province, including Lhokseumawe with 3,203 entrepreneurs, the importance of creative thinking for students who want to become entrepreneurs is very clear. In Lhokseumawe, this figure shows great potential that can still be improved through innovation and creativity. Creative thinking allows students to create new ventures, find unique solutions to challenges, adapt to market changes, and compete effectively. With creativity, students can identify unmet needs, develop different products or services, and make optimal use of resources.

Literature Review

Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve business and work life (Kurniawan, 2019). Interest, defined as a thing or activity without instruction that gives rise to a sense of liking and belonging to accept relationships that exist inside and outside oneself (Haqq et al., 2018), plays an important role in encouraging entrepreneurial interest. Entrepreneurial interest is the ability to push yourself 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 to yourself. Individuals who have an entrepreneurial interest are not afraid of the risks they will face, learn from the failures they experience, and develop the business they create (Hendrawan & Sirine, 2017).

Social media offers an advantage that other traditional media do not have, namely the ability to change one-way communication into two-way communication which allows interaction between both parties to provide views or responses to the message conveyed. Social media, as an internet-based application that allows each user to interact by creating, sharing, and receiving informational content (Banyumurti, 2018), has become an important means of marketing products and companies. Social media also provides a breakthrough in changing the mindset of people, especially students, to be entrepreneurial, minimize the risk of failure, and make it easier to market products widely without high costs (Prasetio, 2020). Entrepreneurial knowledge, which is the ability to remember, memorize, understand, or repeat information that has been given (Galih et. al, 2017), is necessary to produce new products or services, pioneer new businesses, and develop new organizations (Prasetio, 2020). Entrepreneurial motivation, as a driving factor to create something new and different from the existing one, as creative and innovative as possible without imitating the work of others (Novi et. al, 2019), is also an important element. An entrepreneur is action-oriented, highly motivated, and dares to take risks in pursuit of goals with supportive attitudes and behaviors (Siswanto et. al, 2017). Based on the description above, the conceptual framework developed in this study is as follows:

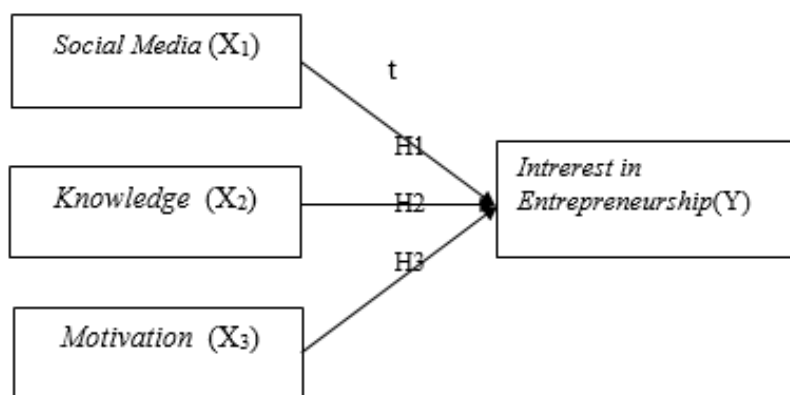


Figure 2. Conceptual Framework

Materials & Methods

This research was conducted in the Entrepreneurship Study Program, Faculty of Economics and Business, Malikussaleh University with the research subject being 116 students of the Entrepreneurship Study Program, where the research sample was calculated based on the guidelines of Hair et al. (2014) which suggested that the minimum sample size is 5-10 observations for each parameter estimated, so that the calculation of the number of samples in this study is 110 respondents with the formula (number of indicators + number of variable) x (5 to 10) i.e. (18+4) x 5 = 110 respondents. The data collection method used is the primary data method through interviews with respondents with questionnaires shared online using Google Form, with a likert measurement scale that has the following statements and scores:

Choice of Answer	Code	Shoes
Strongly disagree	STS	1
Disagree	TS	2
Neutral	N	3
Agree	S	4
Strongly Agree	SS	5

Sugiyono (2019).

In this study, the data analysis technique used is multiple linear regression analysis. Multiple linear regression is used when there is one dependent variable and two or more independent variables. This study uses the help of the SPSS data processing application version 26. The equations used in this study can be seen as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

Information:

Y : Entrepreneurial Interest.

A : Constant

b1, b2, b3, : Regression coefficient

X1 : Social Media

X2 : Knowledge

Results and Discussion

Validity test results

Table 1. Validity Test Results

No	Variable Indicators	R Results	R table	Information
Social Media (X1)				
1	Indicator 1	0,779	0,187	Valid
	Indicator 2	0,807	0,187	Valid
	Indicator 3	0,822	0,187	Valid
	Indicator 4	0,829	0,187	Valid
	Indicator 5	0,813	0,187	Valid
	Indicator 6	0,791	0,187	Valid
Entrepreneurial knowledge (X2)				
2	Indicator 1	0,851	0,187	Valid
	Indicator 2	0,865	0,187	Valid
	Indicator 3	0,844	0,187	Valid
Entrepreneurial Motivation (Y)				
3	Indicator 1	0,890	0,187	Valid
	Indicator 2	0,900	0,187	Valid
	Indicator 3	0,902	0,187	Valid
Entrepreneurial Motivation (Y)				
3	Indicator 1	0,841	0,187	Valid
	Indicator 2	0,855	0,187	Valid
	Indicator 3	0,898	0,187	Valid
	Indicator 4	0,888	0,187	Valid
	Indicator 5	0,903	0,187	Valid
	Indicator 6	0,855	0,187	Valid

Source: Spss Output (Processed 2024)

Based on the table 1, all statements on independent and dependent variables have r values > r tables, so that each question is declared valid and reliable. With df = 108, the table's r value is 0.187. The validity of the data shows that the instrument measures accurately without significant errors, so the data collected is reliable and representative of the actual opinion of the respondents. This ensures that the conclusions from the data analysis are reliable and useful for further analysis.

Table 2. Reliability Test Results

Variable	Alpha	Limitation	Information
Media social	0,800	0,60	Reliable
Entrepreneurial knowledge	0,847	0,60	Reliable
Entrepreneurial motivation	0,862	0,60	Reliable
Entrepreneurial Interest	0,811	0,60	Reliable

Source : Spss Output (processed 2024)

Based on the table 2, the variables of social media (X1), entrepreneurial knowledge (X2), entrepreneurial motivation (X3), and entrepreneurial interest (Y) show Cronbach's Alpha value > 0.60, with 0.800, 0.847, 0.862, and 0.811, respectively. This confirms that the questions in the questionnaire have been proven to be reliable and suitable for use in subsequent analysis. Cronbach's Alpha results that exceeded 0.60 showed the consistency of the data of each variable, ensuring that the measurements made were reliable and not affected by undesirable factors.

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	BRIGHT
1 (Constant)		
Media social	0,375	2,669
Entrepreneurial knowledge	0,269	3,724
Entrepreneurial motivation	0,294	3,404

a. Variable Dependent: Minat Berwirausaha

Source: Research Results, Processed (2024)

Based on Table 3, it can be seen that the correlation between social media has a tolerance value of 0.375 and VIF 2.669; entrepreneurial knowledge has a tolerance of 0.269 and VIF 3.724; and entrepreneurial motivation with a tolerance of 0.294 and VIF of 3.404. These values show that VIF < 10 and tolerance > 0.1, and show the absence of multicollinearity symptoms between the independent variables in this study.

Table 4. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Mr.
	B	Std. Error	Beta		
	1 (Constant)	.363	.240		
Social Media	.356	.090	.333	3.955	.000
Entrepreneurial knowledge	.279	.097	.286	2.877	.005
Entrepreneurial Motivation	.292	.092	.301	3.162	.002

a. Variable Dependent: Minat Berwirausaha

Source: Research results (2024) processed

$$Y = 0,363 + 0,356 X_1 + 0,279 X_2 + 0,292 X_3 + e$$

Based on the results of the multiple linear regression equation, it can be interpreted as follows:

- 1) The constant of 0.363 shows that if the variables of social media (X1), entrepreneurial knowledge (X2), and entrepreneurial motivation (X3) remain constant, then entrepreneurial interest (Y) has a value of 0.363.
- 2) The regression coefficient of the social media variable (X1) of 0.356 shows a positive relationship between social media use and entrepreneurial interest. This means that every increase in one unit of the likert scale in the use of social media will increase entrepreneurial interest by 0.356.
- 3) The regression coefficient of the variable of entrepreneurial knowledge (X2) of 0.279 shows a positive relationship between entrepreneurial knowledge and entrepreneurial interest. In other words, every increase in one unit of the Likert scale in entrepreneurial knowledge will increase entrepreneurial interest by 0.279.
- 4) The regression coefficient of the entrepreneurial motivation variable (X3) of 0.292 shows a positive relationship between entrepreneurial motivation and entrepreneurial interest. This means that every increase in one unit of the likert scale in entrepreneurial motivation will increase entrepreneurial interest by 0.292.

Table 5. Results of Correlation Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,848	0,719	0,711	0,37247

b. Dependent Variable: Minat berwirausaha

Source : Research Results, processed (2024)

Based on Table 5, the correlation coefficient (R) value of 0.848 shows a very strong relationship between social media, entrepreneurial knowledge, and entrepreneurial motivation and entrepreneurial interest. The coefficient of determination (R²) of 0.719 showed that the variables of social media, entrepreneurial knowledge, and entrepreneurial motivation were able to explain 71.9% of the variation in entrepreneurial interest. Adjusted R² close to 1 indicates that the model has a strong ability to explain entrepreneurial interest variables.

Table 6. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Mr.
	B	Std. Error	Beta		
1 (Constant)	.363	.240		1.515	.133
Social Media	.356	.090	.333	3.955	.000
Entrepreneurial knowledge	.279	.097	.286	2.877	.005
Entrepreneurial Motivation	.292	.092	.301	3.162	.002

a. Variable Dependent: Minat Berwirausaha

Source: Research Results, processed (2024)

The results of the hypothesis testing can be partially concluded as follows based on the table above:

- 1) Social media has a positive and significant effect on entrepreneurial interest in students of the Entrepreneurship study program, with a tcal value of 3.955 (significance 0.000), exceeding the value of ttable $\alpha = 0.05$ (1.659), so that H1 is accepted.
- 2) Entrepreneurial knowledge has a positive and significant effect on entrepreneurial interest in students of the Entrepreneurship study program, with a tcal value of 2.877 (significance 0.005), exceeding the value of ttable $\alpha = 0.05$ (1.659), so that H2 is accepted.
- 3) Entrepreneurial motivation has a positive and significant effect on entrepreneurial interest in students of the Entrepreneurship study program, with a tcal value of 3.162 (significance 0.002), exceeding the value of ttable $\alpha = 0.05$ (1.659), so that H3 is accepted.

Discussion

The Influence of Social Media on Entrepreneurial Interest in Students of the Entrepreneurship Study Program, Malikussaleh University

Social media plays a significant role in increasing student interest in entrepreneurship at Malikussaleh University. Through active participation in entrepreneurship groups on social media, students gain valuable practical understanding and are inspired by new ideas and success stories of other entrepreneurs. Discussions with entrepreneurship practitioners also increase their confidence in facing business challenges. The ease of communication and collaboration through social media expands students' networks with business peers and mentors, while support from the employer community provides additional motivation and inspiration. Educational resources on social media also help them develop the entrepreneurial skills necessary to start and manage their own business.

The Effect of Entrepreneurial Knowledge on Entrepreneurial Interest in Students of the Entrepreneurship Study Program, Malikussaleh University

The results of the study show that entrepreneurial knowledge has a positive and significant effect on entrepreneurial interest at Malikussaleh University. Students gain a deep understanding of the importance of risk-taking in entrepreneurship, which makes them better prepared to face business challenges and seek opportunities with great profit potential. They are also able to identify potential business opportunities as well as formulate solutions to business problems, thanks to a strong knowledge of business strategy, risk management, and problem-solving techniques. Thus, entrepreneurial knowledge gives them the confidence to start and manage a business well.

The Effect of Entrepreneurial Motivation on Entrepreneurial Interest in Students of the Entrepreneurship Study Program, Malikussaleh University

The results of the study show that entrepreneurial motivation has a positive and significant effect on entrepreneurial interest in students of the Malikussaleh University study program. Students are attracted to entrepreneurship because of the drive to achieve great financial gains and the belief that entrepreneurship is a smart path to achieve their life goals. They are also driven by high enthusiasm and emotional motivation in running their own business, with a strong commitment to business goals, integrity, and high responsibility. Long-term vision, readiness to take risks, and strong physical and mental resilience also reinforce their interest in entrepreneurship.

Conclusions

The conclusion of this study shows that social media, entrepreneurial knowledge, and entrepreneurial motivation have a positive and significant influence on entrepreneurial interest in students of the Faculty of Economics and Business, Malikussaleh University. Social media plays an important role in improving students' connections with information, entrepreneurial communities, and supportive new resources and ideas. An in-depth knowledge of entrepreneurship provides the essential confidence and skills to start and manage your own business. In addition, strong financial, emotional, and long-term vision motivate students to develop a high commitment to running a business and overcoming various challenges faced.

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