

# The Influence of Motivation, Social Media, and the Social Environment on Interest in Entrepreneurship

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## ABSTRACT

*The purpose of this study was to determine the effect of the relationship between social media motivation and the social environment on interest in entrepreneurship. Data was obtained by distributing questionnaires to respondents, namely students of the Faculty of Economics and Business, Muslim University of Indonesia, with a total of 83 respondents. Data analysis used linear regression analysis. Data processing is done using the IBM SPSS 24 program. The results showed that motivation had a negative and significant effect on interest in entrepreneurship, social media had a positive and significant effect on interest in entrepreneurship, and the social environment had a positive and significant effect on entrepreneurial interest in students of the Faculty of Economics and Business, Universitas Muslim Indonesia.*

## INTRODUCTION

Along with the increasing population of Indonesia, which currently has reached more than 250 million people, the need for food, housing, employment, and education must also be met. Indonesia is ranked 4th in the world after China, India, and the United States as the country with the largest population. Job seekers in Indonesia are not matched by the number of job opportunities, which results in many people not getting job opportunities. As a result, the number of unemployed is increasing. Entrepreneurship is one of the alternative ways that can be done to improve the quality of the economy in the midst of the difficulty of finding jobs and the increasing number of job seekers. With entrepreneurship, they no longer depend only on the field of work in the government sector (civil servants) or depend on others, in other words, as employees. Aside from that, entrepreneurship means providing jobs for themselves and also others who depend on them. With this entrepreneurial activity, it will be able to reduce the number of unemployed because growing businesses will need and absorb labor.

Increasing the number of entrepreneurs will be difficult to achieve if the community is less interested in carrying out entrepreneurial activities. Interest can be interpreted as a high passion or desire from someone in doing something. According to Fuadi and Fadli, the community is less interested in conducting entrepreneurial activities. Interest can be interpreted as a high passion or desire from someone in doing something. According to (Fuadi & Fadli, 2009: 93) interest in entrepreneurship is an interest, desire, and willingness of a person through ideas and innovations possessed to work hard to fulfill his life needs without fear of the risks that will occur, can accept challenges, be confident, creative and innovative, and have the ability to meet their needs.

In this study, a hypothesis was developed because there were allegations that:

- H1: Motivation has a positive and significant effect on student entrepreneurship interest in the Faculty of Economics and Business, Universitas Muslim Indonesia.  
 H2: SocialMedia has a positive and significant impact on entrepreneurial-interested students at Universitas Muslim Indonesia Faculty of Economics and Business.  
 H3: The Social environment has a positive and significant effect on the entrepreneurial-interested student of Economics and Business, Universitas Muslim Indonesia.

## RESEARCH METHOD

The types of data used in this study are Quantitative data. Sources of data used in this study are Primary data and secondary data. The data collection methods used are questionnaires. The test used to test the quality of the data in this study is the validity test and the reliability test. Validation testing can be done with the help of the SPSS Program. Testing data can be declared valid if found  $> f$  table while the reliability test of the data can be done with the Cronbach Alpha ( $\alpha$ ) statistic test. A variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.60$ . The analytical method used is descriptive statistics and multiple linear regression analysis. To determine the effect of independent variables on variables used Coefficient of Determination ( $R^2$ ) and t-test (partial).

## RESULTS AND DISCUSSION

### *Descriptive Research Object*

Based on data from research that has been carried out on 83 respondents through distributing questionnaires via google form, to get the tendency of respondents' answers to the answers of each variable, Entrepreneurial Knowledge, Social Environment and Motivation. The characteristics of the respondents that will be described below reflect how the condition of the respondents being studied includes gender and age.

**Table 1. Characteristics by Gender**

No	Gender	Number of Respondents (Persons)	Percentage (%)
1	Man	34	41
2	Woman	49	59
	<b>Total</b>	<b>83</b>	<b>100</b>

Source: Primary Data

**Table 2. Characteristics by Age**

No	Age	Number of Respondents (Persons)	Percentage (%)
1	< 19 years old	7	8.4
2	20 – 22 years	74	89.2
3	> 23 years old	2	2.4
	<b>Total</b>	<b>83</b>	<b>100</b>

Source: Primary Data

**Research Instrument Test****Table 3. Validity Test Results**

Variable	Indicator Code	R Count	Signs (2 - tailed)	Information
Motivation (X1)	X1.1	0.729	0.000	Valid
	X1.2	0.487	0.000	Valid
	X1.3	0.542	0.000	Valid
	X1.4	0.603	0.000	Valid
	X1.5	0.783	0.000	Valid
Social Media (X2)	X2.1	0.696	0.000	Valid
	X2.2	0.794	0.000	Valid
	X2.3	0.686	0.000	Valid
	X2.4	0.792	0.000	Valid
Social Environment (X3)	X3.1	0.743	0.000	Valid
	X3.2	0.794	0.000	Valid
	X3.3	0.588	0.000	Valid
	X3.4	0.752	0.000	Valid
Interest in Entrepreneurship (Y)	Y1	0.723	0.000	Valid
	Y2	0.681	0.000	Valid
	Y3	0.746	0.000	Valid
	Y4	0.688	0.000	Valid

Source: SPSS data processed 2022

Table 3 shows that the 2-tailed sign value is  $0.000 < 0.05$ , thus all items and indicators of the four tested variables are valid so that they can be used for the next stage of analysis.

**Table 4 Reliability Test Results**

Variable	Cronbach Alpha	Information
X1	0.614	Reliable
X2	0.729	Reliable
X3	0.694	Reliable
Y	0.670	Reliable

Source: SPSS, Data processed 2022

The results of the reliability test in table 4, obtained the value of Cronbach's alpha (r count) where the value of r count > the value of r table 0.60. This means that every statement of the variables used in this study is reliable or it can be said that the research used in the measurement function does not cause multiple meanings so that consistency is guaranteed in measuring the influence of motivation, social media, and social environment on entrepreneurial interest.

**Table 5 Multiple Linear Regression Analysis**

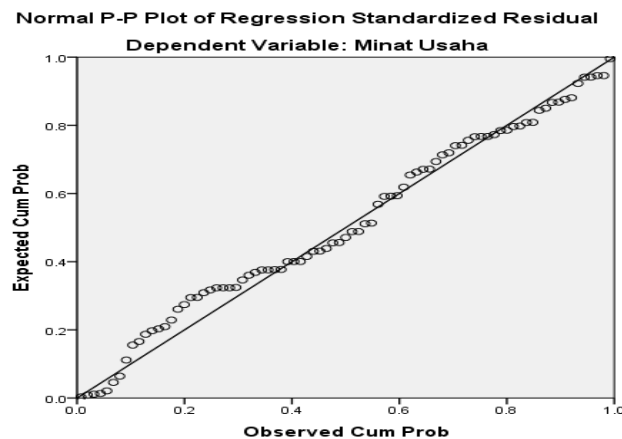
		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.239	.575		3,894	.000
	Motivation	-.213	.099	-.178	-2,157	.034
	Social media	.123	.060	.168	2,040	.045
	Social environment	.586	.073	.657	8013	.000

a. Dependent Variable: Business Interest  
Source: SPSS Data processed 2022

Based on table 5, the constant value (a value) is 2.239 and for the motivation variable (X1) for the B value is -0.213, the Social Media variable (X2) the B value is 0.123, and the social environment variable (X3) the B value is 0.589. So that the multiple linear regression equation can be obtained as follows:

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

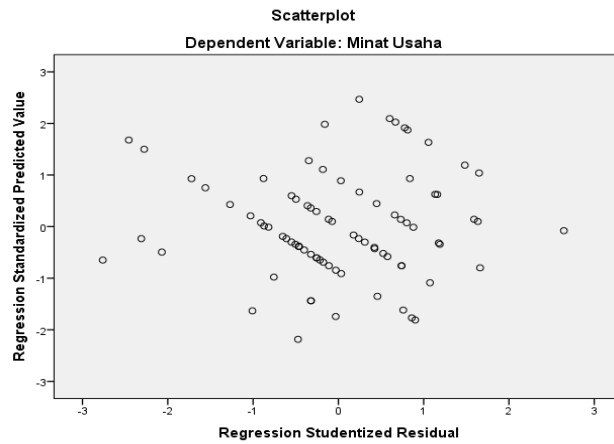
$$Y = 2,239 - 0,213 X_1 + 0,123 X_2 + 0,589 X_3 + e$$



Source: SPSS Data processed 2022

**Figure 1. Normality Test**

From the Normality Probability Plot Figure 1, it can be concluded that the data is normally distributed because the data spreads around the diagonal line and follows the direction of the diagonal line. So, the researcher can proceed to the next test.



Source: SPSS Data processed 2022

**Figure 2. Heteroscedasticity Test**

From Figure 2, it can be concluded that there is no heteroscedasticity because the data points are spread above, below or around the number 0, the data points do not collect only above and below. So, the researcher can proceed to the next test

**Table 6. Multicollinearity Test**

Coefficients <sup>a</sup>		Collinearity Statistics	
Model		Tolerance	VIF
1	Motivation	.971	1.030
	Social media	.983	1.018
	Social environment	.987	1.013

a. Dependent Variable: Business Interest

Source: SPSS Data processed 2022

From table 6 above, it can be seen the value of the variance inflation factor (VIF). The variables of motivation, social media, and social environment are less than 10, so it can be concluded that there is no multicollinearity between the independent variables.

**Table 7. Partial Test**

Coefficients <sup>a</sup>		Standardized		t	Sig.
		Unstandardized Coefficients	Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	2.239	.575		3,894
	Motivation	-.213	.099	-.178	-2,157
	Social media	.123	.060	.168	2,040
	Social environment	.586	.073	.657	8013

a. Dependent Variable: Business Interest

Source: SPSS Data processed 2022

The interpretation of the regression equation in table 7 is as follows:

- 1) T-count on the motivation variable (X1) that is equal to - 2.157 with a significance level of 0.034 < 0.05. This means the first hypothesis proposed in this research is **rejected**.

- 2) T-count on the social media variable (X2) is 2.040 with a significance level of  $0.045 < 0.05$ . This means the second hypothesis proposed in this study is **accepted**.
- 3) T-count on the job satisfaction variable (X3) is 8.013 with a significance level of  $0.000 < 0.05$ . This means the third hypothesis proposed in this study is **accepted**.

**Table 8. Simultaneous Test**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.357	3	2.119	23,862	.000b
	Residual	7.015	79	.089		
	Total	13,372	82			

a. Dependent Variable: Business Interest

b. Predictors: (Constant), Social Environment, Social Media, Motivation

Source: SPSS Data processed 2022

Based on table 8, the results of the Anova test or F test show that the F value is 23.826 with a significance value of 0.000, because the probability or Sig value shows 0.000 is less than 0.05, the regression model can be used to predict motivation, social media, and the social environment together. - similarly or simultaneously affects students' entrepreneurial interest (i) Faculty of Economics and Business, Muslim University of Indonesia. This means that the fourth hypothesis proposed in this study is **accepted**.

**Table 9. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689a	.475	.455	.29799

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

Source: SPSS Data processed 2022

The correlation coefficient ( $R$ ) = 0.689 indicates that the correlation of the independent variable with the dependent variable, namely interest in entrepreneurship ( $Y$ ) is closely related to motivational variables ( $X_1$ ), social media ( $X_2$ ), and social environment ( $X_3$ ) and is positive and close to 1. The coefficient of determination ( $R^2$ ) = 0.475 or 47.5%, which indicates that the variation of interest in entrepreneurship ( $Y$ ), can be explained by motivation ( $X_1$ ), social media ( $X_2$ ), and social environment ( $X_3$ ), while the remaining 52.5%, influenced by other factors not described in this study.

## DISCUSSION

### *The Influence of Motivation on Interest in Entrepreneurship*

Motivation is a fundamental psychological process and is one of the elements that can explain a person's behavior. Motivation is one of the determining factors in achieving goals. In the results of this study, motivation has a negative and significant effect on interest in entrepreneurship. The negative correlation has an analysis that if the motivation is low, it will be followed by a low interest in entrepreneurship. This affects the entrepreneurial interest of students in the Faculty of Economics and Business, Muslim University of Indonesia. Low motivation does not encourage students of the Faculty of Economics and Business, Universitas Muslim Indonesia to do business by selling products in the form of snacks, cosmetics, accessories, and fashion with a passion that comes from within themselves. The lack of enthusiasm to become an independent soul does not encourage respondents to carry out business activities to become entrepreneurs in fulfilling their needs. So, the first hypothesis in this study was rejected.

In this study, the independence indicator with entrepreneurship questions taught me that, in terms of independence, I had the highest average. This means that students' reasons for entrepreneurship are to be more independent in all things. The indicator with the lowest average, namely the physiological need to become a successful entrepreneur, is what I dream of. This means that for students of the Faculty of Economics and Business, the interest to become successful entrepreneurs at their age is very low. Thus, the low physiological needs of students of the Faculty of Economics and Business affect their entrepreneurial interest.

#### *The Influence of social media on Interest in Entrepreneurship*

According to Kotler and Keller (2012: 568), social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa. The role of social media is increasingly recognized in boosting business performance. Social media allows small businesses to change the way they communicate with customers, market products and services, and interact with customers with the aim of building good relationships. In the results of this study, social media has a positive and significant effect on entrepreneurial interest. A positive correlation has an analysis that if the use of social media is high, it will be followed by high interest in entrepreneurship and vice versa for low use of social media will be followed by low interest in entrepreneurship.

The indicator that has the highest score or average is openness to questions. I choose entrepreneurship because I like to set my own work schedule. This means that in terms of openness, students of the Faculty of Economics and Business have been able to open their mindset in utilizing social media as a medium for entrepreneurship. While the indicator with the lowest average is skill, this means that the skills possessed by students are still not maximized because they are still developing their entrepreneurial interest by using existing social media, because there are still many students who use conventional methods in marketing their business products. Thus, students who can use social media optimally can be followed by the emergence of a large interest in entrepreneurship and vice versa, namely students who cannot use social media can be followed by the emergence of no interest in entrepreneurship. The use of social media can be used optimally by students of the Faculty of Economics and Business, Muslim University of Indonesia because of the long period of time respondents carry out business or business activities. And the target market is coming from the outside environment of the University. In addition, the use of social media as a medium to market products can be understood by respondents as technology develops.

#### *Influence of Social Environment on Interest in Entrepreneurship*

According to (Wibowo, 2017:112), the social environment is a community environment where there is the interaction between individuals with one another, individuals with groups, or groups with groups. In the results of this study, the social environment has a positive and significant effect on student entrepreneurship interest Faculty of Economics and Business, Muslim University of Indonesia. A positive correlation has an analysis that if the social environment is high, it will be followed by a high interest in entrepreneurship. The indicator with my question knows a lot about entrepreneurship strategies because my friends have businesses and have average or lowest scores. This means, based on the respondents' answers, there are still many students who do not agree because, for the students of the Faculty of Economics and Business, their entrepreneurial interest is not only influenced by their circle of friends. Meanwhile, the indicator with the highest value or average is evaluation. This means that before deciding to become an entrepreneur, students of the Faculty of Economics and Business are dominant in evaluating entrepreneurs so that they can find out the advantages and disadvantages before starting entrepreneurship.

The social environment can be utilized optimally by students of the Faculty of Economics and Business, Universitas Muslim Indonesia. So they can market their products. The social environment plays a significant role in influencing student entrepreneurship interest. The social environment also plays a role in influencing the development, mindset, and habits of individuals who live in it, which indirectly can affect people's interest in choosing a field of work, including becoming an entrepreneur.

#### *The Influence of Motivation, social media, and Social Environment on Interest in Entrepreneurship*

According to Fuadi and Fadli (2009: 93) interest in entrepreneurship is the desire, interest, and willingness to work hard or be strong-willed to try maximally to fulfill their needs without being afraid of the risks that will occur and have a strong will to learn from failure. The factors that influence the interest

in entrepreneurship include motivation, social media, and social environment. The results of this study indicate that the variables of motivation, social media, and social environment simultaneously have a positive and significant effect on the Entrepreneurial Interest of Students of the Faculty of Economics and Business, Muslim University of Indonesia. Positive means that if the three variables increase by one unit, it will affect the increase in the variable interest in entrepreneurship.

## CONCLUSION

The purpose of this study is to determine the impact of motivation, social media, and social environment on entrepreneurship interest at the Faculty of Economics and Business, Muslim University of Indonesia. From all the tests that have been carried out, it can be concluded that:

1. Motivation has a negative and significant effect on the interest in entrepreneurship. This is due to the low motivation, thus affecting the interest in entrepreneurship of the students in the Faculty of Economics and Business.
2. Social media has a positive and significant effect on the interest in entrepreneurship. This is due to the maximum use of social media, thus affecting the interest in entrepreneurship of students.
3. The social environment has a positive and significant effect on the interest in entrepreneurship. This is due to the use of a good social environment that affects the interest in entrepreneurship, Faculty of Economics and Business, Muslim University of Indonesia.

Simultaneously, motivation, social media and social environment have a positive and significant effect on interest in entrepreneurship, so the regression model can be used to predict motivation, social media, and social environment together or simultaneously affect interest in entrepreneurship

## Suggestion

Based on the results and analysis conducted by the researcher, this research still has many shortcomings, so it needs to be improved and considered again for further research. The suggestions from the author for further research are:

1. For Faculty and Students
  - a. It is suggested that the Faculty of Economics and Business motivate students to increase their interest in entrepreneurship by holding workshops or bazaars for students.
  - b. It is recommended for students to use social media wisely, according to their needs.
  - c. It is recommended for students to take advantage of the social environment as a forum to market their products.
2. For Additional Researchers

It is recommended for further researchers to add or replace variables with other variables that can affect the interest in entrepreneurship.

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