

DETERMINANTS OF STUDENTS' INTEREST IN ENTREPRENEURSHIP DURING THE COVID-19 PANDEMIC

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ABSTRACT

This study aims to determine the factors influencing student interest in Malang City to become entrepreneurs during the Covid-19 Pandemic. The tested factors include education, entrepreneurial practices, motivation, and family environment. The study was designed as a correlational study on students who have taken courses in entrepreneurship and entrepreneurial practice—using the purposive sampling technique to obtain 180 respondents who meet the criteria. The study's results, which were tested using Multiple Linear Regression Analysis, showed that simultaneously the variables of education, entrepreneurial practice, motivation, and family environment significantly affected entrepreneurial interest. Partially, educational variables, entrepreneurial practices, motivation, and family environment significantly positively affect student entrepreneurship interest during the Covid-19 pandemic.

Keywords: *entrepreneurship education, entrepreneurial practice, motivation, family environment, interest in entrepreneurship*

INTRODUCTION

At the end of 2019, the world was shocked by the outbreak of the coronavirus disease 2019 (Covid-19). This disease is caused by a new type of coronavirus named SARS-CoV-2. Covid-19 is used because the coronavirus was first confirmed on December 31, 2019, in Wuhan, the capital of Hubei Province, China. In Indonesia, the case of first announced by President Joko Widodo on March 2, 2020.

The development of MSMEs in Indonesia during the Covid-19 pandemic experienced a significant decline drastically in the sales of their products. Given the unstable economic conditions, purchasing power decreases, companies go bankrupt, employees are laid off, and unemployment increases, making people feel depressed and discouraged. Entrepreneurship during this economic crisis requires education, entrepreneurial practices, motivation, and a family environment to foster student interest in entrepreneurship so that it can encourage the desire to move forward in developing creative ideas for creating

something that can make a profit by selling goods or services (Masrallah, 2021).

Interest in entrepreneurship is the inner tendency of the heart to be interested in creating a successful business, organizing, managing, assuming risks, and developing the business it creates. During the COVID-19 pandemic, student interest in entrepreneurship is increasing because online learning gives students more free time to use for various things, one of which is entrepreneurship. An entrepreneur must be able to create innovations by utilizing existing resources through creative ideas it has so that it can attract interested buyers so that the business he runs can survive and thrive. An entrepreneur, too, will face various obstacles, so he must always be ready to endure risk (Subandono (2007: 18).

In addition, education is also essential for an entrepreneur Entrepreneurship is an effort to internalize the entrepreneurial spirit and mentality through institutions education or other institutions such as training institutions training Wibowo

(2011:30). Entrepreneurship learning is not enough with theory alone but must be accompanied by entrepreneurial practice. In the practice of entrepreneurship, students are required to dive in, which aims to determine how far students understand the risks and entrepreneurial challenges. Motivation is a vision and mission for entrepreneurs to achieve success. Factors that foster entrepreneurial motivation within a person consist of intrinsic and extrinsic factors. Strong motivation to move forward from the family is also the initial capital to becoming an entrepreneur (Rusdiana, 2014).

Citradewi's (2015) research on personality, education entrepreneurship, and the family environment on student interest in entrepreneurship in the Covid-19 pandemic period showed that personality, entrepreneurship education, and family environment have no effect on student interest in entrepreneurship in the future Covid-19 pandemic. This is contrary to the results of research conducted by Pranoto (2018) on entrepreneurship education and motivation on student interest in entrepreneurship during the Covid-19 pandemic has a significant effect on interest in entrepreneurship.

THEORETICAL BASIS

Entrepreneurial Interest

Interest in entrepreneurship is a psychological symptom that focuses on attention and doing something about entrepreneurship with a feeling of pleasure because it brings benefits to himself (Christina & faith, 2010). Yudrik (2011: 63) reveals that interest is an encouragement that causes the attachment of individual attention to exclusive objects such as work, study, objects, and organizations. *Interest* in entrepreneurship can also be defined as a person's desire to work independently (Self-employed) or run his business (Budiati et al., 2021).

Entrepreneurship Education

According to Wibowo (2011:113), entrepreneurship-oriented education is

education that applies principles and methodologies to the formation of life skills for students through an integrated curriculum developed in schools. According to Purwanto (2006:49), entrepreneurship education is a learning process for changing students' attitudes and mindsets regarding entrepreneurial career choices. Anoraga (2003:28) explains that entrepreneurship is a profession that arises because the interaction between the knowledge gained from formal education and the arts can only be obtained from a series of work that can be obtained in practice.

Entrepreneurship Practice

According to Zainuddin (2005:2), practice or internship is a learning strategy that is used to hone psychomotor abilities (skills), understanding (knowledge), and emotion (attitude) using laboratory facilities. Entrepreneurial practice is not just standard practice. Many benefits can be obtained by having entrepreneurial practice. With the practice of entrepreneurship, it is hoped that later students will have adequate skills, and it is expected that students have the desire and interest to open their own business.

Motivation

Motivation is the basic drive that drives the behavior of an entrepreneur. This urge is in someone who moves to do something according to his inner urge. Baum et al. (2007) (Suebuddin, 2021) suggest that motivation in entrepreneurship aims to achieve entrepreneurial goals, implement, and take advantage of business opportunities. Motivation for new business development is not only because they believe in the ability to succeed, but they can also access information about entrepreneurial opportunities. So entrepreneurial motivation will appear if you have a need that you want or need with many factors that affect their future live

Family environment

Purwanto (2011: 28) revealed that the environment (environment) includes all the

global conditions that affect our behavior, growth, development, or life processes. The family is the first educational environment that determines the pattern of a person's personality family environments are all conditions that exist in a family that can affect the behavior, growth, and development of an individual. The family environment is very influential in developing a child's personality because the family environment is a robust primary environment that influences the individual compared to the secondary environment (society).

HYPOTHESES

Based on the theoretical review and previous research that has been described previously, the research hypothesis can be formulated as follows:

H1: Entrepreneurship education, entrepreneurial practice, motivation, and family environment affect the interest in entrepreneurship.

H1a: Entrepreneurship education affects an interest in entrepreneurship.

H1b: Entrepreneurial practice affects an interest in entrepreneurship.

H1c: Motivation affects the interest in entrepreneurship.

H1d: Family environment affects the interest in entrepreneurship.

METHOD

The population used in this study were all Accounting students, Faculty of Economics and Business, Islamic University of Malang, Class of 2018.

The criteria used as samples in this study are as follows:

1. Class of 2018 students majoring in Accounting Faculty Economics and Business, Islamic University of Malang
2. have taken and passed the course entrepreneurship.
3. have taken and passed the course advanced entrepreneurship

The data analysis method used is multiple linear regression analysis. According to Ghazali (2011: 96),

regression analysis, in addition to measuring the relationship between two or more variables, also shows the direction of the relationship between the dependent variable and the independent variable.

The author uses the multiple linear regression method because, in this study, there is more than one independent variable. The multiple linear regression method tests how much influence the independent variable has on the dependent variable so that the functional relationship between the dependent variable, namely Interest in entrepreneurship. (Y) and the independent variable, namely Entrepreneurship education (X1), Entrepreneurial practice (X2), Motivation (X3), and Family environment (X4). In general, the multiple regression equation in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Description :

Y: Interest in entrepreneurship

α : Constant

$\beta_1, \beta_2, \beta_3, \beta_4$: Regression coefficient of the independent variable

X1: Entrepreneurship education

X2: Entrepreneurial practice

X3: Motivation

X4: Family environment

ε : Standar error

RESULTS AND DISCUSSION

The effect of entrepreneurship education on interest in entrepreneurship

Based on the results of the t-test in the table above, the results of the t value of 8.638 and the significant value of t is 0.000. Because the significant value of t is smaller than 0.05 ($0.000 < 0.05$), then H1a is accepted. It can be concluded that the education variable entrepreneurship partially has a positive effect; there is an interest in entrepreneurship. *Education* is a conscious effort made by educational institutions to instill the spirit, attitudes, values, and entrepreneurial knowledge in learners (<http://www.pendidikanekonomi.com>). It is intended to create new entrepreneurs who have quality character

and can improve the welfare of society. Education can be measured by recognizing opportunities, evaluating opportunities, start a new business. So that it gets higher education, the higher the interest of students in entrepreneurship. This matter is in line with research from Pranoto & Astuti (2018) and Afifah (2020), which state that the entrepreneurship education variable has a significant effect on entrepreneurial interest.

The influence of entrepreneurial practices on entrepreneurial interest

Based on the results of the t-test in the table above, the results of the t value of 4.805 and the significant value of t is 0.000. Because the significant value of t is smaller than 0.05 ($0.000 < 0.05$), then H1b is accepted. It can be concluded that the practice variable entrepreneurship partially has a positive effect; there is an interest in entrepreneurship.

Entrepreneurial practice is a learning activity that uses knowledge and skills to sell goods (products)—attitude previous learning to create value-added goods as a strategic form of learning activities.

Practice This entrepreneurship course will provide answers to entrepreneurship courses that, So far, are still at the theoretical level. With the practice of entrepreneurship, it is hoped that later students will have adequate skills, and students are expected to have the desire and interest to open their own business. The purpose of practicing entrepreneurship is to provide students with the experience to carry out business activities locally or globally. This is in line with Astuti's (2018) research, which states that the entrepreneurial practice variable significantly affects the interest in entrepreneurship.

The influence of motivation on interest in entrepreneurship

Based on the results of the t test in the table above, the results of the t value are 2.026, and the significant value of t is 0.044. Because the significant value of t is smaller than 0.05 ($0.044 < 0.05$), then H1c

is accepted. It can be concluded that the motivation variable is a partial positive effect. There is interest in entrepreneurship. Entrepreneurial motivation encourages someone to perform activities, provides energy that leads to the achievement of needs, and gives satisfaction by opening a business. Motivation for new business development is needed, not only because of the belief in the ability to succeed but also because of the ability to access information about entrepreneurial opportunities. This matter is in line with research from Noviantoro (2017), Pranoto (2018), and Fahmi (2021), which states that the motivation variable significantly influences interest in entrepreneurship. Dimensions are used to measure entrepreneurial motivation: financial and social reasons.

The influence of the family environment on the interest in entrepreneurship

Based on the results of the t-test in the table above, the results of the t value are 2,966, and the significant value of t is 0.003. Because the significant value of t is smaller than 0.05 ($0.003 < 0.05$), then H1d is accepted. It can be concluded that the environmental variable family partially has a positive effect; there is an interest in entrepreneurship. The family environment is one of the environmental factors that can affect individual interest in entrepreneurship. The family environment plays a role important in guiding children's future indirectly; parents affect their children's future work interests, including in terms of entrepreneurship.

The family environment influences the entrepreneurial profession, which can be seen in parental work. This is in line with research from Noviantoro (2017) and Afifah (2020), which states that environmental variables and family significantly affect the interest in entrepreneurship.

CONCLUSION

From the explanation and explanation of the data analysis above, it can be concluded:

1. Entrepreneurship Education, Entrepreneurship Practices, Motivation, and the family Environment Simultaneous has an effect significant to the interest in entrepreneurship.
2. Education partially has a significant and positive effect on interest in entrepreneurship.
3. Entrepreneurship practices partially have a significant and positive effect on interest in entrepreneurship.
4. Motivation partially has a significant and positive effect on interest in entrepreneurship.
5. The family environment partially has a significant and positive effect on interest in entrepreneurship.

Based on the description that has been described above, the suggestions which can be stated are as follows:

1. Future research is expected to be able to add collection methods data used in addition to questionnaires such as interviews so that the obtained can be more objective.
2. Future researchers are expected to expand the independent variables because many other variables can influence students' interest in entrepreneurship during the covid 19 pandemic, such as self-efficacy, personality, and subjective norms.
3. Future research is expected to expand the scope of the research further so that the results can be compared with other universities.

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