

# **The Influence of Knowledge, Social Media Utilization and Motivation on Entrepreneurial Intention (Case Study: Telkom University Students)**

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## **Abstract**

Higher education is an institution that is one of the role models of society that can encourage an entrepreneurial culture by creating entrepreneurship - a reliable entrepreneur, so as to be able to give encouragement to the community, especially students, to be interested in entrepreneurship. This study aims to determine and analyze the effect of entrepreneurial knowledge, use of social media and motivation on the entrepreneurial interest of Telkom University students. The research method used in this research is a quantitative method with descriptive-causality research. Sampling was done by using probability sampling technique used is simple random sampling technique with 400 respondents active Telkom University students. Data analysis techniques used descriptive analysis and multiple regression analysis. Based on the results of the study showed that entrepreneurial knowledge, social media use and entrepreneurial motivation had a partial and simultaneous effect on the entrepreneurial interest of Telkom University students.

## **Keywords**

Entrepreneurial Knowledge, Use of Social Media, Motivation, Entrepreneurial Interest, Telkom University

## **1. Introduction**

Indonesia is a country with high population growth with the fourth largest population in the world after China, India and the United States. Population data for Indonesia currently has a population of 268,583,016 people (Silvianita & Tan, 2017). Meanwhile, the impact of the continued increase in the number of residents in Indonesia, especially the population of the productive age group (15-65 years), has caused various new problems, including high levels of population. unemployment and the depletion of jobs are always a big problem for developing countries like Indonesia (Pradana et al., 2020). Unemployment is closely related to the development of the country's economy where one of the problems that is being faced by Indonesia, especially with the industrial revolution 4.0 which makes competition in the world of work

increase (Winarno & Hermana, 2019). As time goes by, all parties must be able to adjust to the industrial revolution 4.0 quickly and precisely, starting from the government, universities, industry and society. In addition, another thing that has an important role in reducing unemployment is education. Education is an effort by the government as executor, or by individuals as users who are expected to reduce poverty and unemployment. Education or school is a window to the world that can open horizons for everyone who wants to achieve their goals. However, based on data compiled from (katadata.co.id), it turns out that there is an interesting fact that unemployment has actually increased from the level of high school education.

One of the ways to reduce unemployment is entrepreneurial way. In general, entrepreneurship is a process of doing or creating something new in a creative and innovative way that provides benefits for others and has added value. According to Sulistijono et al. (2020), entrepreneurship is the ability to create or create something new and different from others. While according to Rauch & Hulsink (2015), entrepreneurship is a process of innovation and the creation of new speculation through the main knowledge of individuals, organizations, environments, processes and is assisted by network collaboration in government, education, and institutions. Coupled with technology to access various social media nowadays which is increasingly sophisticated and continues to develop, it can make it easier for all groups to become entrepreneurs (Kartawinata et al., 2020). With the knowledge and rapid technological advances, this has become the motivation for various groups who have a positive effect on their interest in entrepreneurship (Pradana et al., 2020).

According to Fakhri et al. (2020), motivation is a driving force or a pull that causes behavior towards a certain goal. Meanwhile, according to Winarno & Hermana (2019), motivation is a change in energy in a person which is marked by the emergence of feelings or feelings and is preceded by responses to the addanya goal. From the descriptions of some of the following motivation theories, in order to foster an interest in entrepreneurship for students, in addition to a strong desire and determination that comes from within a person to be entrepreneurial, to foster a high interest in entrepreneurship, there must be stimulation in students with stimulation. it has a purpose (Pradana et al., 2020).

According to Pradana et al. (2020), interest is a sense of preference and a sense of attachment to something or activity, without being asked. Thus, interest has the influence to do what you desire for a particular object. Interest is very influential in an activity that will be carried out because with this interest one can take advantage of many opportunities and optimize one's potential. According to Sulistijono et al. (2020), a person's entrepreneurial interest is influenced by a number of factors that can be seen in an integral framework that involves various internal factors, external factors, and contextual factors. There are many factors that influence entrepreneurial interest, one of which is information about entrepreneurship and awareness. community about interest in entrepreneurship. In addition, interest in entrepreneurship is also influenced by entrepreneurial knowledge.

Based on the background description above, there is a problem regarding the entrepreneurial interest of Telkom University students. So the writer interested in doing research with the title "The Influence of Entrepreneurship Knowledge, Utilization of Social Media and Motivation on Entrepreneurial Interest in Telkom University Students".

## **2. Literature Review**

Entrepreneurship is the equivalent of the word Entrepreneurship in English, *unternehmer* in German, *ondernemen* in Dutch. The word entrepreneur comes from the French language,

entrepreneurs, which means adventurer, risk taker, contractor, entrepreneur (person who works on a certain job) and creators who sell their creations (Dharmawanti, 2016). According to Trihatmoko and Harsono (2017: 21) Entrepreneurship or Entrepreneurship is an activity by indicating the resources owned by a person or organization that aims to provide added value to these resources towards sustainable economic value growth Entrepreneurship is an activity with take advantage of

According to Soekidjo in Sirine and Hendrawan (2017) knowledge is a result and this occurs after people sense a certain object. Sensing occurs through the five human senses, namely: sight, hearing, smell, taste. Meanwhile, according to Zakky (2018) Knowledge is information that has been integrated with understanding and the potential to decide and then recorded in everyone's mind. Entrepreneurial knowledge is knowledge gained from experience and learning.

Social media according to Pradana et al. (2020) is a means for consumers to share text, images, audio, and video information with one another and with companies and vice versa. According to Nasrullah (2015: 11) Social media is a tool to enhance the user's ability to share (to share), collaboration (to cooperate) between the user and act collectively, all of which are beyond the institutional and organizational framework. Meanwhile, according to Adekiya & Ibrahim (2016), social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. According to Chris Heuer, the founder of the Social Media Club and a new media innovator published in the book Engage (Solis, 2010: 263) argues that there are 4Cs used as an indicator in using social media, including:

- a. Context: "How we frame our stories.", Is how to frame a message (information) by paying attention to the use of language and the content of the message to be conveyed.
- b. Communication: "The practice of sharing our sharing stories as well as listening, responding, and growing.", Is how to share messages (information) such as listening, responding and growing in various ways so that users feel comfortable and the message is conveyed well.
- c. Collaboration: "Working together to make things better and more efficient and effective.", Is how both parties work together to make things better. By working together between an account or company with its users on social media to make things both more effective and more efficient.
- d. Connection: "The relationships we forge and maintain.", Is how to maintain a relationship that has been built. You can do something sustainable so that users feel closer to companies using social media.

According to Fillmore in Mangkunegara (2016: 93) motivation is a condition that can move people towards a certain goal. According to Beier (2014) entrepreneurial motivation is defined as something that motivates or encourages someone to carry out activities and provide energy that leads to achieving needs, giving satisfaction or reducing imbalances by opening a business or business.

### **3. Methods**

Hypothesis is a temporary answer to the research problem formulation. Where the formulation of the research problem is stated in the form of a question sentence. It is said that while the answers given are only based on relevant theories, they are not yet based on facts obtained

through data collection. Hypotheses will be tested using a quantitative approach (Sugiyono 2019: 99). Therefore, the hypothesis in this study is as follows:

- a. H1: There is an influence of Entrepreneurial Knowledge (X1) on Entrepreneurial Interest (Y)
- b. H2: There is an influence of Social Media Utilization (X2) on Entrepreneurial Interest (Y)
- c. H3: There is an influence of Entrepreneurial Motivation ( X3) on Entrepreneurial Interest (Y)
- d. H4: There is an influence of Entrepreneurial Knowledge (X1), Utilization of Social Media (X2) and Entrepreneurial Motivation (X3) on Entrepreneurial Interest (Y)

This research is a descriptive and causal research type because this study aims to analyze the relationship between variables and describe the results of the study. The research method used is a quantitative approach method. The target population of this study is Telkom University active students with a large sample of 400 respondents. The sample technique in this study is probability sampling using simple random sampling. The analysis technique used in this study is descriptive analysis and multiple regression analysis. Respondents' Responses Regarding Entrepreneurial Knowledge

Based on the results of descriptive analysis, Entrepreneurial Knowledge is already in the very good category with a percentage of 85.29%. Then it can be concluded that the respondent feels the need to have the ability to solve problems well, find out if there are problems, must be able to assess the feasibility of the product and be smart in seeing the opportunities that exist.

Respondents' Responses Regarding the Use of Social Media

- Based on the results of descriptive analysis, the use of social media is already in the good category with a percentage of 81.36%. So it can be concluded that the respondent agrees that the respondent must have the ability to create social media content by providing clear and easy to understand messages, then have the creative ability to create content and also assemble information well.
- Respondents' responses regarding Entrepreneurial Motivation
- Based on the results of descriptive analysis of Entrepreneurial Motivation already in the very good category with a percentage of 92.96%. So it can be concluded that the motivation is having a desire to maintain financial stability, a desire to help the future of the family, and a desire to be independent.
- Respondents' Responses Regarding Entrepreneurial Interest
- Based on the results of descriptive analysis, interest in entrepreneurship is already in the very good category with a percentage of 86.73%. So it can be concluded that the interest in entrepreneurship is having a strong intention to achieve something, having a desire to always try your best and have the ability to think long term

#### 4. Results and Discussion

Based on the results of multiple linear regression, the following equation can be formulated:

$$Y = 1.021 + 0.192 X_1 + 0.274 X_2 + 0.290 X_3$$

The multiple linear regression equation can be interpreted as follows:

- Constant ( $\alpha$ ) = 1.021. The constant is 1.021, which means that if the variable entrepreneurial knowledge (X1), social media utilization (X2), entrepreneurial motivation (X3) is worth 0, then the entrepreneurial interest will get a contribution value of 1.021.
- $b_1 = 0.192$ . The regression coefficient value of the Entrepreneurial Knowledge variable ( $b_1$ ) is positive, namely 0.192, which means that each increase in Entrepreneurial Knowledge is one unit and the other independent variables are constant, then the interest in entrepreneurship will increase by 0.192.
- $b_2 = 0.274$ . The regression coefficient value of the Social Media Utilization variable ( $b_2$ ) is positive, namely 0.274, which means that each increase in Social Media Utilization by one unit and the other independent variables is constant, then interest in entrepreneurship will increase by 0.274.
- $b_3 = 0.290$ . The regression coefficient value of Entrepreneurial Motivation variable ( $b_3$ ) is positive, namely 0.290, which means that each increase in Entrepreneurial Motivation is one unit and the other independent variables are constant, so the interest in entrepreneurship will increase by 0.290.

**Table 1: T-test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
.000	1,021	.276		3,694	(Constant)
Enterprise Knowledge	.045.000		.212	4,224	.192
1 Exploiting Social Media	.041 .291.000			6,720	.274
Motivation	.054 .269.000			5,360	.290

a. Dependent Variable: Interest

Based on the data in table 1 for the t test on each independent variable is as follows:

- Entrepreneurial Knowledge Variable (X1) has Tcount (4.224) > Ttable (1.649) and a significance level of 0.000 < 0.05, then H0 is rejected. Therefore it can be concluded that partially there is a significant effect of knowledge of entrepreneurship (X1) on Entrepreneurial Interest (Y).
- The Social Media Utilization Variable (X2) has Tcount (6,720) > Ttable (1,649) and a significance level of 0,000 < 0.05, so H0 is rejected. Therefore, it can be concluded that partially there is a significant effect of Social Media Utilization (X2) on Entrepreneurial Interest (Y).
- Motivation Variable (X3) has Tcount (5,360) > Ttable (1,649) and a significance level of 0,000 < 0.05, then H0 is rejected. Therefore it can be concluded that partially there is a significant effect of motivation (X3) on Entrepreneurial Interest (Y).

**Table 2: F-Test Result**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	29,769	3	9,923	45,744	.000 <sup>b</sup>
Residual	85,901	39	.217		
Total	115,670	39			

a. Dependent Variable: Entrepreneurial interest

b. Predictors: (Constant), Motivation, Utilization of Social Media, Entrepreneurial Knowledge

In Table 3 it can be seen that the Fcount is 45,774 with a significance level of 0,000. Therefore, in both calculations, namely  $F_{count} > F_{table}$  ( $45,774 > 2.39$ ) and the significance level is  $0,000 < 0.05$ . This shows that  $H_0$  is rejected and  $H_a$  is accepted, meaning that entrepreneurial knowledge, use of social media and motivation together have a significant effect on Telkom University Students' interest in entrepreneurship.

**Table 3: Determination Coefficient**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	.507 <sup>A</sup>								.257 .252 .46575 .257 45,744 396 .000	

a. Predictors: (Constant), Motivation, Utilization of Social Media, Entrepreneurial Knowledge

b. Dependent Variable: interest

Based on the results in Table 4.4 above, it can be seen that the R value is 0.507 and Rsquare (R<sup>2</sup>) is 0.257. This figure is used to see the magnitude of the influence of entrepreneurial knowledge, use of social media and motivation on interest in entrepreneurship. Based on the coefficient of determination (KD) above, it shows that 25.7% interest in entrepreneurship is influenced by entrepreneurial knowledge, use of social media and motivation. While the remaining 74.3% is influenced by other variables which are not examined in this study.

## 5. Conclusion

For Companies, the following are some suggestions that are expected to be input and material for consideration so that they can provide an overall solution:

- In the variable entrepreneurial knowledge the statement " I can overcome risks in terms of capital" has the lowest value, so it is recommended the university can approach students who have the ambition to become entrepreneurial by providing regular mentoring and mentoring starting from the business plan planning stage and providing knowledge of the sources of capital that can be selected to start a business such as joint capital, loan capital,

and capital from investors. . Thus it is hoped that it will help students get out of the problem of business capital difficulties.

- b. In the variable of social media utilization, the statement "I must have the ability to make relationships with many people" has the lowest score, researchers suggest that students should be as active as possible and follow developments in technology and social media that are used as a communication channel with potential customers in the future. Participating in a seminar on the use of social media both internally and externally to make it easier for students to recognize and maximize existing social media applications. Conducting discussions with the community and studying the algorithms of each social media in order to be able to find out engagement which can affect their business so that they are able to communicate with customers and their business is known to many people through the use of social media
- c. In the motivation variable, the statement "I have a desire to be recognized" has the lowest value, the researcher suggests that entrepreneurs continue to learn to add knowledge and insight into what passion is inherent in themselves, so that business actors can add value to themselves and become a person. who are capable in their field, then self-confidence will grow and will be easily recognized by the public because they believe in having a sense of self with the abilities they have.
- d. In the variable of interest in entrepreneurship, the statement " I have a healthy physique", the researcher suggests that everyone, not only entrepreneurs, always maintains their health and endurance, in order to be able to go through the day with their activities, namely entrepreneurship with enthusiasm. Especially if the entrepreneurial activities are related to physical activity, then of course the key is to always maintain health in various ways, starting from exercising, maintaining diet and staying away from things that can trigger stress.

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