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ANALYSIS OF FACTORS INFLUENCING STUDENTS' INTEREST IN ENTREPRENEURSHIP OF THE ECONOMIC STUDY PROGRAM DEVELOPMENT STUDIES FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY OF MATARAM

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Abstract

This research aims to analyze the influence of innovation and creativity, campus environment, and social media on students' entrepreneurial interest. The method used was quantitative with a sample of 54 students. The research results show that the three variables, namely Innovation and creativity (X1), campus environment (X2), and social media (X3) have a significant simultaneous and partial influence on interest in entrepreneurship, with the t-count value for X1 being 65,160, X2 is 5.293, and The coefficient of determination (R2) shows that 99.6% of the variables Innovation and Creativity, Campus Environment and Social Media influence entrepreneurial interest and 0.4% are influenced by other variables such as Family Environment, Community Environment, Social Environment, Education Level, personality and others.

Keywords: *Innovation and Creativity, Campus Environment, Social Media and Interest in Entrepreneurship*

1. INTRODUCTION

1.1. Background

In 2023, Indonesia's population will reach 278.69 million people. Global competition in the world of work is increasingly tight, in contrast to the limited availability of job opportunities, causing the unemployment rate in Indonesia to remain high. Data from the

Central Statistics Agency (BPS) shows that in August 2022, the workforce in Indonesia will be 212.59 million people out of a total working age population of 208.54 million people. High unemployment is caused by more job applicants than available jobs and many college graduates who are more focused on finding work than creating jobs through entrepreneurship.

Table of Open Unemployment Rate (TPT) for NTB Province

Regency/City	NTB Province Open Unemployment Rate (TPT) According to Regency/City					
	2020		2021		2022	
West Lombok Regency	4,58 %	11.145 people	3,32 %	8.079 people	4,16 %	10.123 people
Central Lombok Regency	3,74 %	9.101 people	2,33 %	5.67 people	3,02 %	7.349 people
East Lombok Regency	4,17 %	10.146 people	2,79 %	6.788 people	1,51 %	3.674 people
Sumbawa Regency	4,01 %	9.757 people	3,39 %	8.249 people	2,11 %	5.134 people
Dompu Regency	3,28 %	7.981 people	3,02 %	7.348 people	2,50 %	6.083 people
Bima Regency	2,89 %	7.032 people	1,58 %	3.845 people	2,28 %	5.548 people
West Sumbawa Regency	5,50 %	13.383 people	5,52 %	13.432 people	4,56 %	11.096 people
North Lombok Regency	3,01 %	7.325 people	1,75 %	4.258 people	0,38 %	925 people
Mataram city	6,83 %	16.620 people	5,19 %	12.629 people	6,03 %	14.673 people
Bima City	4,42 %	10.755 people	3,56 %	8.663 people	3,73 %	9.076 people
West Nusa Tenggara	4,22 %	380.584 people	3,01 %	253.442 people	2,89 %	243.338 people

Source: Central Bureau of Statistics for NTB Open Unemployment Rate.

In West Nusa Tenggara (NTB), BPS data shows that the open unemployment rate (TPT) decreased from 2020 to 2022, but in 2022 it was still relatively high at 2.89%. Mataram City has the highest TPT in NTB in 2022 at 6.03%.

To overcome unemployment, it is important to encourage students to create jobs through entrepreneurship. Universities, including Mataram University, play an important role in fostering interest in entrepreneurship among students. The Faculty of Economics and Business, Mataram University has the responsibility to prepare students to become leaders and professionals in the economic and business sectors as well as supporting the development of entrepreneurship through the Merdeka Belajar Kampus Merdeka program.

Entrepreneurial interest is influenced by internal factors such as innovation and creativity, as well as external factors such as the campus environment and social media. The increase in interest in entrepreneurship among students of the Development Studies Economics Study Program at the Faculty of Economics and Business, Mataram University is a phenomenon that is attracting attention, because entrepreneurship has an important role in economic growth and job creation.

1.2. Research Problem

Developing entrepreneurship among students is an important aspect in supporting economic growth and creating jobs. Students from the Development Studies Economics Study Program at the Faculty of Economics and Business, Mataram University have the potential to contribute to regional economic development. However, entrepreneurial interest among students often varies, so it is important to understand the factors that influence entrepreneurial interest, such as innovation and creativity, the campus environment, and social media.

1.3. Research question

1. Does the level of innovation and creativity of students in the Development Studies Economics Study Program at

the Faculty of Economics and Business, Mataram University influence their interest in entrepreneurship?

2. Does the campus environment influence the interest of students in the Development Studies Economics Study Program at the Faculty of Economics and Business, Mataram University in entrepreneurship?
3. Does social media influence students' interest in entrepreneurship in the Development Studies Economics Study Program at the Faculty of Economics and Business, Mataram University?

1.4. Research Objectives

1. BIdentify and analyze the relationship between students' level of innovation and creativity and interest in entrepreneurship.
2. Assess the extent to which the campus environment influences students' entrepreneurial interest.
3. Identify the role of social media in shaping students' entrepreneurial interest in the academic environment and whether social media factors influence this interest.

1.5. Benefits of Research

1.5.1. Theoretical Benefits

It is hoped that this research can provide a useful intellectual contribution for those interested in research regarding the analysis of factors that influence students' interest in entrepreneurship at the Faculty of Economics and Business, Mataram University.

5.2. Practical Benefits

1. For Researchers: This research is one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, University of Mataram, as well as understanding the factors that influence students' interest in entrepreneurship.
2. For Universities: This research is expected to be able to provide information to universities as a comparative

study to improve the implementation of education at universities.

3. For the Government: It is hoped that this research can be used as input in decision making and economic policy in a region.

2. LITERATURE REVIEW

5.2. Theoretical basis

5.2.1. Interest

- a. Understanding Interest According to Crow and Crow (in Killis, 1988), interest is an individual's tendency to feel attracted to an object or feel happy about it. Killis states that interest is the motivation that drives attention to certain people, objects, or activities. Tarmudji (2006) suggests that interest is a feeling of attraction without external encouragement. Interest influences attraction and provides satisfaction with related experiences.
- b. Interest Factors According to Fatrika, et al (2009), interest in entrepreneurship is not inborn but develops in accordance with factors such as characteristics (gender and age), environment (family, education, society), personality (courage to take risks, needs achievement, self-evaluation), and entrepreneurial motives.
- c. Interest Indicators According to Slameto (2010), interest in entrepreneurship can be measured through three indicators: cognition (entrepreneurship knowledge), emotions (feelings of joy and interest), and conation (entrepreneurial desires and efforts).

5.2.2. Entrepreneurship

- a. Understanding Entrepreneurship According to Tarmudji (2006), entrepreneurship is a strong determination to gain benefits and become a role model. Hisrich et al (2008) describe entrepreneurs as individuals who are able to identify opportunities in the midst of chaos. Litunnen (2000) states that entrepreneurs are able to create, organize and operate businesses independently.
- b. Benefits of Entrepreneurship Entrepreneurship creates jobs, increases competitiveness and productivity, and plays an active role in society. Entrepreneurs gain the freedom to determine their life goals and have the opportunity to make changes, develop their potential and get better profits.

5.2.3. Interest in Entrepreneurship

- a. Understanding Entrepreneurial Interest According to Subandono (2007), entrepreneurial interest is an individual's inner tendency to be interested in the idea of creating a business. This interest is influenced by personality and environmental factors.
- b. Benefits of Interest in Entrepreneurship According to Zimmerer, interest in entrepreneurship opens up opportunities and freedom to control one's own destiny, create change, realize one's potential, and get better profits.
- c. Factors for Interest in Entrepreneurship According to Basrowi (2014), factors that influence interest in entrepreneurship include internal factors (motivation, ability, feelings of happiness) and external factors (family, community environment, campus environment). Individual factors such as level of education, personality, educational achievement, family encouragement, and

social environment also influence interest in entrepreneurship.

- d. Indicators of Interest in Entrepreneurship According to Zimmerer, Scarborough, and Wilson (2008), indicators of interest in entrepreneurship are not being dependent on other people, helping the social environment, and enjoying being an entrepreneur.

5.2.4. Innovation and Creativity

- a. Understanding Innovation and Creativity Innovation is the ability to turn opportunities into sellable ideas. Creativity is the ability to generate new ideas in solving problems and finding opportunities.
- b. Benefits of Innovation and Creativity Innovation and creativity have a positive impact on strategies to increase turnover, entrepreneurial marketing and attract consumers. Without innovation and creativity, consumers can feel bored and switch to competitors.
- c. Innovation and Creativity Factors According to Sutarno (2012), innovation is the transformation of knowledge into new products, processes and services. Creativity is the ability to develop new ideas and come up with new ways of solving problems and facing opportunities.
- d. Innovation and Creativity Indicators According to Zimmerer and Scarborough (2008), innovation indicators include design changes, technical innovation, and product development. Creativity indicators include curiosity, optimism, flexibility, finding solutions, and imagination.

5.2.5. Campus environment

- a. Understanding the Campus Environment The campus environment is a place where students study and carry out activities that influence personal development. According to Syamsu Yusuf (2012), the environment is a total of phenomena that influence or are influenced by individual development.
- b. Campus Environment Indicators Campus environment indicators include the level of relationships, peer support in business, university support, opportunities to demonstrate entrepreneurial skills, and entrepreneurship training.

5.2.6. Social media

- a. Understanding Social Media According to Cross (2013), social media is technology that enables collaboration, information exchange and web-based interaction. Social media covers a wide range of concepts, including the production, sharing, and exchange of information in virtual communities.
- b. Role of Social Media Social media helps grow businesses, lowers business launch costs and minimizes waste of raw materials. Social media can also improve marketing and sales.
- c. Social media plays an important role in connecting people, sharing information and supporting business development. Students as agents of change are vulnerable to internet dependence, but social media is also an opportunity for entrepreneurship.

5.3. Hypothesis Formulation and Conceptual Framework

2.2.1. Hypothesis Formulation

2.2.1.1. The Influence of Innovation and Creativity on Student Interest in Entrepreneurship

Rahmadi, Nur Afif, & Heryanto (2016) stated that innovation is the ability to transform opportunities into ideas that can be sold, which increases the possibility of business success. Mahanani & Sari (2018) added that creativity is the ability to generate ideas in solving problems, which encourages someone to achieve targets, including entrepreneurship. With increased innovation and creativity, interest in entrepreneurship also increases. Therefore, the hypothesis proposed is:

H1: It is suspected that the Innovation and Creativity variables have a significant effect on student interest in entrepreneurship among IESP Department students class of 2020/2021.

2.2.1.2. The Influence of the Campus Environment on Student Interest in Entrepreneurship

A conducive campus environment, friends who inspire, and organizations that develop talent can increase interest in entrepreneurship. According to Murniati & Sulisty (2018), the environment includes aspects of stimulus, interaction and socio-cultural conditions that influence a person's development. Previous research by Mila Aristuti and Widiyanto (2019), Anggraeni Permatasari, et al (2018), and Lisa Indriyani and Margunani (2018) shows that the campus environment has a positive effect on interest in entrepreneurship. The hypothesis proposed is:

H2: It is suspected that the Campus Environment variable has a significant effect on student interest in entrepreneurship among IESP Department students class of 2020/2021.

2.2.1.3. The Influence of Social Media on Student Interest in Entrepreneurship

Bambang Sad Kurnianto and Sulistya Ika Putra (2012) stated that universities play an important role in promoting entrepreneurship education. Social media can reduce capital constraints in entrepreneurship because it allows marketing without the need for a physical store. The hypothesis proposed is:

H3: It is suspected that the Social Media variable has a significant effect on student interest in entrepreneurship among IESP students class of 2020/2021.

2.3. Previous Research

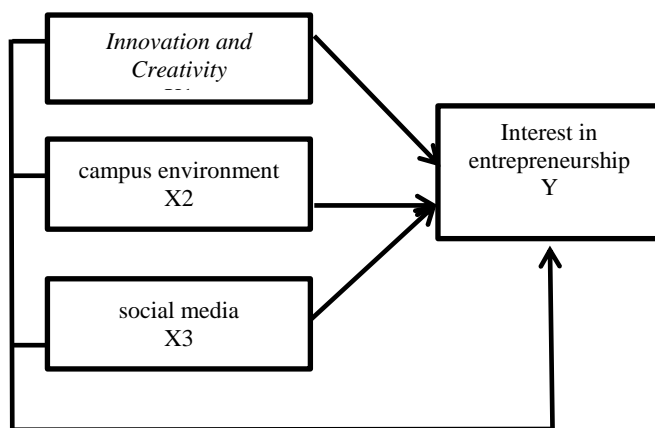
Previous research provides references and comparisons that help researchers in compiling this research. Some related research is:

1. Afif Nur Rahmadi, Budi Heryanto: Analysis of factors that influence interest in entrepreneurship among students in the Management Study Program, Faculty of Economics, Kadir University. Innovation and creativity factors as well as the technological environment have a significant influence.
2. Wildan Fauzi Husna, Marlina Kurnia, and Dahli Suhaeli: Empirical studies at the Muhammadiyah University of Magelang show that personality, family environment, campus environment, and entrepreneurship education have a positive effect on interest in entrepreneurship.
3. Hazirah Amalia Ayuningtias and Sanny Ekawati: The most influential factor in students' interest in entrepreneurship at the Faculty of Economics, Tarumanagara University is entrepreneurial motivation, followed by personality, family environment and campus environment.
4. Maria Endang Jamu: Analysis of factors that influence interest in entrepreneurship among Flores University Management students, using quantitative descriptive methods with SEM analysis techniques.

5. Fadila Rizki Rahayu and Maria Agatha Sri Widyanti Hastuti: The influence of the use of social media and entrepreneurial knowledge on the entrepreneurial interest of students in the Economic Education Study Program, Bhinneka PGRI University, Tulungagung, shows a significant influence of these two variables.

2.4. conceptual framework

The Conceptual Framework explains the relationship between the independent variables (Innovation and Creativity, Campus Environment, Social Media) and the dependent variable (Entrepreneurship Interest). This conceptual model is used to analyze the factors that influence the entrepreneurial interest of students in the Economics and Development Studies Study Program, Faculty of Economics and Business, Mataram University. Figure (Framework)



3. RESEARCH METHODS

3.1. Types of research

This research uses quantitative descriptive methods in accordance with Arikunto's (2010) guidelines which include clarity of research elements, use of samples, clarity of design, and data analysis after all data has been collected. The descriptive method aims to answer questions about the latest status of the research subject, as well as explain the relationship between variables.

3.2. Research Location and Time

The research was carried out at the University of Mataram, specifically in the Economics Study Program, Development Studies, Faculty of Economics and Business. This location was chosen deliberately to analyze the factors that influence students' interest in entrepreneurship.

3.3. Research Population

The research population was students from the Economics Study Program, Development Studies, Faculty of Economics and Business, Mataram University class of 2020/2021 who were entrepreneurs, totaling 115 people. Data obtained from pre-research results in several classes (A-F).

3.4. Method of collecting data

This research uses a survey method by collecting data from samples using a questionnaire. This survey method is considered effective for collecting information from a portion of the population that can represent the whole.

3.5. Sample and Sampling Techniques

Samples were taken using the Simple Random Sampling technique from a population of 115 students, resulting in 54 samples using

the Slovin formula with an error rate of 10%. Samples were selected by lottery.

3.6. Data Collection Techniques and Tools

Data was collected through interviews and online questionnaires. The questionnaire uses a Likert scale with a score range of 1 (Strongly Disagree) to 5 (Strongly Agree).

3.7. Data Types and Sources

The data used is quantitative data measured using research instruments. Data sources consist of primary data (directly from respondents) and secondary data (from the internet and related literature).

3.8. Research variable

This research includes four independent variables: Innovation and Creativity (X1), Campus Environment (X2), Social Media (X3), and one dependent variable: Entrepreneurial Interest (Y).

3.9. Variable Identification and Classification

3.9.1. Independent Variable (Independent)

Variables that influence the dependent variable are innovation and creativity, campus environment, and social media.

3.9.2. Dependent Variable

The variable that is influenced by the independent variable is interest in entrepreneurship.

3.10. Operational Definition of Variables

1. Interest in Entrepreneurship (Y): The level of student's desire to become an entrepreneur.
2. Innovation and Creativity (X1): Ability to develop creative ideas and innovative solutions.
3. Campus Environment (X2): The influence of the campus environment on interest in entrepreneurship.
4. Social Media (X3): The influence of social media use on entrepreneurial interest.

3.11. Data Retrieval and Collection Procedures

Data was collected through questionnaires filled out by students who met the criteria, as well as interviews and related library sources.

3.12. Data Analysis Procedures

3.12.1. Validity Test: Using Pearson correlation to test the validity of questionnaire items.

3.12.2. Reliability Test: The instrument is declared reliable if the Alpha value is ≥ 0.60 .

3.12.3. Classic assumption test

3.12.3.1. Normality Test: Using a normal P-P plot graph and Kolmogorov-Smirnov test.

3.12.3.2. Multicollinearity Test: VIF value < 10 indicates there is no multicollinearity.

3.12.3.3. Heteroscedasticity Test: Tests the inequality of residual variances.

3.12.3.4. Autocorrelation Test: Uses the Durbin Watson test to test the correlation between confounding errors.

3.12.4. Multiple Linear Regression Analysis: Measuring the influence of the independent variable on the dependent variable with the formula $\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + e_i$

3.12.5. Coefficient of Determination Test (R²): Assess the contribution of the independent variable to the dependent variable.

3.12.6. F Test and T Test: Assess the significance of the regression model and the partial influence of the independent variable on the dependent variable.

By using this method, the research aims to get a clear picture of the factors that influence interest in entrepreneurship among students.

4. RESEARCH RESULTS AND DISCUSSION

4.1. Research result

4.1.1. Research data

This research uses data obtained through distributing questionnaires to 54 students of the Development Studies Economics Study Program at the Faculty of Economics and Business, University of Mataram. Questionnaires are distributed online from March 21 2024 to May 4 2024.

4.1.2. General Description of Research Locations

The city of Mataram, as a regional economic center, provides a big boost to students' entrepreneurial interests.

The Faculty of Economics and Business, Mataram University offers various study programs relevant to research topics.

4.1.3. General Description of Respondents

The gender of the respondents was mostly women with 40 respondents or around 74.1% of the total number of respondents and while for men there were around 14 respondents or around 25.9% of the total number of respondents. This shows that women's interest in entrepreneurship tends to be higher. among men.

The types of businesses that respondents are interested in or run vary, including the fashion, food and beverage, technology and innovation, tourism and services, and health and beauty industries.

4.1.4. Overview of Questionnaire Distribution Results

1. Entrepreneurial Interest Variable (Y): The majority of respondents expressed a high interest in entrepreneurship.
2. Innovation and Creativity Variable (X1): The majority of respondents recognize the importance of innovation and creativity in entrepreneurship.
3. Campus Environment Variable (X2): The majority of respondents feel that the campus environment supports the entrepreneurial spirit.
4. Social Media Variable (X3): The majority of respondents use social media as a source of inspiration and ease of communication in entrepreneurship.

All variables studied showed a positive response from respondents, indicating that factors such as interest in entrepreneurship, innovation and creativity, campus environment, and social media have a significant influence on the interest in entrepreneurship of students in the Development Studies Economics Study Program at the University of Mataram.

4.1.5. Analysis and Research Results

4.1.5.1. Validity test

The validity test can be used to test the extent to which the accuracy of a measuring instrument can reveal something that you want to measure. If r_{count} is greater than r_{table} then the statement item or indicator can be declared valid. Meanwhile, if r_{count} is smaller than r_{table} then it can be concluded that the statement is invalid and cannot be used. In this study, researchers used a significance level of 5%.

1. Interest in Entrepreneurship

In this research, the variable interest in entrepreneurship (Y) has 5 (five) statement items. The following are the results of the validity test:

Table Validity Test Results of the Entrepreneurial Interest Variable

No	R Calculate	R Table	of Significance Values	Explanation
1	0,690	0,2681	0.000	Valid
2	0,804	0,2681	0.000	Valid
3	0,808	0,2681	0.000	Valid
4	0,859	0,2681	0.000	Valid
5	0,791	0,2681	0.000	Valid

Source: Primary data processed in 2024

Based on the table above, it can be seen that the entire variable item Interest in Entrepreneurship has $r_{count} > r_{table}$, namely at a significance level of 5% ($\alpha = 0.05$) and $n = 54$ ($n = 54 - 2$), so the r_{table} is 0.2681, so it can be seen The calculated result for each item is > 0.2681 so it can be said that all items in the Entrepreneurial Interest variable are valid.

2. Innovation and Creativity (XI)

In this research, the Innovation and Creativity variables have 5 (five) statement items. The following are the results of the validity test:

Table of Validity Test Results for Innovation and Creativity Variables

No	R Calculate	R Table	Of Significance Values	Explanation
1	0,771	0,2681	0.000	Valid
2	0,799	0,2681	0.000	Valid
3	0,776	0,2681	0.000	Valid
4	0,833	0,2681	0.000	Valid
5	0,720	0,2681	0.000	Valid

Source: Primary data processed in 2024

Based on the table above, it can be seen that the calculated r for each item is > 0.2681 , so it can be said that all items in the Innovation and Creativity variables are valid.

3. Campus Environment (X2)

In this research, the Campus Environment variable has 5 (five) statement items. The following are the results of the validity test:

Table of Validity Test Results for Campus Environmental Variables

No	R Calculate	R Table	of Significance Values	Explanation
1	0,836	0,2681	0.000	Valid
2	0,792	0,2681	0.000	Valid
3	0,836	0,2681	0.000	Valid
4	0,864	0,2681	0.000	Valid
5	0,844	0,2681	0.000	Valid

Source: Primary data processed in 2024

Based on the table above, it can be seen that the calculated r for each item is > 0.2681 so it can be said that all items in the Campus Environment variable are valid

4. Social Media (X3)

In this research, the Social Media variable has 5 (five) statement items. The following are the results of the validity test:

Table Social Media Variable Validity Test Results

No	R Calculate	R Table	of Significance Values	Explanation
1	0,803	0,2681	0.000	Valid
2	0,856	0,2681	0.000	Valid
3	0,853	0,2681	0.000	Valid
4	0,877	0,2681	0.000	Valid
5	0,787	0,2681	0.000	Valid

Source: Primary data processed in 2024

Based on table Above, it can be seen that the calculated r for each item is > 0.2681 , so it can be said that all items in the Social Media variable are valid.

1.1.5.1. Reliability Test

Uji reliabilitas dapat digunakan untuk menguji sejauh mana keakuratan suatu alat ukur untuk dapat digunakan dalam penelitian yang sama. Menurut Sugiyono suatu konstruk atau variabel dikatakan reliabel ketika memberikan nilai *Cronbach Alpha* lebih besar dari 0,60 (*Cronbach Alpha* > 0.60). Hasil pengujian reliabilitas untuk masing-masing variabel dapat dilihat pada tabel dibawah :

Tabel Hasil Uji Reliability

No	Variable	Cronbach Alpha	Explanation
1	Variable X		
	Innovation and Creativity (X1)	0.837	Reliabel
	Campus Environment (X2)	0.837	Reliabel
	Social Media (X3)	0.886	Reliabel
2	Variable Y		
	Interest in Entrepreneurship (Y)	0.848	Reliabel

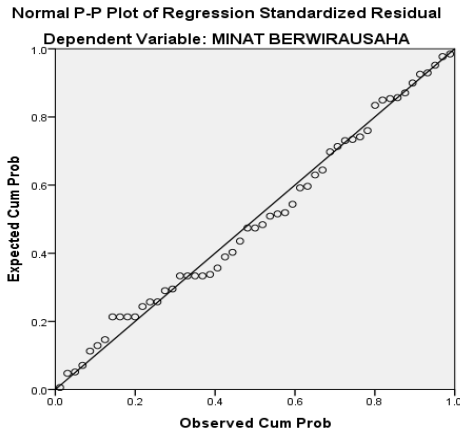
Source: Primary data processed in 2023

The reliability test results above show that all variables have a fairly large Alpha coefficient, namely above 0.60, so it can be said that all measuring concepts for each variable from the questionnaire are reliable.

4.1.6. Classic assumption test

a. Normality Test: Data is proven to be normally distributed.

Image of normality test results



Source: Primary data processed in 2024

b. Multicollinearity Test
Table of Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.145	.178		17.663	.000		
	INNOVATION AND CREATIVITY	.666	.010	.782	65.160	.000	.568	1.762
	CAMPUS ENVIRONMENT	.045	.008	.061	5.293	.000	.606	1.651
	SOCIAL MEDIAN	.188	.009	.256	20.952	.000	.546	1.831

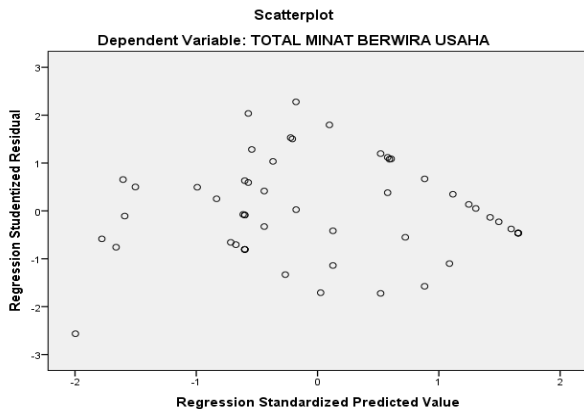
a. Dependent Variable: INTEREST IN BUSINESS

Source: Primary data processed in 2024

There are no symptoms of multicollinearity between the independent variables, indicating that the VIF value of all the independent variables Innovation and Creativity (1.762), Campus Environment (1.651), Social Media (1.831) in this study is smaller than 10, while the tolerance value of all the independent variables Innovation and Creativity (65,160), Campus Environment (5,293), Social Media (20,952) more than 0.10, thus it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model

c. Heteroscedasticity Test: There is no heteroscedasticity in the regression model.

Table Hasil uji Heteroskedastisitas



Dari gambar tersebut terlihat titik-titik yang menyebar secara acak, tidak membentuk suatu pola tertentu yang jelas, serta tersebar baik di atas maupun di bawah angka 0 pada sumbu Y, hal ini berarti tidak terjadi penyimpangan asumsi klasik heterokedastisitas pada model regresi yang dibuat

d. Autocorrelation Test: There is no autocorrelation in the regression model.

Table of autocorrelation test results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 ^a	.670	.650	1.427	1.746

a. Predictors: (Constant), SOCIAL MEDIA, CAMPUS ENVIRONMENT, INNOVATION AND CREATIVITY

b. Dependent Variable: INTEREST IN ENTREPRENEURSHIP

Source: Primary data processed in 2024

4.1.7. Multiple Linear Regression Analysis

Table Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	3.145	.178		17.663	.000
	INNOVATION AND CREATIVITY	.666	.010	.782	65.160	.000
	CAMPUS ENVIRONMENT	.045	.008	.061	5.293	.000
	SOCIAL MEDIA	.188	.009	.256	20.952	.000

a. Dependent Variable: INTEREST IN BUSINESS

Source: Primary data processed in 2024

Results of Multiple Linear Regression Analysis

$$\text{Dik: } \hat{Y} = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e_i$$

$$= 3.145 + 0.666 X_1 + 0.045 X_2 + 0.188 X_3 + e_i$$

1. The value $a = 3.145$ is a constant or condition when the purchasing decision variable has not been influenced by other variables, namely innovation and creativity, campus environment and social media. So when the independent variable is equal to zero, the Entrepreneurial Interest variable is 3.15%.
2. $b_1 = a$ value of 0.666 indicating that every additional variation of innovation and creativity factors of 1% in interest in entrepreneurship will influence students to become entrepreneurs by 0.67% with the assumption that the other variables remain constant.
3. $b_2 = a$ value of 0.045, indicating that every 1% additional variation in campus environmental factors in interest in entrepreneurship influences students to become entrepreneurs by 0.45%, assuming the other variables remain constant.
4. $b_3 = a$ value of 0.188 indicating that every additional variation of the Social Media factor of 1% in interest in entrepreneurship influences students to become entrepreneurs by 0.19% assuming the other variables remain constant.

The variables Innovation and Creativity (X_1), Campus Environment (X_2), and Social Media (X_3) have a significant influence on Entrepreneurial Interest (Y).

4.1.8. Coefficient of Determination (R^2)

Table Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.998 ^a	.996	.996	.130

a. Predictors: (Constant), SOCIAL MEDIA, CAMPUS ENVIRONMENT, INNOVATION AND CREATIVITY

b. Dependent Variable: INTEREST IN BUSINESS

Source: Primary data processed in 2024

The coefficient of determination (R^2) shows that 99.6% of the variables Innovation and Creativity, Campus Environment and Social Media influence entrepreneurial interest and 0.4% are influenced by other variables such as Family Environment, Community Environment, Social Environment, Education Level, personality and others .

4.1.9. T test

The t test is used to test the influence of variable X individually on variable Y. The test is carried out by comparing t_{count} and t_{table} at the real level $\alpha = 0.05$. The t test is significant if $t_{count} > t_{table}$ or significance value < 0.05 . The t_{table} value used is 2.005.

Table t test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.145	.178		17.663	.000
	INNOVATION AND CREATIVITY	.666	.010	.782	65.160	.000
	CAMPUS ENVIRONMENT	.045	.008	.061	5.293	.000
	SOCIAL MEDIA	.188	.009	.256	20.952	.000

a. Dependent Variable: interest in entrepreneurship

Source: Primary data processed in 2024

t Test Results:

1. The Influence of Innovation and Creativity (X_1) on Entrepreneurial Interest

Sig value. $0.000 < 0.05$

The t_{count} value is $65,160 > t_{table} 2,005$

Conclusion: Innovation and creativity (X_1) have a significant effect on interest in entrepreneurship.

2. Influence of the Campus Environment (X_2) on Entrepreneurial Interest

Sig value. $0.000 < 0.05$

The t_{count} value is $5.293 > t_{table} 2.005$

Conclusion: The campus environment (X_2) has a significant effect on interest in entrepreneurship.

3. The Influence of Social Media (X_3) on Entrepreneurial Interest

Sig value. $0.000 < 0.05$

The t_{count} value is $20,952 > t_{table} 2,005$

Conclusion: Social media (X_3) has a significant effect on interest in entrepreneurship

4.1.1.0. F test

Table F test

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	206.504	3	68.835	4064.046	.000 ^b
	Residual	.847	50	.017		
	Total	207.351	53			

a. Dependent Variable: interest in entrepreneurship

b. Predictors: (Constant), SOCIAL MEDIA, CAMPUS ENVIRONMENT, INNOVATION AND CREATIVITY

Source: Primary data processed in 2024

In this research, variables such as Innovation and Creativity, Campus Environment, and Social Media significantly influence students' Interest in Entrepreneurship, with the regression model being able to explain most of the variation in Interest in Entrepreneurship. The significance value obtained is $(0.000 < 0.05)$, so the conclusion is that the variables Innovation and Creativity, Campus Environment and Social Media simultaneously have a significant effect on interest in entrepreneurship.

5. Discussion

1. Innovation and Creativity on Entrepreneurial Interest: Research shows that innovation and creativity (X1) have a significant influence on the entrepreneurial interest of Development Studies Economics students, Faculty of Economics and Business, Mataram University. Sig value. this variable is 0.000, smaller than 0.05, and the calculated t value is 65.160, greater than the t table of 2.005.
2. Campus Environment on Entrepreneurial Interest: Research also shows that the campus environment (X2) has a significant effect on students' entrepreneurial interest. Sig value. this variable is 0.000, smaller than 0.05, and the calculated t value is 5.293, greater than the t table of 2.005.
3. Social Media on Entrepreneurial Interest: Social media (X3) has a significant influence on students' entrepreneurial interest. Sig value. this variable is 0.000, smaller than 0.05, and the calculated t value is 20.952, greater than the t table of 2.005.
4. Contribution of Variable The remaining 0.4% is influenced by other variables such as family environment, community environment, relationships, education level, personality, and others. This means that an increase in these variables can significantly increase interest in entrepreneurship among students.

5. Conclusion

This research concluded that:

1. Innovation and Creativity: have a significant simultaneous or partial influence on interest in entrepreneurship. Education that encourages innovation and creativity is recognized as an important factor in

preparing students to become entrepreneurs who are ready to face challenges.

2. Campus Environment: provides significant support simultaneously or partially for entrepreneurial interests, especially through curriculum and entrepreneurial activities. Universities need to continue to encourage the development of entrepreneurial skills through various programs.
3. Social Media: has a significant simultaneous or partial influence on interest in entrepreneurship. plays an important role in increasing interest in entrepreneurship through access to information, inspiration and entrepreneurial communities. The use of social media must be integrated strategically in entrepreneurship learning.

a. Suggestion

1. For Researchers: Use the findings of this research as a basis for applying the theories obtained in the lecture process and further research.
2. For Academics: Take advantage of this research contribution as an additional reference for similar research in the future, so as to expand knowledge in this field.

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