



The Effect of Self-Efficacy and Entrepreneurial Knowledge on Entrepreneurial Interest with Motivation as an Intervening

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ABSTRACT

Universities have a role in shaping students' specialization in entrepreneurship. The small interest of university alumni needs to be carried out in various studies. Factors that if they are influential need to be studied. The purpose of this study is to determine the direct and indirect influence of self-efficacy, entrepreneurial knowledge on entrepreneurial interest with motivation as an intervening variable. The number of samples filled out were students of Duta Bangsa University Surakarta in the 3rd semester of the Faculty of Law and Business Management Study Program with 44 respondents, the Faculty of Health Sciences S1 ARS Study Program with 8 respondents and the RMIK Study Program with 53 respondents through google form so that the number of samples was 105. Data analysis through path analysis, data quality test/survival test and statistical test. The results showed that self-efficacy and entrepreneurial knowledge had a significant positive effect on motivation. Self-efficacy and entrepreneurial knowledge have a significant positive effect on entrepreneurial interest. Motivation has a positive but not significant effect on entrepreneurial interest. The direct influence of self-efficacy is the most effective variable in influencing the interest in self-efficacy.

Keywords: *Entrepreneurial Knowledge, Interest in Entrepreneurship, Self-Efficacy*

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INTRODUCTION

Interest in entrepreneurship will arise if there is knowledge and information related to entrepreneurship. This is the opinion that the emergence of entrepreneurial interest is preceded by the existence of knowledge and information related to entrepreneurship (Agus Susanti, 2021). Interest will grow and develop following various factors that affect (Nurhayati, 2020; Sari, Mahmudah, Marya, & Fathul, 2022). Various factors that affect interest in entrepreneurship include self-efficacy (Baharun, Bali, Muali, & Munawaroh, 2019; Saryadi, Arini, & Utomo, 2024), Entrepreneurial knowledge (Aini & Oktafani,

2020; Fina Hilyah Fa'iqoh; Nur Hidayati; M Tody Arsyianto, 2023; Sucipto, Sumarno, & Sari, 2022; Sundari & Novemy Triyandari Nugroho, 2022). Entrepreneurial motivation will play a role in carrying out entrepreneurial activities (Karen Hapuk, Suwatno, & Machmud, 2020).

Interest is an expression of feeling of pleasure (Mardatilah & Hermanzoni, 2020). Entrepreneurial interest is a psychological symptom for concentration of attention in an effort to take entrepreneurial action. Universities have an important role in education to foster an entrepreneurial spirit. Character education in higher education will encourage students to be entrepreneurs before and after graduation (Fina Hilyah Fa'iqoh; Nur Hidayati; M Tody Arsyianto, 2023; Widyawati, N., Widiarti, A., & Fahmi, 2022).

The formation of an entrepreneurial spirit and motivation in students in entrepreneurship is one of the career alternatives (Khoir, Nosita, & Asruni, 2019). BPS in its data, shows as many as 653,586 university alumni in August 2015, and increased to 695,304 people in Feb 2016 (BPS, 2016 dalam Utami & Sari, 2017).

As many as 17% of alumni from universities who have a specialization in becoming entrepreneurs (Sabela, Ariati, & Setyawan, 2015). This shows the lack of interest from students in entrepreneurship. Various efforts in understanding entrepreneurship materials are expected to be able to be applied in independent businesses (Periyadi & Junaidi, 2019). A Entrepreneurship training outside of school, has been carried out at SMKN 4 Yogyakarta which is expected to be one of the solutions to increase students' interest in entrepreneurship (Sutrisno & Halim, 2014). The values of the entrepreneurial spirit are directly proportional to the specialization in entrepreneurship. The better the value of the entrepreneurial spirit, the higher the level of entrepreneurial interest (Nurhayati, 2020). The values of entrepreneurship that are getting lower will reduce the level of specialization in entrepreneurship. The entrepreneurial spirit is a manifestation of a person's creativity that is able to grow a real action. So it can be understood that the entrepreneurial spirit is nothing but creativity and innovation. Understanding this entrepreneurial spirit, a person will be able to implement entrepreneurship in daily life, wherever one works. Thus, a person will feel the benefits of the implementation of the entrepreneurial spirit, so that it will accelerate a person to be moved in the realization of becoming a true entrepreneur. This will be connected to a person's specialization to become an entrepreneur.

In order to increase interest in entrepreneurship, it is necessary to have an understanding of one's own abilities. An understanding of a person's ability to self is reflected in the assessment of their competencies. The understanding and assessment of one's own abilities has been conveyed by Bandura with the term Self-efficacy. Self Efficacy has positive consequences for improving one's abilities. Self Efficacy is an individual's assessment of oneself (Saryadi & Rahayu, 2018). Self-efficacy is a form of individual belief related to the ability to organize and display forms of action so as to produce certain skills (McBride, Oswald, Beck, & ..., 2020). Self-efficacy has a significant positive effect on entrepreneurial interest (Garaika & Helisia Margahana, 2019; Ling, Elliot, Burstein, McCaffrey, & ..., 2021; Santoso, Sutedjo, & Oetomo, 2018)

Knowledge is closely related to humans. In entrepreneurship, knowledge is essential for success. Initial surveys and interviews with 30 students of the Faculty of Communication and Business of Telkom University showed the highest choice of approval from student answers that influenced their interest in entrepreneurship (Aini & Oktafani, 2020). The results of this survey are based on comparative factors such as social or social environment, student needs, family environment, economy, leisure time, and own desires. Entrepreneurial knowledge is the understanding and skills necessary to start, manage, and grow a business. It covers a wide range of aspects, from identifying business opportunities to day-to-day operational management. Entrepreneurial knowledge is a variety of information and knowledge possessed by individuals related to entrepreneurship. Entrepreneurial knowledge affects entrepreneurial interest (Hou, Su, Lu, & Qi, 2019; Santoso et al., 2018). However, there are different results where entrepreneurial knowledge has no effect on entrepreneurial interest (Trisnawati, 2017).

Motivation can come from oneself or outside oneself. Motivation is a person's inner self, which will strengthen the achievement of goals. Internal motivation is the spirit from within a person, and external motivation is the spirit that comes from outside a person (Saryadi & Rahayu, 2018). Research (Sumardani et al., 2019) showing attitude, motivation and interest in entrepreneurship for a student. The results of the survey show that students who have gained knowledge in entrepreneurship and participated in various trainings have an encouragement of interest and motivation to be entrepreneurial. Entrepreneurial motivation is the motivation or reason that motivates a person to start and run a business. High motivation for entrepreneurs can encourage entrepreneurs to engage in entrepreneurial activities and activities (Purwaningsih, 2021). Student motivation in entrepreneurship is positively and significantly positive to entrepreneurial intentions (Saryadi et al., 2024; Sundari & Novemy Triyandari Nugroho, 2022).

RESEARCH METHODOLOGY

The number of samples filled out were students of Duta Bangsa University Surakarta in the 3rd semester of the Faculty of Law and Business Management Study Program with 44 respondents, the Faculty of Health Sciences S1 ARS Study Program with 8 respondents and the RMIK Study Program with 53 respondents through google form so that the number of samples was 105. Data analysis through path analysis, data quality test/survival test and statistical test. Analyze the paths used:

Path 1

$$M = b_1 ED + b_2 PK + \epsilon_1$$

Path 2

$$MB = b_3 ED + b_4 PK + b_5 M + \epsilon_2$$

MB = Entrepreneurial Interest

ED = Self-efficacy

PK = Knowledge of Entrepreneurship

M = Motivation

b1,b2,..., b5 = regression coefficient

€1, €2 = Disturbance

RESULT AND DISCUSSION

Data Quality

Table 1. Validity of Entrepreneurial Interest

Item	CI-TR	r - table	Status
MB.1	0,413	0,193	Valid
MB.2	0,550	0,193	Valid
MB.3	0,543	0,193	Valid
MB.4	0,734	0,193	Valid
MB.5	0,784	0,193	Valid
MB.6	0,513	0,193	Valid
MB.7	0,716	0,193	Valid
MB.8	0,776	0,193	Valid
MB.9	0,744	0,193	Valid
MB.10	0,617	0,193	Valid
MB.11	0,647	0,193	Valid
MB.12	0,778	0,193	Valid
MB.13	0,754	0,193	Valid
MB.14	0,607	0,193	Valid
MB.15	0,746	0,193	Valid
MB.16	0,679	0,193	Valid
MB.17	0,727	0,193	Valid
MB.18	0,725	0,193	Valid
MB.19	0,764	0,193	Valid

Source: Data, 2023

The statement item of the variable of entrepreneurial interest was concluded to be valid. The highest indicator values are located on statements items 5, 12, and 8. This indicates that the item that plays the most role in shaping entrepreneurial interest behavior.

Table 2. Validity of Self-Efficacy

Item	CI-TR	r - table	Status
ED.1	0,727	0,193	Valid
ED.2	0,733	0,193	Valid
ED.3	0,752	0,193	Valid
ED.4	0,707	0,193	Valid
ED.5	0,737	0,193	Valid
ED.6	0,636	0,193	Valid
ED.7	0,761	0,193	Valid
ED.8	0,743	0,193	Valid
ED.9	0,791	0,193	Valid
ED.10	0,724	0,193	Valid
ED.11	0,658	0,193	Valid

Source: Data, 2023

All items in the motivation variable are valid. The value of the 3 indicators is highest on items no. 9, 7 and 3. This indicates that the item that plays the most role in shaping self-efficacy behavior.

Table 3. Validity of Entrepreneurial Knowledge

Item	CI-TR	r - table	Status
PK.1	0,631	0,193	Valid
PK.2	0,789	0,193	Valid
PK.3	0,712	0,193	Valid
PK.4	0,796	0,193	Valid
PK.5	0,800	0,193	Valid

Source: Data, 2023

All items in the motivation variable are valid. The 3 highest indicator values are in items no. 4, 2 and 3. This indicates that the item that plays the most role in shaping entrepreneurial knowledge behavior.

Tabel 4. Validitas Motivasi

Item	CI-TR	r - table	Status
M.1	0,674	0,193	Valid
M.2	0,709	0,193	Valid
M.3	0,691	0,193	Valid
M.4	0,726	0,193	Valid
M.5	0,695	0,193	Valid
M.6	0,669	0,193	Valid
M.7	0,628	0,193	Valid
M.8	0,679	0,193	Valid
M.9	0,772	0,193	Valid
M.10	0,733	0,193	Valid
M.11	0,667	0,193	Valid
M.12	0,643	0,193	Valid

Source: Data, 2023

All items in the motivation variable are valid. The value of the 3 indicators is highest on items no. 9, 10 and 4. This indicates that the item that plays the most role in shaping motivational behavior.

Table 5. Reliability Test

Varia bel	Alpha Cronbach	Kriteria	Status
MB	0,946	Alpha Cronbach >0.6 then reliable	Reliable
ED	0,934		
PK	0,897		
M	0,926		

Source: Data, 2023

The table above shows all variables are reliable, as Cronbach's alpha > 0.6.

Path Analysis

Table 6. Path Equation 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,281	3,122		,410	,682
	ED	,673	,074	,578	9,132	,000
	PK	,788	,132	,377	5,955	,000

a. Dependent Variable: M

From the above results, the following formula can be made:

$$M = 1,281 + 0,673 \text{ ED} + 0,788 \text{ PK} + e_i$$

Table 7. Path Equation 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,221	3,086		2,340	,021
	ED	1,226	,098	,754	12,486	,000
	PK	,462	,152	,158	3,044	,003
	M	,129	,098	,092	1,316	,191

a. Dependent Variable: MB

The equation of path 2 is as follows:

$$MB = 7,221 + 1,226 \text{ ED} + 0,462 \text{ PK} + 0,129 \text{ M} + e_2$$

t-test

Table 8. Results of the t-test equation 1

Direction of the line	t _{hitung}	t _{tabel}	Sig.	Ket
Self-efficacy (ED) → Motivation (M)	9,132	1,983	0,000	signifikan
Entrepreneurial Knowledge (PK) → Motivation (M)	5,955		0,000	signifikan

Tabel 9 Results of the t-test equation 2

Direction of the line	t _{hitung}	t _{tabel}	Sig.	Ket
Self-efficacy (ED) → Entrepreneurial Interest (MB)	12,486	1,983	,000	signifikan
Entrepreneurial Knowledge (PK) → Entrepreneurial Interest (MB)	3,044		,003	signifikan
Motivation (M) → Entrepreneurial Interest (MB)	1,316		,191	Tidak signifikan

Table 10. F Test Results

Model	F	Sig.
1 Regression 1	117,498	,000 ^b
Regression 2	190,558	,000 ^b

Determination Coefficients

Table 11 Determination Test Results I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,835 ^a	,697	,691	3,434

a. Predictors: (Constant), PK, ED

Source : Primary data processed, 2023

Table 12 Determination Test Results II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,922 ^a	,850	,845	3,392

a. Predictors: (Constant), M, PK, ED

Source : Primary data processed, 2023

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,697} = \sqrt{0,303} = 0,5505$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,850} = \sqrt{0,150} = 0,3873$$

The Value of Determination (R²) Total

$$\begin{aligned} R^2 \text{ total} &= 1 - (e_1^2 \times e_2^2) \\ &= 1 - (0,303 \times 0,150) = 1 - 0,0455 = 0,9546 \text{ atau } 95,46 \% \end{aligned}$$

Based on the calculation above, the variable of entrepreneurial interest can be explained by 95.46% by factors of self-efficacy, entrepreneurial knowledge and motivation. The remaining 4.54%, can be explained to other factors that are not included in the model.

The results of direct and indirect influence analysis can be known in Table 13:

Table 13. Direct, Indirect and Total Influence

Keterangan	Langsung	Tidak Langsung	Total
self-efficacy (ED) → entrepreneurial interest (MB)	1,226		
entrepreneurial knowledge (PK) → entrepreneurial interest (MB)	0,462		
self-efficacy (ED) → Motivation (M) → entrepreneurial interest (MB)		$0,673 * 0,129 = 0,0868$	$1,226 + 0,0868 = 1,3128$
Entrepreneurial knowledge (PK) → Motivation (M) → entrepreneurial interest (MB)		$0,788 * 0,129 = 0,1017$	$0,462 + 0,1017 = 0,5637$

From the table above, it is known that the most effective path is through direct self-efficacy.

CONCLUSION

The results showed that self-efficacy and entrepreneurial knowledge had a significant positive effect on motivation. Self-efficacy and entrepreneurial knowledge have a significant positive effect on entrepreneurial interest. Motivation has a positive but not significant effect on entrepreneurial interest. The direct influence of self-efficacy is the most effective variable in influencing entrepreneurial interest. The determinant coefficient is 0.9546 which means that it is 95.46% by factors of self-efficacy, entrepreneurial knowledge and motivation. The remaining 4.54% can be explained to other factors that are not included in the model.

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