



THE EFFECT OF SOCIAL MEDIA UTILIZATION, CAMPUS ENVIRONMENT, AND ENTREPRENEURSHIP KNOWLEDGE ON STUDENT ENTREPRENEURIAL INTERESTS

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The purpose of this study was to determine the effect of the use of social media, campus environment and entrepreneurial knowledge on interest in entrepreneurship in students of the Faculty of Economics, Jakarta State University class of 2017 and 2018. The research method used was a survey method with a descriptive approach, the population used was university students. Education Faculty of Economics, Jakarta State University class 2017 & 2018 with a sample of 266 students. The model in this study uses a path analysis model. The analytical technique used in this study uses multiple linear regression analysis with SPSS for hypothesis testing with the results showing that there is a positive and significant influence between social media utilization, the campus environment, and entrepreneurship knowledge with an interest in entrepreneurship with a value of 3.220 each; 3,261; 2.839 > 1.969095

Abstract

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh penggunaan sosial media, lingkungan kampus dan pengetahuan kewirausahaan terhadap minat berwirausaha pada mahasiswa Fakultas Ekonomi, Universitas Negeri Jakarta angkatan 2017 dan 2018. Metode penelitian yang peneliti gunakan adalah metode survei dengan pendekatan deskriptif, populasi yang digunakan adalah mahasiswa kependidikan Fakultas Ekonomi Universitas Negeri Jakarta angkatan 2017 & 2018 dengan sampel sebanyak 266 mahasiswa. Model dalam penelitian ini menggunakan model analisis jalur. Teknik analisis yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda dengan SPSS untuk pengujian hipotesis dengan hasil menunjukkan adanya pengaruh positif dan signifikan antara penggunaan social media, lingkungan kampus, dan Pengetahuan kewirausahaan dengan minat berwirausaha dengan nilai masing-masing 3,220; 3,261; 2,839 > 1,969095

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PRELIMINARY

Technological developments that are happening right now are really changing every aspect of the implementation of activities in society. Technology, which was originally a supporting factor, is now starting to become the main factor for carrying out activities so that their implementation is more effective and efficient.

Changes in the use of human resources into the use of technology is something that has started to happen, this of course has a lot of pros and cons . Replacing human labor with technology makes activities or activities more efficient, but this certainly creates other problems such as unemployment and pollution.

Communication media and information media are fields that have experienced a lot of changes and developments. Advances in communication and information technology have a good impact on people's lives, this is because the development of communication and information technology makes it easy for people to carry out long-distance communication or convey information.

Based on the We Are Social report, the number of active social media users in Indonesia was 191 million people in January 2022. That number has increased by 12.35% compared to the previous year of 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year. However, its growth has fluctuated since 2014-2022.

Technological developments are also one of the factors in the increasing number of entrepreneurs at this time. Advances in technology change systems and procedures in entrepreneurship. This of course has a positive impact on some people. More and more people are starting to pursue the world of entrepreneurship through social media.

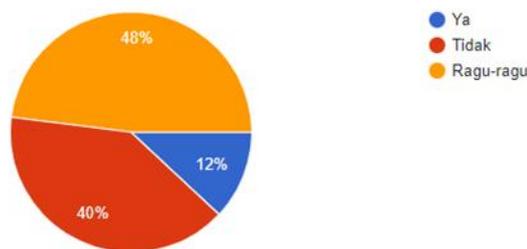
Economic development through the entrepreneurial development sector is also one that is being encouraged by the government. This was then conveyed by the ministry of cooperatives and SMEs through the Secretary to the Minister of Cooperatives and SMEs Rully Indrawan (University of Pelita Bangsa Scientific Oration 2019/2020). In his oration he said that in the midst of Indonesia's global economic uncertainty, which was only around 5%, this growth was only able to create jobs for 2 million new workforce each year. However, Indonesia still has 7.05 dependents on unemployment based on data from the Central Statistics Agency.

In addition, he also emphasized that one of the roles of higher education institutions is to encourage and increase the number of

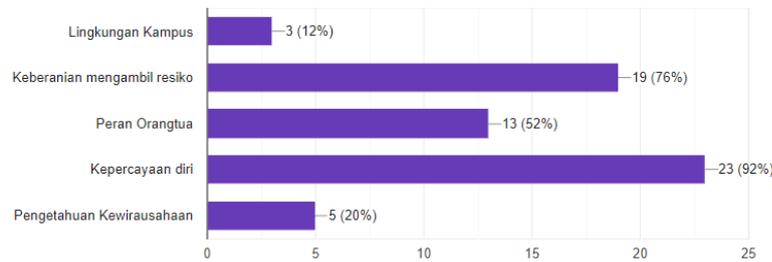
entrepreneurs in Indonesia. So that university graduates are prepared not only to become job seekers but also to become job creators. This is of course to balance between employment and job seekers.

The university environment or campus environment physically supports student development. Facilities and infrastructure such as laboratories or places for practice that support the development of student interests, of course, must be available to facilitate students to hone their knowledge and test their potential. This is of course also related to the development of student entrepreneurship within the campus environment.

In addition to the available facilities and infrastructure, policies or programs launched by the university will certainly greatly influence student development. The formal education system as well as additional activities such as seminars and research are able to contribute and stimulate student development, and provide experiences to students, in this case entrepreneurial experiences.



Based on the answers from the respondents, about their desire to be self-employed, 50% answered Undecided, 43% answered No and very few answered Yes. This is of course questionable because students who are respondents themselves have completed entrepreneurship courses and entrepreneurial practices on campus, which should be able to influence students' interest in entrepreneurship.



From the results of pre-research that has been done by providing several choices in which respondents are free to choose answers for more than one statement, more respondents tend to choose the courage to take risks, the role of parents and self-confidence as three things that influence in growing student entrepreneurial interest compared to other factors. use of social media and entrepreneurial knowledge

It is from this problem of difference that will become the basis and background for researchers to conduct research related to "the effect of using social media, the campus environment and entrepreneurial knowledge on student entrepreneurship interest".

THEORETICAL BASIS

According to Sanchaya Hendrawan & Sirine (2017) entrepreneurial interest is the ability to push oneself and do something to meet life's needs and solve life's problems, promote business or create new businesses with feelings of pleasure because they bring benefits to themselves to try to meet their needs without feeling afraid. about the risks that will be faced, always learn from the failures experienced, and develop the business it creates.

Interest in becoming an entrepreneur is defined as a person's desire to work independently (self-employed) or run their own business. Entrepreneurial interest is the desire, interest, and willingness to work hard or be willing to try to make ends meet without feeling afraid of the risks that will be faced, learn from the failures experienced, and develop the business they create. Interest in entrepreneurship can be seen from the availability to work hard and to achieve business progress, the willingness to take various risks related to the actions it takes (Rahayu & Laela 2018) .

According to Alfaruk (2016), social media is a means for consumers to share text, image, audio and video information with one another and with companies and vice versa. Social media is a network of sites that operate using the internet. Someone who uses

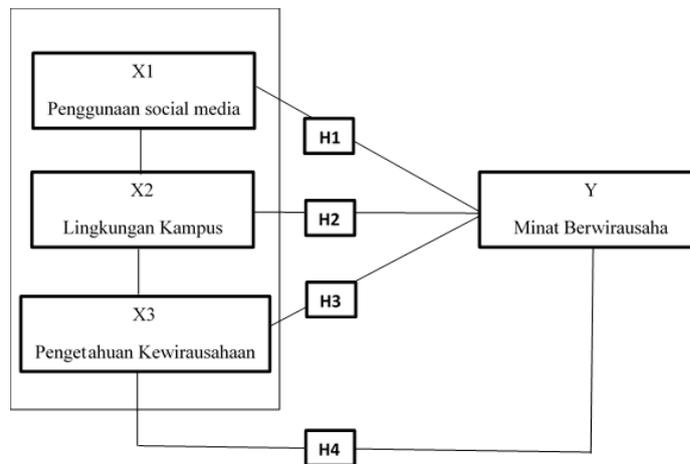
social media will make it easier for him to communicate interactively with other parties in particular and in general, communicate at the same time with many people without being limited by time and distance, create communication content, find out some of the activities being carried out by other people/businesses and display personal profiles/ business to the public.

Environment is a place or atmosphere (circumstances) that can affect a person's growth and development. While the campus environment is an environment where students go through the learning process and carry out various activities (Furqon, 2018) . The campus environment plays a role in helping families in the education of children or students. The learning process in schools aims to deliver students to have competence in cognitive (knowledge), affective (attitudes and values) and psychomotor (skills) aspects and aims to create a future workforce (Shaleh, 2016) . The campus environment is a place where students carry out learning processes and carry out activities that can affect a person's development (Wati et al., 2019) .

Entrepreneurial knowledge is managing all elements of the system in the form of documents, databases, complete policies and procedures, along with information about the experience, expertise and skills of human resources individually and collectively (Hanifati, 2017) . As for the discovery process, it can be through education, media or experience.

In his research, Sanchaya Hendrawan & Sirine, (2017) argued that entrepreneurial knowledge is intellectually acquired and owned by an individual through entrepreneurship education which can later help an individual innovate and engage in entrepreneurship. This statement is also reinforced by Mustofa Arif's statement, (2014) that entrepreneurial knowledge is a person's ability to produce something new through creative thinking and innovative action, so as to create ideas or opportunities and can be put to good use.

From the theoretical literacy above, the researcher formulated the following hypothesis:



Constellation of Influence Between Variables

METHOD

The research method is a method used to obtain valid results, with the aim of finding answers about facts to be developed, proven, so that the results can be used in understanding, overcoming, and anticipating problems (Sugiyono, 2015) .

The research method that researchers used in this study was a quantitative survey research. Quantitative research is research that emphasizes theory testing through measuring research variables through numbers and data analysis using statistical procedures. In other words, quantitative research is structured research and quantifies data to be generalized (Muslich Anshori, 2017) .

The sampling technique used in this study is the proportional random sampling technique. Based on the Slovin formula with an error rate of 5%, the minimum number of students who must be sampled is 266 students of the Faculty of Economics, Jakarta State University. The instrument uses a Likert scale with intervals of 1-5 to measure the respondent 's *level of agreement* . 1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Slightly agree, 5 = Strongly agree.

Research Instrument Testing

The validity process is carried out by analyzing the test data using the coefficient between scores and the total score of the instrument. The purpose of the validity test is to find out the level of validity of each statement item submitted, so that the item statement is found to be dropped or invalid. After that, valid statement items

will be left to be used as representatives of the indicators and variables to be measured.

Instrument trials in this study were conducted on 30 respondents. So that the significance level used is 5%, with the minimum criterion the statement can be accepted if the value of $r_{table} = 0.361$. An instrument is said to be valid if $r_{count} > r_{table}$, whereas if $r_{count} < r_{table}$ then the instrument is said to be invalid or drop and the statement is not used. After testing, the reliability of valid statement items will be calculated using the Cronbach Alpha formula. A variable can be said to be reliable if the Cronbach Alpha value is > 0.7 .

In testing the validity of the interest in entrepreneurship variable, the Cronbach Alpha value was $0.953 > 0.7$. This shows that the variable interest in entrepreneurship is reliable. Therefore, the instrument which consists of 16 statement items will be used as the final instrument in this study to measure interest in entrepreneurship.

In testing the validity of the variable use of social media, the Cronbach Alpha value was $0.898 > 0.7$. This shows that the variable use of social media is reliable. Therefore, the instrument which consists of 15 statement items will be used as the final instrument in this study to measure social media usage variables.

In testing the validity of the campus environment variable, the Cronbach Alpha value was $0.938 > 0.7$. This shows that the campus environment variables are reliable. Therefore, the instrument which totals 11 statement items will be used as the final instrument in this study to measure campus environment variables.

In testing the validity of the variable, the Cronbach Alpha value was $0.856 > 0.7$. This shows that the entrepreneurial knowledge variable is reliable. Therefore, the instrument which totals 11 statement items will be used as the final instrument in this study to measure entrepreneurial knowledge variables

In the research process to be carried out, researchers will use the type of parameter estimation of the regression model. From the equations that have been formed, then regression testing is carried out so that the equations obtained are close to the actual situation. The data processing used by researchers is using the Statistical Package for Social Science (SPSS) analysis tool version 25.0

The profiles of respondents in this study were active students of the Faculty of Economics, Jakarta State University educational

programs in 2017 and 2018. The population in this study was 495 students, with a sample of 266 education students. In this study, it consisted of 64 male respondents with a percentage of 24% and female respondents as many as 202 students with a percentage of 76% consisting of respondents with several study programs, namely the Office Administration Education study program of 78 students with a percentage of 29%. , the economics education study program has 132 students with a percentage of 50% and the business education study program has 56 students with a percentage of 21%, with the 2017 class there are 96 students with a percentage of 36% and female respondents as many as 170 students with a percentage of 64%. And 100% have completed entrepreneurship courses.

Based on the calculations that have been carried out by the researcher, the results of the hypothesis calculations proposed in this study are acceptable. Following are the results of a detailed discussion of each hypothesis:

1. H 1: Use of Social Media Against Entrepreneurial Interests

The regression coefficient value for the variable use of social media (X1) is 0.183, meaning that if the use of social media increases by 1 then the interest in entrepreneurship will increase by 0.183. The X1 coefficient has a positive value, meaning that there is a positive influence between the use of social media (X1) and an interest in entrepreneurship (Y). This shows that the higher the use of social media, the higher the interest in entrepreneurship in students. Then from the results of calculating the partial coefficient test or t test, it is found that the tcount is 3.220, which means that it is greater than the ttable of 1.969095, meaning that H0 is rejected. So it can be concluded from this study that the use of social media has a positive and significant influence on the interest in entrepreneurship of students of the Faculty of Economics, Jakarta State University.

This is in line with previous research conducted by Rahayu & Laela (2018) , Tangkeallo & Tangdialla, (2021) , and Sari (2018) stating that the link between the use of social media and interest in entrepreneurship is positive and influential, so it can be said that the higher the use social media, the higher the interest in entrepreneurship in students. Vice versa, the lower the use of social media, the lower the interest in entrepreneurship in students.

2. H 2 : Campus Environment Against Entrepreneurial Interests

The regression coefficient value for the campus environment variable (X2) is 0.171, meaning that if the campus environment increases by 1 then the interest in entrepreneurship will increase by

0.171. The X1 coefficient has a positive value, meaning that there is a positive influence between the campus environment (X2) and an interest in entrepreneurship (Y). This shows that the higher the influence of the campus environment, the higher the interest in entrepreneurship in students. Then from the results of calculating the partial coefficient test or t test, it is found that the tcount is 3.261, which means it is greater than the ttable of 1.969095, meaning that H0 is rejected. So it can be concluded from this study that the use of social media has a positive and significant influence on the interest in entrepreneurship of students of the Faculty of Economics, Jakarta State University.

This is in line with previous research conducted by Firman & Putra (2020) , Aulia & Evanita (2020) , and Wati et al. (2019) stated that the relationship between the campus environment and interest in entrepreneurship is positive and influential, so it can be said that the higher the influence of the campus environment, the higher the interest in entrepreneurship in students. Vice versa, the lower the influence of the campus environment, the lower the interest in entrepreneurship in students.

3. H 3: Knowledge of Entrepreneurship Against Interest in Entrepreneurship

The regression coefficient value for the entrepreneurial knowledge variable (X3) is 0.158, meaning that if entrepreneurial knowledge increases by 1 then the interest in entrepreneurship will increase by 0.158. The X1 coefficient has a positive value, meaning that there is a positive influence between entrepreneurial knowledge (X3) and entrepreneurial interest (Y). This shows that the higher the influence of entrepreneurial knowledge, the higher the interest in entrepreneurship in students. Then from the results of calculating the partial coefficient test or t test, it is found that the tcount is 2.839, which means it is greater than the ttable of 1.969095, meaning that H0 is rejected. So it can be concluded from this study that the use of social media has a positive and significant influence on the interest in entrepreneurship of students of the Faculty of Economics, Jakarta State University.

This is in line with previous research conducted by stating that the relationship between entrepreneurial knowledge and interest in entrepreneurship is positive and influential, so that it can be said that the higher the influence of entrepreneurial knowledge, the higher the interest in entrepreneurship in students. Vice versa, the lower the influence of entrepreneurial knowledge, the lower the interest in entrepreneurship in students.

4. H 4: Use of Social Media, Campus Environment and Entrepreneurship Knowledge Against Entrepreneurial Interests

Based on the calculation results on the simultaneous regression coefficient test or f test which shows the Fcount value of 54.958 is greater than the Ftable of 3.04, meaning that H₀ is rejected. So that it is known that entrepreneurial knowledge, campus environment and entrepreneurship knowledge simultaneously or jointly have a positive and significant effect on the interest in entrepreneurship of educational students at the Faculty of Economics, Jakarta State University. The higher the influence of the use of social media, the campus environment and entrepreneurship knowledge on a student, it will affect the interest in entrepreneurship.

This is in line with research conducted by Firman & Putra (2020), Sari & Rahayu (2020) and Rahayu & Laela, (2018) stating that the use of social media, the campus environment and simultaneous entrepreneurship knowledge has an effect on students' interest in entrepreneurship, so that when implementing the use of social media, campus environment and the right entrepreneurial knowledge, then the interest in entrepreneurship will increase.

In addition, for the calculation of the coefficient of determination (R²) which is equal to 0.147, which means that the contribution of the variable use of social media (X₁), campus environment (X₂) and entrepreneurship knowledge (X₃) to explain the variable interest in entrepreneurship (Y) simultaneously is 14.7 %, while the remaining 86.3% is influenced by variables or other factors that are not examined.

CONCLUSION AND SUGGESTION

Based on the research that has been done, it can be concluded empirically based on statistical data processing, description of the data, as well as the discussion that has been described in the previous chapter, the researcher can draw the conclusion that:

1. There is a positive and significant influence between the use of social media and an interest in entrepreneurship as seen from tcount 3.220 > ttable 1.969095. The higher the use of social media, it will have an impact on increasing interest in entrepreneurship. Vice versa, if the use of social media is low then the behavior of interest in entrepreneurship is also low.
2. There is a positive and significant influence between the campus environment and the interest in entrepreneurship as seen from tcount 3.261 > ttable 1.969095. The higher the influence of the campus environment, it will have an impact on increasing interest

- in entrepreneurship. Vice versa, if the influence of the campus environment is low then the behavior of interest in entrepreneurship is also low.
3. There is a positive and significant influence between entrepreneurial knowledge and interest in entrepreneurship as seen from $t_{count} 2.839 > t_{table} 1.969095$. The higher the knowledge of entrepreneurship, the impact on increasing interest in entrepreneurship. Vice versa, if entrepreneurial knowledge is low then the behavior of interest in entrepreneurship is also low
 4. There is a joint positive influence between the use of social media, the campus environment and entrepreneurial knowledge with an interest in entrepreneurship. This is based on the F_{count} value of $140.395 > F_{table} 2.639$. That is, if the use of social media, the campus environment and entrepreneurial knowledge increases, the interest in entrepreneurship will also increase. Vice versa, if the use of social media, the campus environment and entrepreneurial knowledge decreases, then the interest in entrepreneurship also decreases.

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