

The Role of Entrepreneurial Motivation in Mediating the Influence of Entrepreneurship Self-Efficacy on Student Entrepreneurial Interests (Empirical Study at Student of Faculty of Economics and Business)

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ABSTRACT : The purpose of this study was to analyze the effect of entrepreneurial self-efficacy on entrepreneurial interest, the effect of entrepreneurial self-efficacy on entrepreneurial motivation, the effect of entrepreneurial motivation on entrepreneurial interest, and the role of entrepreneurial motivation in mediating the effect of entrepreneurial self-efficacy on entrepreneurial interest. This research was conducted at the Diploma Study Program of the Faculty of Economics and Business by involving 70 respondents using non-probability sampling techniques. Data collection using Google form, data analysis techniques using descriptive analysis, and path analysis. The results of the study found that Entrepreneurial Self-Efficacy had a positive and significant effect on Entrepreneurial Interest. Entrepreneurial Self Efficacy has a positive and significant effect on Entrepreneurial Motivation. Entrepreneurial Motivation has a positive and significant effect on Entrepreneurial Interest. Entrepreneurial Motivation can positively mediate the effect of Entrepreneurial Self Efficacy on Entrepreneurial Interest.

KEYWORDS: *entrepreneurial self-efficacy, entrepreneurial motivation, entrepreneurship interest*

I. INTRODUCTION

Today, fresh graduates experience difficulties and intense competition in finding jobs. Moreover, with the outbreak of the COVID-19 outbreak, which makes community activities more passive during a pandemic like this. Production, distribution and purchasing power activities also decreased. Apart from that, other problems are large-scale layoffs in various sectors and declining incomes. The limited number of jobs currently available makes the open unemployment rate in Indonesia as of February 2020 as many as 81 million people. Based on research conducted by Fadillah & Thamrin (2019) entrepreneurship is one way to overcome the problem of high levels of intellectual unemployment. However, in general, students after graduating from college prefer to be job seekers rather than job creators. The number of young entrepreneurs in 2020 at Udayana University reached 207 entrepreneurs, but the Faculty of Economics and Business only contributed 24 young entrepreneurs, this number is considered very small. The results of interviews with 10 students of the diploma study program found that 4 students decided to become entrepreneurs, because they wanted to follow in the footsteps of their closest people who already have a business, feel wealth on their own efforts, and want to work flexibly. Meanwhile, 6 students wanted to work in offices to seek experience and relationships, students were not brave enough to take risks, limited capital, lack of confidence in their ability to manage a business entity, had no idea to start a business and wanted to earn a steady income.

According to Ermawati et al. (2017) interest in entrepreneurship is a person's determination to become an entrepreneur or to become an entrepreneur. According to Anggraeni & Nurcaya (2016) interest in entrepreneurship is the desire of an individual to do a certain action or behavior by taking the action of choosing a career as an entrepreneur. Internal factors that affect a person's entrepreneurial interest are self-efficacy, where a person has self-confidence and believes that capable of entrepreneurship and becoming an entrepreneur. The self-efficacy of diploma study program students is still low, some students did not dare to take risks and students did not have confidence in their ability to manage a business (Li & Wu, 2019). Yadav (2017) explains that the level of self-efficacy of students is a strong factor in determining their interest in becoming entrepreneurs after completing education. Sadriwala & Khan (2018) state that the higher a person's self-efficacy, the more motivated he will be to start and develop a business. Sadriwala & Khan (2018) states that there is an effect of entrepreneurial self-efficacy on entrepreneurial interest. However, it is different from Sugianingrat et al. (2020) who state that there is no influence between self-efficacy on interest in entrepreneurship. In some of the

research results obtained, it can be seen that there are differences in research results, so it is necessary to come up with solutions to answer the problem of differences in research results, namely by adding motivation variables as mediation. The reason why motivation is needed as mediation in fostering interest in entrepreneurship can be seen from Mahendra et al. (2017), namely, the higher the motivation of an individual to obey the views or roles of others in entrepreneurship, the higher the interest in entrepreneurship.

Motivation cause people willing to work hard and enthusiastically to achieve optimal results. Someone will have an interest in entrepreneurship if they have strong motivation to encourage their actions to be active in entrepreneurship, but too strong motivation can actually have a negative effect on the effectiveness of the business (Zuhrina, 2016). Amadea & Riana (2020) state that entrepreneurial motivation has a positive and significant effect on interest in entrepreneurship. Nuryanto et al. (2019) say that entrepreneurial motivation has a significant positive effect on entrepreneurial interest. In opening a business, self-efficacy is needed, someone who has high self-efficacy will be more motivated to start and develop a business. Santoso et al. (2018) state that self-efficacy has a positive and significant effect on entrepreneurial motivation. Eliyana et al. (2020), Gunawan et al. (2018), Ermawati et al. (2017) state that Entrepreneurial motivation significantly mediates the effect of entrepreneurial self-efficacy on entrepreneurial interest

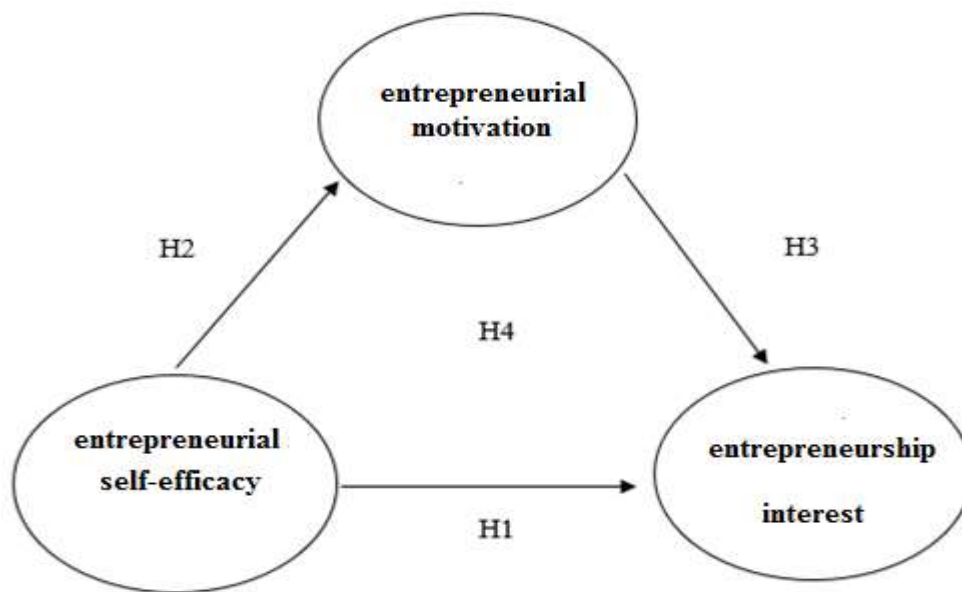


Fig. 1 Conceptual framework

Then the hypothesis can be formulated as follows.

- H1: Entrepreneurial self-efficacy has a positive and significant effect on Entrepreneurial interest
 H2: Entrepreneurial self-efficacy has a positive and significant effect on Entrepreneurial interest
 H3: Entrepreneurial motivation has a positive and significant effect on Entrepreneurial interest
 H4: Entrepreneurial motivation mediates entrepreneurial self-efficacy on Entrepreneurial interest

II. RESEARCH METHODS

The research design used was quantitative research which specifically was associative causality. This study is a research that is in testing to determine the effect of entrepreneurial self-efficacy on entrepreneurial interest mediated by entrepreneurial motivation. The research instrument in this study was a questionnaire that was distributed directly to respondents. In this study, the measurement scale used is the Likert scale. This research is survey research, where the data collected is a sample to represent the population. To determine the sample size of respondents, this study has 14 measurement indicators, so the number of samples that can be taken in this study is 70 respondents. The sample figure is obtained from 14 indicator points multiplied by 5, so the results are 70 respondents.

Entrepreneurial self-efficacy

Entrepreneurial self-efficacy is a student's confidence in his ability to start a business, manage a business, and believe in being successful in entrepreneurship. t5 indicator to measure the self-efficacy variable: 1) Confidence in managing the business 2) Have a leadership spirit in entrepreneurship 3) Mental maturity in starting a business. 4) Self-confidence in starting a business. 5) The ability to start a business.

Entrepreneurial motivation

Entrepreneurial motivation is encouragement in students so that students have an interest in carrying out entrepreneurial activities. There are 4 indicators to measure entrepreneurial motivation variables: 1) Desire 2) Needs 3) Encouragement in taking entrepreneurial actions. 4) Expectations and ideals

Entrepreneurial interest

Entrepreneurial interest is the interest and desire of students to create a business field through creative, innovative ideas then planning, organizing, managing, taking risks, and developing a business or becoming an entrepreneur. Indicators to measure interest in entrepreneurship: 1) Feelings of pleasure 2) Interest 3) Attention 4) Engagement

III. RESULTS AND DISCUSSION

The calculation of the path coefficient was carried out by means of regression analysis using the SPSS Statistic 24 for Windows software, obtaining the results shown in Table 1

Table 1. Path Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Regression Equations 1					
(Constant)	0.747	0.325		2.295	0.025
Entrepreneurial Self Efficacy	0.815	0.093	0.726	8.718	0.000
Regression Equations 2					
(Constant)	-0.219	0.233		-0.938	0.352
Entrepreneurial Self-Efficacy	0.399	0.094	0.351	4.254	0.000
Entrepreneurial Motivation	0.607	0.084	0.598	7.250	0.000

Based on the results of the path analysis of regression equation 1, it was found that the entrepreneurial self-efficacy variable affected entrepreneurial motivation. The entrepreneurial self-efficacy regression coefficient of 0.726 indicates that if entrepreneurial self-efficacy increases, entrepreneurial motivation will also increase by 0.726. Based on the results of path analysis of the regression equation 2, it was found that the variables of entrepreneurial self-efficacy and entrepreneurial motivation affected student interest in entrepreneurship. The regression coefficient for entrepreneurial self-efficacy is 0.351 which means that if entrepreneurial self-efficacy increases, interest in entrepreneurship will also increase by 0.351. The regression coefficient of entrepreneurial motivation is 0.598, indicating that if the motivation for entrepreneurship increases, the interest in entrepreneurship will also increase by 0.598. The total coefficient of determination of 0.899 means that 89.9 percent of variations in entrepreneurial interest are influenced by variations in entrepreneurial self-efficacy and entrepreneurial motivation, while the remaining 11.1 percent is influenced by other factors outside the research model.

Sobel test

The Sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. The Sobel test is formulated with the following equation:

$$Z = \frac{ab}{\sqrt{b^2s_a^2 + a^2s_b^2 + s_a^2s_b^2}}$$

$$Z = \frac{0,726 \times 0,598}{\sqrt{0,598^2 \times 0,093^2 + 0,726^2 \times 0,084^2 + 0,093^2 \times 0,084^2}}$$

$$Z = 5,237$$

Based on the sobel test results show that the tabulation results $Z = 5,237 > 1.96$ with a significance level of 5% which proves that Entrepreneurial Motivation (M) is significantly able to mediate the relationship between the influence of Entrepreneurial Self Efficacy (X) on Entrepreneurial Interest (Y)

The effect of entrepreneurial self-efficacy on interest in entrepreneurship

Entrepreneurial self-efficacy on interest in entrepreneurship has a positive coefficient value of 0.351 and a significance level of 0.000 which indicates that **H1 is accepted**. This shows that Entrepreneurial Self Efficacy has a positive and significant effect on Entrepreneurial Interest. In other words, the higher a student's Entrepreneurial Self-Efficacy, the higher his Entrepreneurial Interest. The entrepreneurial self-efficacy of students is quite high so that their entrepreneurial interest is quite high, which is seen from the statement that

most students have confidence in managing businesses so that students are interested in a career as an entrepreneur. Students who have high entrepreneurial self-efficacy tend to try harder to realize their desire to be entrepreneurial, which is by the theory of planned behavior that one of the factors affecting entrepreneurial interest is self-efficacy (Khuong & An, 2016). Wijangga & Sanjaya (2019) shows a significant positive relationship between entrepreneurial self-efficacy and interest in entrepreneurship. Sadriwala & Khan (2018), Nowiński et al. (2019), Miao et al. (2016) Newman et al. (2019) found a significant relationship between the influence of entrepreneurial self-efficacy on entrepreneurial interest, which means that the high entrepreneurial self-efficacy of students will affect their interest in entrepreneurship and the higher their interest in entrepreneurship. Vice versa, the lower the entrepreneurial self-efficacy of students, the lower the interest in entrepreneurship.

The effect of entrepreneurial self-efficacy on entrepreneurial motivation

Entrepreneurial self-efficacy on entrepreneurial motivation has a positive coefficient value of 0.726 and a significance level of 0.000 which indicates that **H2 is accepted**. This shows that Entrepreneurial Self Efficacy has a positive and significant effect on Entrepreneurial Motivation. In other words, the higher the student's entrepreneurial self-efficacy, the higher the student's entrepreneurial motivation. This can be seen from the statement that most students have confidence in managing a business so that students are motivated to become entrepreneurs. Saraih et al. (2018) state that entrepreneurial self-efficacy has a positive and significant effect on entrepreneurial motivation, someone who has strong entrepreneurial self-efficacy will feel more confident in starting a business so that he will dare to take risks to achieve his desired goals. The results of this study are by the Theory of Planned Behavior that a person's motivation is influenced by the perception of the level of difficulty or ease of something or behavior so that someone who has high entrepreneurial self-efficacy to start a business will have a sense of optimism to start so that people's motivation it will increase. Eliyana et al. (2020), Baskara & Has (2018), and Ermawati et al. (2017) also found a significant relationship between the influence of entrepreneurial self-efficacy on entrepreneurial motivation, which means that the high entrepreneurial self-efficacy of students will affect entrepreneurial motivation and the higher entrepreneurial motivation.

The effect of entrepreneurial motivation on interest in entrepreneurship

Entrepreneurial motivation towards entrepreneurial interest has a positive coefficient value of 0.598 and a significance level of 0.000 which indicates that **H3 is accepted**. This shows that Entrepreneurial Motivation has a positive and significant effect on Entrepreneurial Interest. In other words, the higher the student's Entrepreneurial Motivation, the higher the Student Entrepreneurial Interest. Amadea & Riana (2020) show that entrepreneurial motivation has a positive and significant effect on interest in entrepreneurship. Interest in entrepreneurship is mostly caused by students who are oriented towards the future and there is a spirit of leadership in students. Nuryanto et al. (2019) stated that entrepreneurial motivation has a positive and significant effect on entrepreneurial interest, wherein the study it was found that motivation is the background for individuals to do something to achieve certain goals, in the entrepreneurial context someone who has the motivation to entrepreneurship will use and mobilize all its potential to achieve success in entrepreneurship. Utari & Sukidjo (2020); Siregar & Marwan (2020); Indrawati (2018); Farzana (2019) where the results of these studies have a positive and significant effect on entrepreneurial interest, which means that the higher the entrepreneurial motivation is felt, the higher the interest in entrepreneurship.

The role of entrepreneurial motivation in mediating the effect of entrepreneurial self-efficacy on entrepreneurial interest

The Sobel test results obtained z count of $5.237 > 1.96$ with a significance level of percent. This proves that Entrepreneurial Motivation is significantly able to mediate the effect of entrepreneurial self-efficacy on student entrepreneurial interest. This means that students' entrepreneurial interest is determined by entrepreneurial self-efficacy which will increase students' entrepreneurial motivation, where this can be seen from their statements where they believe in their ability that they can start a business and they are motivated to become entrepreneurs so they can feel wealth for their own efforts. so that they are interested in a career as entrepreneurs. Sugianingrat et al (2020) state that entrepreneurial motivation can positively and significantly mediate the effect of entrepreneurial self-efficacy on entrepreneurial interest, the higher a person's entrepreneurial self-efficacy, the higher the motivation, so that his entrepreneurial interest will increase.

Research Limitations

The factors that influence the interest in entrepreneurship in this study consist of only two variables, namely entrepreneurial motivation and entrepreneurial self-efficacy. Meanwhile, other factors influence interest in entrepreneurship. The scope of the research is limited so that it cannot describe student interests in general.

This research is only carried out at a certain point in time (cross-section), while the changes that occur in the environment occur continuously and are fluctuating so that further research is needed in the future.

IV. CONCLUSION

Entrepreneurship Self-Efficacy has a positive and significant effect on Student Entrepreneurial Interest, the higher the Entrepreneurial Self-Efficacy, the higher the Student Entrepreneurial Interest. Entrepreneurial Self Efficacy has a positive and significant effect on Student Entrepreneurial Motivation. The higher the Entrepreneurial Self Efficacy, the higher the Student Entrepreneurial Motivation. Entrepreneurial Motivation has a positive and significant effect on Student Entrepreneurial Interest, the higher the Entrepreneurial Motivation, the higher the Student Entrepreneurial Interest. Entrepreneurial Motivation is a mediating variable of the influence of Entrepreneurship Self Efficacy on Student Entrepreneurial Interest For further research it is expected to be able to add variables that can influence Entrepreneurial Interests, and be able to expand the scope of research, or can also change the research location which is not only focused on a research location, so as to provide a more insightful and able to be implemented in general.

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