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THE EFFECT OF FAMILY ENVIRONMENT, ENTREPRENEURSHIP EDUCATION, AND E-COMMERCE ON ENTREPRENEURSHIP INTEREST AFTER COMPLETING UNDERGRADUATED STUDIES

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ABSTRACT: The purpose of this research is to provide empirical evidence regarding the influence of the family environment, entrepreneurship education and e-commerce on students' entrepreneurship interest after completing their undergraduate studies. This research was conducted at the Faculty of Economics and Business, Udayana University. The population is active students class of 2017 in the Undergraduate Study Program and the number of research samples is 203 people. Determination of the sample using probability sampling method with proportional sampling technique. Data was collected by means of a questionnaire. The analysis technique used is multiple linear regression analysis technique. Based on the results of the analysis, it was found that the family environment, entrepreneurship education and e-commerce had a positive effect on entrepreneurship interest. This means that the higher the influence of the family environment, knowledge of entrepreneurship education and understanding of the use of e-commerce, the higher the student's entrepreneurship interest. The results of this study support the grand theory used, namely the Theory of Planned Behavior.

Keywords: *family environment, entrepreneurship education, e-commerce, entrepreneurship interest.*

I. INTRODUCTION

Many factors influence a person's entrepreneurship interest. According to research by Sari & Rahayu (2020) which states that the environment, entrepreneurship education and the use of e-commerce have an effect on entrepreneurship interest, then research by Rahmadi & Heryanto (2016) says that innovation, creativity and the technological environment affect entrepreneurship interest. Of the many factors that exist, researchers are interested in examining the variables of the family environment, entrepreneurship education and e-commerce on students' entrepreneurship interest after completing their undergraduate studies.

The immediate environment that influences students' mindsets is the family environment. According to Yusuf (2012) the environment is the entire physical/natural or social phenomenon (event, situation, or condition) that affects or is influenced by individual development. The family environment is the smallest and most important environment for a child that can influence the development of the child's mindset and personality. The family environment consists of parents, siblings, and also the closest family. Parents have a big influence on the choice of work of their children. Parents who are entrepreneurship in certain fields can arouse their children's entrepreneurship interest in the same field (Paulina & Wardoyo, 2012). Based on the results of interviews conducted with several friends from the Accounting Study Program class of 2017 who have an entrepreneurship interest, they said that they did not get support from their parents, where their parents preferred their children to become civil servants or office workers in accordance with their college majors. This causes the student to give up his intention to start entrepreneurship and choose to follow the wishes of his parents. However, in reality lectures at the Faculty of Economics and Business at Udayana University not only shape the mindset of students as job seekers but also as job creators built through entrepreneurship courses.

Another effecting factor is entrepreneurship education. The Faculty of Economics and Business at Udayana University (FEB UNUD) has participated in efforts to increase entrepreneurs through entrepreneurship education by providing entrepreneurship courses to its students. In this entrepreneurship course, students are introduced to what entrepreneurship is, how to build an entrepreneur and become an entrepreneur, the risks and challenges that will be faced in the future, and how to handle these risks and challenges. In addition, FEB UNUD often holds seminars on entrepreneurship by inviting resource persons who can inspire students about entrepreneurship. FEB UNUD also provides a forum for students who want to pursue entrepreneurship through

the Young Entrepreneurial Semi-Autonomous Body (BSO WIDA), where through BSO WIDA students can exchange opinions with other members. BSO WIDA not only provides theory about entrepreneurship but also the practice of running entrepreneurship. According to research conducted by Anggraeni (2016) found a positive influence of entrepreneurship education on entrepreneurship interest. The research of Ibrahim et al. (2015) and Lesmana et al. (2018) also supports that entrepreneurship education has a positive effect on entrepreneurship interest. Fayolle&Gailly (2015) found that entrepreneurship education had a negative effect on entrepreneurship interest. Research conducted by Ridwan&Rahmanto (2011) shows that there is no significant effect of entrepreneurship education on entrepreneurship interest.

During a pandemic like today, entrepreneurship will face new challenges. Where people are encouraged to reduce activities outside the home, which has an impact on declining sales in various sectors. The solution that can be done by entrepreneurs to overcome this problem is to use e-commerce. Nugroho (2006) states that e-commerce is a new concept that is usually described as the process of buying and selling goods or services on the World Wide Web (Internet) or the process of buying and selling or exchanging products, services and information through information networks including the internet. By using e-commerce, entrepreneurs will have a wider market coverage than those only through offline stores, so the level of products sold will increase. According to research conducted by Pramiswari&Dharmadiaksa (2017) shows that e-commerce has a positive effect on decision making for entrepreneurship. Yadewani&Wijaya's research (2017) also found that there was a positive influence of e-commerce on entrepreneurship interest, while the results of research conducted by Hariadi (2013) found that there was no influence between the usefulness of e-commerce on the intentions of e-commerce users.

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The environment is the entire physical/natural or social phenomenon (event, situation, or condition) that affects or is influenced by individual development (S. Yusuf, 2012). According to Ihsan (2011) the family is the first and foremost educational institution in society, because it is in the family that humans are born and develop into adults, so that what becomes the habits and upbringing of parents will greatly influence the development of children's behavior and mindset. The family environment is the smallest and most important environment for children that can influence the development of the child's mindset and personality. The greater the support from the family environment or the more family members who are entrepreneurship, the higher the student's entrepreneurship interest. This is based on the Theory of Planned Behavior which states that subjective norms are the influence of the social environment on someone doing or not doing a behavior. If parents have entrepreneurship, their children will tend to have an entrepreneurship interest. The results of research conducted by M. Yusuf et al. (2017) showed that the family environment had a positive effect on entrepreneurship interest. Research by Evaliana (2015) and Ardiyani (2016) also found a positive influence from the family environment on entrepreneurship interest.

H1: The family environment has a positive effect on entrepreneurship interest after completing their undergraduate studies.

Entrepreneurship education is a learning process to change students' attitudes and mindset towards choosing an entrepreneurial career (Lestari &Wijaya, 2012). The purpose of entrepreneurship education is to form individuals with character, skills, and understanding to become entrepreneurs (Aritonang, 2013). The wider the knowledge of entrepreneurship education, the higher the student's entrepreneurship interest. The theory that underlies this is the Theory of Planned Behavior which states that attitudes are tendencies to respond to things that are liked or disliked on an object, person, institution or event. If students like entrepreneurship, these students will expand their knowledge of entrepreneurship education so that students' entrepreneurship interest will also increase. The results of research conducted by Anggraeni (2016) stated that entrepreneurship education has a positive effect on entrepreneurship interest. The research of Ibrahim et al. (2015) and Lesmana et al. (2018) also supports Anggraeni's research which states that entrepreneurship education has a positive effect on entrepreneurship interest.

H2: Entrepreneurship education has a positive effect on entrepreneurship interest after completing their undergraduate studies.

E-commerce is a business transaction that uses network access, computer-based systems and web browser interfaces (McLeod& Schell, 2007). E-commerce describes the process of buying, selling, transferring, or exchanging products, services and information through computer networks, including the internet (Susanto, 2000). E-commerce systems rely heavily on internet resources and many other information technologies to support each of these processes (Mujiyana, 2013). E-commerce is more than just buying and selling products online. E-commerce covers the entire process from developing, marketing, selling, shipping, servicing, and paying customers, with the support of a network of business partners around the world more quickly and easily. The higher the understanding of the use of e-commerce, the higher the student's entrepreneurship interest. This is based on the Theory of Planned Behavior which states that the perception of behavioral control is a person's

feeling that it is easy or difficult to perform a behavior. The existence of e-commerce makes it easy for students to start their business, which can increase student entrepreneurship interest. The results of research conducted by Pramiswari&Dharmadiaksa (2017) show that e-commerce has a positive effect on decision making for entrepreneurship. Yadevani&Wijaya (2017) research also found a positive influence of e-commerce on entrepreneurship interest.

H3: E-commerce has a positive effect on student entrepreneurship interest after completing undergraduate studies

III. METHODS

The research location is the place where the research will be conducted. The location of this research is at the Faculty of Economics and Business, Udayana University. The population in this study were all active undergraduate students of the Faculty of Economics and Business, Udayana University class of 2017 with the following details: Accounting Study Program as many as 136 students, Management Study Program 129 students, and Development Economics Study Program 147 students so that the total population is 412 students. The method of determining the sample of this research is probability sampling using proportional sampling technique, namely the sample is calculated based on comparison. This technique is used if the population has members or elements that are not homogeneous and proportionally stratified. From the calculation of the Slovin formula, the number of samples used in this study was 203 respondents.

Multiple linear regression analysis technique is used in this study because this technique can determine the significant relationship of more than two independent variables. Where the independent variables in this study are entrepreneurship education and e-commerce. The dependent variable in this study is the student's entrepreneurship interest after completing their undergraduate studies.

IV. RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

The results of the regression analysis using the Statistical Package of Social Science (SPSS) version 25.0 for Windows program can be seen in Table 1 below:

Table 1. Results of Multiple Linear Regression Analysis

Variabel	Koefisien Regresi		t	Sig
	B	Std. Error		
Family Environment (X1)	0,229	0,071	3,209	0,002
Entrepreneurship Education (X2)	0,302	0,036	8,273	0,000
E-Commerce (X3)	0,150	0,048	3,102	0,002
(Constant)	: 3,922			
F Statistik	: 59,793			
Sig F	: 0,000			
R ²	: 0,474			

Primary Data, 2021

Based on Table 1, the multiple linear regression equation can be written as follows:

$$Y = 3.922 + 0.229 X_1 + 0.302 X_2 + 0.150 X_3$$

Information:

Y = EntrepreneurshipInterest

X1 = Family Environment

X2 = Entrepreneurship Education

X3 = E-Commerce

The Effect of Family Environment on Entrepreneurship interest

Based on the results of the t test, it can be explained that the significance level is $0.002 < 0.05$, so H₀ is rejected and H_a is accepted, which means that the family environment variable has a significant positive effect on students' entrepreneurship interest after completing their undergraduate studies. The regression coefficient 1 (family environment variable) of 0.229 indicates that increased support from the family environment will increase students' entrepreneurship interest after completing their undergraduate studies at the Faculty of Economics and Business, Udayana University class 2017.

This means that the 2017 FEB UNUD students have the support of a large family environment in entrepreneurship, thereby increasing student entrepreneurship interest. This is in line with the Theory of Planned Behavior which states that subjective norms are the influence of the social environment on someone doing or not doing a behavior, where the family environment influences student behavior in entrepreneurship interest. If parents have entrepreneurship, their children will tend to have an entrepreneurship interest. The results of this study support the research conducted by M. Yusuf et al. (2017) showed that the family environment had a

positive effect on entrepreneurship interest. Also the research by Evaliana (2015) and Ardiyani (2016) who found a positive influence from the family environment on entrepreneurship interest.

The Effect of Entrepreneurship Education on Entrepreneurship Interest

Based on the results of the t-test, it can be explained that the significance level is $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, which means that the entrepreneurship education variable has a significant positive effect on students' entrepreneurship interest after completing their undergraduate studies. The regression coefficient 2 (entrepreneurship education variable) is 0.302, indicating that increasing knowledge of entrepreneurship education will increase students' entrepreneurship interest after completing undergraduate studies at the Faculty of Economics and Business, Udayana University class 2017.

This means that the 2017 FEB UNUD students have broad knowledge of entrepreneurship education, thereby increasing students' entrepreneurship interest. This is in line with the Theory of Planned Behavior which states that attitudes are tendencies to respond to things that are liked or disliked on an object, person, institution or event. If students like entrepreneurship, they will expand their understanding of entrepreneurship education, so that the wider students' knowledge about entrepreneurship education, the greater the opportunities for students to become entrepreneurs. The results of this study support the results of research conducted by Anggraeni(2016), Ibrahim et al. (2015) and Lesmana et al. (2018) states that entrepreneurship education has a positive effect on entrepreneurship interest.

The Effect of E-Commerce on Entrepreneurship interest

Based on the results of the t test, it can be explained that the significance level is $0.002 < 0.05$, so H_0 is rejected and H_a is accepted, which means that the e-commerce variable has a significant positive effect on students' entrepreneurship interest after completing their undergraduate studies. The regression coefficient 3 (e-commerce variable) is 0.150, indicating that an increased understanding of the use of e-commerce will increase students' entrepreneurship interest after completing undergraduate studies at the Faculty of Economics and Business, Udayana University class 2017.

This means that the 2017 FEB UNUD students have a high understanding of the use of e-commerce, thereby increasing student entrepreneurship interest. This is in line with the Theory of Planned Behavior which states that the perception of behavioral control is a person's feeling that it is easy or difficult to perform a behavior, where e-commerce affects student behavior in entrepreneurship. The existence of e-commerce makes it easy for students to start their business, which can increase student entrepreneurship interest. The results of research conducted by Pramiswari&Dharmadiaksa (2017) show that e-commerce has a positive effect on decision making for entrepreneurship. Yadevani&Wijaya (2017) research also found a positive influence of e-commerce on entrepreneurship interest.

Model Feasibility Test Results (F Test)

Based on Table 1 Results of Linear Regression Analysis above, the F-count value is 59.793 with a significance of 0.000 which is below 0.05 so it can be concluded that the regression model fits with observational data so that it is feasible to use as an analytical tool to test the effect of independent variables on the dependent variable.

Coefficient of Determination (R^2)

Analysis of determination, based on Table 1, it can be seen that the value of $R^2 = 0.474$ or 47.4% which means that 47.4% of students' interest in entrepreneurship after completing their undergraduate studies at the Faculty of Economics and Business, Udayana University is influenced by family environment variables (X1), the variables of entrepreneurship education (X2), e-commerce (X3), and the remaining 52.6% are influenced by other variables not examined in this study.

V. CONCLUSION

This study results that the family environment, entrepreneurship education and e-commerce have a positive effect on students' interest in entrepreneurship after completing their undergraduate studies. Where in the Theory of Planned Behavior the main factor determining a person's intention and performing a behavior is determined by 3 factors, namely attitudes, subjective norms and perceptions of behavioral control. This means that with a family environment that supports entrepreneurship, an understanding of entrepreneurship and an understanding of the use of e-commerce can change student behavior patterns in entrepreneurship.

The results of this study can be used as input for students in considering career path decisions after completing their undergraduate studies at the Faculty of Economics and Business, Udayana University. And can provide information to the campus that can be used in an effort to develop entrepreneurial knowledge to increase student entrepreneurship interest. Students should be active in participating in entrepreneurship seminars and workshops and always keep abreast of information about the latest trends that can be used as business opportunity ideas.

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