

THE INFLUENCE OF EDUCATION, ENVIRONMENT AND MOTIVATION ON ENTREPRENEURIAL INTEREST IN STUDENTS OF THE MANAGEMENT STUDY PROGRAM OF THE OPEN UNIVERSITY

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Abstract

Education has an important role in entrepreneurship because it provides a foundation of knowledge, skills, and mindsets that support individuals to start and run businesses successfully. Through education, entrepreneurs not only build successful businesses but also contribute to the development of society and the global economy. This research was conducted on students of the Management study program, Faculty of Economics, Open University. The purpose of this study is to find out whether education (X1), Environment (X2), Motivation (X3) have an effect on entrepreneurial interest (Y). The method used in this study is quantitative. The population in this study is all students of the Open University Management Study Program totaling 119,815. The determination of the number of respondents in this study uses the slovin formula so that the number of respondents is 100 students. The data analysis technique in this study uses SPSS 26. The analysis used includes data instrument tests (validity test, and reliability test), and multiple linear regression analysis. The results of the study show that entrepreneurship education, environment, and motivation each have a positive and significant influence on entrepreneurial interest. These findings emphasize the importance of education, a supportive environment, and individual motivation in increasing students' interest in entrepreneurship.

Keywords: Education, Environment, Motivation, Interest

Introduction

Entrepreneurship is the effort to find, develop, and combine innovations, opportunities, and better ways to make life more rewarding. Hery (2014) states that to develop entrepreneurship, one must dare to take risks to achieve profits. The economic crisis that is still hitting Indonesia has had a significant impact on economic development and the living conditions of the Indonesian people. One of the impacts of the economic crisis is the increasing number of jobs available. Therefore, the number of unemployed in Indonesia is still very high. The high unemployment rate in Indonesia has an impact on the low-educated and highly educated groups. Unemployment in highly educated people, such as students, occurs because they are not willing to work. One of the main factors that increase entrepreneurial interest is the family environment.

According to Presidential Instruction No. 4 of 1995, Entrepreneurship is the spirit, attitude, behavior and ability of a person in handling a business or activity that leads to efforts to find, create, implement new ways of working, technology and products by increasing efficiency in order to provide better services and/or obtain greater profits. Entrepreneurship is a discipline that studies individual values, skills, and behaviors in facing life's challenges and how to take advantage of existing opportunities, even when faced with various risks. This field emphasizes the ability to think creatively and innovatively in creating added value, both economically and socially.

Education is the process of inheriting the nation's culture and character for the younger generation and also the process of developing the nation's culture and character to improve the quality of life of the community and the nation in the future.

The most important environment in entrepreneurship is the family, which is the main institution for the development of entrepreneurial talents. The environment plays the role of a supporter, driver, or even an inhibitor in an entrepreneur's journey. A positive environment provides the support, opportunities, and resources necessary for business success. Therefore, entrepreneurs need to understand and strategically utilize the potential of the surrounding environment to achieve success.

The influence of the academic environment or culture, an academic environment that tends to focus more on academic achievement or preparing students to become professionals in the company sometimes does not support the creation of an entrepreneurial climate. Lack of Entrepreneurial Development Programs on Campus, some campuses do not fully have programs that support the

development of entrepreneurial interests. Without training or support in the form of business incubators, seminars, or mentors, students may not have access to develop the skills necessary to build a business.

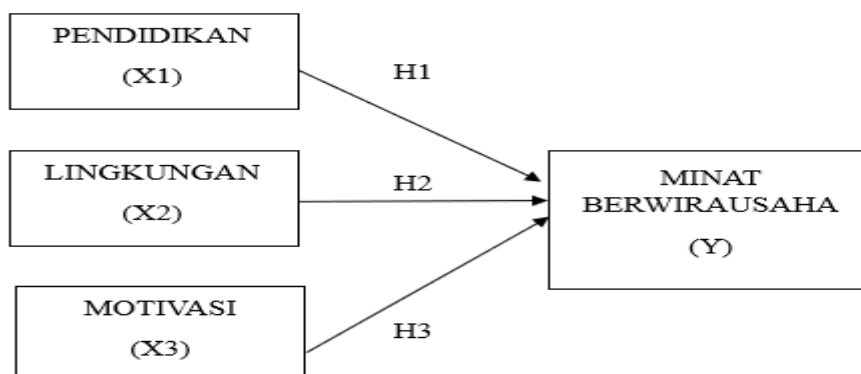
Malayu SP. Hasibuan (2001:141) said that motivation is what causes, channels and supports human behavior, so that they work hard and achieve optimal results. This understanding shows that motivation can drive human behavior to achieve the desired goal. With the goal to be achieved, it has motivated, encouraged, and moved a person to behave in realizing the goal he wants to achieve. Humans behave because there are needs, desires that they will achieve. Entrepreneurial motivation is a person's encouragement to be entrepreneurial so that from entrepreneurial activities there is something to be achieved, which is the goal

Interest in entrepreneurship is a person's interest, liking, or desire to be involved in entrepreneurial activities, namely the process of starting, managing, and developing a business. This interest reflects a person's tendency to make entrepreneurship an activity or career choice that they do with passion and dedication. Interest is a mental state consisting of various thoughts, emotions, and desires that influence people to make certain decisions.

According to Lestari & Wijaya (2012); Nastiti et al. (2010); Suharti & Sirine (2011); Suhartini (2011) in Zubaidah (2017) there are various factors that affect entrepreneurial interest, which are as follows:

1. Revenue expectations
2. Family and community environment
3. Education

These problems pose a challenge for universities in encouraging students to have interest and motivation to become successful entrepreneurs. Based on these problems, this study aims to analyze the factors that affect entrepreneurial interest, with a focus on the influence of entrepreneurial education, environment, motivation, and entrepreneurial interest.



Research Methods

Validity test

Validity comes from the word validity which means validity or truth. Validity means the extent to which the accuracy and precision of the measuring tool is able to perform its measurement function. According to Sugiyono (2005) Validity is an index that shows that the measuring tool really measures what is to be measured. In addition to validity, a good measuring tool must also be reliable. The validity test is a test that functions to see whether a measuring tool is valid (valid) or not.

Reliability Test

Reliability is translated from the word reliability which means something that can be trusted (test resistant). According to Notoatmodjo (2005) in Widi R (2011), reliability is an index that shows the extent to which a measuring device can be trusted or reliable. So that the reliability test can be used to determine the consistency of the measuring instrument, whether the measuring instrument remains consistent if the measurement is repeated. A measuring instrument is said to be reliable if it produces the same results even though measurements are taken many times.

Multiple Linear Regression

Multiple linear regression is intended to test the influence of two or more independent variables (explanatory) on one dependent variable. This model assumes a straight/linear relationship between dependent variables and each of their predictors.

This research is a type of quantitative research, where data is collected in the form of numbers and analyzed using statistical methods. This approach allows research to meet scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic (Sugiyono, 2010). This research involves independent variables in the form of entrepreneurship education, environment, and motivation, as well as dependent variables in the form of entrepreneurial interest. The research population includes all students of the Management Study Program, Faculty of Economics and Business, Open University, with a sample of 100 respondents.

Research results:

Table 1. Validity Test Results

Variable	Items	R Count	R table	Information
Interest (Y)	Y1	0,729	0,195	VALID
	Y2	0,801		VALID
	Y3	0,781		VALID
	Y4	0,782		VALID
	Y5	0,800		VALID

Variable	Items	R Count	R table	Information
Education (x1)	X1.1	0,802	0,195	VALID
	X1.2	0,803		VALID
	X1.3	0,831		VALID
	X1.4	0,775		VALID
	X1.5	0,753		VALID
Environment (X2)	X2.1	0,646	0,195	VALID
	X2.2	0,839		VALID
	X2.3	0,880		VALID
	X2.4	0,704		VALID
	X2.5	0,759		VALID
Motivation (x3)	X3.1	0,853	0,195	VALID
	X3.2	0,783		VALID
	X3.3	0,814		VALID
	X3.4	0,747		VALID
	X3.5	0,793		VALID

Source : SPSS 26 data processing results

Based on the results of the validity test of the instrument summarized in the table above, it shows that the questionnaire to measure entrepreneurial education, the environment and motivation for entrepreneurial interest in all items is declared valid. This is evidenced by a larger r calculation value compared to the r table.

Table 2 Reliability Test Results

It	Variable	Cronbach's Alpha	Information
1	Interest	0,835	Reliable
2	Education	0,852	Reliable
3	Milieu	0,852	Reliable
4	Motivation	0,850	Reliable

Source : SPSS 26 data processing results

Table 3 Multiple Linear Regression Test Results

Coefficients ^a						
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,878	1,210		0,725	0,470
	Education	0,275	0,066	0,301	4,151	0,000
	Milieu	0,091	0,066	0,103	1,380	0,171
	Motivation	0,581	0,072	0,567	8,011	0,000
Adjusted R2		0,737				
Fcal		93,462	Sig 0.001			

Source :SPSS 26 data processing results

Based on the table shown, the Adjusted R² value of 0.737 shows that the variation in entrepreneurial interest among students of the Faculty of Economics, Open University can be explained by the variables of education, environment, and motivation of 73.7%. The rest, namely 26.3%, was influenced by other factors that were not included in this research model. In addition, a significant value of F of 0.001, which is less than 0.05, indicates that a model consisting of education, environment, and motivation is appropriate to explain the variation in entrepreneurial interests. The results of the t-test also showed that each independent variable, namely education, environment, and motivation, had a partially significant influence on students' entrepreneurial interest, because the significance value was less than 0.05.

Discussion

1. This study found that education has a positive influence on entrepreneurial interest. The wider the knowledge and education obtained by students, the higher their interest in entrepreneurship.
2. This research also shows that the environment has a positive and significant influence on entrepreneurial interest. An environment that supports and encourages entrepreneurial activities plays an important role in increasing a person's interest in engaging in these activities. In other words, the more conducive the environment for entrepreneurs, the greater the interest of a person to enter the business world.
3. In addition, motivation has been proven to have a positive and significant influence on entrepreneurial interest. The level of motivation of students directly affects how much interest they have in becoming an entrepreneur. The higher the motivation a person has, the greater their interest in learning, understanding, and starting steps as an entrepreneur.

Conclusion

Based on the results of the analysis and discussion, it can be concluded that education, environment, and motivation have a significant influence in shaping the interest of students of the Management Study Program, Faculty of Economics and Business, Open University to be entrepreneurial. The results of the F

test indicate that the research model used is appropriate and valid to measure students' interest in entrepreneurship. These three variables, namely education, environment, and motivation, together can explain 73.7% of the variation in students' entrepreneurial interests. The author provides several suggestions, including so that the university can encourage the development of an initiative mindset in students. In addition, the university is also expected to build strong motivation as well as a sense of responsibility in students to start a business.

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