



## Overview Of Students' Entrepreneurial Interests Supporting Factors

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**ABSTRACT**

The aim of this research is to obtain an overview of the factors that can support the growth of entrepreneurial interest in students. The research method used in this research is a library research approach using 6 previous research articles related to students' interest in entrepreneurship. Based on the research results, it is known that the factors that influence students' interest in entrepreneurship come from internal and external factors. Internal factors, including motivation, creativity and innovation in students, have a joint influence on interest in entrepreneurship and play an active role in students' interest in entrepreneurship. Apart from that, external factors such as family environment; entrepreneurship education; income expectations; the use of social media and learning soft skills has a significant influence on students' interest in entrepreneurship. Furthermore, there will be expectations of greater income obtained from business. Furthermore, there are differences in entrepreneurial interest between male and female students.

**Keywords:** *supporting factors, interests, entrepreneurship,*

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## **INTRODUCTION**

The phenomenon of higher education poverty has occurred for a long time. Generally, the workforce that falls into the young age category expects to find promising jobs as civil servants or in the private sector once they graduate from education. This is because there is still a strong practical way of thinking that the purpose of education is to make it easier to find work. However, nowadays more and more students tend to become entrepreneurs. However, in the final semester of college, many are still interested in becoming entrepreneurs or looking for work. From the results of Darmawan's survey in the Online Business Opportunities article, it was stated that remaining neutral, 55% chose to become workers/employees while 45% chose to become entrepreneurs.(Pandjaitan,2016)

According to experts, the number of entrepreneurs in Indonesia is currently below 2%, compared to our neighboring country, Singapore, which reaches 7%, which is the reason why the economy in Indonesia is lagging behind (Pandjaitan,2016). Most students in Indonesia are more likely to look for job vacancies after finishing college than opening their own business. Luckily, if the student has good abilities, it will be easy for him to get a job. However, if you don't get a job there will be a waiting period in finding the job you want. Therefore, becoming a businessman from an early age is a smart way for successful people. And there are still many students in Indonesia who are still reluctant to get involved in business. In fact, doing business since college is a creative and smart way to prepare yourself after graduating from college (Pandjaitan,2016).

Interest in entrepreneurship among students is growing and becoming an important topic in higher education. Factors that influence this interest include education and a supporting curriculum, such as study programs with entrepreneurship courses and practical projects that provide hands-on experience. In addition, social support from family, friends, and the entrepreneurial community, as well as professional networks, play a significant role in encouraging students to start their own business. Students' personality and internal motivation, such as creativity, innovation, and the desire to work independently, are also the main drivers. Access to resources and capital, such as initial financing and supporting facilities, is very important to help students start a business.

The impact of this entrepreneurial interest can be seen in improving students' management and communication skills, which are invaluable in a variety of careers. Real experience in running a business or entrepreneurial project not only enriches their CV but also expands their professional network which can be useful in the future. Student-run businesses also contribute to society by creating jobs and offering innovative solutions to social or environmental problems. However, challenges such as limited capital, lack of practical experience and market uncertainty need to be overcome. Strategies such as project-based learning, mentoring programs with successful entrepreneurs, as well as competitions and business incubators can increase students' entrepreneurial interest and support broader economic and social development.

In the opinion of Baldacchino (2008) entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources for seeking opportunities for success. The essence of entrepreneurship is the ability to create something new and different through creative thinking and acting innovatively to create opportunities. According to the Big Indonesian Dictionary, entrepreneurship comes from the word entrepreneur, namely a person who is clever or talented at recognizing new products, determining new production methods, arranging operations for procuring new products, marketing them, and managing operational capital (Sumarsono, 2010).

The definition of entrepreneurship according to Zimmerer, translated by Buchari Alma (2007), states that entrepreneurs are an amazing group of creative and innovative people. They are the fuel for society's economic growth, because they have the ability to think and act productively. It can be concluded that entrepreneurship is someone who starts a new business and does this by creating something new, or by utilizing resources in an unusual way, in an effort to generate value for customers.

## **RESEARCH METHODOLOGY**

Library research is a research method that collects information and data from various sources available in libraries, be they books, journals, magazines, documents, or other reference sources. This method is used to review existing literature, identify relevant theories, concepts and data, and develop a theoretical framework and hypotheses for further research. Library research focuses on critical analysis of written sources and integrating those findings to answer research questions or develop a deeper understanding of a particular topic. This research uses 6 articles related to students' interest in entrepreneurship. These six articles are reference articles because they discuss research variables, namely factors supporting students' entrepreneurial interest.

According to Zina O'Leary in her book "The Essential Guide to Doing Research" (2004), library research is a systematic approach that involves searching, collecting and analyzing information from various sources available in libraries to support academic or scientific research. The main aim of library research is to review and examine existing literature in order to understand the research context, identify gaps in knowledge, and build a strong theoretical basis for the research being conducted. There are four steps to library research (Zed, 2008), namely: First, Prepare equipment, namely equipment for library research in the form of pencils or pens and note paper. Second, Compile a working bibliography. A working bibliography is a record of the main source material that will be used for research purposes. Third, Managing time, in terms of managing time, it depends on the person who uses the available time, you can plan how many hours one day, one month, it's up to the person concerned to use the time. Fourth, Read and make research notes, meaning that what is needed in the research can be recorded, so that you don't get confused in a sea of books with so many types and forms.

**RESULT AND DISCUSSION**

In this research, a library study method was carried out using the 6 research results below:

**Table 1.** Research results

No	Name of Researcher and Years	The Title	Method	Result
1	Estu Mahanani, Bida Sari (2018)	Factors that influence students' interest in entrepreneurship at the Faculty of Economics, Persada Indonesia University, namely.	The research population was all students at the Faculty of Economics, Persada Indonesia University, Administrative Foundation (UPI-Y.A.I.) Jakarta. The sampling technique was carried out by purposive sampling with 50 respondents, namely FE UPI-Y.A.I students. final semester who had received an entrepreneurship course. Quantitative research data analysis which includes correlation analysis, determination analysis and multiple (simultaneous) linear regression analysis, as well as hypothesis testing using the t-test and F-test (ANOVA). Data processing was carried out using the SPSS 17.0 for Windows program, obtaining a correlation coefficient value of $r = 0.856$ . The coefficient of determination $r^2 = 0.714$ means that the contribution of	Based on the ANOVA test (F Test), it was concluded that motivation, creativity and innovation jointly influence interest in entrepreneurship and play an active role in interest in entrepreneurship among students at the Faculty of Economics, UPI Y.A.I. The regression model resulting from this research is proven to be correct and suitable for use for forecasting.

			motivation, creativity and innovation variables to variations in entrepreneurial interest is 71.4% and the remaining 28.6% is influenced by other factors. The regression equation obtained is $\hat{Y} = 1.362 + 0.360 X_1 + 0.377 X_2 + 0.529 X_3$ .
2	Retno Endah Supeni, Muhammad Efendi (2017)	Student Interest in Entrepreneurship at Private Universities in Jember Regency	<p>Data were collected using interviews (questionnaires) and observation, using a descriptive quantitative approach with multiple linear regression methods, T Test and F Test (SPSS). The population is all students from the Faculty of Economics at Private Universities in Jember Regency, the sample size is 97 people.</p> <p>The research results show that the family environment variable; entrepreneurship education; income expectations; The use of social media and soft skills learning has a significant influence on students' interest in entrepreneurship at the Faculty of Economics, Private Universities in Jember Regency. The implication is that students' strong motivation and interest in entrepreneurship must be welcomed by university administrators and various related institutions so that they can be followed up through breakthrough policies to grow student businesses.</p>
3	Nurafni Ayu Lestari Amru, Haedar Akib, Risma Niswaty, Muh. Guntur, Muhammad Darwis (2022)	Students' Interest in Online Entrepreneurship (Case Study of Administrative Science Students,	<p>This research is a qualitative study which aims to determine the intensity of student interest in online entrepreneurship (Case Study of Administrative Science Students, Faculty of Social Sciences,</p> <p>The results of the research show that students' interest in online entrepreneurship is due to the expectation of greater income obtained from business, student interest can be obtained in the family or community environment as well as with other family members so that a</p>

		Faculty of Social Sciences, Makassar State University)	Makassar University). informants in this research were 5 students majoring in Administrative Sciences, Faculty of Social Sciences, Makassar State University. Data collection techniques use observation methods, interview methods, and documentation methods. Data analysis techniques in this research use data condensation, data display (data presentation), conclusion drawing / verification (drawing conclusions). In describing the research results, indicators are used that can influence students' interest in online entrepreneurship.	State sense of responsibility arises, factors that influence student interest the education obtained during lectures, and another factor influencing student interest is the entrepreneurial motivation of the students concerned
4	Indra Darmawan (2021)	Growing Students' Entrepreneurial Interest Through Entrepreneurship Education Based on Caring Economics	This research aims to foster students' interest in entrepreneurship through caring economics-based entrepreneurship education. The type of research is quasi-experimental with the research subjects being students taking Entrepreneurship Courses	The research results show that students' interest in entrepreneurship can be fostered through entrepreneurship education based on caring economics. Students feel helped to discover their potential and foster a sense of concern for others and the environment in a spirit of cooperation and mutual cooperation.
5	Dede Mustomi, Khoirul	Factors Inhibiting	The aim of this research is to find out the points	As a result, the survey statement regarding capital was

	Ulum , Aprilia Puspasari, Ayu Azizah (2021)	Interest in Entrepreneurship among Students (Survey Study)	that hinder students from starting entrepreneurship. This research is descriptive research using a survey method and using a purposive sampling technique, where the author distributes questionnaires randomly to respondents from among 120 active students. The survey period was carried out for one month in the period April 2021. Of the 120 questionnaires distributed, all were returned and filled in by respondents.	chosen by the majority of respondents totaling 49 respondents as the variable that most hindered students' interest in starting entrepreneurship and the lowest variable was the variable prohibited by parents which was only chosen by 5 student respondents.
6	Yuhendri L.V (2015)	Differences in Students' Entrepreneurial Interests Judging from Gender and Parents' Occupations	This research is motivated by the high unemployment rate of college graduates and the small number of entrepreneurs in Indonesia. This research aims to see differences in entrepreneurial interest among UNP economics faculty students based on gender and parents' occupation. This research is also useful for increasing students' interest in entrepreneurship by paying attention to gender and parents' occupation. The type of research used is	The research results show that there are differences in interest in entrepreneurship between male and female students. Meanwhile, there is no difference in students' entrepreneurial interests based on their parents' occupation.



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comparative research.

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Many students aspire after graduating from college to apply for jobs and work in companies. This is not wrong because by working for a company or agency, they have a fixed monthly income, plus bonuses and holiday allowances. Entrepreneurship actually has a very positive impact on a country's economy. Unemployment can be reduced because university graduates open up job opportunities through entrepreneurship. One of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the provision of entrepreneurship education (Yusmira et al., 2019). Entrepreneurship is an economic function carried out by individuals or teams, namely entrepreneurs, who act independently or within organizations, to perceive and create new opportunities, evaluate and exploit them using innovation and introduce their ideas to the market under uncertainty (Mack & Putzschel, 2014).

Based on research by Mahanani and Sari (2018), it is known that motivation, creativity and innovation jointly influence interest in entrepreneurship and play an active role in interest in entrepreneurship among students at the Faculty of Economics, UPI Y.A.I. The regression model resulting from this research was proven correct and suitable for use for forecasting. Furthermore, Supeni and Efendi (2017) showed that the family environment variable; entrepreneurship education; income expectations; The use of social media and soft skills learning has a significant influence on students' interest in entrepreneurship at the Faculty of Economics, Private Universities in Jember Regency. The implication is that students' strong motivation and interest in entrepreneurship must be welcomed by university administrators and various related institutions so that they can be followed up through breakthrough policies to grow student businesses.

Entrepreneurship has long been an important concern in developing a country's socioeconomic growth (Peterson & Lee, 2000). In this case, entrepreneurship can help provide many job opportunities, various consumer needs, services, and increase the prosperity and level of competition in a country. In addition, along with the development of globalization, entrepreneurship is also becoming an increasingly important concern in facing the challenges of globalization, namely global economic competition in terms of creativity and innovation (Peterson & Lee, 2000). This is because organizations that are skilled at innovation, successful in producing new ideas, will gain a competitive advantage and will not be left behind in the world market which continues to change rapidly (West, 1997). So, entrepreneurship is the ability to create added value in the market through the process of combining resources in new and different ways (Suryana, 2006).

An entrepreneur is someone who has the skills to sell, starting from offering ideas to commodities in the form of products or services. With their creativity, entrepreneurs are able to adapt to various situations and environmental conditions. As a



business person, entrepreneurs must know sales management, management styles and functions well. To be successful, entrepreneurs must be able to communicate and master several elements of managerial skills, as well as know strategic selling techniques starting from knowledge about the product, product characteristics and product competitiveness against similar products.

Research by Nurafni Ayu Lestari Amru, Haedar Akib, Risma Niswaty, Muh. Guntur, Muhammad Darwis (2022) stated that students' interest in online entrepreneurship is due to the expectation of greater income obtained from business, student interest can be obtained in the family or community environment as well as with other family members so that a sense of responsibility arises, factors that influence students' interest in education obtained during lectures, and another factor that influences student interest is entrepreneurial motivation in the students concerned. Furthermore, Indra Darmawan (2021) stated that the results of the research show that students' interest in entrepreneurship can be fostered through entrepreneurship education based on caring economics. Students feel helped to discover their potential and foster a sense of concern for others and the environment in a spirit of cooperation and mutual cooperation.

Furthermore, research by Dede Mustomi, Khoirul Ulum, Aprilia Puspasari, Ayu Azizah (2021) shows that capital was chosen by the majority of respondents totaling 49 respondents as the variable that most hindered students' interest in starting entrepreneurship and the lowest variable was the variable prohibited by parents which was only chosen by 5 student respondents. Likewise, Yuhendri L.V (2015) shows that there are differences in interest in entrepreneurship between male and female students. Meanwhile, there is no difference in students' entrepreneurial interests based on their parents' occupation.

## **CONCLUSION**

Based on the research results, it is known that the factors that influence students' interest in entrepreneurship come from internal and external factors. Internal factors, including motivation, creativity and innovation in students, have a joint influence on interest in entrepreneurship and play an active role in students' interest in entrepreneurship. Apart from that, external factors such as family environment; entrepreneurship education; income expectations; the use of social media and learning soft skills has a significant influence on students' interest in entrepreneurship. Furthermore, there will be expectations of greater income obtained from business, the interest that students can gain in the family or community environment as well as with other family members will arise sense of responsibility, factors that influence students' interest in the education obtained during lectures, and another factor that influences student interest is entrepreneurial motivation in the students concerned. Furthermore, there are differences in entrepreneurial interest between male and female students.

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