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## The Influence of Entrepreneurial Motivation, Entrepreneurial Learning, and Use of Social Media on Entrepreneurial Interest in The Community

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**Abstract:** This research aims to determine how big the influence is between independent variables such as entrepreneurial motivation and entrepreneurial interest, entrepreneurial learning, and entrepreneurial interest, and the use of social media and entrepreneurial interest. This research was conducted using quantitative methods and explanatory research. This research uses a purposive sampling technique. Questionnaires and documentation are used for research. The distribution questionnaire was used to measure the relationship between the independent variables, namely entrepreneurial learning, entrepreneurial motivation, and use of social media, and the dependent variable, namely entrepreneurship in the community. Each respondent received a questionnaire via WhatsApp online. SmartPLS 3.0 software was used to perform data analysis using structural equation modeling (SEM). Previous research has tested the instrument used in this research on 30 respondents, and the results show that the instrument is valid and reliable. Validity and reliability tests, uniform normality, and hypotheses are the data analysis methods used in this research.

**Keywords:** Entrepreneurial Motivation, Entrepreneurial Learning, Use of Social Media, Entrepreneurial Interest

### INTRODUCTION

An entrepreneur will start with their desires, according to Corbett et al. (2007). As stated, the amount of interest a person has is very dependent on the strength of the relationship they have with their surrounding environment. According to Hasan et al. (2021), variables that influence interest in entrepreneurship include internal and external variables or the environment around a person. This statement is in line with previous research conducted by So. Someone's interest in this matter does not just appear; it grows and develops according to the factors that influence it. For example, motivation for entrepreneurship, learning about entrepreneurship, and the use of social media are some components that can influence a person's interest in entrepreneurship. This research shows that most students are starting to become interested in entrepreneurship. Some of them even have businesses, both online and conventional, and they

have various kinds of businesses. Food, clothing, cosmetics, and more. Motivation for entrepreneurship, the amount of social media used by students, and the entrepreneurial learning activities they participated in in the previous semester are several factors that can increase students' interest in the world of business. As reported by Rus-Casas et al. (2020), Şeşen et al. (2014), and Su et al. (2020), motivation itself can be defined as the force or drive that drives someone to take certain actions to achieve certain goals. This explanation follows the theory put forward. However, internal or intrinsic factors as well as factors from the surrounding or extrinsic environment can influence entrepreneurial motivation itself. Apart from motivation, there is entrepreneurship learning that can influence students' desire to become entrepreneurs. Entrepreneurial learning itself, according to Dufays et al. (2014) and Erlangga et al. (2022), is education that teaches individuals to have the ability to create business activities that are produced by themselves. So, entrepreneurship learning is teaching individuals or groups of people about how they can or are able to open their own business. This entrepreneurial learning activity can foster an entrepreneurial spirit in the community. The use of social media can also influence interest in entrepreneurship.

According to Francesca et al. (2017) and Hasan et al. (2021), the internet really helps the economic activities of a country, especially Indonesia, including the field of entrepreneurship. The number of people using social media, especially young people, continues to increase. Social media allows people to find various information about business opportunities and interesting business ideas, and it also allows people to promote themselves more economically. With the various conveniences offered by social media, people can grow their interest in entrepreneurship. The difference between this research and previous research is that this research discusses the joint influence of entrepreneurial motivation variables, entrepreneurial learning, and the use of social media on students' entrepreneurial interests. Meanwhile, in previous research, no one has discussed the influence of entrepreneurial motivation, entrepreneurial learning, and the use of social media, which together can influence students' interest in entrepreneurship.

According to research conducted by Hassan et al. (2021), the difference between this research and previous research is that this research discusses the joint influence of entrepreneurial motivation variables, entrepreneurial learning, and the use of social media on students' entrepreneurial interests. Meanwhile, in previous research, no one has discussed the influence of entrepreneurial motivation, entrepreneurial learning, and the use of social media, which together can influence students' interest in entrepreneurship. According to research conducted by Hassan et al. (2021), the difference between this research and previous research is that this research discusses the joint influence of entrepreneurial motivation variables, entrepreneurial learning, and the use of social media on students' entrepreneurial interests. Meanwhile, in previous research, no one has discussed the influence of entrepreneurial motivation, entrepreneurial learning, and the use of social media, which together can influence students' interest in entrepreneurship.

According to research conducted by Hassan et al. (2021), entrepreneurial learning and the use of social media can jointly influence students' interest in entrepreneurship. Research conducted by Hassan et al. (2021), who in their research on entrepreneurial learning and the use of social media together only discussed the influence of motivation on interest in entrepreneurship. Additionally, studies such as Corbett et al. (2007), Francesca et al. (2017), and Hasan et al. (2021) only discuss the influence of entrepreneurial learning, social environment, and family economic background on interest in entrepreneurship. Apart from that, research such as Fatiyah (2021), Francesca et al. (2017), and Hasan et al.

## METHOD

This research uses quantitative methods with explanatory research. The purpose of this research is to find out how much influence the independent variables, namely the use of social media, motivation for entrepreneurship, and learning for entrepreneurship, have on the dependent variable, the interest in the business of 230 community members. In this research, a purposive sampling technique was used. Questionnaires and documentation are used as research tools. The distribution questionnaire was used to measure the relationship between the independent variables of entrepreneurial learning, entrepreneurial motivation, and use of social media and the dependent variable of entrepreneurial interest in the community. Each respondent received a questionnaire online via WhatsApp. SmartPLS 3.0 software was used to perform this data analysis using structural equation modeling (SEM). The instruments used in this research have been previously tested on 30 respondents, and the results are considered valid and reliable. Validity and reliability tests, uniform normality, and hypotheses are the data analysis methods used in this research.

The research hypothesis is

H1: Entrepreneurial motivation has a positive and significant effect on entrepreneurial interest

H2: Entrepreneurial learning has a positive and significant effect on interest in entrepreneurship

H3: The use of social media has a positive and significant effect on interest in entrepreneurship

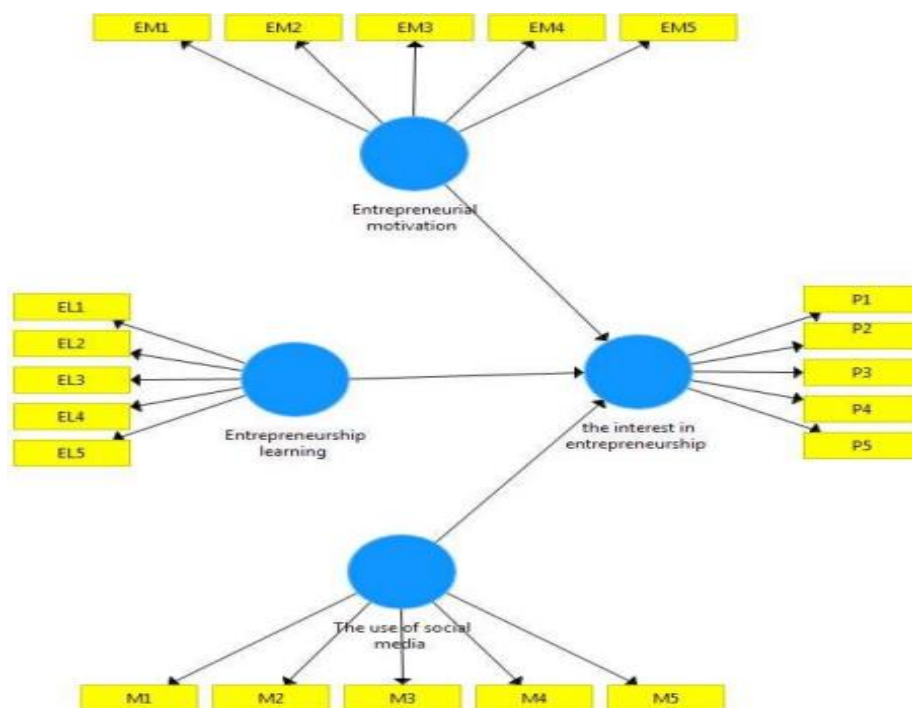


Figure 1 Research Model

## RESULTS AND DISCUSSION

### Convergent validity

All research variable indicators have external load values of more than 0.7, but some are less than 0.7, as shown in Figure 1. According to Purwanto et al. (2020), external loading values between 0.5 and 0.6 are considered sufficient to meet convergent validity requirements. Therefore, all indicators have an external load value of more than 0.5, so that all indicators are declared suitable or valid for research use and can be used for further analysis.

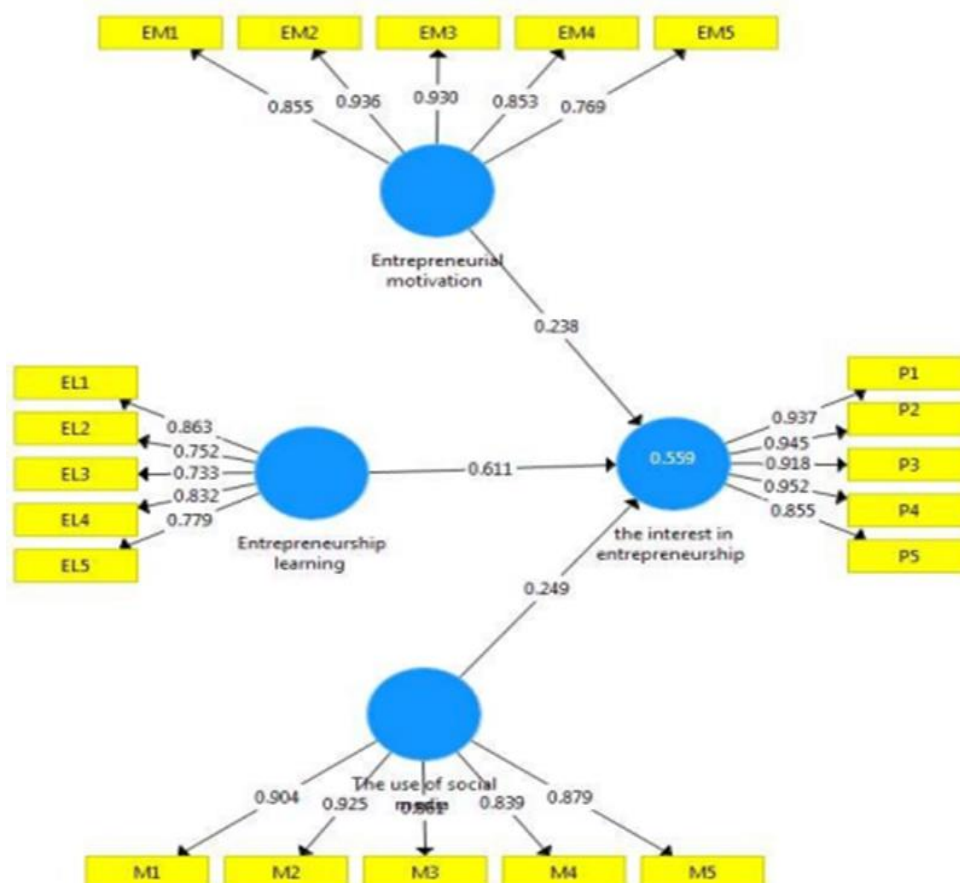


Figure 2. Loading Factor

**Discriminant Validity**

The AVE value of each variable is more than 0.5, which indicates that each variable has good discriminant validity. In addition, the combined reliability value of all research variables is more than 0.7, which indicates that each variable meets the combined reliability value. Therefore, it can be concluded that each variable has a high level of reliability, with a Cronbach's alpha value for each variable of more than 0.5.

**Table 1. Reliability Testing**

	Cronbach's Alpha	rho_A	Combined Reliability	Variance Average Extracted (AVE)
Entrepreneurial motivation	0.854	0.827	0.708	0.618
Entrepreneurial learning	0.829	0.809	0.821	0.609
use of social media	0.809	0.817	0.809	0.602
interest in entrepreneurship	0.832	0.809	0.717	0.609

**Hypothesis test**

Hypothesis testing in this research was carried out by looking at the T-Statistics values and P-Values values. The research hypothesis can be declared accepted if the P-Values < 0.05

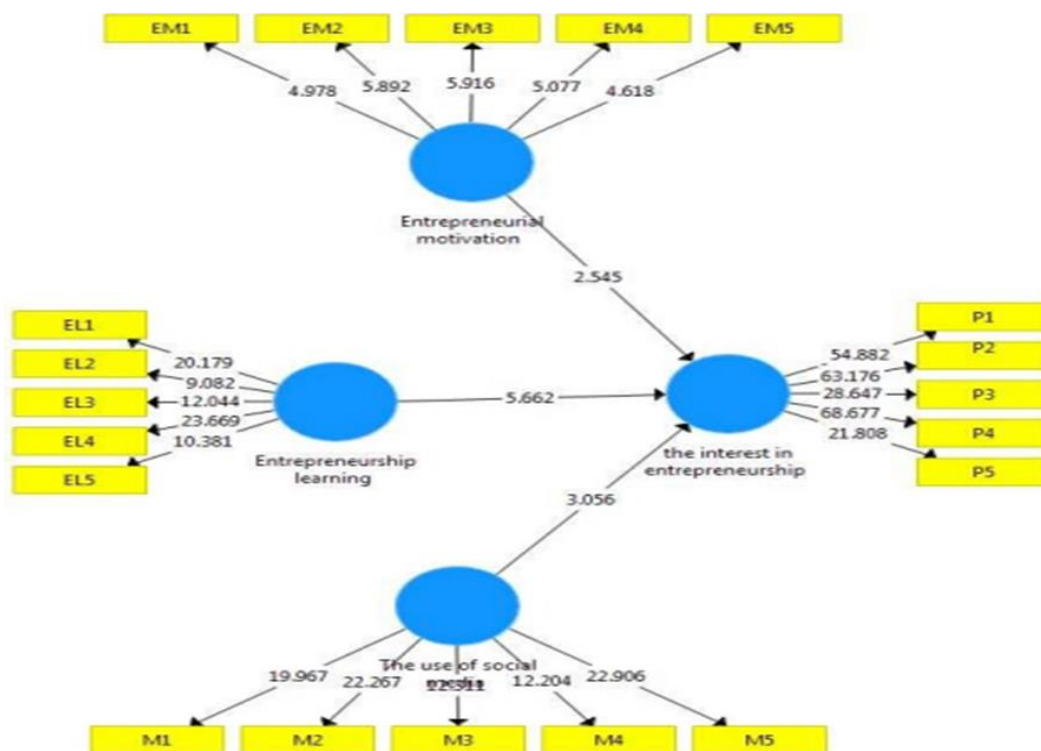


Figure 3: Hypothesis Testing

Table 2. Hypothesis Testing

Hypothesis	Q Statistics	P Mark	Results
Entrepreneurial motivation -> interest Entrepreneurship	2,454	0,000	Supported
Entrepreneurial learning -> interest in entrepreneurship	5,662	0,000	Supported
Social media use -> interests Entrepreneurship	3,056	0,000	Supported

### The Influence of Entrepreneurial Motivation on Entrepreneurial Interest

According to research that has been conducted regarding the influence of entrepreneurial motivation on entrepreneurial interest in students, it was found that there is a significant relationship between entrepreneurial motivation and entrepreneurial interest. Therefore, interest in entrepreneurship may be one of the factors contributing to this research. The study by Hayter et al. (2016) and Mahto et al. (2018) shows that there is a relationship between entrepreneurial motivation and entrepreneurial interest. In addition, research by Lang et al. (2019) and Maryati et al. (2020) found that entrepreneurial motivation influences entrepreneurial interest. Often, motivation for entrepreneurship, especially for students, consists of intrinsic and extrinsic motivation. Motivation that comes from within a person is known as intrinsic motivation, which plays an important role in fostering interest in entrepreneurship. According to Mahto et al. (2018), there is intrinsic motivation that can encourage students to be interested in entrepreneurship. With this intrinsic motivation, students will try to realize their desires through various means, such as practicing continuously and investing in themselves. In this study, intrinsic motivation includes the drive and need for entrepreneurship, the aspiration to become a successful entrepreneur, and hard, innovative, and creative thinking. Many people, especially in certain communities, are now interested in becoming entrepreneurs. This is due to their desire to succeed and the desire to help their



parents, such as by paying college fees. Apart from that, they want to become successful entrepreneurs in the future, which is why they are interested in entrepreneurship. Apart from intrinsic motivation, there is also motivation from external sources. Motivation that comes from outside of the individual is called extrinsic motivation. This usually comes from a person's environment, such as their family and society. Extrinsic motivation also plays an important role in fostering interest in entrepreneurship in everyone, especially in communities. According to Lang et al. (2019); Maryati et al. (2020); and Mahto et al. (2018), the environment can also encourage people to become entrepreneurs. because the environment around students can support business interests in this case. One example is a student who socializes and associates with people who are successful in entrepreneurship and who can provide encouragement or inspiration to foster interest in business. Therefore, it can be concluded that students' interest in entrepreneurship is influenced by motivation. The results of this research indicate that motivation for entrepreneurship influences a community's interest in entrepreneurship.

### **The Influence of Entrepreneurship Learning on Entrepreneurial Interest**

According to research that has been conducted on the relationship between entrepreneurial learning and students' interest in entrepreneurship, it was found that there is a significant relationship between entrepreneurial learning and interest in entrepreneurship in a community. Therefore, entrepreneurial learning is one of the components of this research that influences entrepreneurial interest. Amanda (2018) researched the relationship between entrepreneurial learning and entrepreneurial interest, strengthening this research. Apart from that, research conducted by Listiawati et al. (2020) found that interest in entrepreneurship can be influenced by entrepreneurial learning. In addition, research conducted by Rus-Casas et al. (2020); Şeşen et al. (2014); and Su et al. (2020) also found the same results. The entrepreneurial learning received by students at an institution, especially universities, can influence their desire to become entrepreneurs. As stated by Melissa et al. (2015) and Roslan et al. (2019), universities have an important role in fostering interest in entrepreneurship in the community. Therefore, colleges can offer entrepreneurship courses to encourage this interest. By providing this knowledge to community members, they can form an entrepreneurial spirit within themselves. Therefore, universities will play an important role in building an entrepreneurial spirit and growing community groups' interest in entrepreneurship. With this entrepreneurship lesson, you will be taught a lot about entrepreneurship knowledge and entrepreneurial practice.

They will also be taught various entrepreneurial skills. This entrepreneurship lesson can foster a sense of enthusiasm and encouragement for entrepreneurship. Thus, learning about entrepreneurship will be very useful in school because this lesson instills a sense of interest and enthusiasm for entrepreneurship. As a result, entrepreneurship learning in schools can help develop entrepreneurial skills and encourage students to become entrepreneurs. to form an entrepreneurial spirit through this entrepreneurial learning.

### **The Influence of Social Media Use on Entrepreneurial Interest**

According to research that has been conducted regarding the influence of social media use on interest in entrepreneurship, it was found that the use of social media has a significant influence on interest in entrepreneurship. Therefore, the use of social media is one component of this research that influences interest in entrepreneurship. This research is also strengthened by research conducted by Erlangga et al. (2022); Fatiyah (2021); Francesca et al. (2017); and currently, many young people use social media, especially in certain community groups. They use various social media, such as Instagram, WhatsApp, Facebook, and others, to communicate and search for information. With the emergence of various social media, communication and searching for information have become easier. Many students are interested in entrepreneurship because social media has become more practical. According to Fatiyah (2021), Francesca et al.

(2017), and Hasan et al. (2021), there is a correlation between students' use of social media and their level of entrepreneurship. Therefore, it can be said that greater use of social media by students can increase their desire for entrepreneurship. Apart from that, optimal use of social media can increase interest in entrepreneurship in the community. Community groups can easily access various information, especially related to the world of entrepreneurship, through this social media. They can also provide practical information, such as through the status sharing feature on WhatsApp, Facebook, and Instagram. With the ease of using social media, it will be easy to become interested in entrepreneurship. According to research that has been conducted regarding the influence of entrepreneurial motivation, entrepreneurial learning, and the use of social media on entrepreneurial interest, it has been found that entrepreneurial motivation, entrepreneurial learning, and the use of social media can influence overall entrepreneurial interest. Motivation can encourage community groups to become entrepreneurs. This motivation can come from within a person or from the environment around them. Iswandari (2013) stated that motivation is an important component in encouraging interest in entrepreneurship. This motivation can come from within or from outside. Community groups are motivated to become entrepreneurs because motivation comes from within or is intrinsic. Community groups may have the desire to become entrepreneurs or want to help their parents pay their living expenses, one of which is paying college fees. Apart from intrinsic motivation, there is also entrepreneurial motivation that is influenced by the environment. This is called extrinsic motivation and can come from external influences or the surrounding environment. One example of entrepreneurial motivation that is influenced by the surrounding environment is when students make friends and associate with people who are entrepreneurs. There is a tendency for them to be encouraged to become entrepreneurs. So, entrepreneurial motivation, both intrinsic and extrinsic, can influence students' entrepreneurial interests, especially college students. Having entrepreneurship subjects studied in the previous sixth semester can also help encourage students' interest in entrepreneurship. Students will study various areas related to entrepreneurship in this entrepreneurship lesson. Additionally, entrepreneurship lessons will teach students entrepreneurial skills. Entrepreneurial learning can form an entrepreneurial spirit in organizations and community groups and encourage them to be interested in entrepreneurship. This can also build a creative and innovative mindset. Thus, entrepreneurial learning can form an entrepreneurial spirit and awaken the desire in them to try their own business. entrepreneurship. Community groups can easily get information about entrepreneurship, such as business opportunities and tricks for starting a business, through social media. They can also share information with fellow users through its various features.

## CONCLUSION

Based on the results of the research and discussion described above, it can be concluded that (1) entrepreneurial motivation can influence entrepreneurial interest. (2) Entrepreneurship learning can influence interest in entrepreneurship. (3) The use of social media can influence interest in entrepreneurship. (4) Entrepreneurial motivation, entrepreneurial learning, and the overall use of social media can influence entrepreneurial interest. From the conclusions outlined above, several suggestions can be made, including the following: (1) Community groups who have entrepreneurial motivation should be able to continue to strengthen this motivation so that they can later become entrepreneurs. Apart from that, students must be able to use social media optimally so that later, social media can have a positive impact on developing their interest in entrepreneurship. (2) Members of other communities should provide encouragement or motivation for individuals to become entrepreneurs. Having the motivation to become an entrepreneur, the knowledge and skills gained from learning entrepreneurship, and the ease of using social media to search for and share information related to the world of entrepreneurship can form an entrepreneurial spirit and foster interest in

entrepreneurship, both regarding business opportunities and various tips for running a business. In addition, communities can use social media to share information about how to run their businesses. The ease of use of social media can provide encouragement or motivation for individuals to become entrepreneurs. So with entrepreneurial motivation, knowledge, and skills obtained in entrepreneurship learning and supported by the ease of using social media to search for and share information related to the world of entrepreneurship, this can form an entrepreneurial spirit and foster interest in entrepreneurship.

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