

**THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION,
UTILIZATION OF E-COMMERCE AND SOCIAL ENVIRONMENT TO
ENTREPRENEURIAL INTEREST**

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ABSTRACT

This study's aim is to analyze whether Economics Education Study Program Students in Economic and Business Faculty of University of General Soedirman have their own entrepreneurship interest during follow lectures or who have graduated from seat lectures, with the use of variable education entrepreneurship, utilization of e-commerce, and social environment as variable bonded. In this study, the instrument was used from the questionnaire and the technique for data analysis used is double regression data analysis. The results study showing that based on the results study and data analysis shows that : (1) Education Entrepreneurship has a positive influence on interest in entrepreneurship Economics Education Study Program students Economic and Business Faculty of University of General Soedirman; (2) utilization of e-commerce has a positive influence on entrepreneurship interest Economics Education Study Program students Economic and Business Faculty of University of General Soedirman ; (3) Social environment positive influence to entrepreneurship interest in Economics Education Study Program Economic and Business Faculty of University of General Soedirman.

Keywords: Entrepreneurship Education, E-commerce Utilization, Social Environment, Entrepreneurial Interest

1. Introduction

Entrepreneurship is shown by the ability to think creatively and innovatively which makes an entrepreneur must be able to find and create new ideas in entrepreneurship (Ghanaya at., al., 2021). Entrepreneurial interest is the desire, interest, and individual willingness to work hard to fulfill their life needs without fear of the risks that will occur. An entrepreneur has six important components, namely, self-confidence, result-oriented, risk-taking, leadership, originality and future-oriented (Ernawati, 2021). Through entrepreneurship, an individual can develop their business management skills and expertise to be developed into jobs that can drive the economy towards a better direction.

Jenderal Soedirman University is one of the largest universities in the city of Purwokerto which annually creates new graduates with approximately 2,000 students graduating each year. As one of the educational institutions in Central Java Province, Jenderal Soedirman University has supported the creation of young

entrepreneurs by providing entrepreneurship courses in 3rd semester and e-commerce elective courses as supporting courses in the Economics Education Study Program, Faculty of Economics and Business.

Based on the results of interviews that the researchers conducted with 108 respondents (students of the Economics Education Study Program class of 2018, 2019 and 2020) used as research samples, it was shown that a total of 64 respondents (59.26 percent) students majoring in Economics Education class of 2018, 2019 and 2020 were lacking interested in becoming an entrepreneur. This can be seen from the answers given by respondents who stated that they did not have the capital to open a business and did not dare to take risks from available business opportunities, were more interested in becoming teachers or lecturers, and working in private companies such as banks and other companies.

Online behavior is behavior carried out by millennials and generation Z, because both of them have grown along with the development of the internet, gadgets and smartphones. Internet technology has changed many things. One of them is consumer dynamics where previously consumers shop at markets, shops and malls, now they shift to shopping at m-commerce (Romindo at. al., 2019). Research conducted by Kristanti (2021) concluded that there is a positive and significant influence between e-commerce on student interest in entrepreneurship.

The social environment of students can also influence interest in entrepreneurship, because students see the success of their friends who have previously started entrepreneurship, they are members of a business community or entrepreneurial organization, there are business mentors who are ready to assist them in starting entrepreneurship, there are activities that stimulate interest in entrepreneurship (Sri'at ., al., 2022). Based on this background, it is necessary to conduct research related to interest in entrepreneurship after students attend entrepreneurship education courses, the skills students have in utilizing e-commerce and the social environment in which students live.

Entrepreneurial Interest

According to Muhibbin (2018), interest means high tendencies and activities or a great desire for something. According to Slameto (2018) interest is a feeling of preference and a sense of interest in something or activity, without anyone ordering it. According to Lupiyoadi (2017) that entrepreneurs are people who are creative and innovative and are able to make it happen to improve the welfare of themselves, society and the environment. As'ad (2018) argues that an entrepreneur or entrepreneur is someone who drives the community's economy to move forward, including those who take risks, coordinate investment or production facilities, who introduce new factor functions of production or who have creative and innovative responses. Entrepreneurial interest is influenced by several factors.

Meanwhile, according to Suryana (2013) suggests that entrepreneurship is determined by achievement motives, optimism, value attitudes, and entrepreneurial status or success. Indicators of interest according to Slameto (2010) explain that there are several indicators of interest, including: 1) There is a feeling of pleasure, 2) There is concentration, 3) There is a desire, 4) There is interest.

Entrepreneurship Education

Entrepreneurship education is science, art and behavior, the nature, characteristics and character of a person who has the ability to creatively translate innovative ideas into the real world (Kristanto, 2009). Wibowo & Pramudana (2016) state that entrepreneurship education is ways or efforts to foster an entrepreneurial spirit and mentality for someone through educational institutions and other institutions, such as training institutions, training, and so on. Entrepreneurship education can also be interpreted as a learning that shapes the entrepreneurial character of students, adds knowledge about the ins and outs of business both in terms of soft skills and hard skills so that they are able to take advantage of the opportunities that surround them in creating their own businesses after graduation or while still in college. (Natalia, 2020). Entrepreneurship Education Indicators according to Natalia (2020) to measure entrepreneurial education variables based on the following indicators, namely: 1) Curriculum, 2) Quality of Educators, 3) Learning Facilities

E-commerce Utilization

E-commerce is the result of rapidly developing information technology for the exchange of goods, services and information through electronic systems such as the internet, television and other computer networks (Romindo at., al., 2019). E-commerce is a medium of Information and Communication Technology (ICT) that can facilitate economic competitiveness and sustainable long-term economic growth in the digital world (Crittenden at., al., 2019).

E-commerce is all business activities involving consumers, manufacturing, service providers, and intermediate traders using computer networks, namely the internet (Purwaningsih, 2018). Current e-commerce applications include Instagram, Facebook, Twitter, WhatsApp Web, Bukalapak, Tokopedia, Shopee, JD ID, and so on. e-commerce as a platform that is useful for this business not only from companies but also from individual businessmen. (Yusnandar, 2017).

According to Yadewani and Wijaya (2017) e-commerce has several indicators consisting of several perspectives, namely: 1) General Marketing Activities, 2) Researching the Market, 3) Reaching a Wider Market.

Social Environment

The social environment is all humans who are around a person or around a group. The physiological environment includes all the physical conditions that exist in the individual, such as digestion, nutrition, respiration, water, vitamins and so on. The psychological environment relates to all the stimuli received by the individual from the time he was created until his death. This stimulus certainly greatly influences individual behavior such as emotions, intellectual capacity, intelligence needs and so on. Meanwhile, the socio-cultural environment is all the stimuli that are outside the individual in relation to the treatment of other people towards the individual. Such as family life patterns, community conditions, group conditions, guidance and so on (Dalyono, 2017).

The social environment indicators used in this study are based on Indriani's research indicators (2019) with the following details: 1) Family Environment; 2) Community Environment; 3) Educational Environment.

The Influence of Entrepreneurship Education on Interest in Entrepreneurship

Research conducted by Ghanaya et al., (2021) concluded that there is a partial and significant influence between entrepreneurship education on students' interest in entrepreneurship with a t count = 7.182 > t table 1.982 with a significant value of 0.000 < 0.05 which indicates that Entrepreneurship education is able to encourage interest in entrepreneurship in Mulawarman University students. Atmaja (2016) states that entrepreneurship education has a positive effect on interest in entrepreneurship by 14.98 percent. Meanwhile, entrepreneurial activity influences students' interest in entrepreneurship (36.12 percent) and the rest is influenced by other factors. So, it can be explained that the better the entrepreneurship education students receive, the better the interest in entrepreneurship from students. In entrepreneurship education, it influences students' interest in entrepreneurship.

Based on the description above, the first hypothesis of this study can be formulated, namely:

H_1 : Entrepreneurship Education Has a Positive and Significant Influence on Interest in Entrepreneurship

The Effect of Using E-commerce on Entrepreneurial Interests

Research conducted by Kristanti (2021) concluded that there is a positive and significant influence of e-commerce on student interest in entrepreneurship. Istiqomah (2020) also shows that there is a positive and significant influence between the use of e-commerce on interest in entrepreneurship. Based on the statistical test results, it can be concluded that there is a positive and significant influence between the use of e-commerce on the interest in entrepreneurship and the increasing use of e-commerce will encourage even greater interest in entrepreneurship in AKS-AKK students.

Based on the description above, the second hypothesis of this study can be formulated, namely:

H_2 : Utilization of E-commerce Has a Positive and Significant Influence on Entrepreneurial Interests

Influence of the Social Environment on Interest in Entrepreneurship

Muthmainnah (2021) proves that the social environment has a positive and significant effect on the interest in entrepreneurship of students at the Faculty of Economics and Business at the Indonesian Muslim University. Setyanti (2018) also proves that the family environment, social environment and personality also influence students' interest in entrepreneurship.

Based on the description above, the third hypothesis of this study can be formulated, namely:

H_3 : The Social Environment Has a Positive and Significant Influence on Entrepreneurial Interests.

2. Method

This type of research is an explanatory survey research with a quantitative approach. Mardalis (2007) explains that explanatory research is research that aims to explain what will happen if certain variables are controlled or manipulated in a certain way. This research was conducted at the Faculty of Economics and Business, Jenderal Soedirman University. The subjects in this study were Students of the Economics Education Study Program, Faculty of Economics and Business, Jenderal Soedirman University, Batch Year of 2018, 2019 and 2020. The population in this study were students of the Economics Education Study Program, Faculty of Economics and Business, Jenderal Soedirman University with a population of 148 student. While the number of samples used in this study were 108 students with each batch consisting of 36 students.

3. Result And Discussion

Normality Test

		Unstandardized Residual	
N			108
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.96912492
Most Extreme Differences	Absolute		.056
	Positive		.056
	Negative		-.054
Test Statistic			.056
Asymp. Sig. (2-tailed)			.200

Based on the table above, the Asymp value is obtained. Sig (2-tailed) is 0.200 > 0.05. this shows that the data used in this study are normally distributed

Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Entrepreneurship Education	.986	1.015
E-commerce Utilization	.998	1.002
Social Environment	.988	1.012

Based on the test results, the Tolerance value of each independent variable is > 0.10. So, it can be concluded that this research model is free from

multicollinearity problems or in other words, there is no more than one linear relationship between the three independent variables in this study.

Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1.889	1.672		1.130	.261
Entrepreneurship Education	-.004	.059	-.008	-.066	.948
E-commerce Utilization	-.029	.052	-.069	-.567	.572
Social Environment	.061	.053	.135	1.144	.255

Based on Table above, it can be seen that the significance value of each independent variable is > 0.05 . This means that there is no heteroscedasticity problem in this research model, or in other words all the independent variables in this study have the same variance.

Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1.849	2.714		.681	.497
Entrepreneurship Education	.305	.096	.267	3.175	.002
E-commerce Utilization	.293	.084	.304	3.480	.001
Social Environment	.309	.087	.299	3.567	.001

- 1) The constant in the equation above has a value of 1,849 which means that assuming entrepreneurship education (X_1), e-commerce utilization (X_2), and social environment (X_3) have a value of 0, then interest in entrepreneurship (Y) has a value of 1,849.
- 2) The regression coefficient of the entrepreneurship education variable (X_1) has a value of 0.305, this can be interpreted by assuming that the variable utilization of e-commerce (X_2) and the Social Environment (X_3) has a fixed value, so every increase in entrepreneurship education (X_1) by 1 unit will increase interest in entrepreneurship (Y) of 0.305.
- 3) The regression coefficient of the e-commerce utilization variable (X_2) has a value of 0.293, which can be interpreted by assuming that the entrepreneurship education variable (X_1) and the social environment variable (X_3) have a fixed value, so every increase in e-commerce utilization (X_2) by 1 unit will increase interest in entrepreneurship (Y) of 0.293.

- 4) The regression coefficient of the social environment variable (X_3) has a value of 0.309, which can be interpreted by assuming that the variables of entrepreneurship education (X_1) and e-commerce utilization (X_2) have a fixed value, so every increase in the social environment (X_3) of 1 unit will increase interest in entrepreneurship (Y) of 0.309.

Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707 ^a	.500	.486	3.012	1.843

Based on the results in table , it can be seen that the magnitude of R Square is 0.500, this means that the effect of the variables on entrepreneurship education, e-commerce utilization, and the social environment simultaneously on the learning interest variable of students is 50.0 percent Meanwhile, 50.0 percent can be influenced by other factors.

T Test

Model		t	Sig.
1	(Constant)	.681	.497
	Entrepreneurship Education	3.175	.002
	E-commerce Utilization	3.480	.001
	Social Environment	3.567	.001

1) Variable Entrepreneurship Education (X_1) to the variable interest in entrepreneurship (Y), $t_{count} > t_{table}$, namely $3.175 > 1.971$ with a significance of $0.002 < 0.05$ which means H_a is accepted. So it can be concluded that the first hypothesis is accepted, as well as there is a positive and significant influence between the entrepreneurship education variable (X_1) on the interest in entrepreneurship variable (Y)

2) The E-commerce Utilization Variable (X_2) on the interest in entrepreneurship variable (Y), with $t_{count} > t_{table}$, namely $3,480 > 1,971$ with a significance of $0.001 < 0.05$ means H_a is accepted. So it can be concluded that the first hypothesis is accepted, as well as there is a positive and significant influence between the variable utilization of e-commerce (X_2) on the variable interest in entrepreneurship (Y).

3) The Social Environment Variable (X_3) to the Interest in Entrepreneurship (Y) variable, with $t_{count} > t_{table}$, namely $3.567 > 1.957$ with a significance of $0.001 < 0.05$ which means H_a is accepted. So it can be concluded that the first hypothesis is accepted, and there is a positive and significant influence between the social environment variable (X_3) on the interest in entrepreneurship variable (Y).

4. Conclusions

- a. There is a positive and significant influence between entrepreneurship education on entrepreneurial interest. The existence of a positive influence indicates that the increasing student entrepreneurship education, the higher the influence on student entrepreneurship interest.

- b. There is a positive and significant influence between the use of e-commerce on entrepreneurial interest. The existence of a positive influence shows that the higher the utilization of e-commerce, the higher the interest in entrepreneurship for students.
- c. There is a positive and significant influence between the social environment on the interest in entrepreneurship. The existence of a positive influence indicates that the better the social environment conditions, the higher the student's interest in entrepreneurship.

Implications

Universities as formal educational institutions constantly improve the implementation of entrepreneurship education, help students use e-commerce, and help provide a conducive and adequate environment to foster students' skills and expertise in developing an interest in entrepreneurship.

As students who have attended entrepreneurship training and entrepreneurship education organized by educational institutions such as universities and other training institutions, it is hoped that they will be able to build and manage their respective entrepreneurship so that they are able to open jobs that are able to absorb the people in their surroundings.

This research is expected to add insight and reference for future research. Because there are still many topics that can be explored and developed more deeply related to students' interest in entrepreneurship when seen and measured from three research variables such as: 1) Entrepreneurship education that students already have, 2) abilities and skills in utilizing e-commerce for sales and purchase transactions carried out by students in meeting their needs, and 3) all interactions that occur in the wider community such as interactions between students and their parents and siblings, interactions between students and lecturers who teach entrepreneurship courses and interactions between students and friends where they live.

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