

**The Influence of Entrepreneurial Knowledge, Social Media Use, and Income Expectations on Entrepreneurial Interest  
(Study on Students of the Faculty of Economics at State Universities throughout Semarang City)**

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**ABSTRACT**

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The unemployment rate in Indonesia is mostly contributed by the educated. In addition, among the educated, the number of entrepreneurs is still relatively low. In order to overcome this problem, the government collaborates with educational institutions through entrepreneurship education. Where educational institutions play an important role in shaping entrepreneurial motivation in the younger generation. This study aims to examine and analyze the influence of entrepreneurial knowledge, use of social media, and income expectations on entrepreneurial interest. The sample in this study was 100 respondents obtained based on the *Slovin formula*. Data was obtained using a questionnaire method distributed to students of the Faculty of Economics at PTN throughout Semarang City using a *purposive sampling technique*. Processing to analyze the data in this study was carried out using SPSS version 27. The results obtained from the analysis showed that the variables of social media use and income expectations had an effect on entrepreneurial interest. While entrepreneurial knowledge did not affect entrepreneurial interest. Judging from the *Adjusted R square value* of 0.599, it proves that 59.9 percent of the entrepreneurial interest variable can be explained by the three independent variables in the regression equation. Meanwhile, the remainder is explained by variables other than the three variables adopted in this study, namely 40.1 percent.

**Keywords : Entrepreneurial Interest, Entrepreneurial Knowledge, Social Media Use, and Income Expectations.**

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**ABSTRACT**

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*The unemployment rate in Indonesia is largely contributed by the educated community. In addition, among the educated, the number of entrepreneurs is still relatively low. To overcome this problem, the government collaborates with educational institutions through entrepreneurship education. Where educational institutions play an important role in shaping entrepreneurial motivation in the younger generation. This study aims to examine and analyze the influence of entrepreneurial knowledge, social media use, and income expectations on entrepreneurial interest. The sample in this study was 100 respondents obtained based on the Slovin formula. The data was obtained by a questionnaire method distributed to students of the Faculty of Economics at PTN throughout Semarang City using the purposive sampling technique. Processing to analyze the data in this study was carried out using SPSS version 27. The results obtained from the analysis results are that the variables of social media use, and income expectations affect entrepreneurial interest. Meanwhile, entrepreneurial knowledge has no effect on entrepreneurial interest. Judging from the Adjusted R square value of 0.599, it proves that 59.9 percent of the entrepreneurial interest variable can be explained by the three independent variables in the regression equation. While the rest is explained by variables other than the three variables adopted in this study, which is 40.1 percent.*

**Keywords:** *Entrepreneurial Interest, Entrepreneurial Knowledge, Social Media Use, and Income Expectations.*

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## Introduction

Indonesia is one of the countries with a large population. This is proven by data showing that the population of Indonesia will reach a total of 279,390,358 in 2024. One of the problems that is still rampant in Indonesia is unemployment. Usually, unemployment occurs because of the disproportion between the number of workforce with job opportunities.

In addition, the lack of public interest in creating jobs for themselves or others. This problem is also experienced in the province of Central Java, where it was recorded in the Central Statistics Agency (BPS) in 2024 the unemployment rate according to the last education that from D4 graduates or higher levels experienced an increase compared to the previous year of 2.41 percent.<sup>1</sup>

Indonesia needs new entrepreneurs to support the strengthening of the country's economic structure. Micro, small and medium enterprises (MSMEs) provide significant participation in the development of the country's economy. Kamassamad, a member of

Commission XI explained that Indonesian entrepreneurs are still very few at around 3.18%. This figure is very far behind ASEAN countries, namely Malaysia 4.74%, Thailand 4.26% and Singapore 8.76%.<sup>2</sup>

Bps data (2023) states that the number of entrepreneurs at the last level of university education is still relatively low, namely 1.39 million entrepreneurs. Meanwhile, those with high school education are larger, namely 6.36 million. The data above shows that college graduates who are interested in entrepreneurship are still relatively low. They tend to choose to work as office workers, laborers, and employees rather than creating new jobs.<sup>3</sup>

The lack of interest in entrepreneurship among college graduates is very unfortunate.

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<sup>2</sup> Feby Novalius, "J ,," Okezone, 2023, <https://economy.okezone.com/read/2023/02/09/320/2762257/jumlah-pengusaha-di-indonesia-kecil-kalah-dibanding-malaysia-dan-thailand>.

<sup>3</sup> Adi Ahdiat, " *Number of Entrepreneurs in Indonesia Based on Last Education and Business Status (August 2023)* ," databoks, 2023, <https://databoks.katadata.co.id/datapublish/2023/12/15/in-i-pertumbuhan-jumlah-wirusaha-di-indonesia-sampai-2023#:~:text=Based on this definition%2C as of August, non-permanent%2Funpaid workers>.

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<sup>1</sup> Central Statistics Agency, " *Unemployment Data for Central Java Province According to Last Education ,* " Bps.Go.Id, 2024.

Given the limited job market that cannot accommodate all college graduates in Indonesia, more college graduates should choose to make entrepreneurship their career choice. In order to encourage this, interest in entrepreneurship among students has begun to be noticed by educational institutions including colleges, by implementing a curriculum in lectures. However, the impact has not been seen significantly. Many college graduates are still reluctant to be directly involved in entrepreneurship, which is reflected in the increasing number of educated unemployed.

In Indonesia, technological advances are always developing rapidly every time until they reach the point of being an inseparable part of everyday life, especially with the increasing use of social media in various activities. Based on a report uploaded by *We Are Social* and presented in the Data Indonesia.id article, the total number of active social media users in Indonesia was 8,167 million in January 2023, equivalent to 60.4% of the country's population.

With entrepreneurship education and wise use of social media, students can learn how to promote *online stores* with confidence through *Instagram*, *Facebook*, *WhatsApp*, *TikTok* and other social media. Because social media is easily accessible to the general public, social media can help *online business owners* use it to promote their business. By using social media, the capital charged will be less, so entrepreneurs can minimize the risks faced. Business owners can use social media in various ways to start a business, including using it as a marketing and promotion strategy, or becoming a reseller or product agent.

Expectations are the basis of hope and indicate the belief that the desired goal will be achieved. Income expectations reflect an individual's expectations of the amount of income they expect. For prospective entrepreneurs, the focus of expectations is generally more on the potential for higher income than what can be obtained as an employee in a Company. Becoming an entrepreneur provides the opportunity to earn greater and unlimited income. However, it should be noted that income from entrepreneurial efforts is uncertain, it can be greater, smaller, or in accordance with

expectations. Having high income expectations can be a motivation in choosing a career path as an entrepreneur.

One of the efforts made by universities to internalize the soul and mentality of entrepreneurs, especially in students, is entrepreneurship education. Having a lot of basic knowledge about entrepreneurship can influence other people's assessments of the concept of entrepreneurship.<sup>4</sup> It is hoped that students can create interests or talents or skills which can be realized optimally as support to become great *entrepreneurs*.

State Universities (PTN) throughout Semarang City include Semarang State University (UNNES), Diponegoro University (UNDIP), and Walisongo State Islamic University (UIN). One of the missions of the UNNES Faculty of Economics is "Carrying out Cooperation to build a reputation in the fields of economics, economic education and business". While one of the missions of the UNDIP Faculty of Economics is "Organizing community service programs in the fields of economics and business based on local values. And one of the missions of the UIN Walisongo Faculty of Economics is "Providing Islamic economics and business education that is responsive to the demands of society".

Judging from the mission of each PTN in Semarang City, such as UNNES, UNDIP and UIN Walisongo Semarang, they show their commitment to providing entrepreneurship education to students by implementing an entrepreneurship curriculum aimed at encouraging students to become entrepreneurs and do business.<sup>5</sup>

Based on the explanation of the background above and several previous research results, there are inconsistencies or research gaps where the findings between researchers are not the same so that further research is needed on this matter, so this study is entitled **"The Influence of Entrepreneurial Knowledge, Use of Social Media and Income**

<sup>4</sup> Susanti Dwi Ilhami and Muhammad Tahwin, "The Role of Self-Efficacy in Cultivating Entrepreneurial Intentions Among Students" 8, no. 1 (2023): 59–68.

<sup>5</sup> <https://ie.feb.undip.ac.id/kurikulum/>  
<https://ie.feb.unnes.ac.id/kurikulum/>  
<https://ie.febi.walisongo.ac.id/kurikulum/>

## Expectations on Entrepreneurial Interest ( Study on Students of the Faculty of Economics at State Universities throughout Semarang City)".

### Theory Review

*Entrepreneurial event theory* (EET) was introduced by Shapero & Sokol (1982) and explains that human decisions to start a business require attitudes and/or previous experiences to consider the activity as something that is desirable and feasible for the individual to do. This theory shows that entrepreneurial interest depends on the individual's perception of attractiveness and feasibility, in contrast to the TPB ( *Theory Planned Behavior* ) model, this model focuses more on entrepreneurship.

*Entrepreneurial event theory* / EET consists of perceived desirability , perceived feasibility and propensity to act . Perception is related to the individual's belief in their ability to start a business successfully, while perceived *desirability* shows how much interest an individual has in taking certain actions and capturing opportunities in the social environment. While *propensity to act* is the individual's desire to take action or implementation in starting a business .<sup>6</sup>

Tampubolon explains that interest is something that can develop with the desire and will of a person if there is motivation. Meanwhile, according to Djaali, interest is a desire that is inherent in a person that refers to a certain thing, which is then created with real action.<sup>7</sup>

The indicators of interest in entrepreneurship are as follows:

- a. Personal interest, refers to the extent to which an individual has a positive or negative personal assessment regarding being an entrepreneur.
- b. Social norm perception, refers to the perception that "reference people" will approve of the decision to become an entrepreneur.
- c. Self-efficacy, one's own assessment of how easy or difficult it is to perform a desired behavior.<sup>8</sup>

According to Kuntowicaksono, knowledge is defined as a combination of detailed cognitive processes, responses, learning, communication, associations, and reasoning. Knowledge is generated from experience, input of information with the five senses also becomes a process that continues to run in the long term. Entrepreneurial knowledge can create a mindset, attitude, and behavior in someone to become an entrepreneur by making entrepreneurship a career choice.<sup>9</sup>

According to Suryana, the indicators of entrepreneurial knowledge are as follows:

- 1) Knowledge about the business to be pioneered
- 2) Knowledge of existing business environment
- 3) Knowledge of management and organization.<sup>10</sup>

Social media usage is an individual practice that involves the use of tools used to share news, collaborate, and interact with others through social media platforms.

<sup>6</sup> L. Shapero, A., & Sokol, " *The Social Dimensions of Entrepreneurship*. University of Illinois at Urbana-Champaign's Academy for Entrepreneurial Leadership Historical Research Reference in Entrepreneurship ," nd, [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1497759](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1497759).

<sup>7</sup> Sokhikhatul Mawadah and Fernaldi Anggadha Ratno, "Factors Influencing Students' Interest in Becoming Members of KSPM UIN Walisongo Semarang in an Islamic Perspective," *Muqtasid: Journal of Islamic Economics and Banking* 8, no. 2 (2018): 141, <https://doi.org/10.1007/s00233-01-018-141-019> ... [org/10.18326/muqtasid.v8i2.141-153](https://doi.org/10.18326/muqtasid.v8i2.141-153).

<sup>8</sup> Francisco Liñán and Yi-Wen Chen, " *Intention Model On A Two-Country Sample Core View Metadata, Citation and Similar Papers at Core.Ac.Uk Provided by Diposit Digital de Documents de La UAB* ," 2006, <http://selene.uab.es/dep-economia-empresa/>.

<sup>9</sup> Retno and Trisnadi, "The Influence of Entrepreneurship Education on Interest in Entrepreneurship," *Journal* 1 (2012): 113.

<sup>10</sup> Rike Setiawati, Zulfina Adriani, and Besse Wediawati, " *Entrepreneurial Interest in Startup Business Based on Entrepreneurial Literacy and Digital Literacy* ," *Journal of Regional Financing and Development Perspectives* 10, no. 4 (2022): 235–50, <https://doi.org/10.1007/j.2022.04...org/10.22437/ppd.v10i4.18819>.

There are six indicators in the use of social media according to Panagiotis Mallios, namely as follows:

- a. Social uses
- b. Influence/norm
- c. Ease of use
- d. Credibility/trustworthiness context
- e. Eligibility
- f. Desire.<sup>11</sup>

According to the Great Dictionary of the Indonesian Language (KBBI), expectation is defined as hope, while income refers to the results of work, effort, income, unprecedented discoveries, and so on. Income includes all receipts received by a person in return for services rendered in the production process. The compensation can be in the form of salary, rent, interest, or profit, depending on the production factors involved in the process.<sup>12</sup>

There are two indicators of income expectations:

- a. High income
- b. Unlimited income.<sup>13</sup>

## Method

This study adopts a quantitative approach. Quantitative research methods are empirical research in which the data is in the form of something that can be counted. Quantitative research concerns the collection and analysis of data in numerical form.<sup>14</sup>

There are two types of data adopted in this study, namely primary data and secondary data:

- 1) Primary Data, is data obtained from sources/respondents. Primary data is in the form of data obtained from questionnaires addressed to students of the Faculty of Economics at PTN throughout Semarang City.
- 2) Secondary Data, is data obtained from documents/publications/research reports from agencies/institutions or other supporting data sources. Such as in the form of documents, reports, books, articles, research journals and scientific magazines that are no other than related to research material.

The population required in this study are students of the Faculty of Economics at PTN throughout the city of Semarang. The sample used is the technique *purposive sampling* which is a sample selection technique by determining the criteria to be used as a sample.<sup>15</sup> The dependent variable in this study is Entrepreneurial Interest, while the independent variables in this study are entrepreneurial knowledge, use of social media and income expectations. Data collection used is the questionnaire method. The type of questionnaire used in this study is a closed model because the answers have been prepared.

**Table 1.** Number of students of the Faculty of Economics at State Universities throughout Semarang City who have completed the Entrepreneurship Course

Name of PTN	Force		Amount
	2021	2022	
Walisongo State Islamic University	518	597	1115
UNNES	1462	1559	3021
UNDIP	1038	1002	2040
<b>Total</b>			<b>6176</b>

Source: Primary data from the Faculty of Economics, Undip, Unnes, and UIN Walisongo

To select the number of samples, the author adopted a calculation error rate of 10% with a confidence level of 90 %. The population used in this study were students of the Faculty of Economics at PTN throughout

<sup>11</sup> P Mallios, L Zampetakis, and ..., " *Social Media Impact on Entrepreneurship Intention: Lessons Learned from Business Startups* ," ... & Entrepreneurship 32, no. April (2023),

<sup>12</sup> Ni Made Sintya, "The Influence of Motivation, Self-Efficacy, Income Expectancy, Family Environment, and Entrepreneurship Education on Entrepreneurial Interest of Accounting Students at Mahasaraswati University, Denpasar," *Journal of Science, Accounting and Management* 1, no. 1 (2019): 337–80 , <http://journals.segce.com/index.php/JSAM/article/view/31/32>.

<sup>13</sup> Latifah Sukmawati Yuniar<sup>4</sup> Hamsun, Muh Natsir, Yuldi Mile, " *The Influence of Income Expectations, Personality, and Entrepreneurial Knowledge on Entrepreneurial Interests of Accounting Study Program Students, Tadulako University* ," Akun Nabelo 2 (2019).

<sup>14</sup> Sugiyono, *Quantitative, Qualitative, R&D Research Methods* (Bandung: Alfabeta, 2018).

<sup>15</sup> Sugiyono, *Statistics for Research* , Bandung: PT Remaja Rosdakarya, 2013, p.156

Semarang City. Sampling was carried out using the Slovin formula as follows.<sup>16</sup>

$$n = \frac{N}{1 + Ne^2}$$

information:

n = number of samples

N = population size

e = error tolerance limit

If the error rate is N= 6176 , and e=10%, then the sample value studied is

$$n = \frac{6176}{1 + 6176 (0,1)^2}$$

$$n = \frac{6176}{1 + 61,76}$$

$$n = \frac{6176}{62,76} = 98,41$$

Judging from the results of the formula calculation above, the number of samples required in this study is 98.41 which is then rounded up to 100 respondent samples.

## Results and Discussion

Before path analysis is conducted, prerequisite tests are conducted first, consisting of normality test, autocorrelation test, multicollinearity test, and heteroscedasticity test. The normality test is conducted using the One Sample Kolmogorov-Smirnov Test. In the first regression model, a significant asymp. value of 0.62 is obtained, which is above 0.05, so it can be concluded that the residual data of the regression model is normally distributed.

The autocorrelation test is conducted to determine whether there is autocorrelation between period t and the previous period (t-1). Simply put, it is an analysis to determine the influence between independent variables on dependent variables, so there should be no correlation between data in one variable. The requirements for no autocorrelation are as follows:

$$dU < DW < 4 - dU$$

In this study, the following results were obtained:

$$N = 100, d = 1.842, dL = 1.6131, dU = 1.736,$$

$$4 - dL = 4 - 1.6131 = 2.386,$$

$$4 - dU = 4 - 1.7364 = 2.264$$

So, it can be concluded that the result is  $1.736 < 1.842 < 2.264$ . This means there is no autocorrelation.

The results of the multicollinearity test on the regression model show that the tolerance value for each independent variable is more than 0.1. In addition, the Variance Inflation Factor (VIF) value for each independent variable is less than 10. So it can be concluded that there is no multicollinearity between the variables. independent in the regression model.

The heteroscedasticity test was conducted using the *scatterplot test*, in this study it was found that the points in the image did not gather in one place but were spread randomly, also did not form a certain pattern seen from the Y axis from the value of 0 the position of the points spread up and down. So it can be concluded that there are no symptoms of heteroscedasticity.

Multiple linear regression tests were conducted to identify how much influence the independent variables (X) consisting of Entrepreneurial Knowledge, Use of Social Media, and Income Expectations have on the variables dependent (Y) namely Entrepreneurial Interest. The following are the results of the regression analysis obtained using the assistance of IBM SPSS statistics 27 producing the following regression coefficients:

<sup>16</sup> Deni Dermawan, *Quantitative Research Methods*, Bandung: PT Remaja Rosdakarya, 2013, p.156

**Table 2.** Regression Results of Entrepreneurial Knowledge, Social Media Use and Income Expectations on Entrepreneurial Interest

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.271	1,770		-1.283	.203
	Entrepreneurial knowledge	.125	.093	.116	1,341	.183
	Use of social media	.323	.056	.518	5,737	.000
	Income expectations	.440	.118	.277	3,727	.000

a. Dependent Variable: Interest in Entrepreneurship

Source: Processed Research Data, 2024

Based on the results of data testing in table 4.10, the multiple linear regression equation model can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -2.271 + 0,125 + 0,323 + 0,440 + e$$

The regression equation above can be explained as follows:

1. The constant value (a) obtained a value of -2.271. This means that if the coefficient value of entrepreneurial knowledge (X1), use of social media (X2), and income expectations (X3) is 0 (zero) or does not increase, then the coefficient value of entrepreneurial interest (Y) decreases by -2.271.
2. The coefficient value of the entrepreneurial knowledge variable (X1) obtained a result of 0.125. This proves that entrepreneurial knowledge has a positive effect on entrepreneurial interest. Where every 1 value increase in the entrepreneurial knowledge variable, the interest in entrepreneurship will also increase by 0.125 or 12.5%.
3. The coefficient value of the social media usage variable (X2) obtained a result of 0.323. This proves that the use of social media has a positive effect on entrepreneurial interest. Where every 1 increase in the value of the social media usage variable, the interest in entrepreneurship will also increase by 0.323 or 3.23%.
4. The coefficient value of the income expectation variable (X3) obtained a result of 0.440. This shows that the income

expectation variable has a positive effect on entrepreneurial interest. Where every 1 increase in the value of the income expectation variable, the interest in entrepreneurship will increase by 0.440 or 4.40%.

### The Influence of Entrepreneurial Knowledge on Entrepreneurial Interest

To identify the influence of entrepreneurial knowledge on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City, batches of 2021 and 2022, it can be seen by means of a hypothesis test, namely through the t-test, the t-test is carried out to see whether in the regression model the independent variable (X) has a significant effect on the dependent variable (Y). Judging from the data that has been processed, the results of the analysis can be seen whether there is an influence of entrepreneurial knowledge on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City based on the formulation of the problem in this study. Also in line with the objectives of this study, namely to determine the influence of entrepreneurial knowledge on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City, batches of 2021 and 2022.

According to the test results in the hypothesis test, there is a t-count value for the entrepreneurial knowledge variable of 1.341. Furthermore, by comparing the t count with the t table, with a t table value of 1.985. Thus, it can be seen that the t count value is smaller than the t table, namely  $1.341 < 1.985$ , with a significance value of entrepreneurial knowledge of  $0.183 > 0.05$ . This explanation means that there is no positive influence on the entrepreneurial knowledge variable (X1) on the entrepreneurial interest (Y) of students of the Faculty of Economics at State Universities throughout Semarang City, class of 2021 and 2022, it can be concluded that  $H_1$  it is rejected and  $H_0$  accepted.

Based on the explanation, the level of entrepreneurial knowledge obtained by students does not affect their interest in entrepreneurship. The questionnaire results showed that 19% of respondents did not have adequate entrepreneurial knowledge about how to pioneer business ideas. This reflects that even though they have general entrepreneurial knowledge, ignorance of the right steps in starting a business hinders their interest in entrepreneurship. Entrepreneurial knowledge covers various aspects, including an understanding of the basic concepts of entrepreneurship, business management, and product or service development. However, these aspects are not enough to encourage someone to start a business if they do not understand how to apply it in real life.

Based on *the grand theory* in this study, it states that one of the factors related to the entrepreneurial knowledge variable is *perceived desirability* which is the extent to which individuals feel that starting a business is something they want. However, the results of this study state that entrepreneurial knowledge does not have a positive effect on entrepreneurial interest. Because even though respondents have entrepreneurial knowledge, if they do not see it as something desirable or interesting, their interest in entrepreneurship will not increase.

The results of this study are in line with research produced by Flora Puspitaningsih

<sup>17</sup> that entrepreneurial knowledge does not have a positive effect on entrepreneurial interest. This is because knowledge alone is not enough to be used as capital for an individual to build a business but an individual must be able to pay attention to real conditions that occur in the field so that they can choose an accurate concept in building a business.

Likewise, research produced by Dini and Wahyudin <sup>18</sup>, obtained the results of entrepreneurial knowledge does not have a positive effect on entrepreneurial interest in vocational high school students in Pekalongan Regency. In the discussion, that knowledge alone is not enough even though the results of the descriptive test of the variables are included in the good category, but there are other reasons, namely students who already know will be interested, but in detail they do not understand the concept of the business to be built, also how to manage their business well.

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

To determine the effect of social media usage on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City, batch 2021 and 2022, this can be determined by conducting a hypothesis test, namely through the t-test. The t-test is carried out to identify whether in the regression model the independent variable (X) has a significant effect on the dependent variable (Y).

According to the data that has been analyzed, the test results can be seen whether there is an influence of social media use on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City based on the

<sup>17</sup> Flora Puspitaningsih, "The Influence of Self-Efficacy and Entrepreneurial Knowledge on Entrepreneurial Interest Through Motivation," *Journal of Economics and Entrepreneurship* 2, no. 2 (2014): 51–66, <https://journal.unesa.ac.id/index.php/jepk/article/view/732/579>.

<sup>18</sup> Agusmiati and Wahyudin, "The Influence of Family Environment, Entrepreneurial Knowledge, Personality, and Motivation, on Interest in Entrepreneurship with Self Efficacy as a Moderating Variable . *Economic Education Analysis Journal* 7 (3), (2018)."



formulation of the problem in this study. Also in accordance with the objectives of this study, namely to determine the influence of social media use on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City, class of 2021 and 2022.

According to the test results in the hypothesis test, there is a t-count value for the social media usage variable of 5.737. Continued by comparing the t count with the t table, with a t table value of 1.985. Thus, it can be seen that the t count value is greater than the t table, namely  $5.737 > 1.985$ , with a significance value of social media usage of  $0.000 < 0.05$ . This means that there is a positive and significant influence on the variable of social media usage (X1) on the entrepreneurial interest (Y) of students of the Faculty of Economics at State Universities throughout Semarang City, class of 2021 and 2022. So  $H_1$  it is accepted and  $H_0$  rejected.

Based on the explanation above, it can be concluded that the entrepreneurial interest of students of the Faculty of Economics throughout Semarang City, class of 2021 and 2022 is influenced by the use of social media. The results of the regression coefficient value on the variable of social media usage are 0.323 or 32.3%, which means that if the value of social media usage increases and other variables are constant or fixed, then the entrepreneurial interest of students of the Faculty of Economics at PTN throughout Semarang City also increases by 32.3%.

The coefficient value of social media usage (X1) and entrepreneurial interest (Y) has a positive value which means that both variables have a positive or harmonious relationship where an increase in the value of social media usage will cause an increase in the entrepreneurial interest of students of the Faculty of Economics at PTN throughout Semarang City. Based on the research survey data, it was found that 100% of students consider social media to be an effective means of influencing because of its ability to provide broad access to information, inspire and motivate, and can facilitate promotion and branding. Therefore, the use of social media in entrepreneurship not only increases

entrepreneurial interest but also helps entrepreneurs in developing and managing their businesses more effectively.

The results of the study are in line with the research produced by Ismiyanto Nugroho, which obtained the results of the use of social media having a positive and significant effect on entrepreneurial interest with a t-count value of 7.652, which is greater than the t table of 2.010, with a significance value of  $0.000 < 0.05$ . According to him, the use of social media is a variable that has been proven to increase entrepreneurial interest, thus in order to increase entrepreneurial interest in students, it is necessary to use social media as a marketing place.

Based on *the grand theory* in this study, namely *Entrepreneurial Event*, it explains that social media is considered a factor of *perceived feasibility* or perceived feasibility. Social media provides access to information, networks, resources that were previously unavailable or difficult to access. The use of social media can increase attention to entrepreneurial opportunities, as well as provide a platform to promote business and reach potential consumers, which ultimately increases interest in entrepreneurship.

The same results are also found in the research of Ayu Sukoningtiyas and Hari Subiyantoro<sup>19</sup> in 2023 which explains that the use of social media has a positive and significant influence on entrepreneurial interest. In their discussion, social media makes the process of communication and information exchange easier for someone, social media also has various effective content that can increase student creativity. Students use social media to get entrepreneurial inspiration and also make it easier to promote their business.

### **The Influence of Income Expectations on Entrepreneurial Interest**

To determine the effect of income expectations on the entrepreneurial interest of

<sup>19</sup> Hari Subiyantoro Ayu Sukoningtiyas, " *The Influence of Social Media Use, Income Expectations and Locus of Control on Entrepreneurial Interests of Bhinneka PGRI Tulungagung University Students* ," *ECONOMINA JOURNAL* 2, no. 9 (2023).

students of the Faculty of Economics at State Universities throughout Semarang City, intakes of 2021 and 2022, it can be seen by looking at the hypothesis test, namely the t-test, where the t-test is carried out to determine whether the regression model of the independent variable (X) has a positive and significant effect on the dependent variable (Y).

According to the results of the processed data, it can be seen from the test results whether there is an influence of income expectations on the entrepreneurial interest of the Faculty of Economics at State Universities throughout Semarang City, class of 2021 and 2022, by adjusting the formulation of the problem in this study. Also by adjusting the objectives of this study, namely to identify and analyze the influence of entrepreneurial education expectations on the entrepreneurial interest of students of the Faculty of Economics at State Universities throughout Semarang City, class of 2021 and 2022.

According to the results of the hypothesis test, the calculated t value for the income expectation variable is 3.727. Furthermore, by measuring the calculated t value with the t table, the t table value is 1.985. So it can be seen that the calculated t value is greater than the t table, which is  $3.727 > 1.985$ , with a significance value for the income expectation variable of 0.000, which is smaller than the value  $\alpha(0.05)$  then  $0.000 < 0.05$  can be obtained, which means that there is a positive and significant influence of the income expectation variable (X3) on the entrepreneurial interest of students of the Faculty of Economics at PTN throughout Semarang City, class of 2021 and 2022. So it can be concluded that  $H_1$  it is accepted and  $H_0$  rejected.

Based on the explanation above, the interest in entrepreneurship of students of the Faculty of Economics at State Universities throughout Semarang City, class of 2021 and 2022 is influenced by income expectations. Where the regression coefficient value is obtained of 0.440 or 4.40%, which means that if the income expectation value increases and other variables are constant or fixed, it means that there will also be an increase in the interest in entrepreneurship of students of the Faculty of Economics at State Universities throughout

Semarang City by 4.40%. In addition, the coefficient of income expectations and interest in entrepreneurship has a positive value, which means that the two variables have a positive or harmonious relationship where an increase in the value of income expectations will cause an increase in interest in entrepreneurship.

Setiawan explained that when choosing a career as an entrepreneur, the important thing to consider is income expectations.<sup>20</sup> Where someone in determining a job is certainly inseparable from the assessment of salary or income that will be obtained to meet daily needs. Based on *Entrepreneurial Event Theory*, namely the interest in entrepreneurship is influenced by factors of *perceived desirability* and *propensity act*.

If someone has high income expectations from entrepreneurial activities, they tend to see entrepreneurship as an attractive alternative to being an employee. Where high income expectations can motivate someone to dare to take risks and try to start their own business. This statement is supported by the results of a research survey that 92% of respondents believe that by becoming an entrepreneur, they will get a greater income than being an employee. This belief shows that students' perceptions of the potential financial benefits of entrepreneurship are very positive. This assumption is a driving factor that influences them to start their own business.

This statement is in line with research conducted by Gusti Ayu Putu Agung Mahadewi and Ni Luh Sari Widhiyani<sup>21</sup> the results obtained income expectations have a positive and significant effect on entrepreneurial interest. Likewise, research conducted by Ayu Sukoningtiyas and Hari Subiyantoro<sup>22</sup> in 2023 obtained results that

<sup>20</sup> Deden Setiawan, "The Influence of Income Expectations, Family Environment and Entrepreneurship Education on Entrepreneurial Interests of Accounting Students of Yogyakarta State University," Profita Edition 7, 2016.

<sup>21</sup> NLS Mahadewi, GAPA, & Widhiyani, "Income Expectations, Social Media Use, E-Commerce and Entrepreneurial Interests During the Covid-19 Pandemic," E-Journal of Accounting 33, no. 6 (2023): 1600–1612.

<sup>22</sup> Ayu Sukoningtiyas, "The Influence of Social Media Use, Income Expectations and Locus of Control on Entrepreneurial Interests of Bhinneka PGRI

income expectations have a positive and significant effect on entrepreneurial interest. In the discussion, income expectations are criteria for determining a career to become an employee or an entrepreneur.

Students expect more income than the income of an employee of an agency, students are also encouraged to be interested in entrepreneurship in order to obtain a lot of income through entrepreneurship. Thus, the higher the expectation of income obtained from entrepreneurship, the higher the interest in entrepreneurship will be even higher.

## CONCLUSION

From the discussion explained previously regarding the influence of Entrepreneurial Knowledge, Use of Social Media, and Income Expectations on the Entrepreneurial Interest of Students of the Faculty of Economics at State Universities throughout Semarang City, it can be concluded as follows:

- 1) Entrepreneurial Knowledge has no positive and insignificant effect on entrepreneurial interest. This statement is proven by the results of  $t$  count  $1.341 < t$  table value of  $1.985$  with a significance level value of  $0.183 > 0.05$ . This means that when experiencing entrepreneurial interest with the provision of entrepreneurial knowledge, students of the Faculty of Economics at State Universities throughout Semarang City do not feel that entrepreneurial knowledge can foster an interest in entrepreneurship because in detail they do not understand the concept of the business that will be run, also how to manage their business well.
- 2) The use of social media has a positive and significant effect on entrepreneurial interest. This statement is proven by the results of  $t$  count  $5.737 > t$  table value of  $1.985$  with a significance value of  $0.000 < 0.05$ . This means that the higher the use of social media in students, the higher the interest in entrepreneurship. This is because with social media, understanding

about entrepreneurship is easier to access and also the ease of promoting their business.

- 3) Income expectations have a positive and significant effect on entrepreneurial interest. This statement is proven by the calculated  $t$  value of  $3.727 > t$  table value of  $1.985$  with a significance level of  $0.000 < 0.05$ . This means that with higher income expectations compared to working as an employee, it can be an attraction to become an entrepreneur.

## SUGGESTION

Based on the conclusions explained above, the researcher stated that improvements are still needed in terms of writing and benefits for related parties. Therefore, the researcher provides the following suggestions:

- 1) For educational institutions/agencies, it is expected to improve and expand the entrepreneurship curriculum, so that students can gain deeper and more practical entrepreneurial knowledge related to the world of entrepreneurship. In addition, the integration of real case studies and project-based learning, which will provide direct experience for students. Also, there is a need for collaboration between educational institutions and industry to provide students with internship or work experience opportunities in the company. This can provide direct experience and a better understanding of the challenges and opportunities in the world of entrepreneurship.
- 2) For students, this research serves as a development so that students can try alternatives to open up job opportunities for themselves and others through innovation and the creation of things that are useful for entrepreneurship.
- 3) For further research, it is recommended to conduct further research that considers other factors such as family support, social environment, and the latest technology that influence students' interest in entrepreneurship. This research also needs to be carried out continuously in order to understand

changes in the dynamics of interest in entrepreneurship along with technological developments and social changes.

4)

### Thank-you note

In compiling this research journal, the author realizes that it is still far from perfect, because there are still shortcomings in it. This is due to the limitations of the author in terms of ability, knowledge and experience. Therefore, the author expects constructive criticism and suggestions so that the preparation of the next written work can be better. The process of writing this research journal experienced many obstacles, but thanks to the help, guidance, cooperation from various parties, both morally and materially, the author was able to complete the writing of this research journal. On this occasion, the author would like to express his deepest gratitude to all parties who have helped the author in completing this research journal. May Allah SWT give a manifold reward to all who have helped in writing this research journal. The author hopes that this research journal can provide benefits, especially for the author and in general.

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