



## The Effect of Entrepreneurship Learning and the Social Environment on Entrepreneurial Student Interests

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### **Abstract**

Entrepreneurship in the current industrial revolution is needed to increase income, in a growing interest in entrepreneurship is influenced by various factors such as entrepreneurship learning and the social environment. So the purpose of this research was to determine the effect of entrepreneurship learning and the social environment on student interest in entrepreneurship. The research methodology is ex-post facto with a quantitative approach. Respondents in this research were 60 students who were taken by the total sampling technique. The method of data analysis in this research uses multiple regression. The results of the research are as follows: 1). Entrepreneurship learning has a positive and significant effect on employee performance, 2). The social environment has a positive and significant influence on employee performance, 3). Entrepreneurship learning and the social environment together affect student interest in entrepreneurship by 60.6% and 39.4% are influenced by variables outside this research.

**Keywords:** *Interest in Entrepreneurship; Social Environment; Entrepreneurship Learning*

### **Introduction**

Interest in entrepreneurship is an important thing that a person must have in a country or region, entrepreneurship is also a feature of developed countries. Where a country or a nation will progress if it has at least 2% of entrepreneurs (McClelland, 1987). Interest in entrepreneurship is influenced by various factors including personal factors, environmental factors, and sociological factors (Bygrave & Hofer, 1992). Efendi (2020) a person's interest is influenced by various rules made in an institution. Yusuf and Efendi (2019) found that interest in entrepreneurship is influenced by entrepreneurship education.

Interest in entrepreneurship is positively influenced by entrepreneurial learning carried out by students (Ahmad et al, 2004). According to Hoppe (2016) that entrepreneurship learning or education has a positive influence on student interest in entrepreneurship. Faisal and Anthoni research (2021) found that entrepreneurial learning had a positive and significant effect on interest in entrepreneurship. Meanwhile, research by Duval-Couetil et al (2021) shows that entrepreneurial learning plays an active and positive role in student interest in entrepreneurship.

Interest in entrepreneurship is also influenced by environmental factors, where the social environment has an influence that has a good impact on interest in entrepreneurship (Jena, 2020). Nowinski et al research (2019) found that the environment has an influence on entrepreneurial interest. The findings of Bello et al (2018) have a positive influence on the interest in entrepreneurship. Meanwhile, research by Schwarz et al (2009) found that the social environment had no impact on a student's entrepreneurship request.

Based on the phenomenon and various research results, it can be seen that entrepreneurial learning and the social environment have a relationship with interest in entrepreneurship. The purpose of this research was to determine the effect of entrepreneurship learning and social environment on interest in entrepreneurship. so that in the future it can contribute to a student's decision-making and can be a reference material from related parties regarding entrepreneurship.

### **Entrepreneurial Interest**

Interest in entrepreneurship is a desire in a person to try optimally to open a business by obtaining the desired income according to goals (Yusuf & Erwani, 2019). According to Schumpeter (2000) entrepreneur is someone who creates something new creates a new organization by reading the opportunities that exist and taking advantage of them. The conclusion is that interest in entrepreneurship is the desire of someone who creates an innovation of a new product or service, creates a new profit-oriented organization, and is a person who dares to take risks from the course of the business.

Interest in entrepreneurship is influenced by various factors including personal factors, environmental factors, and sociological factors (Bygrave & Hofer, 1992). Meanwhile, according to Lestari and Usman (2019), the factors that influence interest in entrepreneurship are, 1) intrinsic factors which include the need for income, motives, self-esteem, feelings of pleasure, and attention. 2) extrinsic factors which include the family environment, community environment, opportunities, and education.

### **Entrepreneurship Learning**

Learning is an educational process activity or learning process that occurs because of the interaction between educators and students as well as other parties that have been planned at an educational institution. Meanwhile, an entrepreneur is a brave hero who mobilizes energy and thoughts to achieve a certain goal with heavy risk. (Cuervo et al, 2007). In conclusion, entrepreneurship learning is an educational process activity planned by educational institutions between educators and students as a process of forming one's attitudes and behavior through mentoring, teaching, and training as an effort to form an entrepreneur's mentality to achieve a profit-oriented business, by daring to make decisions, and take many risks.

The objectives of entrepreneurship education include 1). Understand the company's role in the economic system, 2). Advantages and disadvantages of various forms of companies, 3). Knowing the characteristics and processes of entrepreneurship, 4). Understand product planning and product development processes, 5). Able to identify business opportunities and create, 6). creativity and form cooperative organizations, 7). Able to identify and search for sources, 8). Understand the basics of marketing, finance, organization, production, 9). Able to lead the business and face the challenges of the future. The indicators of entrepreneurship education are as follows: 1). Curriculum, 2). Quality of educators, 3). Teaching and learning facilities (Yusuf & Efendi, 2019).

### **Social Environment**

The social environment is all things involved in all human activities, where the social environment has an influence on the activities that a person will or is currently doing (Zastrow et al,

2019). The environment will vary according to his career path and field of business or work. The social environment in the entrepreneurial world can also be referred to as business communication, business networks, or can also be referred to as personal networks (Light & Siegel, 2006). So that the social environment is all things that interact with someone and give an influence on that person. the social environment of society includes elements of individuals, groups, natural resources, cultural resources, value systems and norms, conditions or situations as well as problems, and various obstacles in society, as a whole.

### ***Research Framework and Hypothesis***

#### **The Effect of Entrepreneurship Learning on Interest in Entrepreneurship**

Research conducted by Ahmad et al, (2004) Interest in entrepreneurship is positively influenced by entrepreneurial learning conducted by students (Ahmad et al, 2004). According to Hoppe (2016) that entrepreneurship learning or education has a positive influence on student interest in entrepreneurship. Faisal and Anthoni research (2021) found that entrepreneurial learning had a positive and significant effect on interest in entrepreneurship. Research by Duval-Couetil et al (2021) shows that entrepreneurial learning plays an active and positive role in student interest in entrepreneurship.

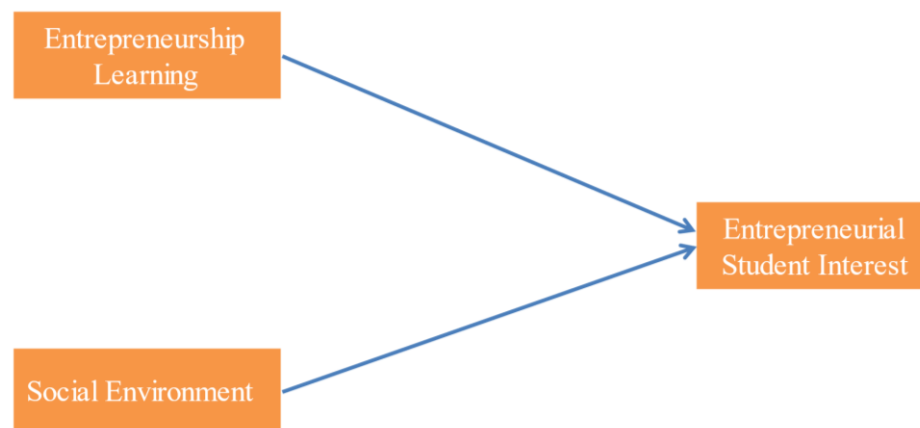
H<sub>1</sub>: The Entrepreneurship learning has a positive and significant influence on entrepreneurial interest

#### **The Effect of the Social Environment on Interest in Entrepreneurship**

Research conducted by Jena (2020) shows that the social environment has a positive impact on interest in entrepreneurship. Nowinski et al's research (2019) found that the environment has an influence on entrepreneurial interest. The findings of Bello et al (2018) have a positive influence on the interest in entrepreneurship. Meanwhile, research by Schwarz et al (2009) found that the social environment had no impact on a student's entrepreneurship request.

H<sub>2</sub>: The social environment has a positive and significant influence on the interest in entrepreneurship.

Based on various theoretical explanations, research findings, and developing hypotheses regarding the effect of entrepreneurship learning and the social environment on student interest in entrepreneurship. So the research framework in (Figure 1) is as follows:



**Figure 1. Research Framework**

## Methodology

This research uses the type of ex-post-facto research with a quantitative approach. According to Sugiyono (2015), ex-post-facto is research conducted to examine events that have occurred and then trace back to find out the factors that can cause these events to occur. . While the quantitative approach is data in the form of numbers or qualitative data that is numbered (Efendi et al, 2019). The method of data analysis in this research used multiple regression. The population in this s research was 60 students of economic education at the University of Muhammadiyah Bengkulu, the sampling technique was total sampling.

## Findings

Table 1 below is the results of multiple regression analysis of research data, with the results of the research as follows:

**Table 1. Results of Regression Analysis**

Variable	Koef. Regression (B)	T Statistic	Sig
Entrepreneurship Learning	0.733	8.633	0.000
Social Environment	0.987	6.527	0.000
Constant	8.823		
R	0.778		
R <sup>2</sup>	0.606		
F Statistic	43.782		
Sig	0.000		

Source: Primary data processed

### The Effect of Entrepreneurship Learning on Interest in Entrepreneurship

Based on the results of the regression analysis, it is known that entrepreneurial learning has an influence on interest in entrepreneurship, as shown in the regression coefficient value of 0.733. At the 5% significance level, it is known that the t-count value is 8.633 with a significance of 0.000. With these results, the first hypothesis can be accepted that entrepreneurial learning has a positive and significant influence on interest in entrepreneurship.

### The Effect of the Social Environment on Interest in Entrepreneurship

Based on the results of the regression analysis, it is known that the social environment has an influence on the interest in entrepreneurship, as shown in the regression coefficient value of 0.987. At the 5% significance level, it is known that the t-count value is 6.527 with a significance of 0.000. With these results, the first hypothesis can be accepted that the social environment has a positive and significant influence on entrepreneurial interest.

## **Coefficient of Determination R Square ( $R^2$ )**

The coefficient of determination R Square is used to show how big the percentage of the variables of entrepreneurship learning and social environment together in influencing the variable of student interest in entrepreneurship. The results of multiple regression analysis show that the coefficient of determination  $R^2$  has a value of 0.606 or it can be said that 60.6% of interest in entrepreneurship is influenced by the variables of entrepreneurship learning and the social environment. While the remaining 39.4% is influenced by other variables not included in this research.

## ***Discussion***

### **The Effect of Entrepreneurship Learning on Interest in Entrepreneurship**

Based on the results of the research that has been analyzed there is a positive and significant influence between entrepreneurial learning on student interest in entrepreneurship. This is indicated by the regression coefficient value of 0.733. At the 5% significance level, it is known that the t-count value is 8.633 with a significance of 0.000. So it can be concluded that the higher the learning of entrepreneurship, the higher the student's interest in entrepreneurship. On the other hand, the lower the entrepreneurship learning, the lower the student's interest in entrepreneurship.

The results of this research are supported by the findings of Ahmad et al, (2004) Interest in entrepreneurship is positively influenced by entrepreneurship learning conducted by students (Ahmad et al, 2004). According to Hoppe (2016) that entrepreneurship learning or education has a positive influence on student interest in entrepreneurship. Faisal and Anthoni research (2021) found that entrepreneurial learning had a positive and significant effect on interest in entrepreneurship. Research by Duval-Couetil et al (2021) shows that entrepreneurial learning plays an active and positive role in student interest in entrepreneurship.

### **The Effect of the Social Environment on Interest in Entrepreneurship**

Based on the results of research that has been analyzed there is a positive and significant influence between the social environment on student interest in entrepreneurship. This is indicated by the regression coefficient value of 0.987. At the 5% significance level, it is known that the t-count value is 6.527 with a significance of 0.000. So it can be concluded that the higher the social environment, the higher the student's interest in entrepreneurship. On the other hand, the lower the social environment, the lower the student's entrepreneurial interest.

The results of this research supported by Jena's findings (2020), the social environment has a positive impact on interest in entrepreneurship. Nowinski et al's research (2019) found that the environment has an influence on entrepreneurial interest. The findings of Bello et al (2018) have a positive influence on the interest in entrepreneurship. Meanwhile, research by Schwarz et al (2009) found that the social environment had no impact on a student's entrepreneurship request.

## **Coefficient of Determination R Square ( $R^2$ )**

The results of this research indicate that there is a positive and significant influence between entrepreneurial learning and the social environment on student interest in entrepreneurship. This is indicated by the results of the test results with F test which obtained a calculated F value of 43,782 with an F significance value of 0.000 or  $F < 0.05$ . The coefficient of determination R Square is used to show how big the percentage of the variables of entrepreneurship learning and social environment together in influencing the variable of student interest in entrepreneurship. The results of multiple regression analysis

show that the coefficient of determination R<sup>2</sup> has a value of 0.606 or it can be said that 60.6% of entrepreneurship learning and the social environment affect students' interest in entrepreneurship. While the remaining 39.4% is influenced by other variables that do not exist in this research.

### **Conclusion**

Based on the results and discussion in the research, we can conclude that; 1). Entrepreneurship learning has a positive and significant effect on employee performance, 2). The social environment has a positive and significant influence on employee performance, 3). Entrepreneurship learning and the social environment together affect student interest in entrepreneurship by 60.6% and 39.4% are influenced by variables outside this research. Together with the limitations in this research, it can be used as a reference for further research in the future.

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