

ENTREPRENEURSHIP MOTIVATION BASED ON THE USE OF THE INTERNET ON THE INTEREST IN ENTREPRENEURSHIP OF THE YOUNG GENERATION AFFECTED BY COVID-19, BADUNG REGENCY

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ABSTRACT

This study aims to determine and analyze the influence of internet use-based entrepreneurial motivation on the entrepreneurial interest of the community affected by COVID-19 in Badung Regency. The survey research method uses an e-questionnaire, a quantitative research approach and the population in this study is unemployment affected by covid-19 with purposive sampling technique, while the number of samples obtained from the number of indicators multiplied by 10 then obtained 130 respondents. The results showed that there was an influence There is a significant difference between the motivation for entrepreneurship based on internet use and the interest in entrepreneurship of the younger generation affected by Covid-19 Kab. Badung simultaneously with Sig 0.000. While partially also found a positive and significant influence on entrepreneurial motivation, internet use on interest in entrepreneurship.

Keywords: entrepreneurial motivation, internet use, interest in entrepreneurship

PRELIMINARY

At this time the world is in a period of a covid-19 pandemic which began on December 31, 2019 in the city of Wuhan, Hubei, China and spread to various countries including Indonesia. In Indonesia, the first case of covid 19 was on March 2, 2020, which infected two Indonesians, to be precise, in the city of Depok, West Java and has spread to various regions in Indonesia to date. The COVID-19 pandemic has had many impacts on the people of Indonesia. In Indonesia, a very large impact is felt due to the COVID-19 pandemic, which is an area which is a tourism area, especially the Province of Bali. The impact is felt due to the lockdown in various countries and the PSBB (Large-Scale Social Restrictions) to PPKM (Enforcement of Community Activity Restrictions) policies from the Indonesian government which resulted in no movement of foreign tourists and a lack of local tourists entering Bali. From this impact arises the problem of unemployment. Unemployment occurs because companies are forced to take layoffs (Employment Termination) or lay off employees due to the COVID-19 pandemic. Not only that, the younger generation who have completed their education also contribute to the data on the number of unemployed who are the working age population of the workforce. Data from the Bali Central Statistics Agency shows the Open Unemployment Rate (TPT) in 2019 before the COVID-19 pandemic the unemployment rate at the working age of the workforce was 1.57% or 39,288 and in 2020 after the COVID-19 pandemic the number of unemployed in Bali experienced an increase to 5.63% or 144,500 which means there is a significant increase of 4.06% after the covid-19 pandemic and the latest data regarding the unemployment rate in Bali in 2021 which is 5.37% or 138,669, if you look at the unemployment rate in 2017. 2020 to 2021 there will be a slight decrease in the unemployment rate, but according to the Bali Central Statistics Agency the Open Unemployment Rate is still quite high compared to the Bali Open Unemployment Rate before the COVID-19 pandemic. The data shows that unemployment occurs not only from employees who are terminated from work but from the younger generation who are ready to work and should work but become unemployed because of the small number of jobs due to the COVID-19 pandemic situation. This situation can actually be minimized by having the courage to open a new business or entrepreneurship and changing the mindset (mindset) from job seekers to job creators as well as becoming prospective entrepreneurs in the face of the COVID-19 pandemic. Entrepreneurship is one of the alternative ways that can be done to improve the quality of the economy in the midst of the difficulty of finding jobs in the midst of the COVID-19 pandemic situation and can also create job opportunities for the community.

McClelland in Silvia (2013), suggests that a country can progress if two percent of the total population of a country work as entrepreneurs. (Sumadi & Difficultyawati, 2017) stated that the number of young entrepreneurs in Indonesia is only around 0.18 percent of the total population, which is still far behind developed countries such as America which reaches 11.5 percent and Singapore which has 7.2 percent of young entrepreneurs from the total population. its inhabitants. This can be overcome if the community has an interest in creating their own jobs, namely by working according to their skills and knowledge. Interest in entrepreneurship is a person's interest in creating a business by seeing the opportunities that exist around him and daring to take risks that may occur in running a business (Atmaja, 2016). Many factors influence interest in entrepreneurship, including entrepreneurial motivation.

Motivation is an impulse from within a person that encourages that person to do something, including becoming a young entrepreneur (Sarosa, 2005). The role of motivation in entrepreneurship can be analogous to the fuel that drives the engine. Motivation is the driving force of a person's willingness to work towards the goals achieved. Baum et al. (2007) explained that motivation in entrepreneurship includes motivation that is directed to achieve entrepreneurial goals, such as goals that involve the introduction and exploitation of business opportunities. In the midst of the COVID-19 pandemic, people, especially the younger

generation, are inevitably required to change their mindset from job seekers to job creators. With this situation, it is expected to create motivation for entrepreneurship in order to achieve goals. Research according to Harmansyah (2021) regarding entrepreneurial motivation on interest in entrepreneurship shows that entrepreneurial motivation has a positive and significant effect on interest in entrepreneurship. In this case the motivation for entrepreneurship can be based on conventional or based on the use of the internet. In the current situation where the COVID-19 pandemic is occurring, the choice of using internet-based entrepreneurship is considered more effective, this is due to the PPKM policy that applies in Bali and with the current digital era, internet-based entrepreneurship has become an option because it is more efficient and the capital used is more efficient. less than conventional based.

The era of the industrial revolution 4.0 is marked by the increasing communication and information technology. Today's public media, if you look closely, are actually not only sourced from television media but also many sources from various uses of internet-based online media. The internet has become an important necessity in life, especially with the increasing digital technology. The rapid growth of internet users in Indonesia has an impact on various sectors of life, for example, mobile phone technology which has changed the influence on the way Indonesians shop, which has begun to penetrate online shopping in the digital era. Where 100 million internet users is a huge market potential and will affect the emergence of various new business opportunities (Septianti & Frastuti, 2019). Data released by Internet World Stats Indonesia ranks 8th out of the 10 largest countries with internet users worldwide and beats England and France which only ranks ninth and tenth. In this digital era, many entrepreneurs use the internet to run their business through social media to e-commerce. During the COVID-19 pandemic, the use of the internet in entrepreneurship was deemed appropriate considering that health protocols were required. According to Borjas (2016), there is a trade off between work and leisure. Individuals who choose to work will sacrifice their free time (leisure). Thus, the more time allocated to work, the less free time. By utilizing the internet, one can work from anywhere. Another advantage obtained by utilizing the internet in business is that it can reduce operational costs. Internet-based businesses can reach the market more easily and cheaply. According to Fairlie (2014), the use of personal computers in business, especially those using the internet can reduce marketing costs, investment costs and operational costs. Research according to Septianti (2019) regarding the effect of internet use on interest in entrepreneurship shows that the results of using internet-based media have a significant effect on interest in online entrepreneurship..

Based on the explanation above, this study aims to determine the effect of internet-based entrepreneurial motivation on the interest in entrepreneurship of the younger generation affected by the COVID-19 pandemic, especially in Badung Regency. With this research, it is hoped that it can contribute to the development of entrepreneurship and is expected to be a reference material for further research. In the next section, the literature review from this research will be explained, followed by the methods used in the research and a discussion of the results presented so as to obtain conclusions from this research..

LITERATURE STUDY

In this literature review, we will discuss the theory of the variables and indicators used in this study, namely the first theory regarding entrepreneurial motivation that uses indicators of desire, encouragement, hope, appreciation, entrepreneurship as an interesting activity and the environment. The second theory is about internet use with indicators of internet use frequency, duration of internet use, types of internet use and benefits in internet use. And the third theory is about the interest in entrepreneurship with the indicators of the factor of inner urge, the factor of social motives, and the emotional factor.

Entrepreneurial Motivation

Basically, humans live in need of each other, so humans are called social creatures. Humans live interdependence with one another, and they also always mutually benefit one another. Every entrepreneur has motivation although in a different form. Motivation is defined as a driving source for entrepreneurs to take action so that goals and expectations can be achieved.

(Wanto, 2014) explains that entrepreneurial motivation is behavior that comes from within a person who directs himself to take an action to become an entrepreneur. According to (Wanto, 2014), there are several factors that play a role in the emergence of motivation for entrepreneurship, including:

1. Need for achievement

That is the motive to compete well with others in achieving the highest achievement.

2. Locus of control

Dimana seseorang memiliki kepercayaan pada diri maupun orang lain untuk mengontrol usahanya yang akan mempengaruhi hasil.

3. Independence

dimana seorang wirausahawan yang tidak terikat, memiliki lebih banyak waktu, serta bertindak terbebas dari tekanan.

4. Egoistic passion

It is interpreted as a great desire, it can also be interpreted as love, a big ego towards work

Mota, et al (2019) said that entrepreneurial motivation can be caused by 2 factors, namely opportunities and needs. The results of research conducted in 102 countries grouped into regional blocks, namely Africa, Oceania, North America, Latin America and the Caribbean, Europe and Asia, in the span of 2010 to 2016, the results show that entrepreneurial motivation is dominated by opportunity. In 2014, entrepreneurs were motivated by opportunity 19.5 times more often than by necessity. Indonesia itself in the 2013-2016 range had the highest motivation index in 2016 which was 2.6. Entrepreneurial motivation caused by opportunities and needs causes people to try to realize their desire to become successful entrepreneurs. Experience and knowledge are important assets for entrepreneurs, both formally and informally (Kurniati, 2018). According to the study, most entrepreneurs get inspiration from the experience gained while working in the same industry (Mulyadi, 2011).

Motivation can be divided into 2, namely intrinsic and extrinsic motivation. According to Syaiful (2008: 149-151), intrinsic motivation or motivation that comes from within a person's self. Intrinsic motivation arises from within the individual himself without any coercion or encouragement from others. Meanwhile, according to Singgih D. Gunarsa, (2008: 50), intrinsic motivation is a strong drive or will that comes from within a person. The stronger the intrinsic motivation that a person has, the more likely he is to show strong behavior to achieve goals. The formation of intrinsic motivation occurs because of a desire that arises naturally from within that excites or moves someone to do something to achieve satisfaction or goals, because humans always have the instinct to achieve something, through this intrinsic motivation can encourage someone to be involved in an activity. Intrinsic motivation arises as a result of within the individual himself without any coercion from others but of his own volition. Extrinsic motivation is different from intrinsic motivation because in this motivation the student's desire for online entrepreneurship is strongly influenced by external encouragement or stimulation. According to Singgih D. Gunarsa (2008: 51), what is meant by extrinsic motivation is everything that is obtained through self-observation, or through suggestions, suggestions or encouragement from others..

Based on this explanation, the indicators used in entrepreneurship motivation are desire, encouragement, hope, appreciation, entrepreneurship as an interesting activity and the environment. The hypothesis in this research is that there is a positive influence of entrepreneurial motivation on interest in entrepreneurship.

Internet

The word "media" comes from Latin and is the plural form of the word "medium" which literally means "intermediary" which is an intermediary between the source of the message and the recipient of the message (2008: 6). The International Network (Internet) is a very large computer network consisting of small interconnected networks that span the entire world (2007: 52). According to Yuhelizar (2008: 1), the internet is an abbreviation of interconnected network because its function is to connect networks of computer networks in the world. From that one function, the internet is growing and has many benefits for the development of the world. According to Muhammad Adri, (2008) there are at least four activities carried out using the internet, namely browsing, resourcing, searching, consulting and communicating. The internet has also become a social media that provides a breakthrough to change the mindset of current developments for online entrepreneurship, can reduce the risk of failure and make it easier to market products more broadly without very high costs. To become successful entrepreneurs, students must be able to expand a wide network to better communicate with others (Herwaman Kartajaya, 2008) by using the internet. Due to the increasingly recognized role of social media in boosting performance in the business world.

According to M. Hasym (2016), social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa. The definition of electronic commerce or e-commerce is very diverse, depending on the perspective or glasses that use it. Association for Electronic Commerce simply defines e-commerce as an electronic business mechanism. Commerce Net, an industry consortium, provides a more complete definition, e-commerce is the use of computer networks (interconnected computers) as a means of creating business relationships (Seprina et al, 2017). The definition of e-commerce according to Kotler et al (2012) in Pramiswari et al (2017) is the use of websites to transact or facilitate the sale of products and services online can also be used as a tool to buy and sell products or services over the internet by using a computer system to increase company efficiency. overall. Applying internet technology in conducting business with e-commerce does not only include sales and purchase transactions of goods, including supporting activities, namely advertising, marketing, customer service, security,

delivery, and payment. internet-based is using the internet as a tool in improving and expanding and developing capabilities in various aspects, one of which is online entrepreneurship, which can be viewed from (1) the frequency of internet use, (2) the duration of internet use, (3) the type of internet use and (4) benefits in using the internet which is used as an indicator in this study. The hypothesis in this study is that there is a positive influence on the use of internet-based media on the interest in entrepreneurship.

Entrepreneurial Interest

According to Zimmerer, Scarborough and Wilson in Wedayanti and Giantari (2016), being an entrepreneur will have the freedom to determine their own destiny and have the opportunity to play a role in society. Interest in entrepreneurship is a person's interest in creating a business by seeing the opportunities that exist around him and daring to take risks that may occur in running a business (Atmaja, 2016). A person's level of achievement is determined by a combination of talent and interest (As'ad in Hidayatullah, 2012:22). Meanwhile, according to Mappiare (in Adhitama, 2012: 19) interest is a mental device consisting of a mixture of feelings, hopes, convictions, prejudices, fears or other tendencies that lead individuals to a certain choice. Katz and Gatner explain that entrepreneurial intention or interest in becoming an entrepreneur can be interpreted as a process of seeking information that can be used to achieve the goal of establishing a business (Budiati et al., 2012: 90). Meanwhile, according to Santoso, entrepreneurial interest is a psychological symptom to focus attention and do something about the entrepreneur with a feeling of pleasure because it brings benefits to him (Agustina and Sularto, 2011: 64).

Yuliyarningsih (2013), interest in entrepreneurship is the desire, interest, and willingness of individuals to work hard in fulfilling their life needs without being afraid of the risks that will occur. Interest in entrepreneurship comes from within a person to create a business field. Interest in entrepreneurship is the tendency of the heart in the subject to create a business which then organizes, manages, manages and develops the business he makes himself (Mahesa, 2012). According to Hurlock (2011: 116), the aspects of interest are as follows:

1. Cognitive aspect

It is based on concepts developed by students regarding areas of interest.

2. Affective aspect

The emotional weight of the concept that builds the cognitive aspect of interest is expressed in attitudes towards activities evoked by interest.

Interest is a psychological aspect that is influenced by the affective experience that comes from the interest itself. Aspects of interest are explained by Pintrich & Schunk (2012: 304), as follows:

1. General attitude towards activity (general attitude towards activity),

namely feelings of liking or disliking, agreeing or disagreeing with the activity, generally towards a positive attitude or liking the activity.

2. Specific awareness of liking activities,

decides to like an activity or object.

3. Feeling happy with the activity (enjoyment of activity)

That is, the individual feels happy with everything related to the activity he is interested in.

4. The activity has meaning or importance for the individual (personal important or significant of the activity to the individual).

The existence of an intrinsic interest in the content of the activity (intrinsic interest in the content of the activity), that is, a pleasant emotion centered on the activity itself.

5. Participate in activities (voters or participants of reported activities)

individuals choose or participate in activities

Interest in becoming an entrepreneur is defined as a person's desire to work independently (self-employed) or run his own business (Li in Budiati et al., 2012: 91). The factors for the emergence of interest according to Crow and Crow in Rahmanto (2011: 17), consist of three factor that is:

1. The factor inner urge

That is curiosity or the urge to produce something that is inner and different. This urge can make a person interested in studying mechanics, doing scientific research, or other challenging activities. Internal motivation factors are one's perception of oneself, self-esteem, personal expectations, needs, desires, satisfaction and expected achievements.

2. The factor of social motif

That is an interest in efforts to develop oneself from within and in science, which may be inspired by a desire to gain ability in work, or a desire to gain respect from family or friends..

3. Emotional Factor

Namely interest related to feelings and emotions. For example, success will lead to feelings of satisfaction and increase interest, while failure can eliminate someone's interest.

The indicators used in this study refer to the factors of interest according to Crow and Crow. The hypothesis in this study is that there is a positive influence of internet-based entrepreneurship motivation on interest in entrepreneurship.

METHOD

This study uses quantitative research methods where the variables are measured using a Likert scale to measure the effect of the independent variable on the dependent variable. This research was conducted on unemployment in the Badung area, Bali based on data from the Central Statistics Agency, in which Badung district is still experiencing an increase in unemployment until the latest data in 2021, while other districts in 2021 have decreased although only slightly. The population in this study were 28,027 unemployed. The sampling method used is purposive sampling which is a sampling technique using certain considerations (Ghozali, 2009). These considerations are based on the young generation of working age 19-35 years who have not worked and employees who work in the tourism sector who were laid off (Termination of Employment) due to the COVID-19 pandemic domiciled in Badung district with a sample size depending on the number of indicators used in all variables (Heir et al, 2010: 176). The number of samples is the number of indicators multiplied by 10, so the number of samples in this study is 130 respondents with data collection techniques carried out by e-questionnaires and data analysis tests carried out using multiple regression analysis techniques..

RESULTS AND DISCUSSION

Partial regression model testing was conducted to determine whether each independent variable forming the regression model individually had a significant effect on the dependent variable or not. In testing the relationship, the t-test was used, namely by comparing the t-count value with the t-table. The independent variable forming the regression model is said to have a significant effect if $t \text{ count} > t \text{ table}$ or $< = 0.05$. The results of the t test results can be seen in Table 1 below :

Table 1
Regression Analysis Results

Independent Variable	Dependent Variable	t _{hitung}	Sig.	Conclusion
Entrepreneurial motivation	Interest entrepreneurship	2.995	.003	H ₁ accepted
Internet Usage	Interest entrepreneurship	5.022	.000	H ₂ accepted

Based on table 1, it is known that the calculation results obtained that the t-count of entrepreneurial motivation is 2.995 and the t-count of internet use is 5.022, which is greater than t-table of 1.978. This means that the variable of entrepreneurial motivation and internet use has a positive effect on the variable of interest in entrepreneurship and is significantly $0.000 < 0, 05$, it can be interpreted that entrepreneurial motivation and internet use have a significant effect on interest in entrepreneurship partially..

Test the significance of the regression equation between internet use -based entrepreneurial motivation and interest in entrepreneurship using the ANOVA test. The results of the significance regression test are presented in Table 2 below :

TABLE 2
Uji F
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	177,853	2	88,926	187,072	,000 ^a
Residual	60,371	127	,475		
Total	238,223	129			

a. Predictors : (Constant), X2, X1

b. Dependent Variable: Y

Based on Table 2, it can be seen that the Sig test F is 0.000 or smaller than 0.05, which means that the initial hypothesis is accepted, which means that there is a significant influence between internet use-based entrepreneurial motivation and community interest in entrepreneurship affected by COVID-19 in Badung Regency simultaneously.

The coefficient of determination test was conducted to determine the contribution of entrepreneurial motivation and use of technology to interest in entrepreneurship. The results of the coefficient of determination test are in Table 3 below :

Table 3
Hasil Uji Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,864 ^a	,747	,743	,68946

a. Predictors : (Constant), X2, X1

b. Dependent Variable: Y

Based on table 3, it can be concluded that the level of influence of Entrepreneurial Motivation and Internet Use on Entrepreneurial Interest is 0.747. From the results of the calculation of the coefficient of determination, it can be explained that Entrepreneurial Motivation and Usage have an influence of 74.7% on Entrepreneurial Interest in the younger generation affected by Covid-19 in Badung Regency, while the remaining 25.3% is influenced by other variables outside of this study.

CONCLUSION

Based on the research objectives that have been described, namely to find out whether there is an influence of internet use-based entrepreneurial motivation on the interest in entrepreneurship of the younger generation affected by the Covid-19 pandemic in Badung Regency and based on the results of the discussion it can be concluded as follows: (1) entrepreneurial motivation has a positive and significant effect on interest entrepreneurship of the younger generation affected by covid-19 Kab. Badung. (2) the use of the internet showed positive and significant results on the interest in entrepreneurship of the younger generation affected by covid-19 in Badung Regency, (3) the motivation for entrepreneurship based on the use of the internet towards the interest in entrepreneurship of the younger generation affected by covid-19 Kab. Badung. Based on these results, it is explained that there is entrepreneurial motivation in the younger generation after work ranging from 19-35 who have not worked after completing education and employees have been laid off (Termination of Employment) due to the covid-19 pandemic based on internet use for interest in entrepreneurship. Suggestions for future research are to add entrepreneurial knowledge variables because there is already an entrepreneurial motivation so that it will complement the next research. The drawback of this research is that the short time for distributing the questionnaires is felt to be less than optimal in its distribution.

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