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## **The Effect of entrepreneurial knowledge and Entrepreneurship Motivation on Entrepreneurial Intention Mediated by the Utilization of Media Social**

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### **Abstract**

The purpose of this research is to assess the influence of Entrepreneurial knowledge (EK) and EM on entrepreneurial intents among students enrolled in the Faculty of Economics at the State University of Jakarta through the USM as a mediator. This research makes use of both qualitative and quantitative research approaches, including survey methods. The sampling strategy utilized the Proportional Random Sampling Method, and the total number of participants in the sample was 198 students. This research makes use of the Structural Equation Modeling Partial Least Square (SEM-PLS) method for analyzing data. The calculations for this method are carried out with the Smart PLS software version 3.3.9. According to the findings of this research, EK has a significant influence on Entrepreneurial Motivation (EM), EK has a significant influence on Entrepreneurial Intention (EI), EM has a significant influence on EIs, the use of social media has a significant influence on EIs, and EK has a significant influence on EI that are mediated by the use of social media.

**Keyword:** Entrepreneurial knowledge, Entrepreneurship Motivation, Entrepreneurial Intention, Utilization of Media Social

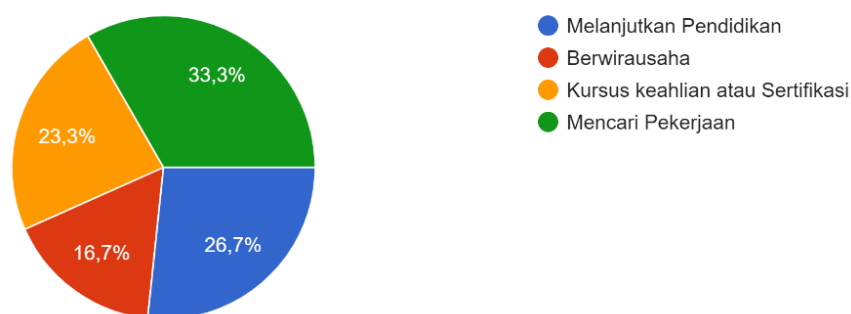
## 1. Introduction

Unemployment is one of the social problems in the country's development. The existence of unemployment in a society means that the allocation of human resources and the number of jobs there is a discrepancy. Unemployment will be a serious threat to society because it can lead to other social problems such as crime based on low economic levels. Unemployment can be caused by absorption of labor in Indonesia which is relatively slow, this is evidenced by the high number of Open Unemployment Rate (TPT) of 9,102,052 people in 2021 with 848,657 people being university graduates(Kompas.com, 2021). Based on the data above, it can be seen that university graduates accounted for 102,303 unemployed people in the last 2 years. Seeing this, students must be prepared to compete and compete regarding expertise in their respective fields when they graduate from university to find work(Nisa & Murniawaty, 2020).

Along with this high number, entrepreneurship is an alternative solution to expand employment(Pearl, 2018). By carrying out entrepreneurial activities, it is hoped that it can create jobs so that it can have an impact on increasing people's welfare(Suryadi, 2019). The Ministry of Manpower of the Republic of Indonesia has coordinated with relevant ministries/agencies so that entrepreneurship is a way out for job seekers(Mediaindonesia.com, 2021). Where one of them is that young people are required to be able to think creatively to become an entrepreneur(Suratno et al., 2020).

Therefore, millennial students will certainly pay more attention to preparing entrepreneurs. The Minister of Cooperatives and Small and Medium Enterprises said that the ideal ratio between the number of entrepreneurs and residents is 4%, meaning that 422,483 entrepreneurs are needed in DKI Jakarta. On a smaller scale, especially at Jakarta State University, the intention to entrepreneurship among students is still lacking, based on the results of pre-research conducted by random researchers on 30 students at the Faculty of Economics to find out an initial description of EIs, the following results are obtained:

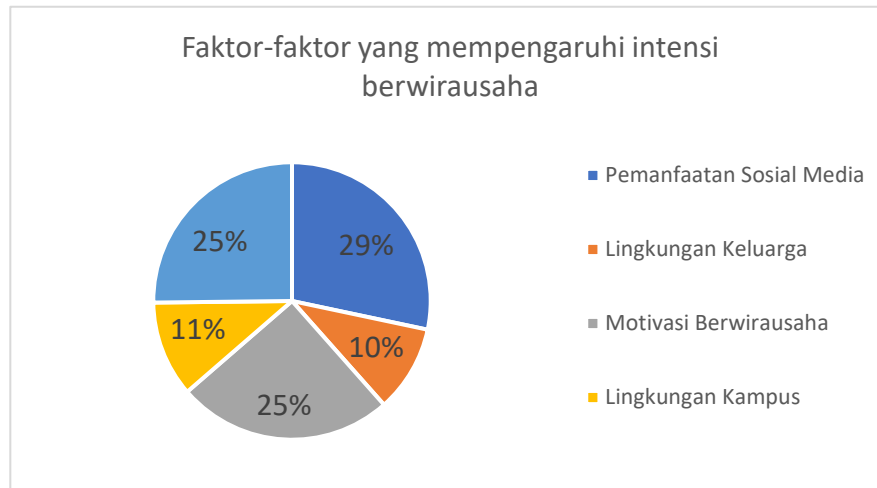
Rencana setelah lulus dari Universitas  
30 jawaban



**Figure 1. 1** Plan after graduation

In data obtained from the scope of the Jakarta State University, especially the Faculty of Economics, 33.3% of students or 10 people are more interested in finding work, 26.7% or 8 people choose to continue their education, 23.3% or 7 people choose expertise

courses. (certification) and only 16.7% or 5 people are interested in entrepreneurship after graduating from university. It can be concluded that the intention for entrepreneurship after graduating from university among students of the Faculty of Economics is still relatively low.



**Figure 1. 2** Types of Graduate Jobs

Source: Data Tracer Study FE UNJ (2020)

Based on the data above, the researcher presents several factors that influence EIs such as the use of social media, family environment, EM, campus environment and EK. Based on these data, the factors with the highest presentation were obtained, namely the use of social media by 29%, EK by 25%, and EM by 25%. While the lowest percentage or which can be said to have less influence on the intention to do entrepreneurship is the campus environment of 11% and the family environment of 10%..

It can be said that EIs do not just appear, but need stimulation or influencing factors, as stated Murniati et al (2019) EI arises because of the urge to prove directly what is obtained from knowledge and information. The three highest factors that influence EIs based on pre-research results are Social Media Utilization, EK, and EM. Researchers are interested in exploring these 3 factors and their role in fostering EIs, in addition, researchers also assume that if these 3 factors have a significant influence on EIs, they will be able to create young entrepreneurs at the Faculty of Economics, Jakarta State University..

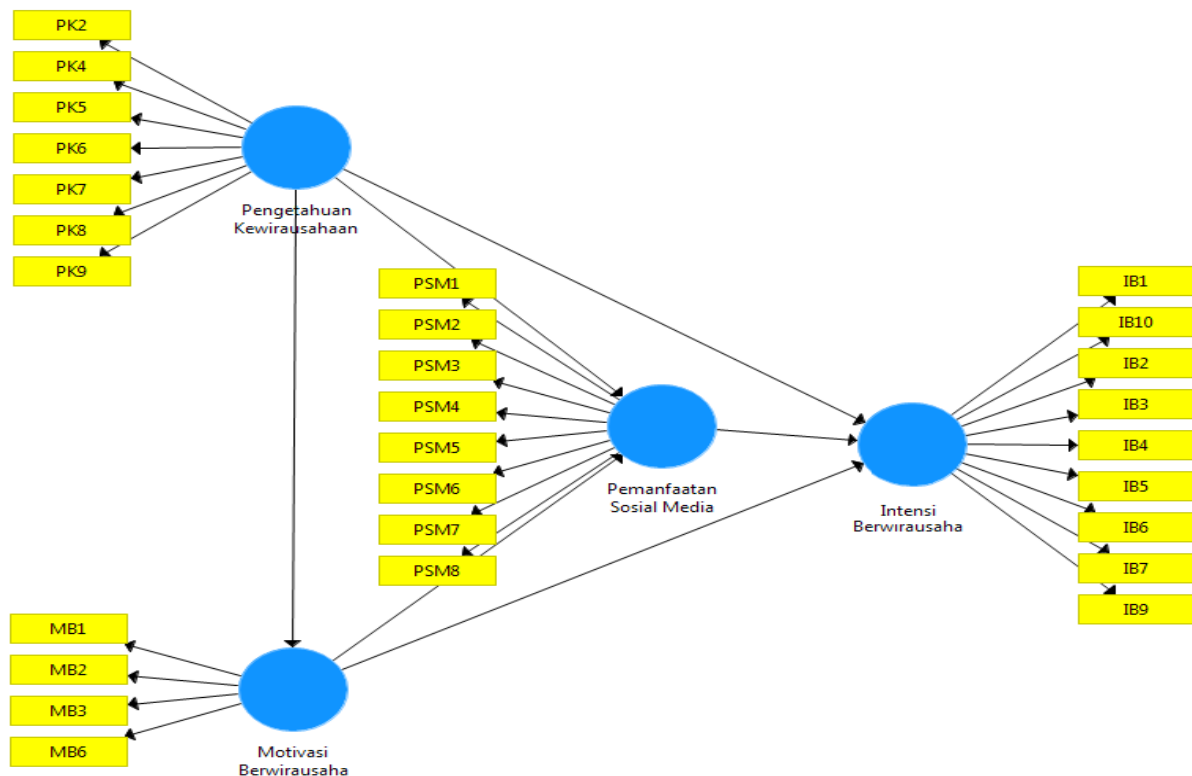
There is a phenomenon found in this study, namely the low EI of students which is the main topic and is supported by pre-research results which are dominated by factors of entrepreneurial EIs Mediated by USM.

## 2. Material and Method

This research makes use of both qualitative and quantitative research approaches, including survey methods. The sampling strategy utilized the Proportional Random Sampling Method, and the total number of participants in the sample was 198 students. This research makes use of the SEM-PLS method for analyzing data. The calculations for this method are

carried out with the Smart PLS software. According to the findings of this research, EK has a significant influence on EM, EK has a significant influence on EIs, EM has a significant influence on EIs, the use of social media has a significant influence on EIs, and EK has a significant influence on EIs that are mediated using social media. Indicators that can measure EK are thinking creatively, acting innovatively, and taking advantage of opportunities (Indriyani & Subowo 2019).

The level of EM will be determined using statements that incorporate indicators. utilizing something called a Likert scale tool. Self-motivation is one of the key indicators that may be used to gauge the level of EM, directing a person, and carrying out entrepreneurial activities (Prasetio, 2020). The utilization of various social media platforms will be evaluated based on statements that contain indications. with the utilization of a Likert scale tool. The ability to engage with other users, share information, and communicate with others are three indicators that may be used to quantify the usage of social media (Dewi et al, 2021). Indicators that can measure EIs are plans, preferences, desires, behavior expectancies(Annisa et al., 2021). Data analysis techniques performed in PLS include 3 stages, namely the measurement and structural model and hypothesis testing (musyaffi, et al, 2022). The following research model is used:



**Figure 2.1** Research Model

### 3. Result

There are 3 stages of results when using SEM-PLS, namely outer model, inner models and hypothesis testing.

#### 3.1 Outer Model

##### Convergent Validity

The degree to which one indicator has a positive correlation with different indicators that measure the same construct is what we mean when we talk about convergent validity. For evaluating convergent validity, the value of the loading factor must be more than 0.7, since this is considered to be the general guideline or rule of thumb for doing so. The conclusions drawn from convergent validity are as follows:

**Table 3.1** Outer Loading Value

	EI	EM	USM	EK
IB1	0.7854			
IB10	0.8217			
IB2	0.8182			
IB3	0.8699			
IB4	0.8454			
IB5	0.8362			
IB6	0.7013			
IB7	0.9049			
IB9	0.8213			
MB1		0.9046		
MB2		0.8965		
MB3		0.7852		
MB6		0.8094		
PK2				0.7718
PK4				0.912
PK5				0.956
PK6				0.748
PK7				0.8255
PK8				0.7764
PK9				0.7893
PSM1			0.8762	
PSM2			0.8541	
PSM3			0.8278	
PSM4			0.8752	
PSM5			0.7966	
PSM6			0.9161	
PSM7			0.8437	
PSM8			0.9061	

Based on the results of the outer loadings in the table above, it can be concluded that all indicators in all variable constructs have a value of  $> 0.7$  which can be said that all of them meet the validity requirements

### **Discriminant Validity**

Evaluating the cross-loading value is how discriminant validity may be determined using a reflecting indicator as the instrument. The value for each variable must be greater than

0.70. The criterion in cross loading is that each indicator that measures the construct must have a higher value than the other constructs(Ghozali & Latan, 2015).

**Table 3. 2** Cross Loading Value

	<b>EI</b>	<b>EK</b>	<b>EM</b>	<b>USM</b>
<b>IB1</b>	<b>0.7854</b>	0.6442	0.61	0.5773
<b>IB10</b>	<b>0.8217</b>	0.428	0.6086	0.5092
<b>IB2</b>	<b>0.8182</b>	0.4426	0.6768	0.5598
<b>IB3</b>	<b>0.8699</b>	0.6283	0.5803	0.5491
<b>IB4</b>	<b>0.8454</b>	0.4862	0.6104	0.5172
<b>IB5</b>	<b>0.8362</b>	0.5668	0.4985	0.5369
<b>IB6</b>	<b>0.7013</b>	0.3374	0.5625	0.4625
<b>IB7</b>	<b>0.9049</b>	0.6257	0.5956	0.5818
<b>IB9</b>	<b>0.8213</b>	0.6625	0.6319	0.615
<b>PK2</b>	0.8441	<b>0.7718</b>	0.685	0.6227
<b>PK4</b>	0.4922	<b>0.912</b>	0.7186	0.6205
<b>PK5</b>	0.5785	<b>0.956</b>	0.7822	0.6958
<b>PK6</b>	0.5146	<b>0.748</b>	0.6782	0.6467
<b>PK7</b>	0.3351	<b>0.8255</b>	0.5984	0.6823
<b>PK8</b>	0.5139	<b>0.7764</b>	0.6703	0.584
<b>PK9</b>	0.4365	<b>0.7893</b>	0.7339	0.6793
<b>MB1</b>	0.6223	0.7663	<b>0.9046</b>	0.6881
<b>MB2</b>	0.633	0.7913	<b>0.8965</b>	0.7747
<b>MB3</b>	0.5842	0.7288	<b>0.7852</b>	0.6484
<b>MB6</b>	0.6439	0.5637	<b>0.8094</b>	0.5559
<b>PSM1</b>	0.6787	0.8186	0.7923	<b>0.8762</b>
<b>PSM2</b>	0.5683	0.5952	0.7047	<b>0.8541</b>
<b>PSM3</b>	0.5935	0.7234	0.6745	<b>0.8278</b>
<b>PSM4</b>	0.5144	0.58	0.5889	<b>0.8752</b>
<b>PSM5</b>	0.4238	0.5155	0.5549	<b>0.7966</b>
<b>PSM6</b>	0.5456	0.6832	0.7187	<b>0.9161</b>
<b>PSM7</b>	0.6421	0.7924	0.7325	<b>0.8437</b>
<b>PSM8</b>	0.5516	0.6011	0.6177	<b>0.9061</b>

Based on the results in the table above, it shows that the cross loading value on the construct of EI (IB), EK (PK), EM (MB), and USM (PSM) has a greater construct value than the cross loading value on other constructs.

### Composite Reliability

A construct is declared valid if it has a cornbach's alpha value of > 0.7. Meanwhile, to find the reliability of each construct using composite reliability measurements, the cut-off value used to assess an acceptable level of reliability is > 0.7.

**Table 3. 3** Validity and reliabilty

	CA	CR	AVE
EI	0.9404	0.95	0.6797
EK	0.9222	0.9384	0.6868
EM	0.8712	0.9125	0.7234
USM	0.951	0.9588	0.7444

According to the findings in the table that was just shown, the CA value for each of the constructs is more than 0.7. In addition to this, the overall dependability value across all constructions is more than 0.70. It can be concluded that these four variables have fulfilled the research requirements and reliability because their values are more than  $> 0.7$ .

### 3.2 Inner Model

#### R Square

R square is an analytical tool that measures the extent to which fluctuations in the value of endogenous (uninfluenced) variables can be explained by exogenous (influenced) variables. This may be done by comparing the two sets of variables. R-Square values that are greater than 0.67, less than 0.33, or less than 0.19 indicate that the model is strong, moderate, or weak, respectively.

**Table 3.4** R Square Results

	R Square	R Square Adjusted
EI	0.5692	0.558
EM	0.7131	0.7116
USM	0.671	0.6677

Judging from the results of the table above, it can be seen that the R square value for EI is 0.5692, so the EI variable is moderate. In the EM variable of 0.7131, the EM variable has a strong construct. Furthermore, for the social media utilization variable of 0.671, the social media utilization variable has a strong construct.

#### F Square

The F square statistic can be utilized to determine the extent to which an endogenous (influenced) variable has an influence on an exogenous (influenced) variable. The value of the F square is either less than 0.02, greater than 0.15, or greater than 0.35, and each means that it gives a weak effect, moderate effect, strong effect.

**Table 3.5** F Square results

	EI	EM	USM



EI			
EK	0.1742	2.4849	0.1425
EM	0.1469		0.1756
USM	0.0235		

### Variance Inflation Factor (VIF)

The VIF test aims to determine whether the multicollinearity test has a correlation between the constructs being tested. The criteria for VIF testing are as follows:

1. If the VIF value is  $> 10.00$  or  $10$  then there is a multicollinearity problem
2. If the VIF value  $< 10.00$  or  $10$  then there is no multicollinearity problem

**Table 3.6** VIF Test Results

Variable	VIF	Variable	VIF	Variable	VIF	Variable	VIF
IB1	1.7424	PK2	2.2451	MB1	3.5487	PSM1	1.7515
IB10	1.2277	PK4	2.0108	MB2	2.9256	PSM2	2.0132
IB2	2.9584	PK5	1,361	MB3	1.7544	PSM3	2.5577
IB3	1.8984	PK6	2.107	MB6	2.2688	PSM4	1.4945
IB4	1.0194	PK7	3.1321			PSM5	4.0643
IB5	2.6885	PK8	2.1484			PSM6	1.0719
IB6	4.8645	PK9	2.2172			PSM7	1.5353
IB7	4.5244					PSM8	1.6967
IB9	1.1551						

Based on the VIF data above, it can be concluded that all indicators in the variables of EI, EK, EM, and use of social media have a VIF value of  $<10.00$ , meaning that there is no multicollinearity problem in the research model being conducted.

### 3.3 Hypothesis Test

#### Direct Influence Analysis

In testing the hypothesis, it can be seen through the statistical value  $> T_{table}$  or  $P$  Value  $< 0.05$  with a 5%  $T_{table}$  error rate of 1.96. Researchers tested the hypothesis by looking at the results of the path coefficient to measure the direct effect.

**Table 3.7** Path Coefficient Results

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PK -> MB	0.8444	0.8453	0.0885	45,617	0.000
PK -> IB	0.4519	0.5507	0.0832	2.5027	0.000
MB -> IB	0.5228	0.5225	0.0919	5.6889	0.000
PSM -> IB	0.4794	0.5789	0.0871	2.0594	0.000

1. H1: EK Influences EM
  - a. Based on the results of the path coefficient test in the table above, the original sample value is 0.8444 and the T-statistic value is 45,617 > T-table 1.96 or P-value of 0.000 < 0.05, it can be concluded that the EK variable has a significant effect on EM, so that H1 in this study is accepted.
2. H2: EK Affects EIs
  - a. Based on the results of the path coefficient test in the table above, the original sample value is 0.4519 and the T-statistic value is 2.5027 > T-table 1.96. Then based on the P-value of 0.000 < 0.05, So, EK variable has a significant effect on EIs.
3. H3: EM Influences EIs
  - a. Based on the results of the path coefficient test in the table above, the original sample value is 0.5228 and the T-statistic value is 5.6889 > T-table 1.96 or P-value of 0.000 < 0.05, The variable EM has a significant effect on EIs..
4. H4: USM Affects EIs
  - a. Based on the results of the path coefficient test in the table above, the original sample value is 0.4794 and the T-statistic value is 2.0594 > T-table 1.96. or P-value of 0.000 < 0.05, So, the social media utilization variable has a significant effect on EIs.

**Indirect Influence Analysis**

This test is used to test the hypothesis of the indirect effect of the independent variable on the mediated or intervening dependent variable.

**Table 3.8** Results of Indirect Influence Analysis (Mediation)

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PK > PSM -> IB	0.3725	0.3709	0.0778	5.9172	0.000
MB > PSM -> IB	0.3805	0.3821	0.0736	5.8478	0.000

5. H5: EK Influences EIs mediated by the USM
  - a. This hypothesis aims to determine whether the independent variable affects the dependent variable through the mediating variable, based on the specific results of the indirect effect, the original sample results are 0.3725 and the T-statistic value is 5.917 > 1.96 and the P-value is 0.00 < 0.05. So it can be concluded that the EK variable influences EIs through the use of social media, so that H5 in this study is accepted.
6. H6: EM Influences EIs mediated by the USM
  - b. This hypothesis aims to determine whether the independent variable affects the dependent variable through the mediating variable, based on the specific results of the indirect effect, the original sample results are 0.3805 and the T-statistic value is 5.8478 > 1.96 and the P-value is 0.00 < 0.05. So it can be concluded that the EM variable influences EIs through the use of social media, so that H6 in this study is accepted.

#### **4. Conclusion, Implication, and Recommendation**

The researchers came to the following conclusion based on the findings of the investigation and the debate that was presented earlier. According to the findings of the first hypothesis test, there is a positive direct effect between the variables of EK on EM, with the result value original sample of 0.8444 and T-statistics of 45,617 > T-table 1.96 and results p-values of 0.00 < 0.05. This can be seen from the fact that the T-statistics are greater than the T-table and the results p-values are less than 0.05. Hence, one may get the conclusion that EK has an impact on EM among students studying economics at the Faculty of Economics at Jakarta State University.

The findings of the second hypothesis test indicate that there is a positive direct impact between the EK variable and the EI variable. The outcome value of the original sample was 0.4519, and the T-statistics were more than 2.5027. T-table 1.96, and findings with p-values that are 0.00 or less and more than 0.05. Hence, one may get the conclusion that EK has an effect on EIs in the student body of the Faculty of Economics at Jakarta State University.

According to the findings of the third hypothesis test, there is a direct positive effect between the variables of EM and EIs, with an outcome value original sample of 0.5228 and T-statistics of 5.6889 > 1.96. The results of the second hypothesis test show that there is no direct positive effect between the variables of EM and EIs. T-table 1.96, and findings with p-values that are 0.00 or less and more than 0.05. It is possible to draw the conclusion that EIs are influenced by the entrepreneurial motivation of students studying economics at the Faculty of Economics of Jakarta State University.

According to the findings of the fourth hypothesis test, there is a positive direct influence between the variables of social media consumption and EIs, with an outcome value original sample of 0.4794 and T-statistics of 2.0594 > 1.96. T-table 1.96, and findings with p-values that are 0.00 or less and more than 0.05. Thus, it is possible to draw the conclusion that the usage of social media by students in the Economics Department at Jakarta State University has an effect on EIs.

The findings of the fifth hypothesis test indicate that there is an indirect and positive influence between the variables of EK on EIs with the use of social media as mediation, with

an outcome value original sample of 0.3725 and T-statistics of 5.9172 > c. d. The findings of the sixth hypothesis test indicate that there is an indirect and negative influence between the variables of EK on EIs with the use of social media as mediation, with a T-table 1.96, and findings with p-values that are 0.00 or less and more than 0.05. Thus, it is possible to draw the conclusion that EK among students studying economics at the Faculty of Economics at Jakarta State University has an indirect impact on EIs mediated via the usage of social media. The findings of the sixth hypothesis test indicate that there is an indirect and positive influence between the variables of EM and EIs by using social media as mediation, with the result value original sample of 0.3805 and T-statistics of 5.8478 > T-table 1.96 and results p-values of 0.00 0.05. These findings are supported by the fact that there is a T-statistic of 5.8478 > T-table 1.96. e. The findings of the seventh hypothesis Thus, it is possible to draw the conclusion that the entrepreneurial incentive of students studying economics at the Faculty of Economics of Jakarta State University has an indirect impact on EIs that are mediated through the usage of social media.

In light of the findings shown above, the researcher offers some helpful advice for the continuation of the research, which are as follows: Future research can add several other factors besides those that have been studied by researchers such as peer association, social environment, income expectations, campus or school environment, creativity, and others to show that EIs can be influenced by these factors. Examples of such factors include peer association, social environment, and creativity. Increase the number of samples and increase the range of objects, such as at the level of students in a given city or students at other colleges, so that you may conduct studies of entrepreneurship that yield the best possible results.

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