

ANALYSIS OF FACTORS INFLUENCING STUDENTS' INTEREST IN MANAGEMENT AT BANDAR LAMPUNG UNIVERSITY IN ENTREPRENEURSHIP

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Keywords	Abstract
Motivation; Creativity; Entrepreneurial Interest	In the era of globalization, entrepreneurship become solution strategic For reduce unemployment and increase growth economy. Research This aiming For analyze influence motivation and creativity to interest entrepreneurship among students of the Management Study Program at Bandar Lampung University. The research method used is quantitative descriptive with approach statistical data analysis. Population study totaling 724 students, and the sample as many as 88 respondents chosen use Slovin technique. Primary data was collected through questionnaire with four-point Likert scale level and analyzed use multiple linear regression. Research results show that motivation and creativity in a way significant influence interest entrepreneurship, with contribution by 53%. Motivation own more influence dominant compared to creativity, but both of them each other complete in increase interest student to entrepreneurship. Implications study This confirm importance institution education For strengthening training and learning programs entrepreneurship based on motivation and creativity For push birth generation innovative entrepreneur.

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INTRODUCTION

In the era of globalization, entrepreneurship has become issue strategic relevance in various parts of the world. Many countries see entrepreneurship as one of the solution For reduce unemployment, increasing growth economy, and create sustainable innovation. Shane and Venkataraman (2020) emphasize importance approach science based in understand entrepreneurship For optimize its impact on development global economy. In Indonesia, interest entrepreneurship among student be one of indicator important in measure readiness generation young face global challenges.

Global issues related entrepreneurship covers low level unemployment consequence entrepreneur driven innovation young. Runco and Acar (2019) stated that creativity is element the key that allows individual create solution new to existing problems. However, there are still Lots challenges faced, including limitations access to education quality entrepreneurship in many developing countries, including Indonesia (Lubis, 2021). At the global level, students expected capable become agent change with create business new capable compete in the international market.

At Bandar Lampung University, interest student to entrepreneurship Still face various challenges. According to Wijaya et al. (2024), literacy finance be one of obstacle main for

student in start effort. Other factors such as motivation intrinsic and extrinsic also play a role significant (Ryan & Deci, 2020). Research by (Timuloba et al., 2023) show that education effective entrepreneurship can increase interest student to entrepreneurship, especially in areas that have potential economy local yet dug up optimally.

Urgency study This lies in the importance of understand factors that influence interest student For entrepreneurship. Dwitama & Bagus Wijaya, (2024) highlight that the COVID-19 pandemic has bring change significant on the pattern think student related entrepreneurship. Students the more realize importance own skills that can create opportunity Work independent in the middle uncertainty economy. Research This aiming For give outlook deep about factors like environment, motivation, creativity, and knowledge entrepreneurship in to form interest students of Bandar Lampung University against entrepreneurship.

Various study has done For analyze factors that influence interest entrepreneurship. Ernawati, (2021) find that interest creative and entrepreneurial student can improved through training programs based on practice. Venus (2016) emphasizes that attitude positive and strong motivation play role important in determine success student in operate effort. While that, research by Yulianti and Susanti (2021) shows that support environment, such as family and friends, also have influence significant to interest entrepreneurship.

In addition, Wardani (2021) highlighted importance efficacy self in build trust self student For take associated risks with entrepreneurship. Research by Unita and Iskandar (2023) further carry on show that factor trade and industry local can become booster addition for student For start efforts. Results study This show that interest entrepreneurship No only influenced by internal factors, but also by factors external that is around student.

Study This give contribution new with integrate various factors that influence interest entrepreneurship student in one analysis model. (Dunan dan Gunawan, 2023) take notes that routine balanced work can increase motivation, which in turn influence performance individual. Research this also takes into account development digital technology as one of the factor relevant external, as expressed by (Steven & Ramli, 2023), that service electronic quality tall can give impact positive on satisfaction customers and opportunities business.

Research purposes This is For Identifying factors that influence interest students of Bandar Lampung University in entrepreneurship. Analyze influence education entrepreneurship, motivation, creativity, and environment to interest entrepreneurship students. Giving recommendation strategic For increase interest entrepreneurship student through integrated education and training programs. With integrate various perspective from existing literature, research This expected can give outlook new useful for development policy education entrepreneurship in Indonesia.

RESEARCH METHODS

Study This use method quantitative descriptive with approach statistical data analysis For identify connection between motivation, creativity, and interest entrepreneurship. Population study covers all over Management Study Program students Faculty of Economics and Business, University of Bandar Lampung in 2024, totaling 724 people. Withdrawal sample done use Slovin technique, so that obtained 88 respondents as sample research. Primary data was collected through distribution questionnaire that uses four-point Likert scale level (Strongly Agree, Disagree, Strongly Disagree) for measure variable motivation, creativity, and interest entrepreneurship. The data obtained analyzed through a number of stages, including validity and reliability tests For ensure quality instrument, normality test For verify data distribution, as well as analysis multiple linear regression For test influence motivation and creativity to interest entrepreneurship. In addition, the t-test is used For test the influence of each variable independent, while the F test is carried out For measure influence simultaneous variable

independent to variable dependent. Coefficient determination (R^2) was also calculated For measure contribution motivation and creativity to interest entrepreneurship.

RESULTS AND DISCUSSION

Description of Respondent Characteristics

Respondent characteristics include descriptions of respondents obtained during the research process.

1. Respondent characteristics based on gender

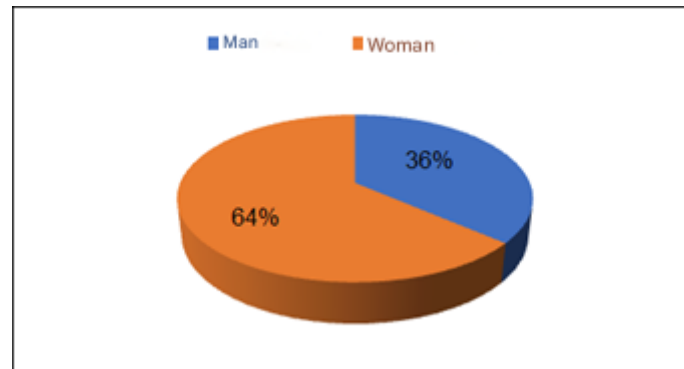


Figure 1. Respondent characteristics based on gender

From the analysis of respondent characteristics based on gender, the largest group consists of women, with a total of 56 people or around 63.6%.

2. Respondent characteristics by batch

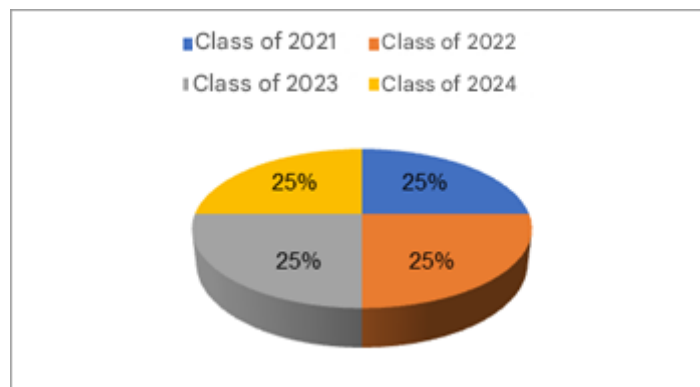


Figure 2. Respondent data based on Batch

Based on the results of processing respondent characteristics based on batch, the highest number of respondents came from all batches in 2021, 2022, 2023 and 2024, namely 22 respondents (25.0%) each.

Validity Test Results

Validation is done using appropriate methods. The testing methods used are:

Table 1. Results of Question Validity Test

Statement	Pcount	<i>r_{tabel}</i>	Conclusion
Motivation			
Item 1	0.659	0.2096	Valid
Item 2	0.681	0.2096	Valid
Item 3	0.693	0.2096	Valid
Item 4	0.781	0.2096	Valid
Item 5	0.657	0.2096	Valid
Item 6	0.522	0.2096	Valid
Creativity			
Item 1	0.895	0.2096	Valid
Item 2	0.860	0.2096	Valid
Item 3	0.857	0.2096	Valid
Item 4	0.750	0.2096	Valid
Item 5	0.851	0.2096	Valid
Item 6	0.839	0.2096	Valid
Interest in entrepreneurship			
Item 1	0.646	0.2096	Valid
Item 2	0.752	0.2096	Valid
Item 3	0.800	0.2096	Valid
Item 4	0.827	0.2096	Valid
Item 5	0.748	0.2096	Valid
Item 6	0.708	0.2096	Valid
Item 7	0.664	0.2096	Valid
Item 8	0.735	0.2096	Valid

Source: Processed data (2024)

Based on Table 1, the results of the validation test show that all statements are related to different motivations. The test results obtained a calculation value > r_{table} (0.2096), the highest calculation value is 0.895 and the lowest value is 0.522. Thus, each application submitted in this study is considered valid.

Reliability Test Results

After completing the validation test, the tester continues with the reliability test of each variable X and Y.

Table 2. Reliability Test Results

Variable	Chronbach's Alpha Coefficient	Criteria	Conclusion
Motivation	0.747	Cronbach Alpha > 0.70	Reliable
Creativity	0.918	Cronbach Alpha > 0.70	Reliable
Interest in entrepreneurship	0.876	Cronbach Alpha > 0.70	Reliable

Source: Processed data (2024)

Table 2 shows Cronbach's alpha motivation (X1) = 0.747, creativity (X2) = 0.918, and entrepreneurial interest (Y) = 0.876, which indicates that all three are highly reliable.

Normality Test

Then, the normality test is carried out on what is described in the following table:

Table 3. Normality Test Results

		Motivation	Creativity	Interest in entrepreneurship
N		88	88	88
Normal Parameters ^{a,b}	Mean	20.0341	19.3068	28.0227
	Std. Deviation	2.12510	3.01093	3.23052
Most Extreme Differences	Absolute	.164	.218	.140
	Positive	.164	.202	.109
	Negative	-.112	-.218	-.140
Test Statistic		.164	.218	.140
Asymp. Sig. (2-tailed)		.400 ^c	.234 ^c	.213 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data (2024)

The normality test applied to the motivation variable (X1) obtained a significance result of 0.400, which exceeds the significance limit of $\alpha = 0.05$. This indicates that the data for the motivation variable (X1) is normally distributed. The same applies to the creativity variable (X2), which shows a significance value of 0.234, greater than $\alpha = 0.05$, indicating that the data is normally distributed. Likewise, the normality test on the entrepreneurial interest variable (Y) which produces a significance value of 0.213 is also greater than $\alpha = 0.05$. Thus, it can be concluded that the data for the entrepreneurial interest variable (Y) also follows a normal distribution.

Multiple Linear Regression Analysis

Through data processing using a multiple linear regression approach, the findings are presented in the following table.

Table 4. Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,633	3,064		4,777	,000
Motivation	,498	,171	,328	2,920	,004
Creativity	,277	,120	,165	2,468	,015

a. Dependent Variable: Interest in entrepreneurship

Source: Processed data (2024)

Based on the equation above, the results are replaced with the following equation: $Y = 14.633 + 0.498 x_1 + 0.277 x_2 + e$. The regression equation states that motivation and creativity influence entrepreneurial interest.

1. The constant 14.633 means that if motivation and creativity are absent, then entrepreneurial interest has a value of 14.633.
2. The regression coefficient for variable X1 is recorded at 0.498, which means that every time motivation increases by one unit, entrepreneurial interest will increase by 0.498. Conversely, a decrease in one unit of motivation will cause a decrease in

entrepreneurial interest by the same amount, namely 0.498, assuming variable X2 does not change.

3. Meanwhile, the regression coefficient X2 shows a figure of 0.277, which means that every increase in one unit of creativity will encourage an increase in entrepreneurial interest by 0.277. On the other hand, if there is a decrease in one unit of creativity, then the interest in entrepreneurship will also decrease by 0.277, with the note that the variable X1 remains unchanged.

t-test

Data processing is obtained as follows:

Table 5. t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,633	3,064		4,777	,000
Motivation	,498	,171	,328	2,920	,004
Creativity	,277	,120	,165	2,468	,015

a. Dependent Variable: Interest in entrepreneurship

Source: Processed data (2024)

1. The results of the analysis show that motivation reaching 2,920 ($t_{cal} = 2,920 > t_{table} = 1,662$) has a significant influence on entrepreneurial interest among management students at Bandar Lampung University.
2. In addition, the creativity recorded at 2,468 ($t_{cal} = 2,468 > t_{table} = 1,662$) was also proven to have a positive influence on the entrepreneurial interest of management students at Bandar Lampung University.

F Test

Hypothesis for F test:

Ho: There is no significant relationship between independent variables, such as *motivation* and *creativity*, and variables related to entrepreneurial interest. Based on this, it can be concluded that in general, motivation (X1) and creativity (X2) have a significant influence on each other.

Table 6. F test

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	352.151	2	85,076	9,801
	Residual	737,803	85	8,680	
	Total	907.955	87		

a. Dependent Variable: Interest in entrepreneurship

b. Predictors: (Constant), Creativity, Motivation

Source: Processed data (2024)

Fcal value = 9.801 > Ftable = 3.10, which shows that motivation and creativity have a significant influence on the entrepreneurial interest of management students at Bandar Lampung University.

Coefficient of Determination (R²)

The coefficient of determination serves as a measure that shows the extent to which the model can describe the variation that occurs in the variable. When the measured value approaches the number 1, this indicates that the proportion of the independent variable that can be explained by the model becomes more significant.

Table 7. Coefficient of Determination of Influence of Motivation and Creativity on Students' Interest in Entrepreneurship

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.530	.198	2.94619

a. Predictors: (Constant), Creativity, Motivation

Source: Processed data (2024)

Based on Table 7, the R² value is 0.530, which means that the influence of motivation and creativity on entrepreneurial interest at Bandar Lampung University is 53.0%.

Discussion**The Influence of Motivation on Entrepreneurial Interest**

The calculation test on the motivation variable (X₁) is 2.920 ($t_{cal} = 2.920 > t_{table} = 1.662$), the results of the study indicate that students' interest in entrepreneurship is one of the influencing factors. Many factors can lead students to choose a career in business, especially management students at Bandar Lampung University are interested in the career.

People who receive advice and motivation to achieve the goals of the company organization will be motivated. Employees who are passionate about their work will be motivated. The most important effort of business goals, employees must be physically and spiritually healthy, understand the current situation and circumstances and give their best efforts (Dunan and Gunawan, 2023).

The findings of this study indicate that business facilitation is the entire power that an entrepreneur has to promote his business, ensure project progress, and provide guidance to achieve desired goals according to theory.

The Influence of Creativity on Entrepreneurial Interest

The difference in creativity was obtained at 2.468 ($t_{cal} = 2.468 > t_{table} = 1.662$), creativity is a person's ability to innovate and create new things that are different and create business opportunities. This activity affects students' interest in doing business because their ideas can be opportunities. In other words, the better the students' thinking skills, the greater their interest in business. On the other hand, students who are less creative may have an interest in entrepreneurship.

Creativity can be understood in various ways. Some consider it a habit, culture, or behavior, while others describe it as a mindset. In addition, creativity refers to combining and reproducing knowledge in one's head when someone creates a new product or skill that is surprising and useful to others. Creativity can also be seen as a combination of Styx Hang Tua University Tanjung Pinang business students. This study shows that the success of an

entrepreneur in running a company depends on his personality, business acumen, and strong work ethic. The hard work attitude of entrepreneurs that influences creativity and self-confidence is very important in supporting business development. Creative entrepreneurs can create new products that drive business progress (Ernawati, 2021).

The Influence of Motivation and Creativity on Entrepreneurial Interest

Based on data processing, it was found that $F_{cal} = 9.801$ is greater than $F_{table} = 3.10$. R^2 value = $0.530 \times 100\% = 53.0\%$. This means that motivation and creativity have an influence of 53.0% on students' interest in entrepreneurship. Entrepreneurship is a creative activity based on innovation, creating something new, useful and profitable, creating jobs and benefiting society. In addition, entrepreneurs include people who combine many internal factors such as motivation, vision, communication, and the ability to run a business effectively. Business ethics are related to human behavior. This is an important quality in achieving success because everyone has different qualities. This attitude reflects society's views on various challenges such as fear, depression, problems and criticism (Unita and Iskandar, 2023)

The results of the study conducted by Lubis revealed that there is a strong relationship between motivation, creativity, and students' interest in entrepreneurship. In the study, Lubis said that motivation and creativity have a significant impact on students' interest in business (Lubis, 2021). Wardani's research shows not only interest in entrepreneurship, but also motivation and creativity (Wardani, 2021).

CONCLUSION

Study This show that motivation and creativity own influence significant to interest entrepreneurship Management Study Program students at Bandar Lampung University. Analysis multiple linear regression show that second variable This in a way simultaneous contribute by 53% against variable dependent. namely interest entrepreneurship. In partial. Motivation own more influence big compared to creativity, but both of them each other complete in push interest student For entrepreneurship. Research results This confirm that strong motivation and honed creativity can become factor key in increase interest student to entrepreneurship. Therefore that, is needed development curriculum and training programs integrated entrepreneurship For strengthen second aspect said. With Thus, the institution education own role strategic in print generation innovative and adaptive entrepreneur to challenge global economy.

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