

MARKETPLACE GROWS INTEREST IN ENTREPRENEURSHIP OF UNDERGRADUATE MANAGEMENT STUDENTS, CLASS OF 2020 DEVELOPMENT UNIVERSITY PANCA BUDI MEDAN

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Abstract

This research analysis aims to find out whether the marketplace fosters entrepreneurial interest in undergraduate management students class of 2020 at Panca Budi Development University, Medan. The data analysis technique used is an associative research method with the help of the SPSS program. This research uses simple linear regression analysis. The sample in this study was 96 respondents. Primary data collection uses a questionnaire. The research results show that Marketplace has a positive and significant effect on the entrepreneurial interest of 2020 Bachelor of Management students at Panca Budi Development University, Medan. Based on the results of the research and discussion as well as the conclusions that have been put forward, the author provides several suggestions which it is hoped can be used as input for students: Students must increase their knowledge of using market places comprehensively so that they see opportunities for entrepreneurship to develop skills such as creativity, problem solving, decision-making, risk, and entrepreneurship.

Keywords : *Interest in Entrepreneurship and Matketplace.*

1. INTRODUCTION

Entrepreneurs, also known as entrepreneurs or entrepreneurs, refer to individuals who create, manage, and develop new businesses or ventures. According to (Swasono, 2019), an entrepreneur is someone who has the ability to use and combine resources such as finance, materials, labor, skills to produce products, production processes, business and new business organizations. According to (Swasono, 2019) entrepreneurs are entrepreneurs, but not all entrepreneurs are entrepreneurs. An entrepreneur is a reporter in business, an innovator, a risk bearer who has a vision for the future and has excellence in achievements in the business sector. The definition of entrepreneurship that will be used in this research is a combination of the definitions stated above, namely a person who creates work for others by establishing, developing and institutionalizing his own company and is willing to take personal risks in finding business opportunities and creatively using his own potential. to identify products, manage and determine production methods, organize operations for procuring products, market them and manage operational capital”.

Entrepreneurs can operate in various industrial sectors and have different goals. Some entrepreneurs may aim to create a large, fast-growing company, while others may want to run a small, sustainable business. Nevertheless, entrepreneurship has an important role in creating jobs, encouraging innovation and encouraging economic growth. It is important to remember that becoming an entrepreneur requires hard work, dedication, and commitment to overcoming challenges as they arise. However, with the right perseverance and intelligence, entrepreneurs can achieve success and have a positive impact in the business world and society as a whole. Students are targets for the government to encourage their interest in running businesses in order to create jobs. It is hoped that students can use their abilities, both hard skills and soft skills, received from campus to be applied in real terms through business units. According to data from the Minister of Education, Culture, Research and Technology (Mendikbudristek), the absorption of university graduates in the world of work is still low. The absorption percentage figure for college graduates is only 10.18%. The orientation of university students and students is still focused on the formal sector, so that when the formal sector is sluggish, undergraduate graduates do not try to create their own jobs in the non-formal sector or private sector.

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The related phenomenon is that the interest in entrepreneurship is still low because students still do not have the confidence to be interested in becoming entrepreneurs and opening up employment opportunities through their business units. The interest in entrepreneurship among students will be a very interesting thing to discuss, because this is very beneficial for Indonesia's economic growth. Interest in entrepreneurship is the desire, interest, and willingness to work hard or have a strong will to try to fulfill one's life needs and create new businesses without feeling afraid of future risks and always learning from failures in entrepreneurship (Sutanto, 2018). According to (Basrowi, 2018), interest in entrepreneurship is a change in the attitudes and views of our nation's young generation of prospective intellectuals and a change in the attitude of parents who enjoy and allow their sons and daughters to enter the business field. Many teenagers say that they really enjoy business activities. Many teenagers say that they really enjoy business activities, because business work is very promising in the future. To anticipate business work, they prepare provisions, in the form of mental and supporting skills.

Based on the results of research conducted by (Pangaribuan et al., 2021) they concluded that the use of marketplaces has a significant influence on interest in entrepreneurship. Marketplace is a new business model that is developing along with the rapid development of information technology infrastructure. This marketplace is designed to minimize complex business processes to create efficiency and effectiveness. According to Putra in (Pangaribuan et al., 2021), Marketplace is an internet-based online media (web-based) which is used as a place to carry out business activities and transactions between buyers and sellers. Buyers can search for as many suppliers as possible with the desired criteria, so as to obtain market prices. Researchers conducted several pre-surveys related to student marketplace use and entrepreneurial interest. Respondents' responses to the use of marketplaces in business explained that most students do not have knowledge in using marketplaces so it does not really encourage their interest in opening a business.

2. LITERATURE REVIEW

2.1 Theory of Reasoned Action (TRA)

This theory emphasizes the importance of entrepreneurial knowledge and skills in forming a person's interest in entrepreneurship. Developing business knowledge, technical skills, and market understanding can increase an individual's interest in starting and managing a business. This theory emphasizes the importance of planning and strategy in forming entrepreneurial interest. Individuals who have a clear and structured plan of action for starting a business, including defining goals, identifying resources, and developing concrete steps, tend to have a higher interest in becoming entrepreneurs. Research in social psychology shows that a person's behavioral intention towards a certain behavior is a determining factor in whether the individual will carry out that behavior or not (Ajzen and Fishbein, 2017).

2.2 Entrepreneurship

Entrepreneurship is an important component in a country's economy. According to (Suryana, 2018) an entrepreneur is someone who has the ability to use and combine resources such as finance, materials, labor, skills to produce products, production processes, business and new business organizations. According to (Swasono, 2019) entrepreneurs are entrepreneurs, but not all entrepreneurs are entrepreneurs. An entrepreneur is a reporter in business, an innovator, a risk bearer who has a vision for the future and has excellence in achievements in the business sector. Understanding Entrepreneurial Interest. According to (Basrowi, 2018), interest in entrepreneurship is a change in the attitudes and views of our nation's young generation of prospective intellectuals and a change in the attitude of parents who enjoy and allow their sons and daughters to enter the business field. Many teenagers say that they really enjoy business activities. Entrepreneurial interest is the desire, interest, and willingness to work hard or be strong-willed to try to fulfill one's

life needs and create new businesses without feeling afraid of future risks and always learning from failures in entrepreneurship, (Sutanto, 2018).

2.2 Entrepreneurial Interest

According to (Basrowi, 2018), interest in entrepreneurship is a change in the attitudes and views of our nation's young generation of prospective intellectuals and a change in the attitude of parents who enjoy and allow their sons and daughters to enter the business field. Many teenagers say that they really enjoy business activities. Entrepreneurial interest is the desire, interest, and willingness to work hard or be strong-willed to try to fulfill one's life needs and create new businesses without feeling afraid of future risks and always learning from failures in entrepreneurship (Sutanto, 2018). According to (Alma, 2018) the driving factors for entrepreneurship include:

1. Personal factors, are factors that concern aspects of a person's individual self
2. Environmental factors are relationships that relate to the community environment.
3. Sociological factors are factors that involve problems with family relationships

(Sutanto, 2018) there are four indicators of interest in entrepreneurship, namely::

1. Feelings of joy
2. Attachment
3. Attention
4. Engagement

2.3 Marketplace

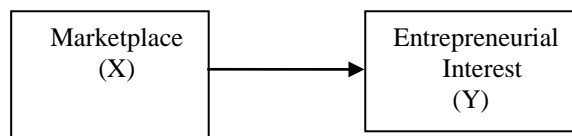
According to (Angga et al., 2017), Marketplace is an internet-based (web-based) online media that is used as a place to carry out business activities and transactions between buyers and sellers. Buyers can search for as many suppliers as possible with the desired criteria, so as to obtain market prices. According to (Kotler & Kevin, 2019) Marketplace is an online platform that provides easy access for sellers to market their products or services to consumers, making it easier for consumers to find and buy the products they need. According to (Linggo & Yuliana, 2019) the dimensions of the marketplace are as follows:

1. Communication perspective
2. Business process perspective
3. Service perspective
4. Online perspective

According to (Aditya & Diah, 2018), including:

1. System quality
2. Quality of information
3. Quality of service

2.24 Frame Work



Source: Data Processed (2024)
Figure 1 Conceptual Wireframe

3. IMPLEMENTATION METHOD

The research used in this research is causal associative quantitative research. According to (Pakpahan, 2014) causal research (cause-effect relationship) is "research that wants to see whether

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Cindy Patrisia¹, Hendra Utama².

a variable that acts as an independent variable has an effect on another variable that is a dependent variable. This research was carried out at the Panca Budi Development University, Medan. The research was conducted from February 2024 to June 2024. Research variables include what variables will be studied. This research uses 1 (one) independent variable, namely Marketplace (X) and 1 (one) dependent variable, namely interest in entrepreneurship (Y). The population is the total number of active students of the regular management study program 1 stambuk 2020, Faculty of Social Sciences, Panca Budi Development University, Medan. Sampling using purposive sampling is a sampling technique based on certain criteria (considerations) from members of the population (Rusiadi et al., 2018) . Because the exact number of the population is unknown, the Zikmund formula will be used to calculate the sample size (Sugiyono, 2019). So the sample size is 96 people. The data collection techniques used in this research are documentation studies, questionnaires and interviews. The data analysis techniques used in this research are multiple linear regression, data quality testing, classical assumption testing and hypothesis testing.

4. RESULTS AND DISCUSSION

4.1 Data Quality Testing

4.1.1 Validity Test

To determine the suitability of the items in the questionnaire, it is necessary to carry out a validity test.

Table 1 Validity Test

Variabel	Item Pertanyaan	Corrected Item Correlation	r-mean	
Market Place (X)	X1.1	0.527	0,3	Valid
	X1.2	0.587		Valid
	X1.3	0.472		Valid
	X1.4	0.472		Valid
	X1.5	0.506		Valid
	X1.6	0.437		Valid
Entrepreneurial Interest (Y)	Y1	0.717	0,3	Valid
	Y2	0.508		Valid
	Y3	0.580		Valid
	Y4	0.546		Valid
	Y5	0.709		Valid
	Y6	0.655		Valid
	Y7	0.710		Valid
	Y8	0.710		Valid

Source: SPSS Processing Results Version 19 (2024)

Based on the SPSS output results, it is known that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score in the tabulation of respondents' answers. The validity test results of the 6 (six) questions on the Marketplace variable can be declared valid because all coefficient values are greater than 0.30. Based on the SPSS output results, it is known that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score in the tabulation of respondents' answers. The validity test results of the 8 (eight) questions on the entrepreneurial interest variable can be declared valid because all coefficient values are greater than 0.30.

4.1.2 Reliability Test

If the Cronbach's Alpha value is > 0.600 then the question on the variable meets the requirements to be said to be reliable

Table 2 Variable Reliability Test

Variabel	Cronbach's Alpha	N of Items
<i>Market Place (X)</i>	0,778	6
Entrepreneurial Interest (Y)	0,877	8

Source: SPSS Processing Results Version 19 (2024)

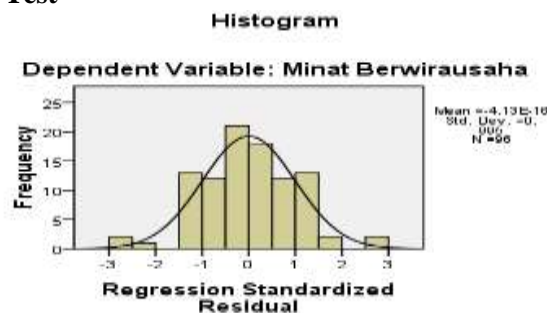
Based on the SPSS output results, it is known that the Cronbach's Alpha value is $0.778 > 0.60$, so it can be concluded that the questions that have been presented to respondents consisting of 6 statements on the Marketplace variable are reliable or can be said to be reliable. Based on the SPSS output results, it is known that the Cronbach's Alpha value is $0.877 > 0.60$, so it can be concluded that the questions that have been presented to respondents consisting of 8 statements on the market place variable are reliable or can be said to be reliable.

4.2 Classical Assumption Testing

4.2.1 Data Normality Test

Testing whether the residuals are normally distributed or not can be done by means of the histogram test, P-P Plot and statistical analysis via the Kolmogorov-Smirnov Test.

a) Histogram Normality Test

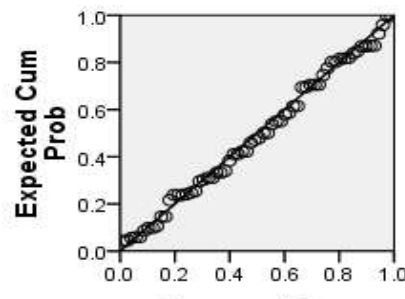


Source: SPSS Processing Results Version 19 (2024)

Figure 2 Histogram Curve Data Normality Test

The normality histogram curve shows that the image has a graph that forms a curve and is located in the middle or has a bell-like pattern. It was concluded that the data is normally distributed

b) P-P lot



Source: SPSS Processing Results Version 19 (2024)

Figure 3 Data Normality Test Graph with P-P Plot

Based on the image above, then for the results of testing the normality of the data using the PP Plot image, it can be seen that the data points are spread around the diagonal line so that the data is normally distributed.

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Cindy Patrisia¹, Hendra Utama².

c) Kolmogorov-Smirnov test

Table 3 Normality Test Using the Kolmogorov-Smirnov Method

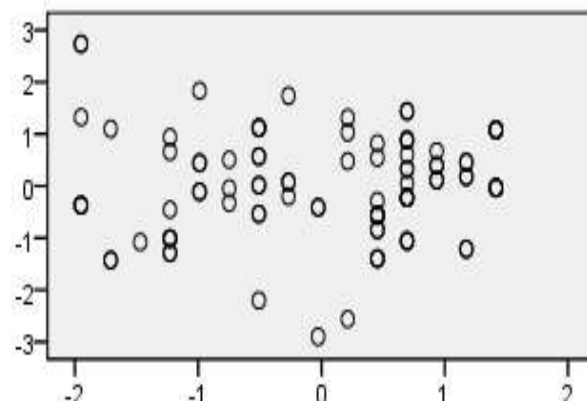
		Unstandardized Residual
N		96
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	3.61749196
Most Extreme Differences	Absolute	.068
	Positive	.048
	Negative	-.068
Kolmogorov-Smirnov Z		.662
Asymp. Sig. (2-tailed)		.773

a. Test distribution is Normal.

Source: SPSS Processing Results Version 19 (2024)

Based on the results of the Kolmogorov Smirnov significance value of 0.662, it can be concluded that the data is normally distributed, where the significance value is greater than 0.05 ($p = 0.773 > 0.05$). Thus, overall it can be concluded that the data observation values are normally distributed and can be continued with other classical assumption tests

4.2.2 Heteroscedasticity Test



Source: SPSS Processing Results Version 19 (2024)

Figure 4 Heteroskedasticity Test Scatterplot Graph

Based on the scatterplot image, it shows that the resulting points are spread randomly and do not form a particular pattern or trend line. The image above also shows that the data distribution is around the zero point. The results of this test show that this regression model is free from heteroscedasticity problems, in other words: the variables that will be tested in this research are homoscedastic.

4.3 Simple Linier Regression Testing

The results of simple linear regression testing carried out with the help of the SPSS Version 19 application can be seen in Table 2 below:

Table 4 Multiple Linear Regression Testing Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	8.716	2.106	
Market Place	.773	.090	.664

a. Dependent Variable: Entrepreneurial Interest
Source: SPSS Processing Results Version 19 (2024)

Based on the data in table above, the regression equation obtained is:

$$Y = 8,716 + 0,73 X1 + e$$

The interpretation of the simple linear regression equation above is as follows:

1. The value a = 8,716 shows that if the independent variables, namely Market Place (X1) and are constant or there is no change, then Entrepreneurial Interest (Y) is 8,716.
2. The regression coefficient value $X1 = 0.773$ shows that if the market place increases by 100% it will result in increased Entrepreneurial Interest by 77,3%. The contribution made by market place to Entrepreneurial Interest is 77,3%.

4.4 Hypothesis Testing

1. Partial Test (t-test)

Table 5 Partial Test (t Test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.716	2.106		4.138	.000
Market Place	.773	.090	.664	8.617	.000

a. Dependent Variable: Entrepreneurial Interest
Source: SPSS Processing Results Version 19 (2024)

The results show that tcount is 8.617 while ttable is 1.98 which can be seen at $\alpha = 0.05$ (see attached t table). The probability of significance is much smaller than 0.05, namely $0.000 < 0.05$, so in the regression model it can be said that in this research Marketplace has a significant effect on interest in entrepreneurship. So the previous hypothesis is Accept Ha or the hypothesis is accepted

2. Determination Test (R2)

Table 6 SDetermination Coefficient Test on Job Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.435	3.636

a. Predictors: Dependent Variable: Entrepreneurial Interest
Source: SPSS Processing Results Version 19 (2024)

The results show that the adjusted R Square figure is 0.435 which can be called the coefficient of determination, which in this case means that 43.5% of interest in entrepreneurship can be obtained and explained by Marketplace. Meanwhile, the remaining 56.5% is explained by other factors or variables outside the research model.

MARKETPLACE GROWS INTEREST IN ENTREPRENEURSHIP OF UNDERGRADUATE MANAGEMENT STUDENTS, CLASS OF 2020 DEVELOPMENT UNIVERSITY PANCA BUDI MEDAN

Cindy Patrisia¹, Hendra Utama².

5. DISCUSSION OF RESEARCH RESULTS

5.1 The Influence of Matketplace on Entrepreneurial Interest

Based on the results of previous research, the researcher has proposed a hypothesis which states that "market place has a positive and significant effect on the entrepreneurial interest of Bachelor of Management students Class of 2020, Panca Budi Development University, Medan. This can be seen from the hypothesis test with a t value of $8.617 > t$ table 1.98 and a significant value of $0.000 < 0.05$, so H_a is accepted and H_0 is rejected, which states that Marketplace has a significant effect on interest in entrepreneurship. The positive direction shows that Marketplace development has led to increased interest in entrepreneurship. In other words, when there is development of a Marketplace with indicators of system quality, information quality and service quality, interest in entrepreneurship will increase. The results of this research are the same as the results of (Pangaribuan et al., 2021) research which states that Marketplace has a positive and significant effect on interest in entrepreneurship.

The research results are in accordance with the research objective to find out whether the Marketplace influences interest in entrepreneurship. The Marketplace allows students to run a business part time while studying so they don't spend a lot of time and energy on entrepreneurship as usual which involves full physical and energy because the operational use of the Marketplace can be used anytime and anywhere to offer their services/products to consumers. Marketplace is a medium that increases students' interest in entrepreneurship. A marketplace can be a digital platform or place that provides services that make it easier for students to transact between traders and buyers in an online market. Utilizing the Marketplace provides convenience in the business world, considering that problems are increasingly complex, there are more and more competitors and the demand to always follow developments in the global world which requires us to always act creatively and innovatively. It can be seen that Marketplace users as a medium for entrepreneurship come from various groups ranging from large-scale businesses to micro, small and medium businesses. The use of the market space itself is to save marketing and promotion costs, as well as energy and time.

6. CONCLUSION

Based on the results of the research and analysis that has been carried out, several conclusions have been obtained that can answer the problem formulation in this research, namely: "Marketplace has a positive and significant influence on the interest in entrepreneurship of Bachelor of Management students Class of 2020, Panca Budi Development University, Medan."

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