

# THE EFFECT OF SELF EFFICACY AND MOTIVATION ON ENTREPRENEURSHIP INTERESTS IN BUSINESS ADMINISTRATION STUDENTS

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## Abstract

Economic problems are the main concern of the government in developing countries, for example, such as Indonesia unemployment and poverty. One solution to dealing with unemployment is to become an entrepreneur and create jobs for oneself and others, namely by entrepreneurship. And this can be realized if equipped with supporting knowledge, namely entrepreneurship. This research aims to determine the influence of self-efficacy and motivation variables on interest in entrepreneurship in Business Administration students at FISIPOL UNIMAL. This research used 100 samples with a sampling technique, namely non-probability sampling. The data were analyzed using multiple linear analysis with the help of the IBM SPSS 25.0 program. The results of the research show that partially the self-efficacy variable is positive and significant on interest in entrepreneurship among FISIPOL UNIMAL Business Administration students. This can be seen from the significant value of the self-efficacy variable, namely sig. is  $0.000 < 0.05$  and the tcount value is  $6.056 > t_{table} 1.985$ , then H1 is accepted. For the motivation variable, it was concluded that it partially had a positive and significant effect on interest in entrepreneurship among FISIPOL UNIMAL Business Administration students. This can be seen from the significant value of the motivation variable, namely sig. is  $0.000 > 0.05$  and the t value is  $5.001 > t_{table} 1.985$ , then H2 is accepted. Meanwhile, simultaneously the variables self-efficacy and motivation together have a positive and significant effect on interest in entrepreneurship among FISIPOL UNIMAL Business Administration students.

**Keywords:** *Self Efficacy, Motivation, Entrepreneurship Interest*

## INTRODUCTION

Economic problems that are the main concern of governments in developing countries, for example in Indonesia, are unemployment and poverty. Those who do not work at all, those who are looking for work, or those who are trying to get a job are called unemployed. In general, unemployment is caused by a mismatch between the number of workers and open positions (Andini, 2019). The Central Statistics Agency (BPS) recorded data in February 2023 that there were still 7.99 million unemployed in Indonesia. This figure is 5.45 percent of the total annual workforce of 146.62 million workers. Although there are still many unemployed, according to BPS this figure is better than the number of unemployed in 2022. In terms of gender, the highest unemployment is in men at 5.83 percent and women at 4.86 percent. This is in line with the workforce which is still dominated by men. Based on region, unemployment in urban areas is higher than in rural areas.

Unemployment in urban areas was recorded at 7.11 percent and in rural areas at 3.42 percent. In detail, the number of working-age population in Indonesia was 211.59 million people as of February 2023. Of that number, 146.62 million people were in the workforce and 64.97 million people were not in the workforce. Of the 146.62 million workforce, 7.99 million people were unemployed and 138.63 million people were employed. For people who work, there are 92.16 million full-time workers, 36.88 million part-time workers, and 9.59 million people who are semi-unemployed (Pratiwi, 2023). One solution to dealing with unemployment is to become an entrepreneur and create jobs for oneself and others, namely by entrepreneurship. And this can be realized if equipped with supporting knowledge, namely entrepreneurship. According to the Decree of the Minister of Cooperatives and Small Business Development Number 961/KEP/M/XI/1995, entrepreneurship is the spirit, attitude, behavior and ability of a person

in handling a business or activity that leads to efforts to find, create, and implement new working methods, technologies and products by increasing efficiency in order to provide better services and obtain greater profits (<http://repositori.unsil.ac.id>, accessed on May 11, 2024).

A country can prosper if the number of entrepreneurs meets the world's entrepreneur standards, which is at least two percent of the population. The development of entrepreneurial motivation in higher education promises bright hopes for the creation of human resources who are independent in thinking and acting, able to apply the knowledge they understand for the welfare of themselves and their community. One of the important roles of higher education is to provide entrepreneurship courses that aim so that college graduates are not confused and awkward in entering society, they have the mentality of an entrepreneur, understand the world of entrepreneurship, and are highly motivated to become entrepreneurs (Firmansyah, 2019). There are many advantages to being an entrepreneur, including the freedom to choose your own path to success and achieve your life goals. In addition, being an entrepreneur gives people the opportunity to improve their economic quality of life and become independent from others. Students or college students in general can improve their abilities by doing this, especially those who enjoy challenges in workplace. (Andini, 2019).

Cultivating interest in entrepreneurship is one way to increase awareness of entrepreneurship. If someone has an interest in entrepreneurship, they will be motivated to study it more seriously. Now you can become an entrepreneur when finding a job is getting harder and more competitive. This makes developing interest in entrepreneurship an alternative strategy to reduce unemployment. Students with a high level of interest in learning never run out of creative ideas and never give up (Astiti, 2023). According to Santoso in Andini (2019), interest in entrepreneurship is the desire, interest, and willingness to work hard to try to meet their life needs without being afraid of the risks that will occur, and always learning from the failures they experience.

According to Suari (2019), interest in entrepreneurship is a strong interest or desire to work hard with the aim of fulfilling one's life needs without having to be afraid of the risks that will be faced and always increasing knowledge and experience with the failures experienced and wanting to develop the business that you want to create. According to Muchtar et al. (2019) interest in entrepreneurship is ideas that are born from interest, a strong desire to fulfill one's life needs and accompanied by the courage to challenge risks. There are several factors that make someone interested in entrepreneurship such as self-efficacy and motivation. According to Bandura in Astiti (2023) self-efficacy is a person's belief in their ability to organize and carry out a series of actions needed to complete a particular task. According to Suyati et al. (2021) self-efficacy is an aspect of self-knowledge that has an impact on individuals in determining actions and anticipating events that they will face in order to achieve certain goals. Meanwhile, according to Saragih (2022) self-efficacy is someone who ensures that there will be a situational reaction between emotional reactions and the person's efforts to face difficulties when faced with stress that will arise.

According to Mc Clelland in Hananizzah (2022) motivation is a mental condition that drives a person to achieve their maximum performance. According to Santoso and Oetomo in Purnamarini (2023) motivation is a person's driving force to fulfill or achieve a certain goal. Motivation is also the embodiment of a process that determines a person's behavior to achieve a goal. Meanwhile, according to Eliyana et al., (2020) Motivation is a way that describes the sincerity, guidance, and persistence of an individual in achieving his goals to build a business requires skills and self-confidence, Business Administration Study Program students are expected to be able to become entrepreneurs who can build their own businesses. Because the study program also provides entrepreneurship courses, this shows that Business Administration students are given encouragement through the courses that have been provided. As supporting data, the author conducted a pre-survey of Business Administration students, FISIPOL, Malikussaleh University

According to the results of a pre-research survey obtained from 35 respondents taken from FISIPOL Unimal Business Administration students. The results obtained were, first, almost all said that they were interested in building their own business. Second, many said that they were interested in building a business because they felt confident in their ability to run the business. Third, the average answer from them said that they felt that the knowledge they had was one of the reasons for being interested in building a business. Almost all of them said that they were interested in building a business because of the motivation in the form of support given by people around them. And the last fifth, many of them said that apart from the support given by people around them, profit was a motivation for being interested in doing business.

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## LITERATURE REVIEW

No	Name and Year	Title	Variables	Results	Similarities and Differences
1	The Last Airbender (2022) (UNISMA Repository Journal)	The Influence of Self Efficacy, ToleranceFor Risk, and Freedom in Working on Entrepreneurship Interest (Case Study on Management Students of the Faculty of Economics and Business, Islamic University of Malang)	Self Efficacy(X1), ToleranceFor Risk(X2), Freedom At Work (X3) Entrepreneursh ip Interest (Y)	The results of the study show that simultaneously the variables Self Efficacy, Tolerance For Risk, and Freedom in Working have a positive and significant effect on Entrepreneurship Interest and based on the results of partial testing (t-test) the variables Self Efficacy, Tolerance For Risk and Freedom in Working have a positive and significant effect on Entrepreneurship Interest. <i>Entrepreneurship.</i>	EqualityThis research and previous research both use quantitative research. The differenceis that in previous research 3 x variables were used, whereas in this research only 2 x variables were used.
2	Dara Putri Andini and Yunita Engriani (2019) (Journal of Management and Entrepreneurshi p Studies)	The Influence of Self-Efficacy, Tolerancefor Risk,and Freedom in Working towards Entrepreneurship Interests of Padang State University Students	Self-Efficacy(X1), ToleranceFor Risk(X2), Freedom At Work (X3) Entrepreneursh ip Interest (Y)	The results showed that (1) Self-Efficacy had a positive and significant influence on Entrepreneurship Interest in Padang City State University Students (2) Tolerance for Risk had a positive and significant influence. University Students'	EqualityThis study and previous studies both use SPSS version 25 to obtain data. The difference is, if in previous studies using the Cochran formula to determine the number of samples. Meanwhile, this study uses the Slovin formula to determine the number of samples.

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				Entrepreneurship Interests Padang State (3) Freedom in Working Does Not Have a Significant Influence on the Entrepreneurship Interests of University Students The Land of Padang.	
3	Englishand Shanti Nugroho Sulistyowati (2020) (UNEJ Journal)	The Influence of Self Efficacy on Students' Interest in EntrepreneurshipPg ri Jombang Teacher Training College	<i>Self Efficacy</i> (X), Interest in Entrepreneurshi p aha (Y)	The results of this study indicate that there is an influence of Self Efficacy on Entrepreneurial Interest in Students of the 2016 Class of STKIP PGRI Jombang	EqualityThis research and previous research are in data analysis both use multiple linear regression. The differenceis if in the previous study the number of samples was 109. Meanwhile, in this study there were only 73 samples.
4	Liyutsabbita Tartyla (2023) (Scientific Paper of UIN Mahmud Yunus Batusangkar)	The Influence of Self-Efficacy, Tolerance <i>For Risk</i> , And Freedom in Working Against the Entrepreneurship Interests of Islamic Business Management Students	<i>Self-Efficacy</i> (X1), Tolerance <i>For Risk</i> (X2), Freedom At Work (X3) Entrepreneursh ip Interest (Y)	From the research results, it can be concluded that based on the hypothesis test, self-efficacy does not have a significant influence on entrepreneurship interest, while tolerance for risk and freedom in working have a positive influence on interest. <i>entrepreneurship</i> .	EqualityThis study and previous studies both use students as research samples. The difference is that this study uses 3 dependent variables. While previous studies used 2 dependent variables.

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5	Tri Ratna Purnamarini and Alfiatul Maulida (2023) (Journal of Management Research)	Influence of Motivation and Self Efficacy Towards Entrepreneurial Interest of Management Study Program Students, Sarjanawiyata Tamansiswa University	Motivation (X1), Self Efficacy (X2), Interest in Entrepreneurship (Y)	The results of the study explain that motivation and self-efficacy have a positive and significant influence on the entrepreneurial interest of students at the Sarjanawiyata Tamansiswa Management Study Program.	Equality This research and previous research use the same 2 variables x and y. The difference is that this study uses 3 hypotheses, whereas previous studies used 2 hypotheses.
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## METHOD

The location that the researcher took in this study was the Business Administration Students of FISIPOL, Malikussaleh University. The reason the researcher took this research location was because he saw from this department itself, namely Business Administration, which teaches its students to develop their talents in building a business. That's why I took that location in this study. The time used in this study was 6 (six) months.

The type of research used in this study is a quantitative approach. According to Sugiyono (2018), a quantitative approach is a method used in conducting research on a particular population or sample. The type of method used in this study is the survey method. The survey method is one of the quantitative research approaches used to obtain data from both the past and the present. In this study, there are 3 variables, namely self-efficacy (X1), motivation (X2) and entrepreneurship interest (Y). The measurement scale is an agreement used as a reference to determine the length of the interval in the measuring instrument, so that the measuring instrument when used in measurement will produce quantitative data (Sugiyono in (Astuti, 2023))

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono in (Suritno, 2022)). In this study, the population of students taking the Bachelor of Business Administration from the 2020-2024 intake totaling 1,164 students. The reason the author chose the intake starting from 2020-2024 is because it is feared that if the author takes the student population from the 2018 and 2019 intakes, it is feared that it will not be able to represent the intake and may hinder the writing of the thesis. The number of divisions for each intake of Business Administration students, Faculty of Social and Political Sciences, Malikussaleh University.

A sample is a part of a population that has been selected to be used as a research object (Sugiyono in (Suritno, 2022)). The sampling technique in this study uses non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. This study uses a purposive sampling technique which is classified as non-probability sampling. Purposive sampling is a data source sampling technique with certain considerations. These certain considerations, for example, the person or informant who is considered to know the most about what we expect is considered to know the most about the object being studied (Sugiyono, 2018).

And the sample used in this study were active S-1 Business Administration students at Malikussaleh University who were interested in doing business. With characteristics, namely, active Business Administration students, male or female, and Business Administration students from the 2020 - 2023 intake.

By determining the number of samples using the Slovin formula. Data collection in this study was carried out by distributing questionnaires in the form of print outs. Questionnaires are a technique data collection is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2018). The questionnaire was then distributed to active students of Business Administration, Faculty of Social and Political Sciences, Malikussaleh University. Data analysis techniques group data based on variables from all respondents, present data from each variable studied and perform calculations to test the hypotheses that have been proposed. Data analysis techniques, where the answers that have been collected from respondents through questionnaires. This

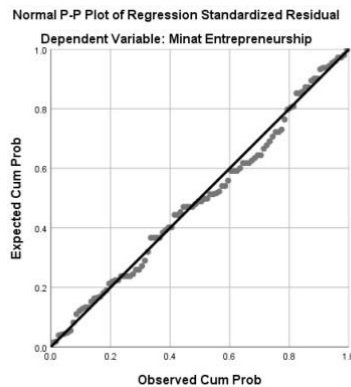
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study uses multiple linear regression analysis techniques. Data obtained from respondents' answers will be processed using the SPSS (Statistical Package for Social Science) Version 25 Program.

## RESULTS AND DISCUSSION

### Data Normality Test



Based on the data in the image above, it can be concluded that the data is normally distributed. This can be seen from the points that follow and are near the diagonal line so that the assumption of data normality is met.

### Multicollinearity Test

The test results show that all variables used as predictors of the regression model show a fairly small VIF value, where all are below 10, namely each variable is 1.372. And the tolerance value is greater than 0.10, namely 0.729. So that the independent variables used in this study can be stated not to have symptoms of multicollinearity.

### Heteroscedasticity Test

Based on the test results, it can be seen that the significant correlation value is greater than 0.05, namely for self-efficacy of  $0.156 > 0.05$  and motivation of  $0.238 > 0.05$ . So it can be concluded that both regression models do not contain symptoms of heteroscedasticity.

### Multiple Linear Regression Analysis

**Table 1 Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,098	1,279		1,641	.104
	Self Efficacy	.641	.106	.473	6,056	.000
	Motivation	.395	.079	.391	5.001	.000

a. Dependent Variable: Interest in Entrepreneurship

It can be seen from table 4.10 that the results of the linear regression analysis equation multiple, namely:

$$Y = 2.098 + 0.641 X_1 + 0.395 X_2 + e$$

Based on the equation above, it can be explained that:

1. The regression equation shows a constant value of 2.098 with a positive sign. If there are no self-efficacy and motivation variables, then the interest in entrepreneurship of FISIPOL UNIMAL Business Administration students will not arise by 2.098 in Likert units.



2. The regression equation based on the results of self-efficacy (X1) has the regression coefficient value is positive, indicating the value  $\beta_1$  0.641, which means that if the value of the self-efficacy variable increases, it will result in an increase in the interest in entrepreneurship of FISIPOL UNIMAL Business Administration students by 64.1%.
3. The regression equation based on motivation results (X2) has a value the regression coefficient is positive, indicating a value  $\beta_2$  0.395 which means that if the value of the motivation variable increases, it will result in an increase in the interest in entrepreneurship of FISIPOL UNIMAL Business Administration students by 39.5%. The results of the analysis above can be concluded that if the value of the self-efficacy (X1) and motivation (X2) variables increases, it will be followed by an increase in the interest in entrepreneurship of FISIPOL UNIMAL Business Administration students.

### Simultaneous Test (F Test)

Based on the test results in the table above, it can be seen that the calculated F value is greater than the F table, which is  $63.992 > 3.09$  with a significance level of  $0.000 < 0.05$ . So the hypothesis is accepted and it can be stated that the variables self-efficacy (X1) and motivation (X2) together influence the interest in entrepreneurship in Business Administration students of FISIPOL UNIMAL.

### Coefficient of Determination Test (R<sup>2</sup>)

Based on the data, it can be concluded that the Adjusted R Square is 0.560, meaning that 56% of the entrepreneurship interest variables can be explained through self-efficacy and motivation variables. While the other 44% are influenced or explained by other variables that are not explained in this study. Such as personality variables, education, facilities and other variables.

## DISCUSSION

### The Influence of Self Efficacy on Entrepreneurship Interest in Business Administration Students, FISIPOL UNIMAL

Based on the partial test results, it is known that self-efficacy has a significant effect on entrepreneurship interest in Business Administration students of FISIPOL UNIMAL. This can be seen from the significant value of the self-efficacy variable, namely sig. of  $0.000 < 0.05$  and the t-value of  $6.056 > t\text{-table } 1.985$ , so H1 is accepted.. Individuals with high self-efficacy have more confidence in their abilities to perform different tasks, so that individuals are interested in entrepreneurship. This is in accordance with the theory of Self-efficacy is a person's belief in their ability to organize and carry out a series of actions needed to complete a particular task (Bandura in Astiti, 2023)

The calculation results are measured by self-efficacy indicators which include level, strength, and generality. Based on the results of the frequency of respondents' answers, it shows that on average students give an assessment which is good for the self-efficacy variable, with a mean value of 4.12 included in the good category. This means that students of the Business Administration Study Program already have confidence and awareness of their ability to become entrepreneurs.

The self-efficacy indicator that is able to influence interest in entrepreneurship is the respondent's answer regarding "**You are aware of the abilities you have in building a business**" which has the highest mean of 4.17. So respondents considered that they are aware of the ability they have to build a business. By realizing one's own ability will certainly provide greater strength and opportunities for the success of a business. This is because ability is the most important capital when wanting to be an entrepreneur.

The indicator with the lowest mean of 4.09 is the statement "**You feel confident in your ability to build a business**". Thus it can be interpreted that some respondents already have confidence in their ability to be entrepreneurs. Having confidence in yourself that you are able to do or run a business will increase your self-confidence. So that you can maximize your abilities without any doubt about the risks in the future.

The results of this study are also in line with previous research conducted by Niken Resanti (2022) with the title "The Influence of Self-Efficacy, Tolerance For Risk, and Freedom in Working on Entrepreneurship Interest (Case Study on Management Students of the Faculty of Economics and Business, Islamic University of Malang)". The results state that self-efficacy has a positive and significant influence on entrepreneurship interest. This is also supported by research by Dara Putri Andini and Yunita Engriani (2019) entitled "The Influence of Self-Efficacy, Tolerance for Risk, and Freedom in Working towards Entrepreneurship Interests of Padang State University Students". The results state that the self-efficacy variable has a positive and significant effect on Entrepreneurship Interest of Padang State University Students. Similar research was also conducted by Sinta Nugroho and Shanti Nugroho

Sulistyowati (2020) with the title "The Influence of Self Efficacy on Students' Interest in EntrepreneurshipPgri Jombang Teacher Training College". The results showed that the self-efficacy variable had a positive and significant effect onStudent Entrepreneurial InterestPgri Jombang Teacher Training College.

### The Influence of Motivation on Entrepreneurship Interest in Business Administration Students of FISIPOL UNIMAL

Based on the partial test results, it is known thatmotivation has a significant effect on entrepreneurship interest in Business Administration students of FISIPOL UNIMAL. This can be seen from the significant value of the motivation variable, namely sig. of  $0.000 > 0.05$  and the t-value of  $5.001 > t\text{-table } 1.985$ , then H2 is accepted. Thus, it means that motivation can be a driving factor to increase students' interest in entrepreneurship. This is in line with the theoryfrom Mc Clelland in Hananizzah (2022) who stated that motivation is a mental condition that drives a person to achieve maximum performance.

The results of this calculation are measured by motivation indicators including self-confidence, risk takers, leadership skills and focus on the future. Most respondents gave a good assessment with a mean value of 4.05. Thus it means that Business Administration students have high self-confidence, dare to face existing risks and can focus on future targets.

Motivational indicators that can influence interest in entrepreneurship are about **"You feel capable of making decisions when facing business risks"** which has the highest mean valueof 4.17. Thus, Business Administration students have the courage to face problems or risks in the business they will build. Entrepreneurship certainly has risks that are certainly not easy so that it is necessary to make the right decisions so that the continuity of a business can run well.

The indicator that has the lowest mean of 4.0 is the statement "You are able to lead the business that you will build". Thus it can be interpreted that Business Administration students still feel hesitant to become leaders in running a business. This certainly needs to be given motivation about leadership so that students feel confident to lead and become captains of the businesses they will build later.

Research with similar results was also found bySonita Yulianti and Gampito (2022) with the title "Influence of Motivationand Self Efficacy Towards Entrepreneurial Interest in Marketing Department Students of SMK Negeri 1 Pakumbuh". The results state that the motivation variable has a positive and significant effect onInterest in Entrepreneurshipiha At the Marketing Department Students of SMK Negeri 1 Pakumbuh. Other research that supports this isTri Ratna Purnamarini and Alfiatul Maulida (2023)by title "Influence of Motivationand Self Efficacy Towards Entrepreneurial Interest of Management Study Program Students, Sarjanawiyata University, Tamanasiswa". The results state that the motivation variable has a positive and significant effect onEntrepreneurial Interest of Management Study Program Students, Sarjanawiyata University, Tamanasiswa.

#### 4.2.3 The Influence of Self Efficacy and Motivation onEntrepreneurship Interest in Business Administration Students of FISIPOL UNIMAL

Based on the results of simultaneous testing, it is known that the variables of self-efficacy and motivation together have a positive and significant effect on the interest in entrepreneurship in Business Administration students of FISIPOL UNIMAL. This means that if both variables are combined, they will be able to provide encouragement to increase the interest in entrepreneurship in Business Administration students. This can also be seen from the adjusted square value, namely the variables of self-efficacy and motivation are able to explain 56%.

By paying attention to all the interests of students, the study program can encourage students' interest in entrepreneurship. And provide everything needed by students to be able to develop each of their interests, including in terms of interest in entrepreneurship. This is because motivation and self-confidence when combined are a set of things that can later increase the interest in entrepreneurship of each student.

Business Administration students like entrepreneurial activities because they are considered as one of the fun activities. This is based on the respondents' answers to the statement, namely **"You feel happy with entrepreneurial activities"** with the highest mean value of 4.28. Thus, it can be interpreted that entrepreneurial activities can be fun activities so that students' interest in entrepreneurship also increases.

The indicator with the lowest mean of 4.03 is the statement **"You tend to be motivated to become an entrepreneur when you see other people's businesses"**. Thus, it can be interpreted that Business Administration students can be motivated to become entrepreneurs by seeing other people's businesses. This can be used as a benchmark for comparison by them, as well as a lesson to find business opportunities that they want to build and develop.



Similar research results were also found by Tri Ratna Purnamarini and Alfiatul Maulida (2023) by title "Influence of Motivation and Self Efficacy Towards Entrepreneurial Interest of Management Study Program Students, Sarjanawiyata University, Tamanasiswa". The results state that the variables of motivation and self-efficacy together have a positive and significant influence on Entrepreneurial Interest of Management Study Program Students, Sarjanawiyata University, Tamanasiswa. Other supporting research is Sonita Yulianti and Gampito (2022) with the title "Influence of Motivation and Self Efficacy Towards Entrepreneurial Interest in Marketing Department Students of SMK Negeri 1 Pakumbuh". The results state that the variables of motivation and self-efficacy together have a positive and significant influence on Interest in Entrepreneurship at the Marketing Department Students of SMK Negeri 1 Pakumbuh.

## CONCLUSION

Based on the research that has been conducted on the influence of self-efficacy and motivation on entrepreneurship interest in Business Administration students of FISIPOL UNIMAL, the following conclusions can be drawn:

1. The results of the study on the self-efficacy variable have a positive and significant effect on entrepreneurship interest in Business Administration students at FISIPOL UNIMAL. Individuals with high self-efficacy have more confidence in their abilities to perform different tasks, so individuals are interested in becoming entrepreneurs. With indicators including level/magnitude, strength, and generality
2. The results of the study on motivation variables have a positive and significant effect on entrepreneurship interest in Business Administration students of FISIPOL UNIMAL. Thus, it means that motivation can be a driving factor to increase students' interest in entrepreneurship. With indicators including self-confidence, risk takers, leadership skills, and focus on the future.
3. The results of the study on the variables of self-efficacy and motivation have a positive and significant effect on the interest in entrepreneurship in Business Administration students of FISIPOL UNIMAL. With indicators including feelings of pleasure, interest, attention, and involvement.

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# THE EFFECT OF SELF EFFICACY AND MOTIVATION ON ENTREPRENEURSHIP INTERESTS IN BUSINESS ADMINISTRATION STUDENTS

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