

The Influence of Entrepreneurship Education, Use of Social Media, Availability of Information, Against Entrepreneurial Interests of FEB Unhar Students With *Self Efficacy* As Moderating Variable

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ABSTRACT

This study aims to determine whether entrepreneurship education, the use of social media and the availability of information affect the interest in entrepreneurship, to determine whether self-efficacy affects the interest in entrepreneurship, to determine whether self-efficacy is able to moderate entrepreneurial education to the interest in entrepreneurship, to determine whether self-efficacy is able to moderate the use of social media on the interest in entrepreneurship and to find out whether self-efficacy is able to moderate the availability of information on the interest in entrepreneurship. The total population in this study amounted to 374 students of the Faculty of Business Economics, Harapan University Medan, and the sample taken was 30% from 374 to 112 people. The analysis technique used is multiple linear regression and MRA. The results showed that entrepreneurship education, use of social media and availability of information had a significant effect on interest in entrepreneurship, self-efficacy had an effect on interest in entrepreneurship, self-efficacy moderated the effect of entrepreneurship education on interest in entrepreneurship, self-efficacy did not moderate the effect of using social media on interest in entrepreneurship, and self-efficacy did not moderate the effect of information availability on entrepreneurial interest in students of the Faculty of Business Economics.



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INTRODUCTION

One way to foster entrepreneurial awareness is to foster entrepreneurial interest. With the existing interest in students ([Jaenudin, Suroto, and Astuti 2019](#)), students will be encouraged to study knowledge related to entrepreneurship more seriously ([Oei et al. 2022](#)). States that "interest is a high interest or encouragement from a person who drives a person to do something in order to realize the goals and aspirations that are his desires which are carried out with full awareness and bring feelings of pleasure, joy and joy" ([Syifa, Basukiyatno, and Maufur 2021](#)). Entrepreneurial interest is an interest that exists in a person to create a business by

daring to take an existing risk ([Indraswati et al. 2021](#)). Interest in entrepreneurship according to is formed from several things, namely: high income, self-esteem increases, and pleasure ([Harie and Andayanti 2020](#)). The breadth of the scope of entrepreneurship directs thinking to the importance of cultivating an entrepreneurial culture for individuals and the wider community ([Santoso, Zainuddin, and Asiah 2021](#)). Not only creating new entrepreneurs, the role of entrepreneurs also leads to the cultivation of positive entrepreneurial characteristics so that individuals can apply them in various fields of activity ([Hapsari 2022](#)).

Education that has an entrepreneurial atmosphere will bring up better life opportunities for its graduates ([Wahyuni and Suyadi 2020](#)). The education system in Indonesia is always changing from time to time. This system change aims to enter the era of globalization ([Wibowo and Pramudana 2016](#)). Where the demands of globalization competition will color increasingly fierce labor competition, open job markets at the international level, increasingly fierce competition for the quality of human resources (HR) in all sectors of life, both the education sector and the industrial sector ([Anggraeni and Nurcaya 2016](#)). The education sector has an important role in producing quality and skilled output or graduates ([Isrososiawan, Rahayu, and Wibowo 2021](#)), while the industrial Sector requires a productive workforce that can produce a particular product or service that can compete in the market,) which states that there is a significant effect of entrepreneurship education on student interest in entrepreneurship ([Amalia, Sebayang, and Haryatiningsih 2019](#)).

In addition to entrepreneurship education, the factor that influences interest in entrepreneurship is the use of social media ([Tangkeallo and Tangdialla 2021](#)). Explains social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other ([Prasetio 2020](#)). The large number of social media users is a separate phenomenon in today's digital era. Because the role of social media is increasingly being recognized in boosting performance in the business world. In the midst of the widespread use of social media from year to year, more and more businesses have been released through social media. It can be through blogs, Twitter, Instagram, Facebook, WhatsApp, and others, this certainly provides an opportunity for electronic marketing to change dynamically. This can be used as a good opportunity for future entrepreneurs to explore entrepreneurial potential through social media. Especially now that there is social media that facilitates everyone to connect with one another. Selling or promoting goods can also cut costs that are not too big. state that the use of social media has a significant effect on interest in entrepreneurship.

Advances in information technology provide opportunities to communicate more broadly, so the emergence of social media such as Facebook, Twitter and Instagram is phenomenal. Indonesia has large active Facebook, Twitter and WhatsApp users, furthermore Indonesia has the largest population of active Instagram users in Southeast Asia. This is supported by the opinions) which state

that the availability of entrepreneurial information has a positive and significant effect on interest in entrepreneurship. Meanwhile, stated that the availability of entrepreneurial information did not affect students' interest in entrepreneurship.

In Artiandewi's research stated that a person's self-confidence is able to foster an interest in entrepreneurship, if there is no self-confidence then it is unlikely to have an interest in entrepreneurship. Self efficacy makes a major contribution to one's entrepreneurial interests, perceptions and actions in various ways. The higher a person's self-efficacy, the higher a person's interest in doing an activity.

METHOD

Self Efficacy

The character of believing in one's own abilities and having the mental maturity to start a business is necessary for an entrepreneur to be able to achieve entrepreneurial success ([Saputro and Atmaja 2021](#)). This is evidenced by the results of that self-efficacy is the factor that most influences interest in entrepreneurship ([Austhi 2017](#)).

Entrepreneurship Education

Entrepreneurship education according (Liguori and Winkler 2020) to is an activity of transferring entrepreneurial competence in the form of concepts, skills and mental awareness which is carried out in a formal and structured manner. Entrepreneurship education can be carried out formally through educational institutions which can be used as an effort to create entrepreneurs. Creation of entrepreneurs can also be done through non-formal education through entrepreneurship training to the community ([Prawoto and Affandi 2021](#)).

Use of Social Media

In the Big Indonesian Dictionary, use has the meaning of process, way of doing something, or usage. Use is an activity in using or using something such as facilities or goods. The level of media use can be seen from the frequency and duration of media use.

Availability of Entrepreneurship Information

Information is data that has been formed into a format that is useful for humans. Information has a very important role in entrepreneurship as important as information in other fields.

Understanding Entrepreneurial Interest

Becoming a successful entrepreneur is because someone has the will, ability, and knowledge ([Nugroho and Sulistyowati 2020](#)). If you only have the will without the ability, it will be difficult for the business you start to develop. And if you only have knowledge and abilities that are not accompanied by a will, then entrepreneurship

cannot be realized. A will is a person's strong interest in being able to do what one wants.

Moderated Regression Analysis test

To determine the effect or relationship of the independent variables (entrepreneurship education, use of social media and availability of information) with the dependent variable (entrepreneurial interest) and moderating variable (self efficacy), multiple linear regression methods will be used and data analysis will also use SPSS, the formula is as follows following :

Hypothesis 1= $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ Hypothesis 2= $Y = a + b_4Z + e$

Hypothesis 3= $Y = a + b_1X_1 + b_5X_1Z + e$ Hypothesis 4= $Y = a + b_2X_2 + b_6X_2Z + e$

Hypothesis 5= $Y = a + b_3X_3 + b_7X_3Z + e$

RESULT AND DISCUSSION

Data Quality Test

Validity Test Results

Variable X1 (Entrepreneurship Education)

Statement	rcount	rtable	validity
Point 1	0.553	0.195	Valid
Item 2	0.547	0.195	Valid
Item 3	0.505	0.195	Valid

Variable X2 (Use of Social Media)

Statement	rcount	rtable	validity
Point 1	0.464	0.195	Valid
Item 2	0.454	0.195	Valid
Item 3	0.476	0.195	Valid
Item 4	0.336	0.195	Valid
Item 5	0.564	0.195	Valid

X3 Variable (Information Availability)

Statement	rcount	rtable	validity
Point 1	0.406	0.195	Valid
Item 2	0.603	0.195	Valid
Item 3	0.564	0.195	Valid
Item 4	0.446	0.195	Valid

Variable Y (Interest in Entrepreneurship)

Statement	rcount	rtable	validity
Point 1	0.610	0.195	Valid
Item 2	0.709	0.195	Valid
Item 3	0.513	0.195	Valid
Item 4	0.746	0.195	Valid
Item 5	0.464	0.195	Valid
Item 6	0.320	0.195	Valid

Z (Self Efficacy) Variable Validity Test Results

Statement	rcount	rtable	validity
Point 1	0.491	0.195	Valid

Item 2	0.460	0.195	Valid
Item 3	0.305	0.195	Valid

In the table, it shows that all statement items are valid because $r_{count} > r_{table}$. Thus, the questionnaire can be continued at the reliability testing stage.

Variable	Number of Questions	Cronbach's Alpha	Information
Interest in entrepreneurship (Y)	6	0.797	Reliable
Entrepreneurship Education (X1)	3	0.715	Reliable
Use of social media (X2)	5	0.702	Reliable
Availability of information (X3)	4	0.716	Reliable
Self Efficacy(Z)	3	0.604	Reliable

In testing the reliability of the Cronbach's Alpha value must be greater than 0.60 so that the research instrument can be said to be reliable. In table IV.26 it can be seen that the value of Cronbach's Alpha > 0.60 means that the instrument is reliable.

Classical Assumption Test Results

		Unstandardized Residuals	
N			112
Normal Parameters, b	Means		,0000000
	std. Deviation		4.30683712
Most Extreme Differences	absolute		.065
	Positive		.046
	Negative		-.065
Test Statistics			.065
asymp. Sig. (2-tailed)			,200c,d

Based on the results of the normality test with the Kolmogorov-Smirnov Model 1, the Asympvalue was obtained. Sig of 0.200 is greater than 0.05, it can be concluded that the data is normally distributed.

Model		Collinearity Statistics	
		tolerance	VIF
1	Entrepreneurship educationSocial	.823	1,214
2	media use Availability of	.691	1,447
3	information	.807	1,239

a. Dependent Variable: interest in entrepreneurship

Based on the table above, it can be seen that the VIF value of the value of entrepreneurship education, use of social media and availability of information is smaller or below 10 (VIF

<10), this means that it is not affected by multicollinearity between the independent variables in the regression model. The tolerance value of the value of entrepreneurship education, use of social media and availability of information is greater than 0.1, this means that there is no multicollinearity between the independent variables in the regression model.

Glejser Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
1 (Constant)	2,066	1,786		1.157	,250
Entrepreneurship Education	-.099	,102	-,102	-.975	,332
Use of Social Media	,172	.088	,221	1,947	.054
Information Availability	-.055	.081	-.072	-.680	,498

a. Dependent Variable: Abs_Res

Based on the table above, it is known that the significance value (Sig.) for the entrepreneurship education variable (X1) is 0.332, the significance value (Sig.) for the social media use variable (X2) is 0.054 and the significance value (Sig.) for the availability of information variable (X3) is 0.498. Because the three variables have a significance value of the variable above which is greater than 0.05, according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
1 (Constant)	4,683	3,271		1,432	,155
Entrepreneurship Education	,663	,186	,334	3,555	,001
Use of Social Media	,129	,161	.082	,798	,427
Information Availability	,383	,149	,244	2,573	,011

a. Dependent Variable: Interest in Entrepreneurship

$$Y = 4.683 + 0.663 X1 + 0.129 X2 + 0.383 X3$$

Model Feasibility Test F test results

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	557,498	3	185,833	9,748	,000b
	residual	2058,922	108	19,064		
	Total	2616,420	111			

a. Dependent Variable: Interest in Entrepreneurship

b. Predictors: (Constant), Information Availability, Entrepreneurship Education, Social Media Use

From the ANOVA test or F test, obtained Fcount of 9.748 with a significance level of 0.001. So Fcount > Ftable (9.748 > 2.70) or sig F < 5% (0.001 < 0.05). This means that simultaneously the variables of entrepreneurship education, the use of social media and the availability of information have a significant effect on the interest in entrepreneurship.

Determination Test

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,462a	,213	,191	4.36624

a. Predictors: (Constant), Information Availability, Entrepreneurship Education, Social Media Use

b. Dependent Variable: Interest in Entrepreneurship

From the table above, it is obtained that R Square is 0.160. This means that 21.3% interest in entrepreneurship (Y) is influenced by X1 (entrepreneurship education), X2 (use of social media), and X3 (availability of information) simultaneously and the remaining 78.7% is determined by other variables outside the research model This.

Hypothesis Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	4,683	3,271		1,432	,155
	Entrepreneurship Education	,663	,186	,334	3,555	,001
	Use of Social Media	,129	,161	.082	,798	,427
	Information Availability	,383	,149	,244	2,573	,011

The t-table value with degrees of freedom $100 - 3 = 97$ and a 5% significance level is 1.985. The t value for X1 (3.555 > 1.985) and Sig (0.001 < 0.05), then entrepreneurship education has a positive and significant effect on interest in entrepreneurship. For the t value for X2 (0.798 < 1.985) and Sig (0.427 > 0.05), the use of social media has no effect on entrepreneurial interest. For the t value for X3 (2.573 > 1.985) and Sig (0.011 < 0.05), the availability of information has a positive and significant effect on entrepreneurial interest.

*moderated*Regression Analysis

The Effect of Self Efficacy on Interest in Entrepreneurship Classic assumption test

Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		112
Normal Parameters, b	Means	,0000000
	std. Deviation	4.72465421
Most Extreme Differences	absolute	,114
	Positive	,094
	Negative	-,114
Test Statistics		,114
asymp. Sig. (2-tailed)		,075c

Based on the results of the normality test with the Kolmogorov-Smirnov Model 1, the Asymp. Sig. value was obtained. Sig. of 0.075 is greater than 0.05, it can be concluded that the data is normally distributed.

Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	std. Error	Betas				tolerance	VIF
1	(Constant)	15,862	2,228			7,119	,000		
	Self Efficacy	,467	,188	,230		2,481	,015	1,000	1,000

a. Dependent Variable: Interest in Entrepreneurship

Based on the table above, it can be seen that the VIF value of the self-efficacy value is smaller or below 10 (VIF <10), this means that it is not affected by multicollinearity between the independent variables in the regression model. The tolerance value of the self-efficacy value is greater than 1, this means that there is no multicollinearity between the independent variables in the regression model.

Glejser Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	std. Error	Betas			
1	(Constant)	3,836	1,062			3,613	,000
	Self Efficacy	,026	,090			,027	,775

a. Dependent Variable: Abs_Res1

Based on the table, it is known that the significance value (Sig.) for the self-efficacy variable

(Z) is 0.775. Because the variable significance value of the variable above is greater than 0.05, according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

MRA Test I

Partial Test Results of the Effect of Self Efficacy on Interest in Entrepreneurship

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	15,862	2,228		7,119	,000
	SelfEfficacy	,467	,188	,230	2,481	,015

a. Dependent Variable: Interest in Entrepreneurship

The t-count value for $X1 < t\text{-table}$ ($2.481 > 1.981$) and the value of Sig. ($0.015 < 0.05$), then self-efficacy has a positive and significant effect on interest in entrepreneurship.

The Effect of Entrepreneurship Education on Interest in Entrepreneurship moderated by Self Efficacy

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	13,416	2.107		6,369	,000
	Entrepreneurship Education	,262	,267	,132	,980	,329
	Entrepreneurship Education*Self Efficacy	.035	,015	,302	2,236	,027

a. Dependent Variable: Interest in Entrepreneurship

The moderation value is known as the Sig value. ($0.027 < 0.05$), then the moderating variable or self-efficacy strengthens the effect of entrepreneurship education on interest in entrepreneurship student of the Faculty of Business Economics, Harapan University, Medan.

The Effect of Using Social Media on Interest in Entrepreneurship moderated by Self Efficacy

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	12.506	3.055		4,093	,000
	Use of Social Media	,250	,201	,159	1,242	,217
	Use of Social Media*Self Efficacy	,015	,009	,208	1,623	,107

a. Dependent Variable: Interest in Entrepreneurship

The moderation value is known as the Sig value. ($0.107 > 0.05$), then the moderating variable or self-efficacy weakens the effect of using social media on interest in

The Influence of Information Availability on Interest in Entrepreneurship moderated by Self Efficacy

Model	Coefficients ^a				
	Unstandardized Coefficients		stands. Coefficients		
	B	std. Error	Betas	t	Sig.
1 (Constant)	15,513	2,379		6,521	,000
Information Availability	,102	,231	.065	,442	,659
Information Availability*Self Efficacy	,022	,012	,264	1,796	.075

a. Dependent Variable: Interest in Entrepreneurship

The moderation value is known as the Sig value. ($0.075 > 0.05$), then the moderating variable or self-efficacy weakens the effect of information availability on entrepreneurial interest Faculty of Business Economics, Harapan University, Medan.

Discussion

The Influence of Entrepreneurship Education, Use of Social Media and Availability of Information on Interest in Entrepreneurship

From the results of the research conducted, it was found that entrepreneurship education, use of social media and availability of information had a significant effect on interest in entrepreneurship among students of the Faculty of Economics and Business, Universitas Harapan.

The results of this study are in line with the results of research conducted by Suhartini (2019) who concluded that education influences interest in entrepreneurship. So, if someone gets an education about entrepreneurship, he will understand more about the advantages of being an entrepreneur and be more interested in becoming an entrepreneur. Izedonmi and Okafor (2016) found that entrepreneurship education has a positive effect on interest in entrepreneurship. Research conducted by Lestari and Wijaya (2018) concluded that entrepreneurship education has a positive effect on students' interest in entrepreneurship. Alhaji (2016) states that entrepreneurship education is an important component and provides a stimulus for individuals to make career choices, thus increasing the creation of new businesses and economic growth.

The Effect of Self Efficacy on Interest in Entrepreneurship

From the results of the research conducted, it was found that self-efficacy influences interest in entrepreneurship among students of the Faculty of Economics and Business, Universitas Harapan. Self-efficacy is an individual's belief that he is capable of carrying out a task from decisions taken by considering the factors that support and also hinder individuals from doing entrepreneurship. This is supported by

opinion Srianggareni et al. (2020) which states that self-efficacy influences interest in entrepreneurship.

Self Efficacy Moderating the Effect of Entrepreneurship Education on Interest in Entrepreneurship

From the results of the research conducted, it was found that self-efficacy moderates the effect of entrepreneurship education on interest in entrepreneurship among students of the Faculty of Business Economics, University of Harapan. Research conducted by Suhartini (2019) concluded that education influences interest in entrepreneurship. So, if someone gets an education about entrepreneurship, he will understand more about the advantages of being an

entrepreneur and be more interested in becoming an entrepreneur. Izedonmi and Okafor (2016) found that entrepreneurship education has a positive effect on interest in entrepreneurship. Research conducted by Lestari and Wijaya (2018) concluded that entrepreneurship education has a positive effect on students' interest in entrepreneurship. Srianggareni et al. (2020) states that self-efficacy influences the relationship between entrepreneurial knowledge and interest in entrepreneurship.

Self Efficacy Moderating the Effect of Using Social Media on Interest in Entrepreneurship

From the results of the research conducted, it was found that self-efficacy did not moderate the effect of using social media on interest in entrepreneurship in students of the Faculty of Economics and Business, Universitas Harapan. There is a positive and significant influence between the use of social media on entrepreneurial creativity (Utomo, 2017). The role of social media is increasingly recognized in boosting business performance. Social media allows small businesses to change the way they communicate with customers, market their products and services and interact with customers with the aim of building good relationships. (JOM, 2016). Rahayu and Laela (2018), Prasetio (2020), Sahroh (2018) state that there is a variable effect of the use of social media on entrepreneurship.

Self Efficacy Moderating the Effect of Availability of Information on Interest in Entrepreneurship

From the results of the research conducted, it was found that self-efficacy did not moderate the effect of information availability on interest in entrepreneurship among students of the Faculty of Economics and Business, Universitas Harapan. It can be concluded that self-efficacy is the self-confidence possessed by individuals in their ability to succeed in doing a job, including entrepreneurship. Yuliawan and Ginting (2018), Mulyana and Puspitasari (2016) state that the availability of entrepreneurial information has a positive and significant effect on entrepreneurial interest.

CONCLUSION

Entrepreneurship education, use of social media and availability of information have a significant effect on interest in entrepreneurship among students of the Faculty of Business Economics, University of Harapan. Self efficacy affects interest in entrepreneurship in Students of the Faculty of Business Economics, Harapan University Self efficacy moderates the influence of entrepreneurship education on interest in entrepreneurship in Students of the Faculty of Business Economics, Harapan University Self efficacy does not moderate the effect of using social media on interest in entrepreneurship in Students of the Faculty of Business Economics, Harapan University Self efficacy does not moderate the influence of the availability of information on the interest in entrepreneurship in students of the Faculty of Economics and Business.

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