



Determination Analysis Of The Influence Of Self-Efficacy And Creativity On Interest In Entrepreneurship

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Abstract. Indonesia is the fourth most populous country in the world, after the United States. Despite having such a large population, Indonesia has a relatively low ratio of entrepreneurs, with only 3% of its population engaged in entrepreneurship. This percentage is quite small compared to neighboring countries like Singapore and Malaysia, which have approximately 9% and 5% respectively. Given Indonesia's population of 260 million, this means there are only about 7.8 million entrepreneurs. In contrast, Singapore, with a population of 5.64 million, has already reached 500,000 entrepreneurs. according to the Central Statistics Agency (Badan Pusat Statistik, 2022), journal is telling about Analysis of the Determination of Self-Efficacy and Creativity on Interest in Entrepreneurship through Environmental Factors as Moderating Variables in STMB MULTISMART Medan Students. Which self efficacy and creativity doesn't have correlation to the Enterpreneurship. rather, environmental factors act as a moderation in self efficacy and Creativity that has a correlation with interest in entrepreneurship.

Keywords: Self Efication, Creativity, Interest in entrepreneurship, Environmental Factors.

INTRODUCTION

In the current condition of limited employment opportunities in Indonesia, universities in Indonesia can become new "Entrepreneur Factories", because in higher education, every student can hone their ability to see and take into account existing opportunities, helping to increase collaboration between students with different majors, as well as taking the right actions to achieve success or what is usually called Entrepreneurship. However, to make a university into an "entrepreneur factory", the university must be able to select students who have the potential to become entrepreneurs both in terms of students' interest in entrepreneurship, the level of self-efficacy possessed by students, the level of creativity and environmental factors around them such as family, social and educational environment. Previous research conducted by (Veronica & Hidayat, 2023) focused on analyzing the influence of entrepreneurial knowledge and locus of control through the family environment on STMB MULTI SMART Medan students' entrepreneurial interest. After conducting a pre-

survey, it turned out that around 19 students were not interested in entrepreneurship and 11 students were interested in entrepreneurship out of a total of 30 students, which means 63.3% of students were not interested in entrepreneurship and only 36.6% of students were interested. for entrepreneurship and is dominated by men, namely 7 students or around 63.6% followed by 4 female students or around 36.3% of the total students who are interested in entrepreneurship

Entrepreneurship is an activity full of very diverse obstacles and risks. To become an entrepreneur, you must have high self-efficacy in making decisions. Because without high self-efficacy, entrepreneurs will be easily influenced by the conditions around them so that the goals they want to achieve may be biased due to a lack of self-efficacy. Based on the results of the Pre-Survey on Entrepreneurial Knowledge, it was found that the level of self-efficacy among STMB MULTISMART students was very low. It was proven that only 7 people or around 23.3% of students had a high level of Self-Efficacy out of the total Pre-survey participants (30 students).

Another factor that influences students' interest in entrepreneurship is the level of student creativity. One of the keys to running a business is creating products and/or services. And to create products and/or services definitely requires creativity. With high creativity in developing new ideas more quickly. This creativity has also been researched by (Purwanti, 2022) who found that there is a positive and statistically significant correlation between creativity and entrepreneurial drive. Based on the results of the pre-survey conducted, it is known that there are around 7 students who have high creativity (64.6%) and 15 students who have low creativity (35.4%) of the total pre-survey participants. Apart from self-efficacy and creativity, there are supporting factors that influence STMB MULTI SMART students' interest in entrepreneurship, namely environmental factors.

The environmental factors in question include family factors (a family environment that supports entrepreneurship can provide examples and motivation from parents or siblings), social factors (a social environment that values entrepreneurship can provide support and inspiration for someone) and the educational environment (an environment that provides knowledge about matters in entrepreneurship). The results of the pre-survey conducted showed that these three environmental factors did not have a positive indication of interest in entrepreneurship. Based on the background of the problem described above, the researcher is interested in conducting research on "Analysis of the Determination of the Influence of Self-Efficacy and Creativity on Interest in Entrepreneurship with Environmental Factors as a Moderating Variable among STMB MULTI SMART Medan Students".

RESEARCH METHODS

The type of research used in this research is quantitative research with survey research methods. Furthermore, the population in this study was STMB MULTISMART Medan students, totaling 211 students. One of the steps taken in the research was to determine the object to be studied and the size of the existing population based on a formula, so the samples taken in this study were 53 people.

RESULT AND DISCUSSION

Table 1. Partial Significance Test

Design		t	Sig.
1	Self-Efficacy (X1)	1,275	0,206
	Creativity (X2)	-0,219	0,872
	Environmental Factors (Z)	4,264	0,000
	Self-Efficacy Through Environmental Factors (X1Z)	2,972	0,004
	Creativity through Environmental Factors (X2Z)	2,695	0,009
a Dependent Variable: Interest in Entrepreneurship (Y)			

The results of the analysis in table 1 are as follows:

1. The Influence of Self-Efficacy on Entrepreneurial Interest in STMB MULTISMART Medan Students. From the research results, it was found that the significance value was > 0.05 , namely 0.206 and the result of $t_{count} < t_{table}$ was $1.275 < 1.668$. The test results show that H1 is rejected, which means that Self-Efficacy has no effect on STMB MULTISMART Medan Students' Entrepreneurial Interest.
2. The Influence of Creativity on Entrepreneurial Interest in STMB MULTISMART Medan Students. From the research results, the significance value was > 0.05 , namely 0.827 and the result of $t_{count} < t_{table}$ was $-0.219 < 1.668$. The test results show that H2 is rejected, which means that creativity has no effect on STMB MULTISMART Medan Students' Entrepreneurial Interest.
3. The Influence of Environmental Factors on Entrepreneurial Interest in STMB MULTISMART Medan Students. From the t distribution table, the t table value is 1.668 and the significance value is < 0.05 . From the research results, it was obtained that the significance value was < 0.05 , namely 0.0001 and the results of $t_{count} > t_{table}$ were $4.264 > 1.668$. The test results show that H2 is accepted, which means that environmental factors have a significant influence on STMB MULTISMART Medan students' entrepreneurial interest.

4. The Influence of Self-Efficacy on Interest in Entrepreneurship through Environmental Factors among STMB MULTISMART Medan Students. From the t distribution table, the t table value is 1.668 and the significance value is <0.05 . From the research results, it was found that the significance value was <0.05 , namely 0.004 and the results of $t_{count} > t_{table}$ were $2.972 > 1.668$. The test results show that H4 is accepted, which means that Self-Efficacy through Environmental Factors has a significant effect on STMB MULTISMART Medan Students' Entrepreneurial Interest.
5. The Influence of Self-Efficacy on Interest in Entrepreneurship through Environmental Factors in STMB MULTISMART Medan Students. From the t distribution table, the t table value is 1.668 and the significance value is <0.05 . From the research results, the significance value was > 0.05 , namely 0.009 and the results of $t_{count} > t_{table}$ were $2.695 > 1.668$. The test results show that H5 is accepted, which means that Creativity through Environmental Factors has a significant effect on the Entrepreneurial Interest of STMB MULTISMART Medan Students.

Table 2. Simultaneous Test (Uji F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.656	3	57.552	6.532	.001 ^b
	Residual	696.067	79	8.811		
	Total	868.723	82			
a. Dependent Variable: Interest in Entrepreneurship (Y)						
b. Predictors: (Constant), Environmental Factors (Z), Creativity (X2), Self-Efficacy (X1)						

The results of simultaneous hypothesis testing or F test for the influence of Self-Efficacy, Creativity and Environmental Factors together influence Entrepreneurial Interest with an Fcount of 6.532. while Ftable is 3.11. Therefore, Fcount $6,532 > 3.11$ and the significance value < 0.05 , namely $0.001 < 0.05$. The test results show that H6 is accepted, which means that self-efficacy, creativity and environmental factors together have a significant effect on entrepreneurial interest at STMB MULTISMART Medan.

Table 3. Determination Test Results				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446	.199	.168	2.968

Predictors: (Constant), Environmental Factors (Z), Creativity (X2), Self-Efficacy (X1). Based on table 3 above, it is known that the adjusted R Square is 0.168 or 16.8%, which means that the variables Self-Efficacy, Creativity and Environmental Factors influence the Entrepreneurial Interest of STMB MULTISMART Medan by 16.8% while the remaining 83.2% is influenced by other variables which were not examined. in this research such as Capital and Government Policy.

CONCLUSION

1. Partially, Self-Efficacy has no effect on Entrepreneurial Interest at STMB MULTISMART Medan with a tcount value of $1.275 < t_{table} 1.668$ and an insignificant probability value of $0.206 < 0.05$.
2. Partially, Creativity has no effect on Entrepreneurial Interest at STMB MULTISMART Medan with a t value of $-0.219 < t_{table} 1.668$ and an insignificant probability value of $0.872 < 0.05$.
3. Partially, environmental factors influence entrepreneurial interest at STMB MULTISMART Medan with a tcount value of $4.264 < t_{table} 1.668$ and an insignificant probability value of $0.000 < 0.05$.
4. Self-Efficacy through Environmental Factors influences Entrepreneurial Interest at STMB MULTISMART Medan with a t value of $2.972 < t_{table} 1.668$ and a significant probability value of $0.004 < 0.05$.
5. Creativity through environmental factors influences Entrepreneurial Interest at STMB MULTISMART Medan with a tcount value of $2.695 < t_{table} 1.668$ and a significant probability value of $0.009 < 0.05$.
6. Simultaneously, Self-Efficacy, Creativity and Environmental Factors influence Entrepreneurial Interest at STMB MULTISMART Medan with a Fcount value of $6.532 < F_{table} 3.11$ and a significant probability value of $0.001 < 0.05$.

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