THE INFLUENCE OF ENTREPRENEURSHIP TRAINING ON THE ENTREPRENEURIAL INTEREST OF STUDENTS IN THE MANAGEMENT STUDY PROGRAM, FACULTY OF ECONOMICS, PALEMBANG UNIVERSITY

Suci Higiantri Asti[1], Sugeng Mianto Fane[2], Khaerul Budhy Nagara[3]

Suci Higiantri Asti[1]
Student of Management Study Program, Faculty of Economics, Palembang University
sucihigiantri2409@gmail.com

Sugeng Mianto Fane[2]
Lecturer of Management Study Program, Faculty of Economics, Palembang
paneunpal@gmail.com

Khaerul Budhy Nagara[3]
Lecturer of Management Study Program, Faculty of Economics, Palembang
kbudhynagara@unpal.ac.id

Abstract

This research was conducted to determine the influence of entrepreneurship training on students' interest in entrepreneurship in the Management Study Program, Faculty of Economics, University of Palembang. The research sample was all students from the Management Study Program, Faculty of Economics, University of Palembang who had taken entrepreneurship courses and entrepreneurship workshops as many as 51 students in 2023. Hypothesis testing was carried out using Simple Linear Regression Analysis, as well as the t test (partial test), with the aim of knowing the influence of the independent variable, namely Entrepreneurship Training, on the dependent variable, namely Entrepreneurial Interest at a confidence level of 95% (a= 0.05). The results of the t test on the Entrepreneurship Training variable have a positive influence on Entrepreneurial Interest in Final Students of the Management Study Program, Faculty of Economics, Palembang University, where the t-calculated value of the Entrepreneurship Training variable (X) is greater than the t-table value (4.219 > 2.007) and The significance value (sig.) is smaller than the required α (0.001<0.05). The coefficient of determination (R^2) is 0.435. This shows that 43.5% of the Entrepreneurial Interest variable can be explained by the Entrepreneurship Training variable while the remaining 57.50% is explained by other factors not included in this research.

Keywords: Entrepreneurship, Entrepreneurship Training, Interest in Entrepreneurship

INTRODUCTION

The country's economy is a common thing that is discussed and is closely related to monetary policy in a country. A country's economy cannot be separated from government interference. The executive and legislative roles as regulators want the monetary situation to improve or stabilize. However, in reality every country is very vulnerable to economic crises. This economic crisis has hit almost all countries in the world, from developing countries like Indonesia, to developed countries like the United States.

With the high population and the increasing number of job applicants, it is hoped that university graduates throughout Indonesia will explore their abilities to become entrepreneurs who are able to open new job opportunities, and can help the government in reducing poverty and unemployment levels in Indonesia. This condition shows the increasing importance of entrepreneurship in a country's economy. The national economic situation in a country will be successful if it is supported by entrepreneurs who can create employment opportunities because the government's capacity is very limited. The government will also not be able to provide many jobs for the entire community. Unemployment is a serious problem in Indonesia that is still difficult to overcome. Government programs to reduce unemployment have not been able to reduce unemployment significantly. The reason is because the population is large and population growth is increasing, not accompanied by an increase in employment opportunities.

In 2022, open unemployment according to the highest level of education completed will also remain high. It can be said that unemployment occurs mostly among the educated population

Table .1 Number of Open Unemployed According to Education Level Year 2023

No	Education Level	Amount
1	No/never been to school	201.181
2	Have not/did not finish elementary school	441.292
3	Elementary school	2.072.902
4	Junior high school	1.662.892
5	Senior High School	2.772.343
6	Vocational High School	982.112
7	Diploma	322.291
8	University	618.342
Total		9.073.355

Source : data of BPS 2023

In the table above, open unemployment is highest in general high school education. Overall, the number of unemployed in 2023 will reach 9,073,355 people. It is also feared that the unemployment rate for graduate students will continue to increase if universities as graduate producing institutions do not have the ability to direct their students and alumni to create jobs after graduating. In addition, the low motivation of Indonesia's young generation in entrepreneurship is currently a serious consideration for various parties, including the government, the world of education, the industrial world and society (Hendro, n.d.).

Basically, education can be used as a bridge for humans to lead a better life. Entrepreneurship education is expected to be able to awaken the spirit of entrepreneurship, independence, work and develop the national economy (Suryana, 2016). Entrepreneurship education is also expected to be able to give rise to creative entrepreneurs who can create jobs and help reduce never-ending unemployment(Octarinie et al., 2023). Entrepreneurship education not only provides a theoretical foundation regarding the concept of entrepreneurship but shapes the attitudes, behavior and mindset of an entrepreneur(Winardi, 2013). This is a capital investment to prepare students to start a new business through the integration of experience, skills and knowledge essential to developing and expanding a business.

The Management Study Program, Faculty of Economics, Palembang University has implemented entrepreneurship courses. According to the Ministry of Cooperatives and Small and Medium Enterprises (UKM), in January 2022, the number of Indonesian entrepreneurs has now reached 3.1 percent of the total population of Indonesia. This figure has exceeded international standards, namely 2 percent. Even though Indonesia's entrepreneurial ratio level has exceeded international standards, it is still lagging behind when compared to neighboring countries, such as Singapore, where the entrepreneurial ratio level has reached 7 percent of its total population of 4 million, and Malaysia, which has reached 5 percent of its total population.

Entrepreneurship courses have been included in the curriculum which requires economic education students to take entrepreneurship education. Entrepreneurship education is divided into two courses, namely the entrepreneurship course which is taken in semester 6 (six) and the entrepreneurship workshop which is taken in semester 8 (eight). This course is applied in the form of theory and practice of entrepreneurship. Entrepreneurship education in the form of theory is given in class for provision before students become entrepreneurs, while in the form of work practice through activities to establish small companies which are managed by students according to their groups. In accordance with the vision of the Management Study Program at the Faculty of Economics, University of Palembang, namely "To create a Management Study Program that produces Economics graduates with entrepreneurial insight, high quality and able to compete regionally in 2023" in line with the implementation of entrepreneurship courses which aim to equip students to build their spirit and spirit. entrepreneurial character, understand the concept of entrepreneurship and have entrepreneurial skills.

Based on observations and experience, only a small number of students continue to do business. Students' initial motivation in carrying out entrepreneurship is because they want to get grades and fulfill college requirements, so their motivation for entrepreneurship is still low (Achmad, 2015). Some students

are also still afraid to enter the entrepreneurial field because they feel they do not have the skills to manage a business and are haunted by the risk of failure or loss. If students know the benefits of entrepreneurship, namely they can create jobs for other people and generate large incomes from employees. Based on the explanation above, the researcher took the initiative to conduct further research to determine the motivation and skills of economics education students in entrepreneurship with the title **"The Influence of Entrepreneurship Training on Entrepreneurial Interest in Management Study Program Students, Faculty of Economics, University of Palembang".**

METHODS

Object of Research

This research takes as its object the Faculty of Economics, Palembang University, located on Jalan Dharmapala No.1A Palembang.

Population and Sample

Population is a generalization area consisting of objects/subjects that have certain quantities & characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018). The population in this research are all students of the Management Study Program, Faculty of Economics, Palembang University who have taken entrepreneurship courses and entrepreneurship workshops. Based on data obtained in the Academic section of the Faculty of Economics, University of Palembang, it was recorded that the number of students who had taken entrepreneurship courses and entrepreneurship workshops was 51 students who were registered as semester 8 (eight) students.

The sample is part of the population which is expected to represent the population in the research. The sampling technique used is a saturated sample or census, this is because the entire population will be used as a research sample because there are less than 100 respondents.

Research methods

This research uses Causal Design Research, where this design explains events, relationships and variables as well as correlational research, development and comparison and looks for the influence of the independent variable (entrepreneurship training) on the dependent variable (student interest in entrepreneurship) (Sugiyono , 2018).

Data Analysis Method

A. Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The method used to test validity is to correlate the question item scores with the total score of the construct or variable. The significance test is carried out by comparing the calculated r with the r table then the indicator is declared valid and vice versa if the r table is smaller than the calculated r then the indicator is declared invalid. This validity testing is assisted by the SPSS program (Arikunto, 2016).

B. Reliability Test

Reliability testing is actually a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. Here the measurement is carried out only once and then the results are compared with other questions or measure the correlation between answers to questions. SPSS provides facilities for measuring reliability with the Cronbach Alpha statistical test. A construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Arikunto, 2016).

C. Simple Linear Regression Analysis

Simple linear regression analysis is a linear relationship between an independent variable (X) and a dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable, whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is usually on an interval or ratio scale. The simple linear regression formula is as follows:

$$Y = a + bX$$

Information :

Y = Student Interest in Entrepreneurship
X = Entrepreneurship Training
a = Constant (Y value when X = 0)
b = Regression coefficient (value of increase or decrease)

D. Coefficient of Determination

The termination coefficient with the symbol R^2 is the proportion of variability in data that is calculated based on a statistical model. In general, R^2 is used as information about the suitability of a model. In regression, R^2 is used as a measurement of how well the regression line approaches the original data values created by the model. If R^2 is equal to 1, then the figure shows that the regression line fits the data perfectly (Arikunto, 2016).

E. t test (partial test)

The t test is used to determine whether the independent variables partially have a real effect on the dependent variable or not. The degree of significance used is 0.05. If the significant value is smaller than the degree of confidence then we accept the alternative hypothesis, which states that an independent variable partially influences the dependent variable (Arikunto, 2016).

DISCUSSION

An entrepreneurial spirit needs to be developed to overcome the problem of unemployment. With an entrepreneurial spirit, it is hoped that the attitude and willingness to be independent will grow in order to get a better life without having to depend on other people (Warni, 2022). The more advanced a country is, the more people are educated and the more people are unemployed, the more important the world of entrepreneurship is felt. Development will be more successful if it is supported by entrepreneurs who can create jobs because the government's capacity is very limited. The government will not be able to work on all aspects of development because it requires a lot of budget, personnel and supervision. The step to foster an entrepreneurial spirit is to instill an interest in entrepreneurship (Winardi, 2013).

Based on the results of the analysis and discussion above, it is proven that the Entrepreneurship Training variable has a positive and significant influence on Entrepreneurial Interest (Y) among students in the Management Study Program, Faculty of Economics, Palembang University. This is proven by the results of computerized data processing using the SPSS 25 program, a coefficient of determination (R) of 0.435 is obtained. This shows that 43.50% of Entrepreneurial Interest can be explained by the Entrepreneurship Training variable while the remaining 57.50% is explained by other factors not included in this research. Apart from that, the Correlation value also illustrates the strength of the relationship between the Entrepreneurship Training variable (X) and the Entrepreneurial Interest variable of students in the Management Study Program, Faculty of Economics, Palembang University. (Y) is 0.660. This means that the relationship between all the independent variables and the dependent variable is close because the R value is close to 1.

Training is a means of changing perceptions, attitudes and increasing skills, increasing abilities for the purposes of assessing and knowing performance (Rivai, 2018). It is hoped that the entrepreneurship training program carried out by the government and universities will be able to motivate students to be interested in entrepreneurship. Enthusiasm or encouragement, coaching, entrepreneurial training and providing facilities are one of the motivations needed to instill an entrepreneurial spirit (A.Rusdiana, 2014).

In lectures, entrepreneurial theories and entrepreneurial practices are given. Apart from that, Palembang University also often holds seminars on entrepreneurship. One of the goals is to form students with an entrepreneurial spirit so that after graduating they can become entrepreneurs who can create jobs so that the number of unemployed will decrease. Based on the results of interviews with a number of students, when they graduate they tend to work according to their major. This is based on their greater

knowledge of the lecture material compared to the entrepreneurship material they received during lectures. The entrepreneurial knowledge gained in entrepreneurship courses cannot be maximized by students because students are only value-oriented, but do not use entrepreneurship courses as momentum in starting a business**.**

CONCLUSION

Entrepreneurship training has a significant effect on students' interest in entrepreneurship in the Management Study Program, Faculty of Economics, University of Palembang. The more Entrepreneurship Training you receive, the more Entrepreneurial Interest will grow among Palembang University students. It is hoped that Palembang University, especially the Management Study Program, Faculty of Economics, will be able to instill an entrepreneurial spirit in its students by providing entrepreneurial training and motivation such as seminars and bazaars, so that students' interest in entrepreneurship will increase. Future researchers can add other factors outside this research which can explain the dependent variable of Entrepreneurial Interest in Palembang University students such as Opportunities, Personality, Entrepreneurial Motivation after students become alumni and so on.

ACKNOWLEDGMENT

We give praise and gratitude to God, because of His blessings and grace, we was able to finish the article this scientific. The writing of this scientific article was carried out in order International seminar organized by Palembang University.We realize that without help and guidance, it is quite difficult for us to complete this scientific article. Therefore, I would like to thank the entire academic community of the Faculty of Economics, Palembang University, especially Mr. Sugeng Mianto Fane and Mr. Khaerul Budhy who always guided us during the writing of this scientific article. We hope that this article can become a reference for further research.

REFERENCES

A.Rusdiana. (2014). *Kewirausahaan : Teori dan Praktek*. CV.Pustaka Setia.

Achmad, N. (2015). *Kewirausahaan : Suatu Alternatif lain Menuju Kesuksesan*. BPK FEB UMS.

Arikunto, S. (2016). *Prosedur Penelitian suatu Pendekatan Praktik*. PT.Rieneka Cipta.

Hendro. (n.d.). *Dasar-dasar Kewirausahaan : Panduan bagi Mahasiswa untuk Mengenal, Memahami dan Memasuki Dunia Bisnis*. PT.Rineka Cipta.

Octarinie, N., Maliki, M. U., Afandi, A., Tember, E., Aminus, R., Budhy, K., Putri, I. T., Fitriyani, S. A., & Mahendra, R. (2023). Kiat-Kiat Belajar Berwirausaha. *Jurnal Ekonomi Mengabdi*, *2*(2), 89–95.

Rivai, V. (2018). *Manajemen Sumber Daya Manusia untuk Perusahaan : dari Teori ke Praktik*. PT.RaJa Grafindo Persada.

Suryana. (2016). *Kewirausahaan*. Salemba Empat.

Warni, Z. (2022). Pengaruh Kepribadian, Demografi Dan Lingkungan Terhadap Minat Berwirausaha Penjual Martabak Manis Di Kayu Agung Kabupaten Ogan Komering Ilir. *Jurnal Ekonomika*, *15*(1), 1–23.

Winardi. (2013). *Entrepreneur dan Entrepreneurship*. Kencana Prenada Media Grup.

BIODATA

Suci Higiantri Asti is an active student studying in the management study program at the Faculty of Economics, Palembang University, currently entering her fourth semester. She has an interest in human resources management concentration**. Email :** sucihigiantri2409@gmail.com