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Optimizing Students' Entrepreneurial Interest

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Abstract: The aim of this studies is to determine simultaneously the influence of the usage of e-commerce, entrepreneurship education, and gender on students' entrepreneurial interest and to determine the differences in entrepreneurial interest of male and female college students. This studies makes use of number one statistics using a questionnaire disbursed to college students of the management take a look at program, school of Economics and business, Muhammadiyah university, Tangerang. The approach used on this research is a quantitative approach with a comparative descriptive studies layout. The research population, specifically students from the management study program, faculty of Economics and business, Muhammadiyah university, Tangerang, numbered 1,950 students. the entire sample was 100 students. The sampling method was random sampling for students in semesters III, V, VII. data analysis strategies with the assist of SPSS software. This studies suggests that simultaneously there's a positive and significant impact of using e-commerce, entrepreneurship education, and gender on students' interest in entrepreneurship and there may be a significant difference in interest in entrepreneurship between male and woman college students.

Keyword: E-Commerce, Entrepreneurship Education, Gender, Entrepreneural Interest

INTRODUCTION

The outcomes of studies by means of the central statistics enterprise (BPS) and the country wide improvement planning organization (Bappenas) are expecting that Indonesia's populace in 2025 is estimated to be 273 million and in 2045 it'll be 364 million. In 2045, it is predicted that the negative population can be around 10%. And in step with a record from the critical information company (BPS), in February 2023 the wide variety of unemployed human beings in Indonesia reached 7.99 million people, a decrease of around 410 thousand human beings in comparison to February 2022 (Ahdiyat, 2023). The problem of unemployment and poverty is a traditional and complicated hassle in Indonesia. diverse financial specialists usually offer various alternative concepts to triumph over this trouble as an effort to conquer unemployment and poverty, namely by means of empowering society through entrepreneurship. Cultivating a culture of entrepreneurship in society will be able to open up employment opportunities so that by absorbing the staff it is going to be able to reduce unemployment.

The Indonesian Minister of Manpower (Menaker), Ida Fauziyah, said that around 12 percent of unemployment in Indonesia is currently ruled via undergraduate and degree graduates (Grehenson, 2023). Of route, it'll be greater hard to face worldwide opposition from the eu monetary community (AEC)/ASEAN a good way to disclose Indonesian university graduates to competing freely with foreign university graduates. therefore, university graduates want to be directed and supported to not handiest be oriented as process seekers however also prepared to grow to be job creators by using becoming marketers who're capable of build Micro, Small and Medium businesses (MSMEs).) even huge corporations (UB).

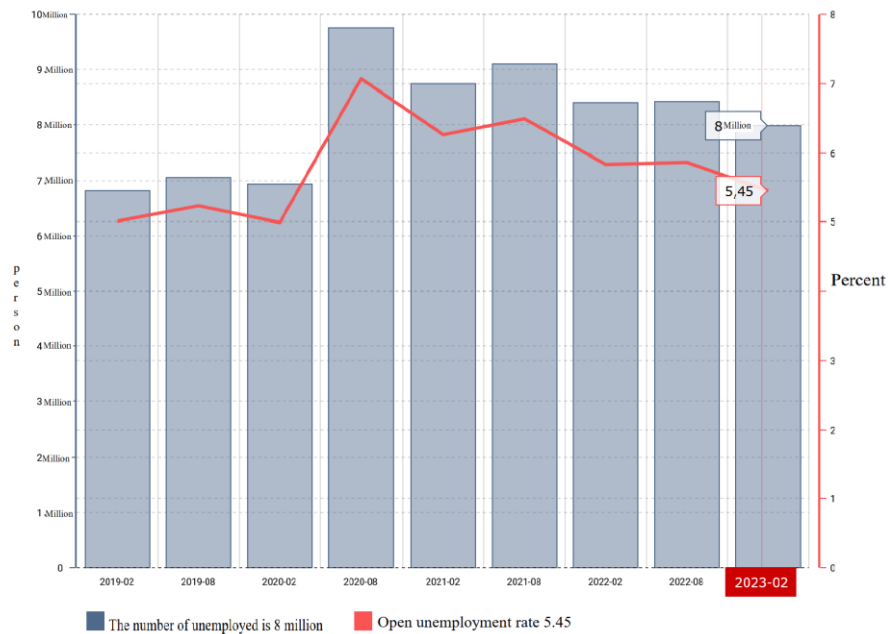


Figure 1. Number and Level of Open Unemployment in Indonesia (February 2019-February 2023)

Considering that entrepreneurship has grow to be an difficulty in the global international regarding satisfactory improvement and increasing the number of entrepreneurs who have an vital position in the progress of a country, the entrepreneurial spirit wishes to be fostered in Indonesian students as prospective college graduates and the more youthful technology who will help maintain the walking of the Indonesian economy. So that you can grow to be superior human resources. In line with Fayolle, Gailly and Lassas-Clere in Silvia (2006), stated that entrepreneurial intentions play an crucial role in shaping individuals into marketers. The entrepreneurial population is vital, due to the fact they're the ones who're able to see possibilities, broaden and create new agencies. As a result, process possibilities are created and the usa's economic system grows. specially inside the digital era, there are almost no boundaries to starting a business. The only capital is creativity and courage (Fatoni et al., 2023). each person can open a web outlet, while not having to open a bodily keep first. meals, liquids, apps, services, some thing, and so on. Likewise, promoting and advertising and marketing are simpler and quicker to do thru social media. alternatively, younger those who are net savvy do not hesitate to save via the net. This phenomenon encourages the rapid increase of entrepreneurship inside the usa. The massive market in Indonesia, coupled with the big number of net customers, has the ability to create business possibilities and encourage pupil creativity in making use of e-commerce.



Figure 2. E-Commerce with the Highest Visits in Indonesia in Early 2023

Currently, the variety of marketplaces in Indonesia is very massive, which include Tokopedia, Bukalapak, Shoppe, Blibli, JD id, Lazada, Bhinneka, Orami, Ralali, Zalora and so forth. goodstats.identity ranks the 5 marketplaces with the best site visitors in Indonesia in early 2023 (Aditiya, 2023). Determine 2 indicates that each month the marketplace traffic are pretty big. So of route the e-commerce market is a promising gold mine for destiny enterprise capacity for potential marketers (Amabile, 1997). Online purchasing has emerge as not unusual amongst human beings, but Indonesia is still the united states with the least use of e-commerce in ASEAN. most effective around three.eight% of Indonesia's trading device uses on-line store and e-trade systems (UNS, 2016). The effects of studies (Sari & Wibawa, 2017) show that there is an impact of use after using E-commerce which enables the technique of buying and promoting craft products for Ngraho nation Vocational college college students, in addition to studies (Fauzi, 2020) (Lovita & Susanty, 2021) (Rahmania et al., 2022). The results of research (Istiqomah, 2020) display that the use of e-commerce affects the entrepreneurial behavior of AKK Yogyakarta welfare academy college students with a contribution of 59.7%.

The existence of e-trade will without a doubt make it simpler for marketers to market their products without having to spend high priced prices on promoting. Primarily based at the description above, the author is inquisitive about undertaking studies entitled utilization of E-commerce, Entrepreneurship training, Gender on Entrepreneurial pursuits of Muhammadiyah university Tangerang college students. The novelty of this studies as compared to previous research is this research wants to discover whether there are differences within the entrepreneurial pursuits of ladies and men thinking about that lately girls have experienced an boom in entrepreneurship outside of industries that are typically dominated by means of guys (Sutrisno et al., 2022).

E-trade is in which a internet site provides or can perform on line transactions or can also be a manner of buying or trading on line or direct promoting that utilizes internet facilities in which there is a internet site that could provide "get and deliver" offerings (O'Brien & Marakas, 2010). E-trade will alternate all marketing activities and also cut operational costs for trading activities. In fashionable, website traffic can see goods or

products being sold on line (24 hours an afternoon) and may correspond with the seller or proprietor through chat on e-commerce. This change can arise among two institutions (commercial enterprise to business) or between institutions and consumers without delay (business to customer). Currently e-trade is pretty dominant in controlling alternate, displacing conventional exchange that has existed up to now. E-commerce is now thru the net, no longer only thru websites, but consumers are actually provided with various e-commerce applications that can be mounted on every character's cellphone (Ahmad & Fasih, 2017). research results (Istiqomah, 2020) show that the usage of e-trade has an influence on interest in entrepreneurship.

(Roxas, 2014) stated that entrepreneurial information is considered an aspect of human capital required for entrepreneurial tasks. This refers to a conceptual and analytical expertise of the multifunctional and numerous entrepreneurial manner. With this know-how, a potential entrepreneur can apprehend, estimate, interpret and follow new statistics in new methods, as these activities are on the center of entrepreneurship. expertise of markets, clients, and technology (Shane, 2000), and information of advertising, income, organizational behavior, approach, commercial development, possibility evaluation, accounting and finance, innovative expertise, and enterprise making plans. Several studies have measured entrepreneurial knowledge in numerous ways. studies (Rahmania et al., 2022) well-knownshows that entrepreneurial expertise has a fantastic and good sized effect on entrepreneurial intentions.

Gender consistent with (Rokhmansyah, 2016) the concept of gender is an mindset this is inherent in ladies and men socially and culturally. Modifications in gender characteristics in women and men can occur from time to time, from location to place, even from magnificence to elegance in one of a kind societies. In step with (Yuhendri, 2015) there's a big difference in college students' intentions to end up marketers between men and women. In keeping with (Indah Yunilasari, 2016) gender is a distinction in function fame among ladies and men that's shaped by way of society in accordance with the cultural values that follow in a sure length. Studies carried out with the aid of (Indah Yunilasari, 2016) proves that gender impacts hobby in entrepreneurship. From the outline above, when males and females have unique perspectives and mindsets approximately the purpose of starting an entrepreneurship, this will differentiate their stage of hobby in strolling a business. Based on theoretical studies and previous research, the hypothesis in this research is as follows:

H1: There is an influence of the use of e-commerce, entrepreneurship education and gender on students' entrepreneurial interest

H2: There is a difference in interest in entrepreneurship between male and female students

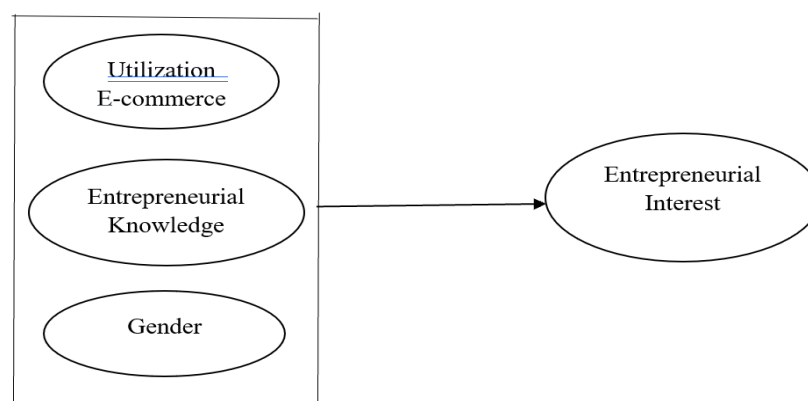


Figure 3. Research Model

METHOD

The technique used on this studies is a quantitative approach with a comparative descriptive studies design. The studies is descriptive comparative because it pursuits to find out a picture of interest in entrepreneurship primarily based on gender, quantitative as it pursuits to decide the influence of interest in entrepreneurship based on the usage of e-commerce and entrepreneurship education. The research populace, specifically students from Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Tangerang, numbered 1,950 college students. The pattern size became calculated using the Slovin method 10% rounded to 100 college students. The sampling technique turned into random sampling for students in semesters III, V, VII. facts analysis techniques with the help of SPSS version 26 software (Ghozali, 2018).

RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Profile

Students	Number (People)	Percentage (%)
Male	35	35.0
Female	65	65.0
Total	120	100.0

It can be seen in table 1 that respondents who came from odd semester students of the management study program at the Faculty of Economics and Business showed that there were 35% male students and 65% female students. This shows that there were more female student respondents than male students

Validity and Reliability Test

It can be seen in table 2 that the results of the validity test on all question items asked to respondents give the results of r value product moment > r table 0.361, so all question items are valid. In the reliability test, Cronbach's alpha was produced for all research variables > 0.6, thus all research variables were reliable.

Table 2. Validity and Reliability Test Results

Variable	Validity		Reliability			
	r value	Result (r tab= 0.361)	Alpha Cronbach	Result (<0.6)	Mean	SD
Utilization E-commerce			0.860	Reliabel	4.06	0.78
E1	0.781**	Valid			4.30	0.70
E2	0.716**	Valid			4.26	0.74
E3	0.763**	Valid			3.96	0.72
E4	0.899**	Valid			3.76	0.97
E5	0.844**	Valid			4.00	0.79
Entrepreneurial Knowledge			0.788	Reliabel	4.24	0.69
P1	0.885**	Valid			4.20	0.76
P2	0.794**	Valid			4.30	0.59
P3	0.838**	Valid			4.40	0.62

Entrepreneurial Intention			0.833	Reliabel	4.38	0.70
MB1	0.799**	Valid			4.37	0.72
MB2	0.938**	Valid			4.37	0.72
MB3	0.917**	Valid			4.43	0.63
MB4	0.804**	Valid			4.33	0.76

** Correlation is significant at the 0.01 level (2-tailed)

Classic Assumption Test

The classical assumption test is used to provide certainty that the regression equation obtained is accurate in estimation, unbiased and consistent. The normality test is a test carried out to assess the distribution of data in a group of data or variables. From this normality test, we will know the distribution of the resulting data, whether the data we are testing is normally distributed or not. The normality test is useful for determining whether data that has been collected is normally distributed or taken from a normal population. From the results of the Monte Carlo test, p-value of $0.148 > 0.05$ was obtained, so the data was declared to be normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.85674240	
Most Extreme Differences	Absolute	.112	
	Positive	.085	
	Negative	-.112	
Test Statistic		.112	
Asymp. Sig. (2-tailed)		.004 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.148 ^d	
	95% Confidence Interval	Lower Bound	.141
		Upper Bound	.155

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 334431365.

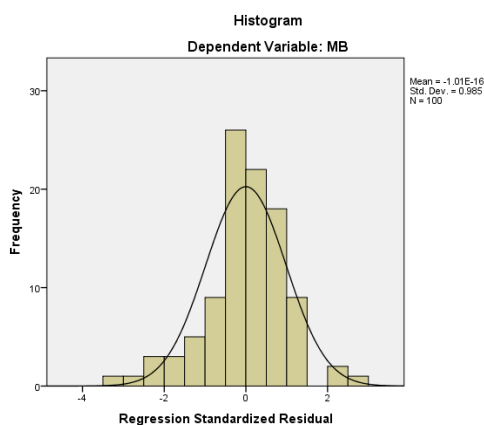


Figure 4. Histogram

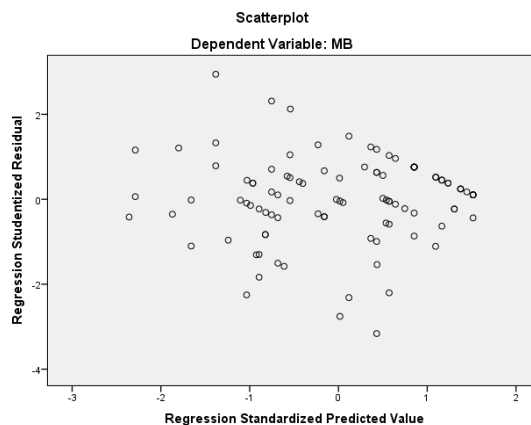


Figure 5. Scatterplot

The heteroscedasticity test is used if the regression model has a mismatch between one observation and another. One way to find out whether there are indications of heteroscedasticity in our test is to use a scatterplot diagram. The main purpose of looking at a

scatterplot graph is to see the distribution of the observation data. From Figure 5, it can be seen that the research variable data is spread out and does not form a pattern, so it can be concluded that heteroscedasticity does not occur.

Table 4. Regression Results and Multicollinearity Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		Sig.	Toleranc e	VIF
	B	Std. Error	Beta	t			
(Constant)	6.415	1.800		3.563	.001		
E-Commerce	.128	.071	.152	1.814	.073	.761	1.314
Entrepreneurial Knowledge	.760	.121	.533	6.274	.000	.735	1.360
Gender	-1.207	.404	-.223	-2.992	.004	.959	1.042

a. Dependent Variable: MB

The multicollinearity test aims to find out whether the regression model created has a relationship between the independent variables or independent variables and the dependent variable, aka the dependent variable. To find out whether or not there is multicollinearity in the regression model, you can determine the tolerance value and variance inflation factor (VIF) value. It can be seen in the table. It can be seen in table 4. The results of the tolerance value < 1 and VIF > 10, it can be concluded that there is no multicollinearity

Hypothesis Test

Table 5. Anova Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327.448	3	109.149	30.701	.000 ^b
	Residual	341.302	96	3.555		
	Total	668.750	99			

a. Dependent Variable: MB

b. Predictors: (Constant), GENDER, E, P

Based on the regression results in table 3, it can be seen that F value 30.701 > F table 2.70, so H1 is accepted, there is a positive and significant influence of the use of e-commerce, entrepreneurship education, and gender on students' entrepreneurial interest. Thus, the results of research (Trihudyatmanto, 2019) show that e-commerce factors, entrepreneurial knowledge and gender simultaneously influence interest in entrepreneurship. This research proves that students from the Faculty of Economics and Business Management Study Program agree with the benefits obtained by implementing e-commerce, which can reach and interact with consumers more quickly, easily and can play an important role in entrepreneurship. By mastering and understanding entrepreneurship techniques. Through the learning process it can influence students' attitudes and mindset towards entrepreneurial career choices. In general, the self-employed sector is a sector dominated by men (Indarti and Rostiani, 2008 in Yuhendri, 2015). The findings of this research are different from the results

of research (Trihudyatmanto, 2019) (Astuti, 2021) which states that there is no relationship between gender and interest in entrepreneurship.

From the results of the determination test, it was 0.490, indicating that students' interest in entrepreneurship can be explained by the variables of e-commerce utilization, entrepreneurship education and creativity by 49.0%, the remaining 51% is explained by other variables outside the variables studied.

Table 5. Determination Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.700 ^a	.490	.474	1.88553	1.950

a. Predictors: (Constant), GENDER, E, P, K

b. Dependent Variable: MB

To test hypothesis 2, there is a difference in interest in entrepreneurship between male and female students, the Mann Whitney U Test was used. The Mann Whitney U Test is a non-parametric test that is used to determine the difference in medians of 2 independent groups if the data scale for the dependent variable is ordinal or interval/ratio but is not normally distributed. To test the Mann Whitney U Test, the following test is first carried out:

Table 6. Tests of Normality

GENDER	Kolmogorov-Smirnov ^a			Shapiro-Wilk			
	Statistic	df	Sig.	Statistic	df	Sig.	
MB	1.00	.234	35	.000	.820	35	.000
	2.00	.112	65	.041	.932	65	.002

a. Lilliefors Significance Correction

Table 6 is the results of the normality test with SPSS using the Kolmogorov-Smirnov and Shapiro Wilk methods. The Sig value (p-value) for both tests is <0.05, which means the data is not normally distributed. If the data is not normally distributed, the Mann Whitney U Test can be carried out.

Tabel 7. Ranks

	GENDER	N	Mean Rank	Sum of Ranks
MB	1.00	35	63.87	2235.50
	2.00	65	43.30	2814.50
	Total	100		

Table 7 shows the Mean Rank or average ranking of each group. That is, in the male student group the average ranking was 63.87 higher than the average ranking of female students, namely 43.30. Then it was tested for significance to see that the difference in the mean rankings of the two groups above was statistically significant.

Table 8 shows the sig or p-value of 0.001 < 0.05. If the p-value is < the critical limit of 0.05, then there is a significant difference between the two groups or which means the

hypothesis H2 is accepted, then it can be concluded that there is a significant difference in the entrepreneurial interest of male and female students of the FEB UMT management study program.

Table 8. Test Statistics

	MB
Mann-Whitney U	669.500
Wilcoxon W	2814.500
Z	-3.433
Asymp. Sig. (2-tailed)	.001

a. Grouping Variable: GENDER

(Yuhendri, 2015) there is a significant difference in students' intentions to become entrepreneurs between men and women, where men tend to choose entrepreneurship to achieve their future goals. Indarti and Rostiani 2008 in (Yuhendri, 2015) revealed that male students have stronger intentions than female students to become entrepreneurs. From the results of the regression test, it can be seen from the regression equation that men's interest in entrepreneurship is greater than women's interest in entrepreneurship.

From the results of the regression test, a regression equation was obtained using the gender dummy variable: 1=Male and 2=Female, as follows:

Variabel Dummy Gender 1 = Male

$$\begin{aligned} \text{Entrepreneurial Interest Male} &= 6.415 + 0.128*ECom + 0.760*PK - 1.207*1 \\ &= 5.208 + 0.88*ECom + 0.615*PK \dots\dots\dots (1) \end{aligned}$$

Variabel Dummy Gender 2 = Female

$$\begin{aligned} \text{Entrepreneurial Interest Female} &= 6.415 + 0.128*ECom + 0.760*PK - 1.207*2 \\ &= 4.001 + 0.88*ECom + 0.615*PK \dots\dots\dots (2) \end{aligned}$$

According to (Alma, 2009) there are differences between men and women in entrepreneurship. Among other things, it can be seen from motivation and personality characteristics. Women's entrepreneurship is motivated by the desire for achievement and frustration in previous jobs. He felt constrained and unable to display his abilities and develop his talents. This can be a consideration for female Management Study Program students when choosing a job. Generally, female students Management Study Program are not yet working, they may want to try working as employees. When working as an employee feels like it is hampering their movement, then they decide to become entrepreneurs.

CONCLUSION

From the results and discussion, the conclusion that can be conveyed is that there is a positive and significant influence of the use of e-commerce, entrepreneurship education, and gender on the interest in entrepreneurship of students from the Management Study Program, Faculty of Economics and Business, Muhammadiyah University, Tangerang and there is a significant difference in interest in entrepreneurship between male students. and women from the FEB UMT Management Study Program. Suggestions that can be conveyed from the descriptive results are that e-commerce should maintain trust and good service to consumers. When providing entrepreneurship education material, it should be up to date so that students' insight increases..

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