

Impact of Social Media on the Entrepreneurial interests of Students at A Young Age

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh media sosial terhadap minat bisnis mahasiswa di usia muda. Penelitian ini menggunakan data primer, yaitu data yang diperoleh dari survei yang dilakukan melalui kuesioner yang dibagikan kepada responden. Responden dalam penelitian ini berjumlah 40 orang. Hasil jawaban responden dari kuesioner kemudian diuji menggunakan software SPSS, kemudian hasilnya menunjukkan bahwa H0 diterima, yang berarti ada pengaruh media sosial terhadap minat bisnis mahasiswa di usia muda. Secara lebih rinci, media sosial memiliki efek 75,7% terhadap minat bisnis siswa di usia muda.

ABSTRACT

This study aims to determine and analyse the influence of social media on students' business interest at a young age. This study uses primary data, namely data obtained from surveys conducted through questionnaires distributed to respondents. Respondents in this study were 40 people. The results of the respondents' answers from the questionnaire were then tested using SPSS software, then the results showed that H0 was accepted, which means that there is an influence of social media on students' business interest at a young age. In more detail, social media has an effect of 75.7% on students' business interest at a young age.

Keywords :

Social Media, Motivation,
Entrepreneurial Interest

INTRODUCTION

The internet is one of the advances in communication technology that is growing so rapidly. The internet can provide ease of communication and facilitate certain interests. And it's no secret that we are now very dependent on technology called the internet. The internet network is a computer network capable of connecting computers around the world, so that information of various types and in various forms can be communicated between parts of the world instantly and globally (Kartajaya, 2008).

In recent years, there have been more and more internet users. The latest is in mid-2012, where the number of internet users worldwide has reached more than 2 billion people or 34.3 percent of the total population worldwide. They use the internet for certain purposes (www.internetworldstats.com).

In Indonesia itself, the use and development of the internet has increased so rapidly. The internet has become a trend that is growing very fast. The total number of internet users in Indonesia reached 55 million people as of December 2011 or about 22.1 percent of the total population of Indonesia. That means the growth of internet users has grown more than 1,000 percent in the last 10 years, where in 2010 the number of users was only 2 million.

Amidst the rise of internet users from year to year, more and more businesses have been started through social media. Whether it is through Blog, Twitter, Instagram, KasKus, Facebook, You Tube or through smartphone features such as Blackberry Messenger (BBM). This certainly provides an opportunity for electronic marketing (as a new phenomenon in the marketing world) to grow dynamically. This can be used as a good opportunity for future entrepreneurs to explore the potential of entrepreneurship through social media.

Nowadays, social media can increase public awareness of a brand or product. By presenting media to promote online through social media, people can more easily recognize the existence of the products we have. Social media also offers the convenience of being able to implement online marketing

strategies, such as creating content or advertisements, using attractive product photos, and others. Another benefit is that with social media, entrepreneurs can interact with customers indirectly. Through social media, entrepreneurs can maintain good relations with customers by attracting their attention to make comments, making invitations for other social media users to provide ideas for our products and provide reviews about our products (Rizkyansyah, 2022).

It is undeniable that until now most people still use conventional methods to start a business or entrepreneurship. With the advancement of technology that helps humans to carry out activities more easily, one of the breakthroughs that may be used is marketing through internet media. Marketing via the internet provides low costs because it only incurs connection costs to the Internet Service Provider (Internet Service Provider) that is included in its services. With the internet, communication relationships between people can be unlimited, the problem of distance does not matter.

Among students today, many have seen many who use social media. The existence of various types of social media such as Instagram, TikTok, Facebook, WhatsApp can be used as a medium for promotion. Social media has a high opportunity to start a business, so students are expected to be able to take advantage of this opportunity. Capital, which has been a burden for the majority of students, can be slightly reduced in marketing through social media. That is because entrepreneurship through the internet, especially social media, only requires small capital. In fact, this business actually occupies a level of business without capital. Because students no longer need to spend money to build a store, do not need to fill the store with merchandise, do not need to pay employees, do not need to take care of business licenses because this business is a home business. Website creation can also use free facilities available on the internet.

But sometimes even though it is easy to start a business in a sophisticated era like this there are still many students who do not take advantage of social media to start a business because not all can understand in utilizing social media with good entrepreneurial opportunities. In addition, it is related to the mentality of students who do not all have the courage to appear on social media to promote their products for fear of getting bad ratings so that this causes a lack of courage in students to utilize social media to start a business.

Based on the above background, the researcher is interested in conducting research on **"The influence of social media on students' business interest at a young age."**

THEORETICAL FOUNDATION

Social Media

According to Irwansyah & Sirait (2021) social media is a platform that functions as a means of sharing information and can bring together a group of people who have something in common. Furthermore, Basalamah (2021) said that social media plays a major role in advancing business performance. Social media is a part that has a relationship with entrepreneurial practices. Social media is a platform that offers entrepreneurs a means of developing a business or trademark (Park, 2017).

Another opinion was expressed by Dewi (2019) who said that social media is a technological tool that can be utilized to help develop marketing and can help increase long-term sales. The ease of transactions offered by social media is expected to be a supporting factor in entrepreneurship (Nurhayati, 2020).

Based on the above understanding, it can be concluded that social media is a medium used for communication tools, a means of finding the latest information and a forum for strengthening work relationships that can be done online. With the existence of social media, anyone can have the same opportunity in an effort to develop their business and share information about their products that can be accessed easily and quickly without any restrictions to all parts of the world.

Motivation

According to Rajesh et al. (2017) motivation focuses on a person's attitude. This attitude will be able to influence a person in taking an action or even exceeding standards to help him achieve goals. Furthermore, Maryani et al. (2018) argue that entrepreneurial motivation is a factor that has a big role behind the success of one's business. Another opinion put forward by Ardiyanti & Mora (2019) business motivation is an encouragement for someone to do business with enthusiasm, innovation and high creativity, and dare to face all risks in order to make a profit. According to Ardiyanti & Mora (2019), the main factor that can motivate women in entrepreneurship is not having a job. People who do not

have a job are more likely to carry out entrepreneurial activities than people who are already working. The motivations of women in entrepreneurship include wanting to be economically independent, being able to help meet family needs, optimizing places and free time to start entrepreneurship, having certain hobbies or skills that can be developed into a business, being motivated by seeing others succeed. (Setyoningrum & Herdawan, 2022). Based on the above understanding, it can be concluded that entrepreneurial motivation is a positive impetus that can be the basis of strength for someone to be moved to do entrepreneurial activities. Entrepreneurial motivation plays an important role in efforts to develop personal abilities in order to achieve business goals.

Entrepreneurial Interest

Peter F. Drucker in Kasmir (2011; 20) says that entrepreneurship is the ability to create something new and different. This definition implies that an entrepreneur is a person who has the ability to create something new, different from the others. Or able to create something different from what has been there before. Meanwhile, according to David E. Rye quoted by Sudaryono (2010; 34), an entrepreneur is someone who organizes and directs new businesses. Entrepreneurs must dare to take the risks associated with the business start-up process.

The term self-employed is often used interchangeably with the term entrepreneur. In various literature, it can be seen that the notion of self-employment is the same as entrepreneurship, although in the description there is a difference between the notions of entrepreneurship and self-employment.

From this it can be concluded that entrepreneurship is matters or efforts related to the creation of activities or businesses or business activities on the basis of their own will and or establishing a business or business with their own will and or ability. Entrepreneurial entrepreneurs are people who have entrepreneurial / entrepreneurial traits who generally have the courage to take risks, especially in handling their business or company based on their abilities. company based on their own ability or willingness.

RESEARCH METHODS

Hypothesis

H_0 = The Influence of Social Media on Business Interest Students at a Young Age

H_1 = There is no influence of social media on the business interest of students at a young age

Population and Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. This research is a hypothesis testing study that explains whether social media has an effect on students' business interest at a young age. The method used in collecting data is by distributing questionnaires to a group of respondents. The population that is the object of this research is people with an age range between 18-30 years. In this study using random sampling techniques, the respondents were taken randomly not bound by a rule.

Data Collection Technique

This study uses primary data, namely data obtained from surveys conducted through questionnaires distributed to respondents. The questionnaire used is a choice type with a scale that is given a score (value) for each category :

- 1 (strongly disagree),
- 2 (disagree),
- 3 (neutral),
- 4 (agree), and
- 5 (strongly agree).

Variables studied

1. Dependent Variable

The dependent variable is the variable that is influenced by the independent variable. This study uses the dependent variable Student Business Interest at a Young Age.

2. Independent Variables

Independent variables are variables that affect the dependent variable. In this study using the independent variable Social Media.

RESULT AND DISCUSSION

Questionnaire Return Rate

Respondents in this study who met the sample criteria were 40 respondents. The questionnaire was distributed 40 times to respondents or donors through the Google Forms link.

Description	amount	Percentage
Questionnaires sent	40	100%
Returned questionnaires	40	100%
Kuesioner yang tidak kembali	0	0%

Based on the table above, it illustrates the rate of return of questionnaires that have been distributed to 40 respondents. It can be seen that the questionnaires sent by the respondents were 40 or 100%, then the questionnaires returned from the respondents were 40 or 100% response rate and the questionnaires that were not returned were 0 or 0%. So the data processed were 40 respondents.

Respondent Characteristics

Respondents in this study are Indonesian citizens. The number of respondents used was 40 respondents. The characteristics of the respondents that the author obtained included name, gender, age, latest education level, current job, and origin of institution (university). Information regarding the characteristics of respondents needs to be included to obtain additional knowledge for the smooth running of the research. To describe the characteristics of the respondents in question, the following data are presented:

1. Characteristics Based on Gender

The gender characteristics of respondents can be grouped into two groups, namely male and female groups, for more details, it is presented in the form of a table below:

No.	Gender	Frequency of Respondents	Percentage (%)
1.	male	17	42,5%
2.	female	23	57,5%
Total		40	100%

Based on the table above, it can be concluded that the respondents used were male as many as 17 people or 42.5% and the respondents who were female were 23 people or 57.5%. So it can be concluded that the respondents who dominate are female respondents.

1. Characteristics of Respondents by Age

No.	Age	Frequency of Respondents	Percentage (%)
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1.	18 - 20 tahun	29	72,5 %
2.	21 – 30 tahun	11	27,5 %
Total		40	100%

Based on the table above, the results of the characteristics of respondents according to age were 29 respondents aged 18-20 years or 72.5% and 11 respondents aged 21-30 years or 27.5%. So it can be concluded that the dominating age of respondents is respondents aged 18-20 years.

2. Characteristics of Respondents Based on Last Level of Education

No.	Last Education Level	Frequency of Respondents	Percentage (%)
1.	SD/SMP	0	0
2.	SMA/SMK	34	85%
3.	Diploma	1	2,5%
4.	Sarjana (S1)	4	10%
5.	Pascasarjana (S2)	1	2,5%
Total		40	100%

Based on the table above, the results of the characteristics of respondents based on education level are obtained. Respondents with the latest high school / vocational high school education were 34 people or 85%, Diploma as many as 1 person or 2.5%, Bachelor (S1) as many as 4 people or 10%, Postgraduate (S2) as many as 1 person or 2.5%, while those with the last education SD / SMP there were no respondents. This shows that respondents whose last education is SMA / SMK are the most dominant.

3. Characteristics of Respondents Based on Current Employment

No.	Current occupation	Frequency of Respondents	Percentage (%)
1.	Students	38	95%
2.	Employee	1	2,5%
3.	Freelance	1	2,5%
Total		40	100%

Based on the table above, the results of the characteristics of respondents based on current employment are obtained. Respondents who came from among students were 38 people or 95%, employees as many as 1 person or 2.5%, freelance as many as 1 person or 2.5%. This shows that respondents who come from students dominate.

4. Characteristics of Respondents Based on Origin of Institution (University)

No.	Originating Institution (University)	Frequency of Respondents	Percentage (%)
1.	Universitas Negeri Medan	24	60%
2.	UMSU	3	7,5%
3.	Universitas Sumatera Utara	2	5%
4.	Universitas Pertamina	2	5%

5.	PTKI Medan	1	2,5%
6.	UINSU	1	2,5%
7.	Universitas Harapan	1	2,5%
8.	Universitas Syiah Kuala	1	2,5%
9.	Universitas Pancabudi	1	2,5%
10.	Universitas Malikussaleh	1	2,5%
11.	Universitas Teuku Umar	1	2,5%
12.	STAI Sumatera Medan	1	2,5%
13.	Tidak kuliah	1	2,5%
Total		40	100%

Based on the table above, the results of the characteristics of respondents based on the origin of the institution (university) are obtained. From this table it can be concluded that the respondents who dominate are respondents from Medan State University.

Research Instruments

Validity and Reliability Test

A study will be said to be valid if it meets the validity and reliability test standards. So to test the validity and reliability, the author uses analysis with SPSS 26 software following the test results:

1. Validity Test

The validity test is carried out to measure whether a questionnaire instrument is valid or not. According to Sugiyono (2017: 178) the validity test shows the degree of accuracy between factual data that occurs in the object of data collected by researchers to find the validity of an item and correlate the item with the number of items. The validity test in the study was carried out by comparing the calculated r value with the r table value. In obtaining r table, it is necessary to know the degree of freedom (df), so the degree of freedom (df) = $n-2$ in this case n is the number of samples. The results of the validity test of the social media influence variable are presented in the following table:

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3	27,93	16,225	,314	,834
X4	28,08	14,533	,656	,793
X5	27,88	16,574	,395	,824
X7	27,83	15,840	,509	,812
X8	28,85	12,797	,716	,779
X9	28,38	14,343	,683	,789
X10	28,08	14,276	,710	,786
X11	28,75	12,192	,562	,820

Based on the data obtained, the magnitude of the df value can be calculated: $40 - 2$ or $df = 38$ with alpha 0.05 (5%) obtained a table r value of 0.3120. The question item is declared valid if the value of r count $>$ r table.

Statement Item	R Count	R Table	Description
X3	0,314	0,312	Valid
X4	0,656	0,312	Valid
X5	0,395	0,312	Valid
X7	0,509	0,312	Valid
X8	0,716	0,312	Valid
X9	0,683	0,312	Valid
X10	0,710	0,312	Valid
X11	0,562	0,3120	Valid

Based on the comparison between the value of r count with r table, it can be concluded that all items for the variable influence of social media (X) are valid.

2. Reability Test

The reliability test is used to measure whether a questionnaire has a role as an indicator of the variable. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. In this study, the reliability test was carried out with the Cronbach's Alpha statistical test of each instrument in one variable. A variable is said to be reliable if it provides a Cronbach's Alpha value $>$ 0.6. The results of the reliability test in this study are presented as follows:

Reliability Statistics

Cronbach's Alpha	N of Items
,826	8

From the tests that have been carried out, the results are obtained as in the data above. The data obtained has undergone several item removals in order to obtain the largest Cronbach's Alpha, which is 0.826, so that the data can be said to be reliable because the Cronbach's Alpha value is $>$ 0.6 by obtaining several items from each variable. The data can already be used for regression testing.

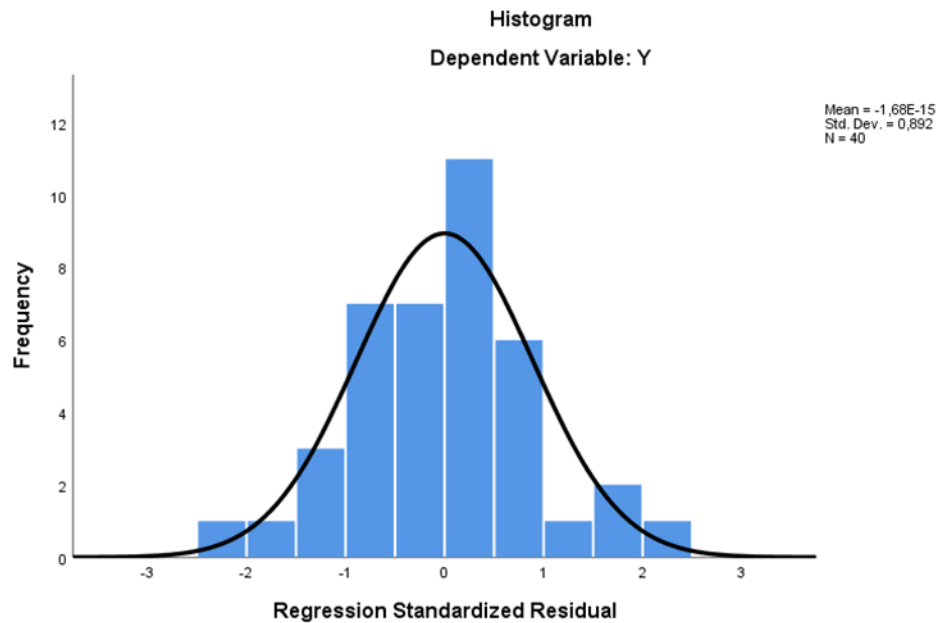
Classical Assumption Test

The regression equation model still needs to be tested to fulfil the BLUE (Best Linear Unbiased Estimator) criteria. The requirements of the BLUE criteria are Normality, Multicollinearity, and Heteroscedasticity.

1. Normality Test

Aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution or not. A good regression model is a model that has a normal or near normal data distribution. Normal data will be bell-shaped, not leaning in a particular direction. One way to examine the normality of data is with the Normal Probability Plot. If the data comes from a normal population, the data points will collect around a straight line through 0 and are not patterned.

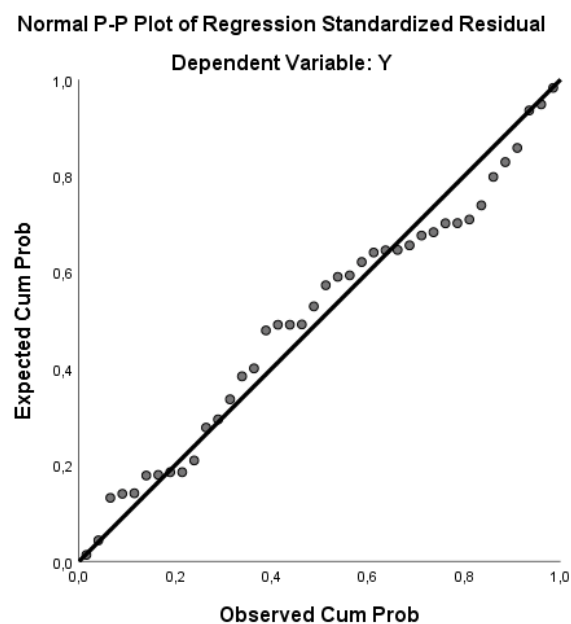
Histogram



Interpretation:

The results in the normality test of the histogram resulted in the shape of the curves rising, so it can be said that the pattern is normally distributed.

a. P-Plot



Interpretation:

The results in the P-Plot normality test produce a diagonal line, so it can be said that the pattern is normally distributed.

b. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,39317016
Most Extreme Differences	Absolute	,102
	Positive	,093
	Negative	-,102
Test Statistic		,102
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Interpretation:

If the Asymp. Sig. value is greater than 0.05, it can be concluded that the residuals spread normally and vice versa. From the results of the Kolmogorov smirnov method normality test, the result is 0.200, which means that it is normally distributed.

1. Multicollinearity Test

Aims to test whether the regression model found a correlation between independent variables (independent).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-2,103	,733		-2,870	,007		
X3	,385	,108	,353	3,574	,001	,805	1,242
X4	,049	,147	,044	,332	,742	,452	2,210
X5	,248	,161	,168	1,542	,133	,662	1,511
X7	,390	,140	,291	2,791	,009	,723	1,383
X8	-,078	,116	-,094	-,676	,504	,405	2,469
X9	,096	,152	,087	,631	,533	,415	2,409
X10	,307	,143	,274	2,144	,040	,481	2,079

X11	,104	,088	,161	1,174	,249	,416	2,403
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a. Dependent Variable: Y

Condition:

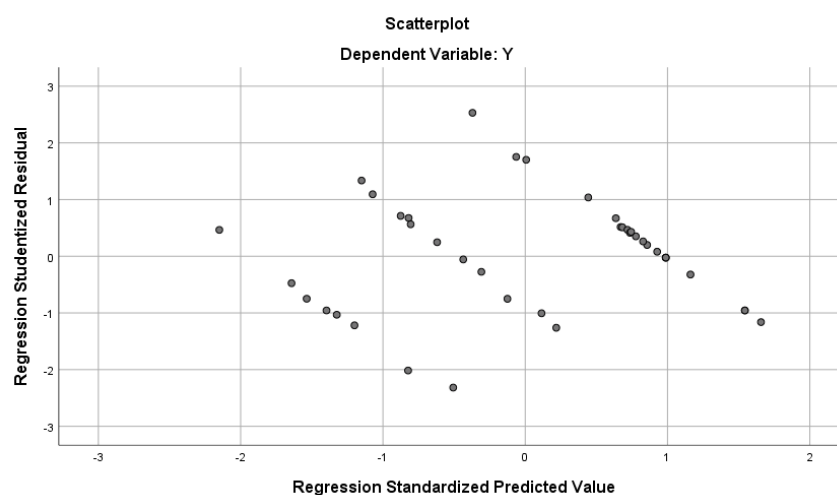
1. If the Tolerance value > 0.10 means there is no multicollinearity.
2. If the VIF value is < 10.00 , it means there is no multicollinearity.

Interpretation:

The multicollinearity test results for the tolerance value of 0.416 and the VIF value of 2.403, both of which indicate no multicollinearity.

2. Heteroscedasticity Test

Aims to test whether in the regression model there is an inequality of variance from the residuals of 1 observation to another.



Interpretation:

The results of the heteroscedasticity test of the scatterplot graph show that the points spread randomly and are scattered both above and below at 0 on the Y axis. This means that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

Multiple Regression Analysis

Multiple regression analysis aims to determine whether or not there is an influence of 2 or more independent variables (X) on the dependent variable (Y).

1. F-Test

Hypothesis Formulation

H_0 = There is an influence of social media (X) on the interest in doing business of students at a young age (Y)

H_1 = There is no influence of social media (X) on the interest in doing business of students at a young age (Y)

Basis for Decision Making

1. If the sig value < 0.05 then there is a simultaneous influence of variable X on variable Y.
2. If the sig value > 0.05 then there is no simultaneous influence of variable X on variable Y.

Hypothesis Testing

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18,746	8	2,343	12,049	,000 ^b
Residual	6,029	31	,194		
Total	24,775	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X11, X5, X3, X7, X9, X10, X4, X8

Based on the output above, it is known that the significance value for the effect of variable X simultaneously on variable Y is $0.000 < 0.05$ so it can be concluded that H0 is accepted, which means that there is an influence of social media (X) on students' business interest at a young age (Y).

2. Coefficient of Determation

The coefficient of determination serves to determine what percentage of the influence given by variable X simultaneously on variable Y.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,870 ^a	,757	,694	,441

a. Predictors: (Constant), X11, X5, X3, X7, X9, X10, X4, X8

Interpretation:

Based on the output above, the R Square value is 0.757. This implies that the effect of variable X simultaneously on variable Y is 75.7%.

CONCLUSION

This research is a study conducted to determine whether there is an Influence of Social Media on Student Business Interest at a Young Age. The hypotheses contained in this study are:

H0 = There is an Influence of Social Media on Student Business Interest at a Young Age

H1 = There is no influence of social media on the business interests of students at a young age

The method used in data collection is to distribute questionnaires to a group of respondents. The population that is the object of this research is people with an age range between 18 - 30 years. In this study using random sampling techniques, namely respondents were taken randomly not bound by a rule. This study uses primary data, namely data obtained from surveys conducted through questionnaires distributed to respondents. Respondents in this study were 40 people, consisting of 17 men and 23 women.

The results of the respondents' answers from the questionnaire were then tested using SPSS software. After testing, it was found that H0 was accepted, which means that there is an influence of social media on students' interest in doing business at a young age. In more detail, social media has an effect of 75.7% on students' business interest at a young age.

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