THE INFLUENCE OF ENTREPRENEURIAL MOTIVATION AND FAMILY ENVIRONMENT ON INTEREST IN ENTREPRENEURSHIP IN UNPAM ACCOUNTING STUDY PROGRAM STUDENTS

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Abstract

The main goal of this study is to investigate how entrepreneurial motivation and family environment impact the enthusiasm for entrepreneurship among students in the Unpam Accounting program. For this investigation, the Lemeshow formula was utilised, resulting in a sample size of 100 participants with a margin of error of 10%. The primary data for this study was gathered through surveys. The data was then analysed using SPSS version 26 software. The findings revealed that: 1) The individual effect of entrepreneurial motivation (X1) on the interest in entrepreneurship (Y) for Unpam Accounting students was positive and significant; 2) The individual impact of family environment (X2) on interest in entrepreneurship (Y) for Unpam Accounting students was also positive and significant; 3) Both entrepreneurial motivation (X1) and family environment (X2) together had a positive and significant impact on interest in entrepreneurship (Y) for Unpam Accounting students; and 4) The combined influence of entrepreneurial motivation (X1) and family environment (X2) on interest in entrepreneurship (Y) among Unpam Accounting students was 54%, leaving 46% potentially affected by external factors not explored in this study.

Keywords: Entrepreneurial Motivation, Family Environment, Entrepreneurial Interest

1. INTRODUCTION

According to the February 2023 statistics, Indonesia had 7.99 million unemployed persons, which was a decrease of approximately 410 thousand compared to the same month in 2022. Despite the lower unemployment rate in February 2023 compared to the previous year, it still remained higher than pre-pandemic levels. The number of unemployed individuals at the start of 2023 had risen by roughly 1.2 million when compared to February 2019.

According to data from BPS (Central Statistics Agency), the Ministry of Cooperatives and SMEs stated that only about 3% of the total population, which is currently approximately 8.06 million people, are entrepreneurs. This indicates a clear need for more individuals to start their own businesses in Indonesia. The intention behind encouraging more entrepreneurs in the country is to create additional job opportunities in order to reduce the current unemployment rate. Furthermore, this initiative has the potential to positively impact the economy at a local and national level. The Global Entrepreneurship Index (2015) also noted that Indonesia was ranked only 120th out of 130 countries, with an index of only 21.0. This shows that the development of entrepreneurship in Indonesia is lagging behind compared to other countries worldwide. The delay in business growth is due to the fact that Indonesians are not interested in starting their own businesses to become entrepreneurs. The

majority of Indonesians still hope to work as Civil Servants (PNS) or in State-Owned Enterprises (BUMN) and private companies. The lack of interest, especially among young people, both at home and abroad, particularly students, in becoming entrepreneurs is due to several reasons such as lack of motivation, lack of capital, fear of failure and loss, and lack of support from those close to them.

According to Herawati & Ermawati (2020), motivation serves as a catalyst for individuals to strive towards accomplishing their objectives successfully. It acts as the impetus or incentive for someone to engage in activities. Entrepreneurship pertains to a person's knack for spotting business prospects using available resources to make a profit and thrive. Hence, entrepreneurial motivation refers to the inner drive or yearning of an individual to cultivate novel concepts and innovatively harness existing resources in order to establish entrepreneurial avenues.

Entrepreneurial motivation plays a crucial role as establishing a business is a challenging feat that demands resilience, endurance, optimism, and belief in oneself to persist and bounce back from setbacks without losing hope (Aidha, 2017). Apart from motivation, another factor that influences young people's entrepreneurial interest is the family environment. According to Aini & Oktafani (2020), the family environment is the first and main influence on a child's behavior and development. The family environment is the first place of learning for children when they are young. What they experience at that time will definitely be absorbed quickly, whether positive or negative. Negative things must be eliminated so they do not become bad habits in the future. The family environment plays a significant role in the growth and development of children. Someone who has an entrepreneurial family background or an environment with entrepreneurial knowledge learned from childhood is certainly different from someone who does not. Anyone with an entrepreneurial family background will certainly be more confident in making decisions and taking risks. The aim of this research is to determine the influence of entrepreneurial motivation and the family environment on interest in entrepreneurship among Unpam Accounting study program students.

2. LITERATURE REVIEW

2.1. Entrepreneurial Motivation

Motivation is an encouragement to an individual that inspires them to carry out activities, including becoming a young businessman (Candi & Wiradinata, 2018). According to Yuritanto & Armansyah (2021), there are several indicators of entrepreneurial motivation, namely: (1) The desire to succeed, (2) The existence of encouragement in entrepreneurship, (3) The hope for the future, and (4) The existence of rewards in entrepreneurship.

2.2. Family Environment

According to Widyawati et al. (2022), The family setting plays a vital role in shaping a child's character, including their potential as an entrepreneur. It is the most influential social environment for a child. According to Indriyani & Margunani (2018), there are three indicators of the family environment, namely: (1) Parents providing understanding, (2) The profession of family members, and (3) The family's economic situation.

2.3. Interest in Entrepreneurship

According to Abror (2021) interest in entrepreneurship is a desire or interest that arises in individuals to create something new to fulfill their life needs through an integrated and organized process, so that it has value or added value. According to Risanti (2019), there are three indicators to measure interest in entrepreneurship, namely: (1) Interest in entrepreneurship, (2) Attention to matters related to entrepreneurship, and (3) Knowledge of entrepreneurship.
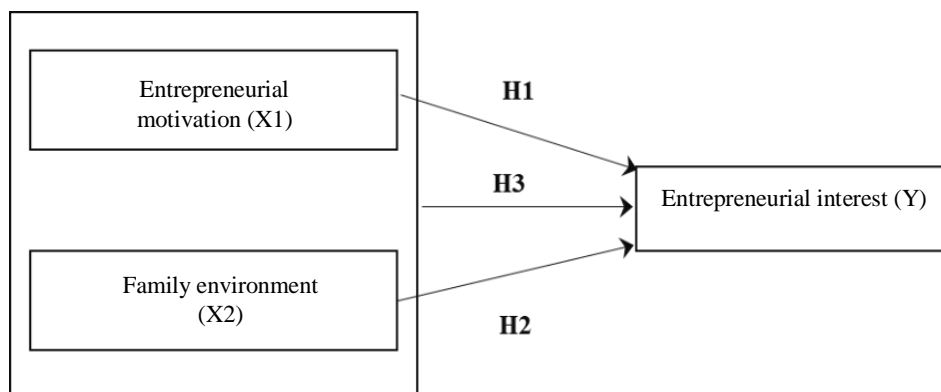
2.4. Conceptual Framework

Figure 1. Conceptual Framework

From the conceptual framework figure above, we can explain the hypotheses as follows:

H1: The motivation to become an entrepreneur plays a role in cultivating interest in entrepreneurship among students in the UNPAM Accounting Study Program.

H2: The influence of the family environment contributes to generating interest in entrepreneurship among students in the UNPAM Accounting Study Program.

H3: When both entrepreneurial motivation and family environment are present, they jointly have a positive impact on the interest in entrepreneurship among students in the UNPAM Accounting Study Program.

3. RESEARCH METHODS

This research was carried out in several stages. The first stage was observation, aiming to gather initial data regarding students' interest in entrepreneurship. The researchers conducted observations by distributing pre-research questionnaires. In the next phase, the research tool underwent testing to assess its accuracy and dependability. Following the experimentation, a concluding survey was created and scrutinized through multiple linear regression analysis using SPSS 26.0 software.

3.1. Research Design

This research utilised various techniques in linear regression analysis. The main objective was to investigate the connection between a single outcome variable (Y) and

several predictor variables (X). Data was gathered through an online survey distributed via Google Forms to acquire original data.

3.2. Population and Sample

The size of the population is undefined in this study, therefore the sample size of 100 participants was calculated using the Lemeshow formula with a margin of error of 10%.

3.3. Data Collection Instrument

The research instrument used several statements representing indicators for each research variable. To measure the responses, the researchers used a Likert scale ranging from 1 to 5.

3.4. Research Procedures

The researchers collected secondary data and distributed questionnaires to obtain primary data. After collecting responses from the respondents, the data was processed using SPSS version 26 to obtain research results.

3.5. Data analysis

Data analysis in this study used regression model parameter estimation. From this regression equation, testing was carried out to ensure the equation was as close as possible to the actual situation. The tests performed included descriptive statistical analysis, analysis requirement tests, classical assumption tests, and hypothesis testing.

4.   RESULTS AND DISCUSSION

4.1. Instrument Test

The validity test of the instruments in this research can be conducted by comparing the calculated correlation values with the critical values from the table for the degrees of freedom (df) = n-2, where n represents the number of respondents. An instrument is deemed reliable when the Pearson Correlation coefficient is positive, and the significance level (sig.) of the correlation is below 0.05 (α = 5%). According to the table illustrating the results of the validity test, the correlation values calculated go beyond the critical values indicated in the table, confirming the validity of all items mentioned. .

This study employs the Cronbach Alpha method to evaluate the trustworthiness of the tools. Tools are deemed reliable if they generate a score exceeding 0.70. The evaluation of reliability in this study was conducted using the SPSS software version 26. According to the results, the metrics for entrepreneurial motivation, familial impacts, and consumer enthusiasm for entrepreneurship all show reliability coefficients exceeding the acceptable level of 0.60. Hence, it can be inferred that the outcomes of this tool exhibit a strong level of reliability, suggesting that the findings are reliable.

4.2. Classical Assumption Test

After conducting various tests to check for normality, multicollinearity, and heteroscedasticity, it has been confirmed that all variables can be used effectively as measures and that the research model is free from multicollinearity. The information is

discovered to have a normal distribution, fulfilling the required traditional conditions for examining research hypotheses through the method of Multiple Linear Regression Analysis.

4.2.1. Multiple Linear Regression Test

The purpose of employing multiple linear regression analysis is to evaluate how independent variables influence the dependent variable. The results of the Multiple Linear Regression Test are presented in Table 1.

Table. 1 Multiple Linear Regression Coefficient Test Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta
1 (Constant)	1.189	1.945	
Entrepreneurship Motivation	.486	.118	.314
Family Environment	.662	.093	.544

a. Dependent Variable: Interest in Entrepreneurship

In the multiple linear regression table, the values in column B are interpreted as follows: the first row shows the constant (a), and the next row shows the coefficients of the independent variables. Upon reviewing the information presented in the table, one can derive a multiple linear regression equation as indicated below:

$$Y = 1.189 + 0.486X\_1 + 0.662X\_2$$

The following is an interpretation of the linear regression equation above:
1. Constant (a) = 1.189: This indicates that if entrepreneurial motivation (X1) and family environment (X2) are both equal to 0, the interest in entrepreneurship (Y) among Unpam Accounting Study Program students remains at 1.189.
2. Coefficient X1 (b1) = 0.486: According to this finding, there is a direct correlation between entrepreneurial motivation and interest in starting a business among students in the Unpam Accounting Study Program. Essentially, an increase in entrepreneurial motivation by one unit leads to a corresponding increase of 0.486 in the desire to pursue entrepreneurship, all other factors remaining unchanged.
3. A coefficient of 0.662 for X2 suggests that an improvement in the family environment factor will lead to a boost in entrepreneurial interest among students in the Unpam Accounting Study Program. In simpler terms, if the family environment factor goes up by one unit, interest in entrepreneurship will also rise by 0.662, assuming all other variables remain unchanged.

4.2.2. Partial Significant Test (t-test)

A study was carried out to investigate how much each independent variable used in this study can account for the dependent variable on its own. The assessment was done by comparing the calculated t-value with the critical t-value at a significance level of 5%. After analysing the data with SPSS, the following t-test outcomes were obtained.

Table. 2 t Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Berta	t	Say.
		B	Std. Error			
1	(Constant)	1.189	1.945		.611	.542
	Entrepreneurship Motivation	.486	.118	.314	4.103	.000
	Family Environment	.662	.093	.544	7.102	.000

a. Dependent Variable: INTEREST IN ENTREPRENEURSHIP

Based on Table 2 above, the partial regression testing results for each variable are as follows:

1. According to the findings of the study, the t-value for the factor of entrepreneurial motivation indicates that the observed t-value (4.103) surpasses the critical t-value (1.998) at a significance level of 0.000 < 0.05. As a result, Hypothesis 1 is validated, demonstrating that the factor of entrepreneurial motivation has a partially positive and significant impact on the enthusiasm for entrepreneurship among students in the Unpam Accounting Study Program. This aligns with research conducted by Fathiyannida and Erawati (2021), which shows that entrepreneurial motivation positively affects the entrepreneurial interest of accounting study program students at the UST Faculty of Economics. Additionally, research by Aini and Oktafani (2020) indicates that entrepreneurial motivation positively influences students' interest in entrepreneurship at the Faculty of Communication and Business, Telkom University. Conversely, if a student does not have high motivation towards entrepreneurship, their interest in entrepreneurship will indirectly decrease. However, different research results obtained in Riza's (2020) study show that entrepreneurial motivation does not have a significant effect on the entrepreneurial interest of students from the 2017-2019 class of the Surabaya State University Economic Education Study Program.

2. Family Setting (X2). The findings of the test revealed a t-value of 7.102 for the family environment factor, surpassing the t-table value of 1.998, indicating a significance level of 0.000 < 0.05. Consequently, Hypothesis 2 is confirmed, suggesting that the family environment has a substantial and positive impact on the enthusiasm for entrepreneurship among students of the Unpam Accounting Study Program. This aligns with the research carried out by Fathiyannida (2021), illustrating the constructive influence of the family atmosphere on the entrepreneurial interest of UST accounting students. This finding is also supported by research from Wahyuningsih (2020), which indicates that the family environment significantly influences STKIP PGRI Jombang students' interest in entrepreneurship. Additionally, Aini and Oktafani (2020) found that the family environment positively affects students' interest in entrepreneurship at the Faculty of Communication and Business at Telkom University. On the other hand, if a student does not have a supportive role model in their family environment regarding entrepreneurship, their interest in entrepreneurship will decrease. Different results obtained from Indriyani's (2019) research show that the influence of the family environment on students' entrepreneurial aspirations is not substantial.

4.2.3. Simultaneous Significant Test (F Test)

The significance of the regression model was determined by comparing the F-table value to the calculated F value. The probability value (P-value) of less than 0.00 suggests that the independent variables have a significant effect on the dependent variable. The F-test is used to examine the relationship between the independent and dependent variables.

Table. 3 F Test Results

ANOVA[a]

Model		Sum of Square	df	Mean Square	F	Say.
1	Regression	461.729	2	230.865	59.121	.000[b]
	Residual	378.781	97	3.905		
	Total	840.510	99			

a. Dependent Variable: Interest in Entrepreneurship
b. Predictors: (Constant), Family Environment, Entrepreneurial Motivation

The findings from the F-test in Table 3 indicate that there is a substantial impact of both entrepreneurial motivation (X1) and family background (X2) on the interest in entrepreneurship (Y) amongst students enrolled in the Unpam Accounting Study Program. The calculated F value of 59.121 surpasses the critical F value of 3.09, with a p-value of 0.000 (p < 0.05), confirming the support for hypothesis H3. This implies that both entrepreneurial motivation (X1) and family environment (X2) have a positive and noteworthy influence on the development of entrepreneurial interest (Y) in students within the Unpam Accounting Study Program. This discovery is consistent with previous studies by Damayanti (2023) and Anggraeni (2019), which highlight the significant impact of motivation and family environment on students' entrepreneurial aspirations.

4.2.4. Determination Coefficient (R^2)

The outcomes from the examination of the determination coefficient are visible in the subsequent table.

Table. 4 Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Squar re	Std. Error of the Estimate
1	.741[a]	.549	.540	1.976

a. Predictors: (Constant), Family Environment, Entrepreneurial Motivation

Based on the information provided in Table 4, it can be seen that the coefficient of determination for the acquisition value is 0.540. This statistic indicates that factors such as entrepreneurial motivation (X1) and family background (X2) play a key role in shaping the entrepreneurial aspirations of students enrolled in the Unpam Accounting Study Program, accounting for over half of the overall impact. The remaining portion of the influence, approximately 46%, is believed to stem from variables that have not been investigated in this particular study.

5. CONCLUSION

The research findings on factors impacting students' interest in entrepreneurship in the UNPAM Accounting Study Program reveal several key points. Initially, the level of entrepreneurial motivation (X1) plays a crucial role in sparking their interest in entrepreneurship (Y). The t-value of 4.103, which is higher than the t-table value of 1.998, along with a significance value of 0.000 below the 0.05 threshold, confirms this impact. Moreover, the family environment (X2) also significantly influences students' interest in entrepreneurship. With a t-value of 7.102 surpassing the t-table value of 1.998 and a significance value of 0.000, the research highlights the importance of this factor in shaping students' entrepreneurial aspirations.

Furthermore, it was discovered that both the drive to become an entrepreneur and the family background significantly contribute to the enthusiasm for entrepreneurship among students in the UNPAM Accounting Study Programme. The obtained F-value of 59.121 surpasses the critical F-table value of 3.09, showing a significance level of 0.000, below the established α value of 0.05. The combined impact of entrepreneurial motivation and family background accounts for 46% of the variation in students' interest in entrepreneurship, leaving the remaining 54% influenced by other unidentified factors.

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