



# **Analysis Of The Relationship Between The Use Of Social Media With Interest And Entrepreneurial Behavior Of Culinary Education Students At Semarang State University**

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**Abstract.** In addition to being a source of information and a means of communication, social media emerges with its various advanced features that support business development and make it easier for individuals to find out the turnover of business creations from interactions and communication with others on social media networks. This will encourage the creation of entrepreneurial opportunities both new and developing existing opportunities to meet consumer demand in the market. In this study, research was conducted on students as internet users in the majority group according to their age. According to the theory of uses and effects, social media will have an effect on its users, with this it is expected that students will grow their entrepreneurial interest and entrepreneurial behavior in line with the high use of social media. This study aims to analyze the relationship of social media use with entrepreneurial interest and entrepreneurial behavior of culinary education students at Semarang State University. The sample taken was 145 respondents determined using *probability sampling* technique. Data were collected using a questionnaire instrument. Data analysis using normality test, simple correlation test and multiple correlation test. The results showed a significant and positive relationship between the use of social media with an interest in entrepreneurship with a calculated  $r$  value of 0.429 which means it has a moderate level of relationship. The relationship between the use of social media with entrepreneurial behavior also shows a significant and positive relationship with a calculated  $r$  value of 0.428 with a level of relationship closeness included in the medium level. Similarly, the relationship of entrepreneurial interest with entrepreneurial behavior has a calculated  $r$  value of 0.603 which means it has a high level of relationship and shows a significant and positive relationship. Simultaneously significant relationship between the use of social media with entrepreneurial interest and entrepreneurial behavior with a value of  $R$  / correlation coefficient of 0.479 and the level of relationship closeness at a moderate level.

**Keywords:** Social media use, Entrepreneurial interest, Entrepreneurial behavior

## **INTRODUCTION**

The Indonesian Internet Providers Association (APJII) reported that in 2024 the internet percentage rate in Indonesia will reach 79.5% with an increase of 1.4% compared to 2023 whose internet usage rate was 78.19%. Based on age, the majority of individuals who surf cyberspace are gen Z who were born 1997-2012 with a percentage of 34.4% and millennials who were born 1981-1996 with a percentage level of 30.62%. In 2020, *Facebook* became the

most widely used social media, followed by the *messenger platform*, namely *WhatsApp*, then the *Instagram platform* and followed by the *TikTok platform* (Kemp, 2020). This increase in social media usage is inseparable from the pandemic that occurred in 2020 and the next few years. Gen Z, which the majority of social media users are college students and students who have to experience online learning at that time. This encourages them to use social media more frequently than other age groups.

The use of social media today is not only used as a means of entertainment, but social media can also be used as a means of developing business and even maintaining the existence of the business. Of course, social media also becomes an intermediary between business people and their consumers in communicating the products they sell as well as the profile that the business has. Social media has played a big role, especially for businesses that run their business online as well. The results of research by Destama, Astuti, & Hidayatulloh (2024) found that the use of social media actually has a positive and significant effect on sales levels with Instagram social media being the most commonly used platform for promotion and the most represented culinary type is heavy food. Instagram as an opportunity to increase the number of sales to be greater by effectively utilizing a variety of existing features such as videos or photos of characteristics so that customers are interested in buying. From this phenomenon, it can be concluded that the involvement of social media in communicating their business can develop their business in various aspects, such as increasing sales to increasing the existence of the business. The use of Instagram social media as a medium for business publication and promotion makes it easy to communicate business for business people so that they can develop their business.

Interest can be interpreted as a person's interest in a field and when engaging in various activities in that field there is a feeling of pleasure, therefore in general someone who is interested in becoming an entrepreneur will feel interested and tend to be happy with the entrepreneurial profession (Santoso & Oetomo, 2016). *Planned of Behavior* theory states that a person's behavior in an activity and also self-efficacy affect interest. Therefore, this study uses risk-taking courage, achievement motivation, and *self-efficacy* as indicators of entrepreneurial interest variables. Entrepreneurial behavior is an attitude such as a sense of ability to start a business and a decision to choose a career as an entrepreneur (Islami, 2015). Misra & Kumar (2000) explain that entrepreneurial behavior is attached to entrepreneurial interest and environment, population factors, personality factors, and situational factors. Personality factors include the *need for achievement*, *self-efficacy*, *locus of control*, and *instrument readiness*. According to David Mc Clelland, entrepreneurial behavior is seen in several ways, namely innovation, courage to take risks, managerial ability, and leadership. This indicator is also used in research conducted by Iskandar & Mulyati (2018), namely innovativeness, courage to take risks, hard work, flexibility to get along, managerial skills, and responsibility. Generating entrepreneurial interest and behavior is influenced by many factors. In addition to factors from within oneself, factors from the environment also take part in it. In accordance with *Social Cognitive Theory*, which is a theory with the idea that the social environment is where most human learning occurs. Humans are able to gain knowledge, rules, skills, strategies, beliefs, and behaviors by looking at other people. This social cognitive theory if applied to current students who are the millennial generation where various things can be accessed via the internet, students interact a lot with other people through social media, especially students affected by the co-19 pandemic who require distance learning.

APJII (Indonesian Internet Service Providers Association) revealed that the percentage of internet users in Indonesia reached 77.02% in 2021-2022. At the highest level, there is an age group of 13-18 years, almost all of which, namely 99.16%, are connected to the internet, then at the second level there is an age group of 19-34 years with internet penetration of 98.64% (Pahlevi, 2022). Undergraduate students usually have an age range between 18-25 years, with this data it can be interpreted that almost all students are connected to the internet and use social media. According to (Rahmawati et al., 2022) social media has a positive and significant effect on motivation, social media also has a positive and significant effect on entrepreneurial interest. This is also supported by other studies that are more in-depth not only about social media but about its use. Research conducted by Prasetio & Hariyani (2020) found that there is a relationship between motivation to use social media to interest in entrepreneurship, students who have motivation in using social media to the maximum can be followed by the emergence of great interest in entrepreneurship. Satrionugroho & Tomo (2020) also mentioned the results in their research, namely that there is an influence from the

use of social media on entrepreneurial interest in students. This means that by utilizing social media better, it will increase students' interest in entrepreneurship.

## METHODS

This study uses a quantitative research approach and is included in the type of correlational research. Data analysis in this study uses a quantitative data analysis approach. The quantitative approach is a research method used to examine certain populations or samples, which are generally randomly sampled and data collected using research instruments and then analyzed quantitatively / statistically with the aim of testing predetermined hypotheses. Quantitative data is data in the form of numbers and qualitative data that is quantified. The quantitative approach used to measure all independent variables and dependent variables using numbers processed through statistical analysis (Sugiyono, 2011).

This research is included in the type of correlational research because this research looks for the presence or absence of a relationship between one variable and another. According to Sukardi (2009) correlation research is a study that involves data collection actions to determine whether or not there is a relationship and the level of relationship between 2 or more variables. Jonathan Sarwono (2011) argues that correlation is an analytical technique which includes techniques for measuring *associations* or relationships (*measures of association*). Correlation is divided into 3 types, namely simple correlation, partial correlation, and multiple correlation. This research uses simple correlation and multiple correlation.

This study used 145 respondents consisting of 43 students of class 2019, 47 students of class 2020, and 55 students of class 2021 in the culinary education program at Semarang State University.

## RESULTS AND DISCUSSION

### A. Results and Discussion of the *Expert Judgement Validity Test*

Table 1. Overall Data of Aiken's V Validity Test Results of Social Media Usage Instrument

Grain	Aiken's V	Ket.
P1-P17	0,777778	High

In table 1. the results of the *Aiken's V* validity test on the entire social media usage instrument are 0.77 which is included in the high validity level

Table 2. Overall Data of Aiken's V Validity Test Results of the Entrepreneurial Interest Instrument

Statement	Aiken's V	Ket.
P1-P15	0,725926	High

In table 2. the results of the *Aiken's V* validity test on the overall instrument of entrepreneurial interest is 0.725 which is included in the high level of validity.

Table 3. Overall Data of Aiken's V Validity Test Results of the Entrepreneurial Interest Instrument

Statement	Aiken's V	Ket.
P1-P15	0,718519	High

In table 3. the results of the *Aiken's V* validity test on the overall instrument of entrepreneurial interest is 0.718 which is included in the high validity level.

## B. Results and Discussion Validity and Reliability Test

Table 4. Limited Class Validity Test Results Table

SUMMARY OF VALIDITY TEST SPSS SOCIAL MEDIA USAGE				
Item No.	r count	rtabel 5% (30)	Sig.	Criteria
Y1	0,59	0,361	0,001	VALID
Y2	0,359	0,361	0,052	NOT VALID
Y3	0,483	0,361	0,007	VALID
Y4	0,587	0,361	0,001	VALID
Y5	0,583	0,361	0,001	VALID
Y6	0,551	0,361	0,002	VALID
Y7	0,541	0,361	0,002	VALID
Y8	0,733	0,361	0	VALID
Y9	0,469	0,361	0,009	VALID
Y10	0,36	0,361	0,051	NOT VALID
Y11	0,593	0,361	0,001	VALID
Y12	0,632	0,361	0	VALID
Y13	0,532	0,361	0,002	VALID
Y14	0,345	0,361	0,062	NOT VALID
Y15	0,422	0,361	0,02	VALID
Y16	0,68	0,361	0	VALID
Y17	0,679	0,361	0	VALID

Based on table 4. It can be seen that the results of the validity calculation on the variable use of social media are 17 statements. For the value of r, the 95% confidence level or 5% significance can be found based on the number of respondents (N). because  $N = 30$ , the value of r table is 0.361. The *Pearson Correlation* results in the table above show that there are 14 statement items that have a value of  $r \text{ count} > r \text{ table}$  so that the statement is said to be valid and 3 statement items have a value of  $r \text{ count} < r \text{ table}$  so that the statement is said to be invalid and will be eliminated.

Table 5. Reliability Test Results Table

		N	%
Cases	Valid	30	100.0
	Excludeda	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Tabel 6. Reliability Statistics

Cronbach's Alpha	N of Items
.850	14

From the table above based on the results of data processing using SPSS, it can be seen that all statements on the variable use of social media are reliable. This is indicated by the overall *Cronbach alpha* value in the test is  $0.850 > 0.6$ . This shows that each statement used as a measuring tool is reliable and can be used for further research.

Table 7. Limited Class Validity Test Results Table

SUMMARY OF VALIDITY TEST SPSS INTEREST IN ENTREPRENEURSHIP				
Item No.	rcount	rtable 5% (30)	Sig.	Criteria
X1.1	0,77	0,361	0	VALID
X1.2	0,596	0,361	0,001	VALID
X1.3	0,46	0,361	0,011	VALID
X1.4	0,584	0,361	0,001	VALID
X1.5	0,539	0,361	0,002	VALID
X1.6	0,577	0,361	0,001	VALID
X1.7	0,437	0,361	0,016	VALID
X1.8	0,253	0,361	0,178	NOT VALID
X1.9	0,634	0,361	0	VALID
X1.10	0,573	0,361	0,001	VALID
X1.11	0,528	0,361	0,003	VALID
X1.12	0,598	0,361	0	VALID
X1.13	0,435	0,361	0,016	VALID
X1.14	0,581	0,361	0,001	VALID
X1.15	0,679	0,361	0	VALID

Based on table 6. it can be seen that the results of the validity calculation on the variable use of social media are 15 statements. For the value of  $r$ , the 95% confidence level or 5% significance can be found based on the number of respondents (N). because  $N = 30$ , the value of  $r$  table is 0.361. The results of *Pearson Correlation* in the table above

show that there are 14 statement items that have a value of  $r_{count} > r_{table}$  so that the statement is said to be valid and 1 statement item has a value of  $r_{count} < r_{table}$  so that the statement is said to be invalid and will be eliminated.

Table 8. Reliability Test Results Table

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Table 9. Reliability Statistics

Cronbach's Alpha	N of Items
.840	14

From the table above based on the results of data processing using SPSS, it can be seen that all statements on the entrepreneurial interest variable are reliable. This is indicated by the overall *Cronbach alpha* value in the test is  $0.840 > 0.6$ . This indicates that each statement used as a measuring tool is reliable and can be used for further research.

Table 10. Limited Class Validity Test Results Table

ENTREPRENEURIAL BEHAVIOR SPSS VALIDITY TEST SUMMARY				
Item No.	r <sub>count</sub>	r <sub>table</sub> 5% (30)	Sig.	Criteria
X2.1	0,742	0,361	0	VALID
X2.2	0.652	0,361	0	VALID
X2.3	0,716	0,361	0	VALID
X2.4	0,776	0,361	0	VALID
X2.5	0,747	0,361	0	VALID
X2.6	0,862	0,361	0	VALID
X2.7	0,603	0,361	0	VALID
X2.8	0,006	0,361	0,974	NOT VALID
X2.9	0,777	0,361	0	VALID
X2.10	0.590	0,361	0.001	VALID
X2.11	0,5	0,361	0,005	VALID
X2.12	0,644	0,361	0	VALID
X2.13	0,82	0,361	0	VALID
X2.14	0,76	0,361	0	VALID
X2.15	0,683	0,361	0	VALID

Based on table 8. it can be seen that the results of the validity calculation on the variable use of social media are 15 statements. For the value of  $r$ , the 95% confidence level or 5% significance can be found based on the number of respondents ( $N$ ). because  $N = 30$ , the value of  $r$  table is 0.361. The *Pearson Correlation* results in the table above show that there are 14 statement items that have a value of  $r \text{ count} > r \text{ table}$  so that the statement is said to be valid and 1 statement item has a value of  $r \text{ count} < r \text{ table}$  so that the statement is said to be invalid and will be eliminated.

Table 11: *Reliability Test Result Table*

		N	%
Cases	Valid	30	100.0
	Excludeda	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Tabel 12. Reliability Statistics

Cronbach's Alpha	N of Items
.925	14

From the table above based on the results of data processing using SPSS, it can be seen that all statements on the entrepreneurial behavior variable are reliable. This is indicated by the overall *Cronbach alpha* value in the test is  $0.925 > 0.6$ . This indicates that each statement used as a measuring tool is reliable and can be used for further research.

### C. Results and Discussion of Normality Test

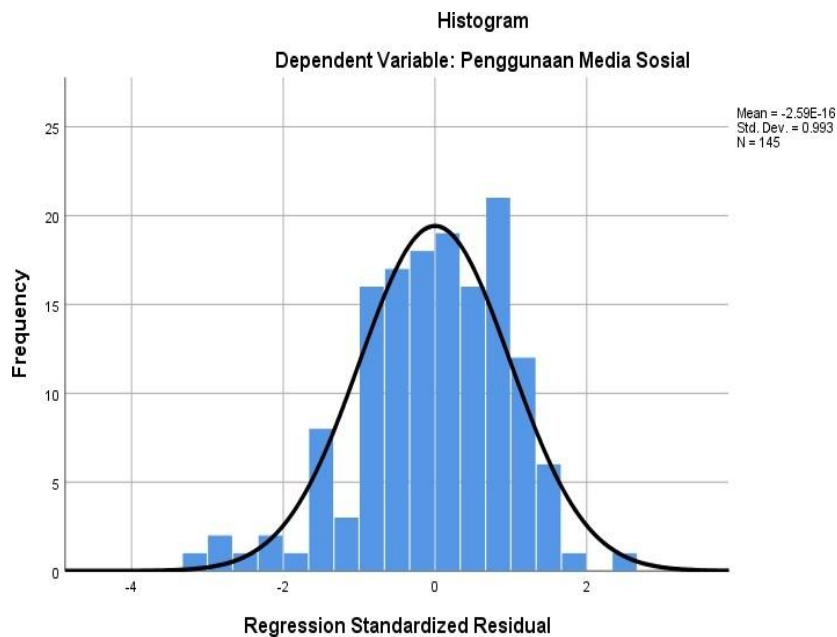


Figure 1. Histogram of Normality Test

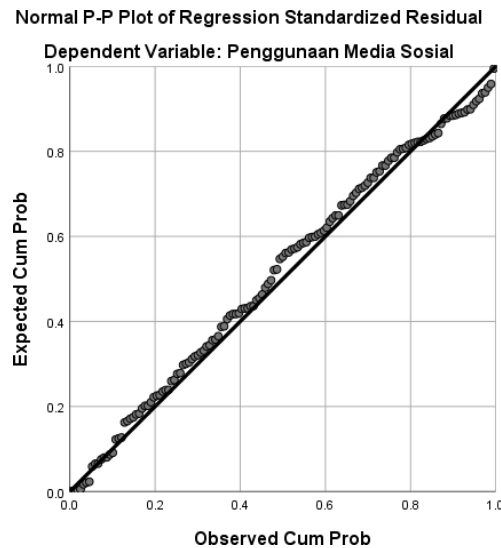


Figure 2. P-P Plot of Normality Test Results

The results of testing the normality of the normal P-P plot graph show that there are data points that spread around the diagonal line. From these results it can be concluded that the data in this study is distributed normally. Normal and the regression model fulfills the assumption of normality. These results are also supported by the normality test

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