



Determinants of Entrepreneurial Behavior

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Abstract

Entrepreneurial behavior is a real action that is ideally carried out by an entrepreneur because of the stimulus or stimulation in running a business. This research aims to determine the influence of social support, self-efficacy, and entrepreneurial motivation on entrepreneurial interest through entrepreneurial interest. The population in this study were 143 students from the Faculty of Economics and Business, Universitas Negeri Semarang who were self-employed or self-employed. This study used *total sampling*. The data collection technique in this research uses a questionnaire whose validity and reliability have been tested. Meanwhile, the data analysis techniques used include descriptive analysis, path analysis, and Sobel test. The research results show (1) social support, self-efficacy and entrepreneurial motivation influence entrepreneurial interest; (2) social support, self-efficacy and entrepreneurial motivation influence entrepreneurial behavior through entrepreneurial interest; (3) interest in entrepreneurship influences entrepreneurial behavior. It is hoped that this research can contribute to the development of science and test *the theory of planned behavior* related to entrepreneurial behavior as a basis for increasing student entrepreneurship.

INTRODUCTION

Entrepreneurship is an important component in a country's economic growth. Muhammad Rudy Salahuddin as Deputy for Digital Economy, Employment and MSME Coordination said that currently the government is targeting the entrepreneurship ratio to reach 4% by 2024. As is in accordance with Presidential Regulation (Perpres) Number 2 of 2022, concerning National Entrepreneurship Development (ekon.go.id, 2022).

However, if we look at the world's entrepreneurial ranking data based on the 2022 *Global Entrepreneur Index* (GEI) data, Indonesia is ranked 75th out of 137 countries in the world, with an entrepreneurial ratio of around 3.47% of the total population. Minister of Cooperatives and SMEs, Teten Masduki, said that this number was still very small compared to neighboring countries such as Singapore, which was recorded at 8.5% and Thailand at 4.5% of the total population (kemenkopukm.go.id, 2022).

Human resources (HR) are the main problem in overcoming the level of entrepreneurship. Improving the quality of education can be used as an effort to improve the human resources of Indonesian society. Students are a potential source of entrepreneurial development, because students are a generation that participates and plays an active role in competing in the world of work (Dewi & Susanti, 2021).

Universities have a strategic role in developing student potential. Universitas Negeri Semarang (UNNES) is one of the universities in Semarang, Central Java. UNNES's vision is to become a university with a world reputation and a pioneer of educational excellence with a conservation perspective (unnes.ac.id). With this vision, UNNES hopes that its graduates can develop their knowledge so that they are known internationally.

One way that can be taken is by becoming a successful entrepreneur and being able to create jobs so that he can reduce the level of educated unemployment. For this reason, UNNES has also implemented entrepreneurship learning in various

study programs. However, in reality, these efforts are not always balanced with students' entrepreneurial behavior.

This incident can be seen from the *tracer study data* of Universitas Negeri Semarang alumni for the 2021 graduate year, as follows:

Table 1. Tracer Study Data for 2021 Graduation Year, Universitas Negeri Semarang

Number of Students	Field of work	Amount	(%)
3,963	Educational Institutions	812	20.5%
	Industry world	1,347	34%
	Entrepreneur	484	12.2%
	Bank/Financial Services	634	16%
	Etc	686	17.3%
Amount		3,963	100%

Source: UNNES Student Affairs, 2021

The table of *tracer study* for Universitas Negeri Semarang students shows that the number of working students is dominated by students who work in the industrial world, namely 34%. Meanwhile, only 12.2% of students are entrepreneurs.

Other data that supports this phenomenon is the number of active students from the 2020-2022 class of Universitas Negeri Semarang who have become entrepreneurs, as shown in the following table:

Table 2. Universitas Negeri Semarang Student Entrepreneurship Data for the 2020-2022 class

Faculty	Number of Entrepreneurs	Number of Students	(%)
FIPP	79	3326	2.3%
FBS	155	4173	3.7%
FISIP	96	2986	3.2%
FMIPA	171	3497	4.8%
FT	309	3952	7.8%
FIK	68	1767	3.8%
FEB	143	4248	3.3%
F.H	125	2205	5.6%
Amount	1146	26,254	4.3%

Source: UNNES Student Affairs, 2023

Based on Table 2, the average number of Universitas Negeri Semarang students who have become entrepreneurs in each faculty has not yet reached 5%. And if you look at the percentage of students who are entrepreneurs at the Faculty of Economics and Business, it is relatively small, namely only 3.3%. Meanwhile, FEB students are equipped with a lot of knowledge and entrepreneurial skills, so they hope to be able to implement entrepreneurial behavior.

Definition of behavior, namely real actions or activities carried out by someone (Jogiyanto, 2007:25) . According to Jogiyanto (2007:25) interest is the desire that an individual has to do something. According to Lestari & Sukirman (2020), interest is considered to be able to see the factors that influence behavior.

In line with this research conducted by Tsou et al., (2023) which states that interest in entrepreneurship has a positive and significant influence on entrepreneurial behavior. Researchers use it as a mediating variable because they feel it is able to influence the relationship between the dependent variable and the independent variable.

Apart from interest in entrepreneurship, in entrepreneurship of course the role of social support is indispensable. According to Sahban *et al.*, (2016) social support is the extent to which an individual's assistance and connection with social groups that interact with him directly or indirectly makes the individual feel loved and/or cared for. This shows that when someone in running a business gets social support from people closest to them such as family, friends, colleagues, they will be more motivated or enthusiastic to run a business, because they feel they always have support which is perceived to be always available if needed.

This is in line with research conducted by Widiyanto & Yulianto (2023) revealed that social support has a positive and significant relationship with entrepreneurship. However, this is different from research conducted by OK et al., (2020) stated that social support had no effect on entrepreneurial behavior and research from Gunawa & Utomo (2023) stated that social support had a positive but not significant effect on entrepreneurship.

One of the intrinsic factors that influences a person's entrepreneurial behavior is self-efficacy. The term self-efficacy was first introduced by Albert Bandura, he defined self-efficacy as an individual's belief in his or her ability to carry out tasks or actions needed to achieve certain results (Ghufron, MN, & Risnawita, 2010:73) . Therefore, self-efficacy plays an important role in determining an individual's success in meeting certain demands such as entrepreneurship.

This is in line with research by Li, Cai *et al.*, (2020) which states that self-efficacy has a positive and significant effect on entrepreneurial behavior, however, research from Alessa (2021) states that self-efficacy has no effect on entrepreneurial behavior.

Motivation is also an intrinsic factor that influences entrepreneurial behavior. Motivation is the factors that exist within a person to move and direct his behavior to fulfill certain goals (Tewal et al., 2017: 114) . Someone will become an entrepreneur if they have strong motivation that drives their entrepreneurial actions (Sa'adah & Mahmud, 2019) .

The purpose of this study to analyze the effect of social support on entrepreneurial interest, analyze the effect of self-efficacy on entrepreneurial interest, analyze the effect of entrepreneurial motivation on entrepreneurial interest, analyze the effect of social support on entrepreneurial behavior through entrepreneurial interest, analyze the effect of self-efficacy on entrepreneurial behavior through entrepreneurial interest, analyze the effect of entrepreneurial motivation on entrepreneurial behavior through entrepreneurial interest and analyze the effect of entrepreneurial interest on entrepreneurial behavior.

RESEARCH METHODS

This type of research is quantitative research. The population in this study was 143 students from the Faculty of Economics and Business, Universitas Negeri Semarang who were entrepreneurs or were currently entrepreneurship. The sampling technique used was *total sampling* .

This research consists of three variables, namely the dependent variable, independent variable and mediating variable. The dependent variable in this research is entrepreneurial behavior, then the independent variables in this research are social support, self-efficacy and entrepreneurial motivation, while the mediating variable in this research is interest in entrepreneurship.

The data collection technique uses a questionnaire via Google Form with an alternative 5 Likert scale which has a gradation from very positive to very negative. Data validity techniques include validity tests and reliability tests. The data analysis used is descriptive statistical analysis, path analysis and Sobel test. In this research, there are three structural equations for path analysis.

First equation

$$X4 = \rho_1 X1 + \rho_2 X2 + \rho_3 X3 + e_1$$

Second equation

$$Y = \rho_1 X1 + \rho_2 X2 + \rho_3 X3 + e_2$$

Third equation

$$Y = \rho_4 X4 + e_3$$

Information:

Y = Entrepreneurial Behavior

X1 = Social Support

X2 = Self-Efficacy

X3 = Entrepreneurial Motivation

X4 = Interest in Entrepreneurship

α = Constant

ρ = Regression coefficient

e = Coefficient of error or variance of the dependent variable that is not explained by the independent variables.

RESULTS AND DISCUSSION

and Chang (2022) state that entrepreneurial motivation has a positive and significant effect on entrepreneurial behavior, however research from Alessa (2021) and Adeel et al., (2023) states that entrepreneurial motivation has no effect on entrepreneurial behavior.

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RESULTS AND DISCUSSION

Descriptive statistical analysis is used to describe research results from the variables of social support, self-efficacy, entrepreneurial motivation, and entrepreneurial interest. The following is a description of each research variable:

Table 3. Results Analysis Descriptive

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
Entrepreneurial Behavior	113	25	60	49.35	8,469
Social Support	113	28	60	47.24	9,086
Self-Efficacy	113	16	40	35.12	4,073
Entrepreneurial Motivation	113	20	50	43.01	6,614
Interest in Entrepreneurship	113	53	98	85.39	9,029
Valid N (listwise)					

Source: Processed data, 2024

Based on descriptive statistical analysis of the entrepreneurial behavior variable, it can be seen that the highest value is 60 and the lowest value is 25 out of 12 statements given. The average value of the entrepreneurial behavior variable is 49.35 or included in the good category with a standard deviation of 8.469. Thus social support is in the good category.

The results of the descriptive statistical analysis of the social support variable show that the highest value is 60 and the lowest value is 28 from the 12 statements given. The average value of the social support variable is 47.24 or included in the good category with a standard deviation of 9.086. Thus social support is in the good category.

The results of the descriptive statistical analysis of the self-efficacy variable show that the highest value is 40 and the lowest value is 16 of the

8 statements given. The average value of the self-efficacy variable is 35.12 or included in the very good category with a standard deviation of 4.073. Thus the cost of self-efficacy is in the very good category.

The results of the descriptive statistical analysis of the entrepreneurial motivation variable show that the highest value is 50 and the lowest value is 20 out of the 10 statements given. The average value of the entrepreneurial motivation variable is 43.01 or included in the very good category with a standard deviation of 6.614. Thus the motivation for entrepreneurship is in the very good category.

The results of descriptive statistical analysis of interest in entrepreneurship show that the highest value of the variable is 98 and the lowest value is 53 of the 20 statements given. The average value of the entrepreneurial interest variable is 85.39 or included in the very good category with a standard deviation of 9.029. Thus, interest in entrepreneurship is in the very good category.

The path analysis carried out in this research produces the following regression coefficients:

Table 4. Results of Regression Analysis of Interest Entrepreneurship as the Dependent Variable

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients			
			B	Std. Error	Sig.
(Constant)	23,077			3,694	,000
Social Support	,289	,060		,291	,000
Self-Efficacy					
Entrepreneurial Motivation	,747	,151		,337	,000
Interest in Entrepreneurship	,522	,092		,382	,000

a. Dependent Variable: Interest in Entrepreneurship

Source: Processed data, 2024

Based on the results of the multiple linear regression test in Table. 4, the following regression equation is obtained:

$$X_4 = 0.291 X_1 + 0.337 X_2 + 0.382 X_3 + e_1$$

Table 5. Results of Regression Analysis of Entrepreneurial Behavior as the Dependent Variable Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	-9.161	3,260		-2,810	,006
Social Support	,260	,053	,279	4,936	,000
Self-Efficacy					
Entrepreneurial	,603	,133	,290	4,531	,000
Motivation	,583	,081	,455	7,182	,000

a. Dependent Variable : Entrepreneurial Behavior

Source: Processed data, 2024

Based on the results of the multiple linear regression test in Table. 5, the following regression equation is obtained:

$$Y = 0.279 X_1 + 0.290 X_2 + 0.455 X_3 + e_2$$

Table 6. Results of Regression Analysis of Entrepreneurial Behavior as the Dependent Variable Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	5,674	4,767		1,190	,237
Interest in Entrepreneurship	,985	,092	,754	10,752	,000

p

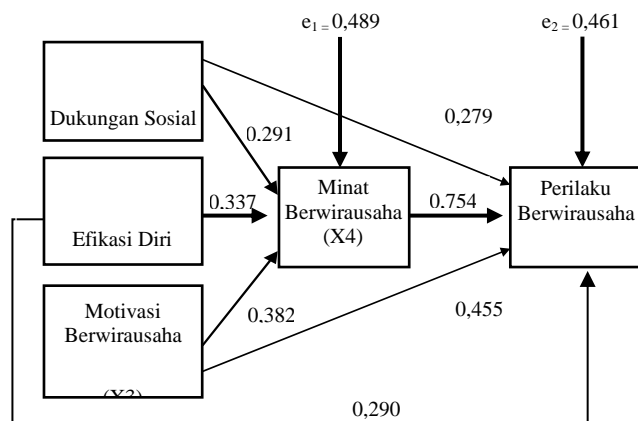
a. Dependent Variable: Entrepreneurial Behavior

Source: Processed data, 2024

Based on the results of the multiple linear regression test in Table. 6, the following regression equation is obtained:

$$Y = 0.754 X_4 + e_3$$

So the research model resulting from path analysis can be seen in the following picture:



The Sobel test carried out in this research can be seen in the following table:

Model	Sobel statistics	testSig.
Social Support	4,173	,000
Self-Efficacy	2,153	.031
Entrepreneurial Motivation	3,703	,000

Source: Processed data, 2024

Discussion

The Influence of Social Support on Entrepreneurial Interest

The research results show that social support has a significant positive effect on interest in entrepreneurship. This can be seen from the tcount, which is 4.845 with a significance level of 0.000, which shows that the tcount > t table and is significant <0.05. So H1 which states that there is a positive and significant influence of social support on students' interest in entrepreneurship at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. Apart from that, the magnitude of the influence of social support on interest in entrepreneurship is 8.47%.

The results of this research are in line with *the Theory of planned behavior (TPB)* which states that subjective norms are a person's perception or view of other people's beliefs which will influence their interest in carrying out or not carrying out the behavior being considered (Jogiyanto, 2007:42).

The results of this research are in accordance with previous research conducted by Neneh (2020) which proves that social support has a positive and significant influence on interest in entrepreneurship. So it can be concluded that social support has a positive and significant effect on the entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang

The Influence of Self-Efficacy on Entrepreneurial Interest

The research results show that self-efficacy has a significant positive effect on interest in entrepreneurship. This can be seen from the tcount, which is 4.956 with a significance level of 0.000, which shows that the tcount > t table and is

significant <0.05. So H2 which states that there is a positive and significant influence of self-efficacy on students' interest in entrepreneurship at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. Apart from that, the magnitude of the influence of self-efficacy on interest in entrepreneurship is 11.36%.

The results of this research are in line with *the Theory of planned behavior (TPB)*, which according to Ajzen (Jogiyanto, 2009:64) *perceived behavioral control* is a person's perception of how easy or difficult it is to realize a certain behavior. This is directly proportional to self-efficacy, which is an individual's belief in his ability to carry out something to achieve certain goals (Sari *et al.*, 2021)

The results of this research are in accordance with previous research conducted by Fiernaningsih *et al.*, (2023) and Ida Ketut (2020) which proves that self-efficacy has a positive and significant influence on interest in entrepreneurship. So, it can be concluded that self-efficacy has a positive and significant effect on the entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang.

The Influence of Entrepreneurial Motivation on Entrepreneurial Interest

The research results show that entrepreneurial motivation has a significant positive effect on entrepreneurial interest. This can be seen from the tcount, which is 5.673 with a significance level of 0.000, which shows that the tcount > t table and is significant <0.05. So H3 which states that there is a positive and significant influence of entrepreneurial motivation on the entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. Apart from that, the magnitude of the influence of entrepreneurial motivation on entrepreneurial interest is 14.59%.

The results of this research are in line with *the Theory of planned behavior (TPB)* where attitudes towards behavior are an evaluation of a person's beliefs or positive or negative feelings if they have to carry out the behavior that will be determined (Jogiyanto, 2007:36). This is directly proportional to motivation which is the reason or encouragement for

someone to be involved in entrepreneurial activities in order to achieve the desired goals.

The results of this research are in accordance with previous research conducted by Amaliah et al., (2021) and Sánchez & Sahuquillo (2018) which proves that entrepreneurial motivation has a positive and significant influence on entrepreneurial interest. So it can be concluded that entrepreneurial motivation has a positive and significant effect on the entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang.

The Influence of Social Support on Entrepreneurial Behavior through Entrepreneurial Interest

The results of the Sobel test on the social support variable obtained a t-count of 4.693912 with a significance value of 0.000 where the t-value obtained was greater than the t-table, namely 1.981180. The results obtained show that interest in entrepreneurship can mediate the influence of social support on entrepreneurial behavior. H4 which states that social support influences entrepreneurial behavior through entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. This means that interest in entrepreneurship can be a mediator between social support and entrepreneurial behavior.

The direct influence of social support on entrepreneurial behavior is 7.78%, while the indirect influence of social support on entrepreneurial behavior through entrepreneurial interest is 21.94%. Thus, the influence of social support on entrepreneurial behavior through entrepreneurial interest in total is $(7.78\% + 21.94\%) = 29.72\%$. The findings of this research show that the direction of the relationship is positive, meaning that the more social support you get, strengthened by interest in entrepreneurship, the higher the influence on entrepreneurial behavior.

The results of this research are in line with *the Theory of planned behavior (TPB)* that *subjective norms* will influence the interest in carrying out or not carrying out the behavior being considered (Jogiyanto, 2007:42). *Subjective norms* applied to social support in this research were proven to influence entrepreneurial behavior.

Research by Widiyanto & Yulianto (2023) proves that social support has an influence on entrepreneurial behavior. Based on what has been described above, it can be concluded that social support influences entrepreneurial behavior through the entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang.

The Influence of Self-Efficacy on Entrepreneurial Behavior through Entrepreneurial Interest

The results of the Sobel test on the self-efficacy variable obtained a calculated t of 2.215981 with a significance value of 0.031 where the t value obtained was greater than the t table, namely 1.981180. The results obtained show that interest in entrepreneurship can mediate the influence of self-efficacy on entrepreneurial behavior. H5 which states that self-efficacy influences entrepreneurial behavior through entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. This means that interest in entrepreneurship can be a mediator between self-efficacy and entrepreneurial behavior.

The direct influence of self-efficacy on entrepreneurial behavior is 8.41%, while the indirect influence of self-efficacy on entrepreneurial behavior through entrepreneurial interest is 25.40%. Thus, the influence of self-efficacy on entrepreneurial behavior through entrepreneurial interest in total is $(8.41\% + 25.40\%) = 33.81\%$. The findings of this research show that the direction of the relationship is positive, meaning that the higher the self-efficacy that is strengthened by the interest in entrepreneurship, the higher the influence on entrepreneurial behavior.

The results of this research are in line with *the Theory of planned behavior (TPB)* that perceived behavioral control is defined as the perceived ease or difficulty of carrying out a behavior. This is in line with research from Schmidt et al., (2018) which states that self-efficacy is a belief in one's ability to control the internal and external resources needed for business success.

Research by Shaheen & AL-Haddad (2018) proves that self-efficacy has an influence on entrepreneurial behavior. To achieve high levels of

entrepreneurial behavior, an interest in entrepreneurship must be preceded by an interest in entrepreneurship first, so the entrepreneurial behavior will be better. Based on what has been described above, it can be concluded that self-efficacy influences entrepreneurial behavior through the entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang.

The Influence of Entrepreneurial Motivation on Entrepreneurial Behavior through Entrepreneurial Interest

The results of the Sobel test on the entrepreneurial motivation variable obtained a t count of 4.052964 with a significance value of 0.000 where the t value obtained was greater than the t table, namely 1.981180. The results obtained show that interest in entrepreneurship can mediate the influence of entrepreneurial motivation on entrepreneurial behavior. H6 which states that entrepreneurial motivation influences entrepreneurial behavior through entrepreneurial interest of students at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. This means that interest in entrepreneurship can be a mediator between entrepreneurial motivation and entrepreneurial behavior.

The direct influence of entrepreneurial motivation on entrepreneurial behavior is 20.70%, while the indirect influence of entrepreneurial motivation on entrepreneurial behavior through entrepreneurial interest is 28.80%. Thus, the influence of entrepreneurial motivation on entrepreneurial behavior through entrepreneurial interest in total is $(20.70\% + 28.80\%) = 49.50\%$. The findings of this research show that the direction of the relationship is positive, meaning that the higher the entrepreneurial motivation that is strengthened by the interest in entrepreneurship, the higher the influence on entrepreneurial behavior.

The results of this research are in line with *the Theory of planned behavior (TPB)* which states that attitudes towards behavior can determine whether a specific behavior is carried out or not (Jogiyanto, 2007:41) . Attitudes towards behavior applied to entrepreneurial motivation in this research were

proven to influence entrepreneurial behavior. Interest is considered to be able to see the motivational factors that influence behavior.

Research by Alam et al., (2019) proves that entrepreneurial motivation has an influence on entrepreneurial behavior. Research by Setiaji (2018) it is shown that the internal factor influencing entrepreneurial interest is motivation. Thus, with high motivation followed by high entrepreneurial interest, individuals will become attracted and driven to engage in entrepreneurship. Based on the discussion above, it can be concluded that motivation influences entrepreneurial behavior through the entrepreneurial interest of students from the Faculty of Economics and Business at Universitas Negeri Semarang.

The Influence of Entrepreneurial Interest on Entrepreneurial Behavior

The research results show that interest in entrepreneurship has a significant positive effect on entrepreneurial behavior. This can be seen from the tcount , which is 10.752 with a significance level of 0.000, which shows that the tcount > t table and is significant <0.05. So H7 which states that there is a positive and significant influence of interest in entrepreneurship on the entrepreneurial behavior of students at the Faculty of Economics and Business, Universitas Negeri Semarang is accepted. Apart from that, the magnitude of the influence of interest in entrepreneurship on entrepreneurial behavior is 56.85%.

The results of this research are in line with *the Theory of planned behavior (TPB)* which states that interest or intention is the desire to carry out behavior, and according to Ajzen (Jogiyanto, 2007:31) interest can predict actions or behavior quite accurately. This shows that interest in entrepreneurship is felt to have an important role in influencing entrepreneurial behavior.

The results of this research are in accordance with previous research conducted by Oktavio et al., (2023) and Setiaji (2018) , which proves that interest in entrepreneurship has a positive and significant influence on entrepreneurial behavior. So, it can be concluded that interest in entrepreneurship has a positive and significant effect on the entrepreneurial

behavior of students at the Faculty of Economics and Business, Universitas Negeri Semarang.

CONCLUSION

Based on the research results, it can be concluded that social support, self-efficacy and entrepreneurial motivation influence entrepreneurial interest. Then social support, entrepreneurial efficacy and entrepreneurial motivation influence entrepreneurial behavior through entrepreneurial interest and entrepreneurial interest influence entrepreneurial behavior.

The suggestion from this research is that it is hoped that students will be able to utilize the social support they receive, increase their self-efficacy, entrepreneurial motivation and interest in entrepreneurship in order to achieve entrepreneurial behavior by getting used to taking part in entrepreneurial activities, such as seminars, *workshops*, entrepreneurial competitions, training or other activities. related to entrepreneurship organized by the campus or parties outside the campus. The campus provides more intensive training activities or entrepreneurship programs to students. Then further research can develop statements from the theory used and can expand the research variables beyond the independent variables contained in this research and show more about the use of mediating variables.

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