

## The Influence of Entrepreneurial Knowledge, Family Roles, and Social Media on Interest in Entrepreneurship with Self Efficacy as Mediator Variable

Kristin Wahyuni<sup>1✉</sup>, Heri Yanto<sup>2</sup>, Nina Oktarina<sup>3</sup>

<sup>1,2,3</sup>Postgraduate, Universitas Negeri Semarang, Indonesia

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### Abstract

Creation of spirit of entrepreneurship that is high on students' vocational beginning of their interest in entrepreneurship was itself so that should be fostered to develop the students of SMK. The emergence of interest in entrepreneurship does not appear so alone, but some factors influence it. The purpose of this study was to determine the role of entrepreneurial knowledge, the role of family, social media, and self-efficacy in increasing interest in entrepreneurship. This research uses a quantitative approach. The research population was 205 students of class XI of the Online Business and Marketing Expertise Program at State Vocational Schools throughout Jepara Regency with a sample of 136 respondents. Methods of data collection using a questionnaire. Analysis of data using analysis descriptive and analytical path. Results of the study showed that knowledge of entrepreneurship affects self-efficacy. Social media affects self-efficacy. The role of family influence on the knowledge of entrepreneurship. The role of the family does not affect self-efficacy. Self-efficacy affects an interest in entrepreneurship. Entrepreneurial knowledge affects an interest in entrepreneurship. Social media does not affect entrepreneurial interest. The role of the family has an impact on social media. Social media affects entrepreneurial knowledge.

✉ Correspondence :

Postgraduate, Universitas Negeri Semarang  
Kelud Utara III, Semarang 50237 Indonesia  
E-mail: kristinwahyuni7@students.unnes.ac.id

## INTRODUCTION

The era of the development of the industrial revolution 4.0 and the opening of the Asian market is a development that occurs so rapidly. The industrial revolution 4.0 needs to be addressed and faced, one of which is in education. One level of education being developed at this time is the Vocational High School (SMK) or vocational school. Minister of National Education Regulation No. 23 of 2006 on Graduate Competency Standards states that vocational schools (SMK) aim to enable students to master the competencies and entrepreneurial skills programs to meet the demands of the world of work and to follow education high by its vocational. Students are equipped with knowledge and skills on entrepreneurship so as expected the students have a spirit of entrepreneurship that is high.

The emergence of interest in entrepreneurship does not just appear, but some factors influence it. Hendro in Atmaja (2016:776) several factors influence interest in entrepreneurship, namely individual/personal factors, education, family encouragement, compulsion, and circumstances. One of the factors that influence the interest in entrepreneurship is entrepreneurial knowledge. Ermawati (2015:877) entrepreneurial knowledge has a very important role in entrepreneurial activities because entrepreneurial knowledge is the basis of entrepreneurial resources contained in individuals. Melyana (2015:10) entrepreneurial knowledge is the science, art and behavior, traits, characteristics, and character of a person who brings innovative ideas into the real world creatively.

Another factor that influences the interest in entrepreneurship is the role of the family. Kurniawan (2016:102) in this case the role of the family environment is very important to foster entrepreneurial interest, especially for students. The family environment is the environment in which children receive their first education. The family environment plays an important role as a guide for the child's future so that parents can directly influence interest in work for children in

the future, including for entrepreneurship. Agusmiati (2018: 881) according to Theory of Planned Behavior (TPB) entrepreneurship decisions are influenced by one of the external factors, namely the family environment. Their interest in entrepreneurship students will tin g gi because of the encouragement of the family.

Interest in entrepreneurship is also influenced by social media. Listiawati (2020:30) in the current era known as the industrial revolution 4.0 which reveals that anyone who can control information is the same as someone who controls the whole world. However, this technological advancement has not been fully utilized by students in entrepreneurship. There are still many students who only use social media for entertainment such as playing games, TikTok, Instagram.

Previous research on entrepreneurial knowledge, on entrepreneurial interest. Nugrahaningsih's research (2016:12) shows that knowledge has a significant effect on entrepreneurial interest in students of the Faculty of Economics at the University of 17 August 1945, Jakarta. Ermawati's research (2015:883) shows that the results of hypothesis testing partially show that entrepreneurial knowledge has a positive effect on interest in entrepreneurship. Alfaruk's research (2017:170) has no significant effect on entrepreneurial knowledge on entrepreneurial interest in Economics students at Muhammadiyah University of Sidoarjo.

Previous research on the role of the family on the interest in entrepreneurship. Indriyani's research (2018: 860) shows that "there is a significant influence of the family environment partially on the interest in entrepreneurship". Jailani's research (2017: 57) shows that there is a significant influence of the socioeconomic status of parents on the interest in entrepreneurship and there is an indirect effect of the socioeconomic status of the parents on the interest in entrepreneurship through self-efficacy. On the other hand, research by Ratumbusang (2015: 22) states that the role of parents does not significantly affect entrepreneurial readiness.

Previous research on social media on entrepreneurial interest. Alfaruk's research (2017:171) shows that there is an influence on the use of social media on the entrepreneurial interest of students of the Faculty of Economics, University of Muhammadiyah Sidoarjo. Amaruddin research (2020:33) states that social media does not play a positive role in the formation of students' polite character, but instead plays a role in disturbing and damaging their polite character.

Based on the results of the studies above, it was found that there were inconsistencies in the results or research gaps between one study and another. In connection with the inconsistency of these results, the researcher is interested in reviewing the variables of entrepreneurial knowledge, the role of family and social media on the interest in entrepreneurship by presenting another factor as a mediator, namely self-efficacy. Bandura (2000) self-efficacy (self-efficacy) an individual's beliefs about her ability to carry out the task or perform an action that is required to achieve a particular result.

## RESEARCH METHODS

The design of this study used an ex post facto design. The approach used in this study is a quantitative approach to find the direct and

indirect effects of variables, namely entrepreneurial knowledge, family roles, and social media on entrepreneurial interest through self-efficacy. In this study, the population was all students of class XI of the Online Business and Marketing Expertise Program at the State Vocational School of Jepara Regency which included 72 students of SMK N 1 Bangsri, 66 students of SMK N 3 Jepara, and 67 students of SMK N 1 Kedung so that the total population is 205 students. This study uses a technique proportional random sampling, the technique is used for all of the population has properties that homolog e n and a list of members of the population can be identified and prepared for certain. So in this study using a sample of 136 respondents. Data collection techniques using a questionnaire. The analysis technique data descriptive analysis and path analysis.

## RESULTS AND DISCUSSION

Descriptive analysis is a simple description of the data in this study, so that is why descriptive analysis is carried out first in the discussion, the aim is to know the initial picture of the results of this study. The basis of this descriptive analysis is the results of statistical calculations processed using the SPSS 25 program which is shown in the following table:

**Table 1.** Test Statistics

	N	Range	Min	Max	Sum	Std. mean	Deviation	Variance
Interest in entrepreneurship	136	21	39	60	6942	51.04	5.287	27,954
Self efficacy	136	26	39	65	7828	57.56	6.070	36,841
Knowledge entrepreneurship	136	18	27	45	5342	39.28	3.657	13,373
Family role	136	25	35	60	6996	51.44	5.397	29,122
Social media	136	36	29	65	7274	53.49	7.260	52,711
Valid N (listwise)	136							

Source: *Output* SPSS 25, 2021

A normality test was conducted to determine whether the data were normally distributed or not. Ghazali (2017) stated that the analysis of multivariate require test assumptions

and the most fundamental is the test of normality. The study's test of normality is done by using the help program IBM SPSS Amos version 22.

**Table 2.** Assessment of Normality

Variable	Min	max	skew	cr	kurtosis	cr
Family role	35,000	60,000	-,198	-,942	,032	,076
Social media	29,000	65,000	-,227	-1,080	-,127	-,301
Knowledge entrepreneurship	27,000	45,000	-,093	-,445	-,261	-,622
Self efficacy	39,000	65,000	-,573	-2,727	-0.059	-,140
Interest entrepreneurs	39,000	60,000	.044	,209	-,655	-1,560
Multivariate					19,189	13.373

Source: IBM SPSS Amos 22 Output, 2021

It can be seen from the results of the assessment of normality that the variable and multivariate are at  $-1.96 \leq cr \leq 1.96$  at a significance level of 0.05 (5%). The results on family roles are 0.076 on social media -0.301 on entrepreneurial knowledge -0.622 on self-efficacy -0.140 and entrepreneurial interest -1.560 so that it can be categorized that the data in this study is normally distributed.

Based on the test criteria to determine the model of the research is fit or worthy to do,

resulting that of the seven test criteria is found that there are two tests that marginal namely RMSEA and CMIN / DF. Although the RMSEA and CMIN / DF are accepted as marginal, several tests the feasibility of the model. The model is said to be feasible if at least one of the model's feasibility test methods is met (Hair, 1998). To make it easier to read the results of the study then served the table as follows :

**Table 3.** Summary of Goodness of Fit Index Test Results

The goodness of fit Indices	Cut of Value	Output	Information
Chi-Square Statistics	Expected small	2,159	fit
Probability	0.05	0.142	fit
RMSEA	0.08	0.093	marginal
GFI	0.90	0.994	fit
AGFI	0.90	0.905	fit
CMIN/DF	2.00	2,159	marginal
TLI	0.90	0.954	fit
CFI	0.95	0.995	fit

Source: Sports Data, 2021

Analysis of the research is to use analysis of lane or path analysis were then processed using the program IBM SPSS Amos 22. Election of the use of analysis of the path because variables are intervening in research this.

The use of analytics track will provide a picture that is more clear about the results of the study when compared with using analysis regression multiple.

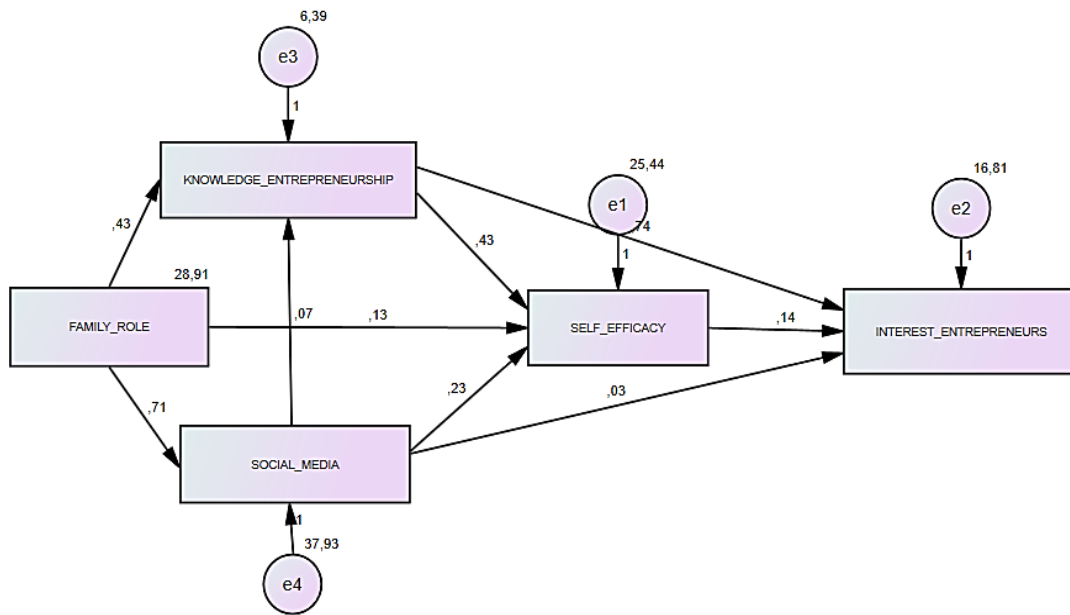


Figure 1. Path diagram in research

Based on the data contained in the tables Regression Weight at the top and with a look at the diagram lines are there then the equation of regression that is formed is as follows:

1. Interest in entrepreneurship = 0.74 entrepreneurial knowledge + 0.03 social media + 0.14 self efficacy.
2. Self efficacy = 0.43 entrepreneurial knowledge + 0.23 social media + 0.13 family roles

3. Entrepreneurial knowledge = 0.43 family roles
4. Social media = 0.71 family roles
5. Entrepreneurial knowledge = 0.07 social media.

Based on the model testing using path analysis in this study, the significance level of the estimation model was determined which can be used to test the research hypothesis by looking at the following table.

Table 4. Regression Weight

			Estimate	SE	CR	P	Label	Information
Social media	<--	Family role	,706	0.099	7,156	***	par_8	Be accepted
Knowledge entrepreneurship	<--	Family role	,428	0.048	9.008	***	par_3	Be accepted
Knowledge entrepreneurship	<--	Social media	,074	0.035	2.105	0.035	par_9	Be accepted
Self efficacy	<--	Knowledge entrepreneurship	,430	,172	2,502	0.012	par_1	Be accepted
Self efficacy	<--	Social media	,234	,072	3,267	.001	par_2	Be accepted
Self efficacy	<--	Family role	,130	,120	1.082	,279	par_4	Rejected
Interest in entrepreneurship	<--	Self efficacy	,143	0.070	2.051	0.040	par_5	Be accepted
Interest in entrepreneurship	<--	Knowledge entrepreneurship	,738	,117	6,326	***	par_6	Be accepted

		Estimate	SE	CR	P	Label	Information
Interest in entrepreneurship	<-- Social media	0.029	0.058	,497	,619	par_7	Rejected

Source: IBM SPSS Amos 22 Output, 2021

#### *The Effect of Entrepreneurial Knowledge on Self Efficacy*

Based on the results of the research of the table Regression Weight obtained a value of the probability of 0.012 the value that is less than 0.05, which indicates that the variable knowledge of entrepreneurial influence on the self-efficacy with such  $H_1$  accepted. Knowledge entrepreneurship is a provision that must be held for pioneering an effort, run, and develop it, with the knowledge of entrepreneurship can be a base that can increase the confidence in yourself (self-efficacy) students to start becoming an entrepreneur. Entrepreneurial knowledge is provided by the subject teachers of Product and Entrepreneurial Creativity (PKK) through learning and practice. Students are equipped and trained about entrepreneurship so that students in SMK all District Jepara Competency Skills Business Online and Marketing can increase the confidence capable of becoming perpetrators of entrepreneurs. It is by the results of research Gilani (2017: 55) states that knowledge about entrepreneurship is one of the requirements that are very important in affecting the interests of students in entrepreneurship. Apiatun (2019:1175) states that entrepreneurial knowledge has a positive and significant effect on the self-efficacy of Marketing students in class XII of SMK N 1 Slawi for the 2018/2019 academic year.

#### *The Effect of Social Media on Self Efficacy*

Based on the results of the research of the table Regression Weight obtained value of the probability of 0.001 the value that is less than 0.05, which indicates that the variable media of social influence on self-efficacy with such  $H_2$  is received. Media social which is used by both able to increase trust yourself someone included in entrepreneurship. Through the media of social students can establish a networking social that is more spacious, easy to get information just so

that the media social students confident and more trust yourself. Party schools can provide socialization and training the use of the media of social-related entrepreneurship that much better again so that students will be more easily and more convinced that they can become entrepreneurs are successful. It is by Anisa (2016: 5) states that students who get the material about the use of media social to increase self-efficacy students then will have efficacy themselves are tall and can encourage and foster the desire of students to utilize the media of social that exist to support the success of himself. Oktarina (2019) states the network of entrepreneurs demonstrated in establishing the relation of social, relationship intimate that closely with suppliers, institutions financial, and environmental governance.

#### *The Influence of Family Role on Entrepreneurship Knowledge*

Based on the results of the research of the table Regression Weight obtained value of the probability of 0,000 value that is less than 0.05, which indicates that the role of family influence on the knowledge of entrepreneurship to thus be concluded that  $H_3$  is accepted. The role of the family is the basis of the education of children because children's first time to grow and flourish in the family. Through the family, students can learn about everyday life in the family, such as through the work of parents. If students have parents who work or have businesses that are not directly every day the students that participated plunge and learn about entrepreneurship so that students know about entrepreneurship. Almost 50% of students with competence in Online Business and Marketing skills at State Vocational Schools in Jepara Regency come from entrepreneurial families so that through their families students can also gain entrepreneurial knowledge.

Santoso (2020:22) states that family education is the initial space for inculcating the

character and interest of its members in entrepreneurship. Families even provide knowledge and skills in the field of entrepreneurship. When the majority of large families to work as an entrepreneur or own a business, it is a great possibility of it directly or not directly will provide knowledge to his offspring.

#### *The Influence of Family Role on Self Efficacy*

Based on the results of the research of the table Regression Weight obtained value of the probability of 0.279 the value of the more substantial than 0.05 so that case this indicates that the variable role of the family is not an effect on self-efficacy with such  $H_4$  was rejected. The role of the family that is thought to have an effect on entrepreneurial knowledge, based on research, states that it does not affect. Umrani (2019: 1291) states that the desire to give that much better life family require efficacy themselves are high, for example, has Convictions strong on the ability of its own to complete the task difficult to achieve the rewards are greater than in the end benefit the family.

But the research in SMK all District Jepara on the competence of expertise Business Online and Marketing found that the role of the family is not an effect on self-efficacy of this means that the role of the family does not impact so significantly on self-efficacy of students. To the importance of understanding the parents in giving motivation to the child to increase the sense of trust themselves, especially in entrepreneurship. This is in line with Baskara research (2018:28) which states that the family variable has a dominant influence on entrepreneurial interest and is not proven.

#### *The Influence of Self Efficacy on Interest in Entrepreneurship*

Based on the results of the research of the table Regression Weight obtained value of the probability of 0,040 value that is less than 0.05, which indicates that the variables of self-efficacy influence the interest in entrepreneurship with such  $H_5$  accepted. Self-efficacy is a belief in yourself and trust someone to capabilities that exist within himself to finish a job and facing all the problems which eventually will affect the way people in overcoming the problems mentioned.

Through self-efficacy then will arise trust and encouragement, including in entrepreneurship.

Mugiyatun (2020) states that there is the influence a positive and significant between self-efficacy against the interest in entrepreneurship. Setiawan (2019) in his research states that self-efficacy has a positive and significant effect on intention. Praisti (2018) states that self-efficacy affects an interest in entrepreneurship.

#### *The Influence of Entrepreneurial Knowledge on Interest Entrepreneurship*

Based on the results of the research from the Regression Weight table, the probability value of 0.000 is obtained, the value is less than 0.05, which indicates that entrepreneurial knowledge affects an interest in entrepreneurship, thus  $H_6$  is accepted. Knowledge of entrepreneurship at the School of Secondary Vocational (SMK) is obtained through experience directly or not directly. Knowledge is directly obtained through the involvement of students in the training of entrepreneurship, while it does not direct the students to learn the concepts of entrepreneurship in the process of learning in the classroom. Currency lesson PKK is one of the eyes of subjects are taught in the curriculum of the educational level of vocational one of them the competence to BDP. This is by research by Nugrahaningsih (2016:15) which shows that knowledge has a significant effect on entrepreneurial interest in students of the Faculty of Economics at the University of 17 August 1945, Jakarta. Ermawati (2015: 882) shows the contribution of the influence of entrepreneurial knowledge on interest

significant entrepreneurship that is equal to 21.16%. Agusmiati (2018:878) states that entrepreneurial knowledge has a negative and insignificant effect on interest in entrepreneurship.

#### *The Influence of Social Media on Interest in Entrepreneurship*

Based on the results of the research from the Regression Weight table, a probability value of 0.619 is obtained, the value is more than 0.05, so this indicates that social media variables have no effect on entrepreneurial interest, thus  $H_7$  is

rejected. This shows that the results of hypothesis testing indicate that social media does not affect entrepreneurial interest. The results are consistent premises n research Prasetyo (2020: 43) based on the results of the analysis on the variable partial use of social media does not significantly affect the interest entrepreneurship. If the use of social media is high, it will be followed by high interest in entrepreneurship and vice versa for low use of social media will be followed by low interest in entrepreneurship.

*The Influence of the Role of the Family on Social Media*

Based on the results of table Regression Weight obtained value of the probability of 0,000 value that is less than 0.05, which indicates that the variable role of family influence on the media social to thus be concluded that  $H_8$  is received.

Amaruddin (2020:41) states the role of the family as an evaluation. Evaluation is done by way of doing controls with direct and agrees behavioral manners and no manners, conduct surveillance with a comprehensive ( family, school, media, and social ). Pratiwi (2018:41) states that family interactions play an important role in building family structures. People older holding role which is very important in the process of development of the child. Supervision of the parent can be one of the solutions to minimize errors in the use of media social.

*The Influence of Social Media on Entrepreneurship Knowledge*

Based on the results of the research from the Regression Weight table, a probability value of 0.035 is obtained, the value is less than 0.05, which indicates that social media affects entrepreneurial knowledge, thus it can be concluded that  $H_9$  is accepted. This research is in line with Rahayu's research (2018:214) which states that there is an influence of variables on the use of social media on entrepreneurship in STIE IPWIJA students. Research Mummies (2020) stated media social in the context of entrepreneurship has a potential big for literature on entrepreneurship to expand the knowledge about the topic that is already established and to expand the literature by inserting the topic of new or little that is considered in the study of

entrepreneurship. Yanto (2021:7) states that the function of information technology is to provide a system for the implementation of learning.

## CONCLUSION

Based on the results of the research and discussion that have been described, it can be concluded that entrepreneurial knowledge affects self-efficacy. Social media affects self-efficacy. The role of family influence on the knowledge of entrepreneurship. The role of the family does not affect self-efficacy. Self-efficacy affects an interest in entrepreneurship. Entrepreneurial knowledge affects an interest in entrepreneurship. Social media does not affect entrepreneurial interest. The role of the family on social media. Social media affects entrepreneurial knowledge.

The parents can give attention and motivation for children to become better especially to increase interest in entrepreneurship. For students to be able to take advantage of media social with good, so it is not only used to access games, videos, and social media alone but can be used to add to the knowledge of entrepreneurship.

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