



The Influence of Social Media, Family Environment, and Self-Efficacy on Students' Entrepreneurial Intentions at Nusa Cendana University

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Abstract

One of the crucial problems faced by various regions is the low interest in entrepreneurship. Based on this problem, one of the right solutions is to develop an interest in entrepreneurship through the Theory of Planned Behavior. The research focus was on millennial entrepreneurial intentions with a sample of 116 people. This research is quantitative research with the expo facto method and uses path analysis as an analysis technique (Amos 21). This research also meets the research requirements for both pre-research test and instrument testing.. Based on this analysis, the results obtained show that there is a positive and significant direct influence (x1 and x2) except x3 on Y (only has a positive influence but not sig). The same thing can also be seen in the indirect effect where efficacy can be a positive and significant mediator, both in the family environment and on social media. Based on these results, it can be concluded that these three variables can make a good contribution to the development of interest in entrepreneurship.

Abstrak

Salah satu permasalahan krusial yang dihadapi berbagai daerah adalah rendahnya minat berwirausaha. Berdasarkan masalah tersebut salah satu solusi yang tepat adalah dengan mengembangkan minat berwirausaha melalui Theory of Planned Behavior. Adapun fokus penelitian tertuju pada niat berwirausaha muda dengan sampel sebanyak 116 orang. Penelitian ini merupakan penelitian kuantitatif dengan metode expo facto dan menggunakan analisis jalur sebagai teknik analisisnya (Amos 21). Penelitian ini juga telah memenuhi syarat penelitian baik uji pra syarat penelitian maupun uji instrumen. Berdasarkan analisis tersebut diperoleh hasil bahwa terdapat pengaruh langsung yang positif dan signifikan (x1 dan x2) kecuali x3 pada Y (hanya mempengaruhi positif tetapi tidak sig). Hal serupa juga terlihat pada efek tidak langsung dimana efikasi dapat menjadi mediasi yang positif dan signifikan, baik di lingkungan keluarga maupun media sosial. Berdasarkan hasil tersebut dapat disimpulkan bahwa ketiga variabel tersebut dapat memberikan kontribusi yang baik terhadap pengembangan minat berwirausaha.

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INTRODUCTION

Poverty is one of the classic problems faced by various countries, both developed and developing countries. This problem will affect various aspects, starting from the level of education, health and food conditions, unemployment, income, and others (Tackie, 2021). In line with that, several other factors can determine economic conditions (poverty) such as quality of life, economic growth, and employment opportunities (Prayoga et al., 2021; Priseptian & Primandhana, 2022). Based on this explanation, one of the right solutions to overcome poverty is entrepreneurship, where entrepreneurship will drive the economy in various fields and sectors. In addition, entrepreneurship can also spur economic growth. This can be seen from the amount of taxes and employment available from entrepreneurship development. Entrepreneurship itself is not a new thing, where entrepreneurship was first introduced by Richard Castillon in 1755. Based on the process, entrepreneurship has developed far and many factors can influence it. The development of various factors will encourage entrepreneurship to grow faster in various countries. But in reality, entrepreneurship in Indonesia is still in a bad condition. This can be seen from the small number of entrepreneurs and the low interest in entrepreneurship. Therefore, it is necessary to make efforts to stimulate interest in entrepreneurship, especially among young people. One of the efforts that can be made to increase interest in entrepreneurship from an early age is to stimulate various forming factors. Ajzen, (2005) in Theory of Planned Behavior explains that interest is influenced by background factors (personal, social, and information) which will form behavioral beliefs, normative beliefs, and control beliefs, which will encourage attitudes toward the behavior, Subjective norms, and Perceived behavioral control which will affect intentions as well as the actions we usually do. A brief description of this theory is explained in the following figure:

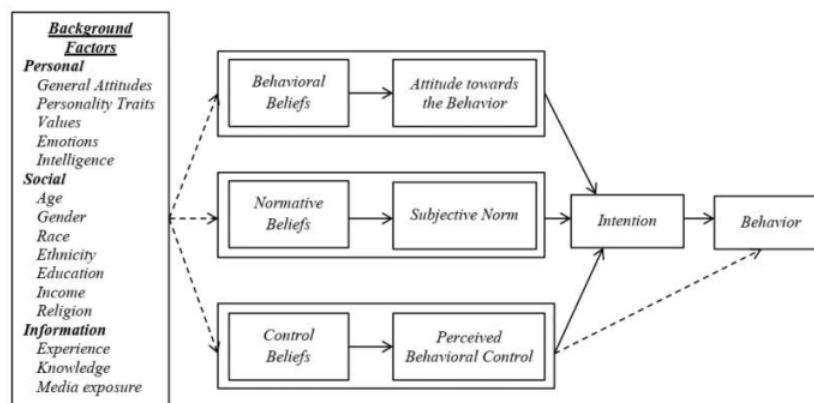


Figure 1. The Theory of Planned Behavior

Source : The Theory of Planned Behavior (Ajzen, 1991)

Based on the explanation of the theory above, researchers are interested in 3 points of background factors, namely personal, social, and information. On personal factors, researchers focused on values, especially self-efficacy, social factors, focused on ethnicity, especially on family environment, and information factors, which focused on media exposure, especially social media. In the process, each factor has a different role and contribution, one factor that has a special role is the family environment. This environment is crucial for children's development because parents are a model for the development of children's behavior, where children will follow and imitate the viewpoints, mindsets, and values shared by parents (Laksmi et al., 2018). Families, especially parents, have an important role in the development of self-efficacy in children by providing good social support and acceptance to their children (Hasanah, 2019). In addition, the role of parents can also be seen in the amount of support given by parents to children, which not only affects motivation but also social and emotional development and even self-efficacy (Bandura, 1997; Wardani et al., 2019).

In addition to the family environment, children's interaction with social media is an important factor that can influence interest in entrepreneurship. Entrepreneurs or better known as entrepreneurs in the current era have transformed into e-entrepreneurs. This can happen because entrepreneurship can no longer be separated from various types of internet-based applications. This will encourage its use to master information technology so that it can facilitate business managers through various online sites, online applications, e-commerce websites, and

various technology-based business models (Abdelfattah, Al, et al., (2022)). Based on this, it is not wrong to say that social media is an interactive method that offers various forms of communication, information, values, knowledge, and ethics related to products and services (Drummond et al., 2018; Gavino et al., 2019). It is this convenience that makes social media an important factor in developing entrepreneurial interests.

In line with social media, self-efficacy is also an important factor that can influence interest in entrepreneurship. It is as described by Ajzen, (2005) who defines self-efficacy as a person's feeling or ability to do something that you want to achieve (do). Based on this, it can be understood that efficacy will encourage someone to focus more on starting an activity or job where one of them is an entrepreneurial activity. This is in line with the statement (Maftuhah & Suratman, 2017) with high self-efficacy, it will make someone creative, and greater to pursue business opportunities.

The description of this research is strengthened by various previous studies. One of them is Hieu & Loan, (2022) where in his research he explained that the family environment can foster an interest in entrepreneurship. In line with that Dewi et al., (2021) also explained that social media can help students in fostering an interest in entrepreneurship. Final, Maftuhah & Suratman, (2017) also explained that efficacy can encourage increased interest in entrepreneurship. This research also has differences, especially with previous research, where this research uses the factors closest to students and takes locations with an alarming level of entrepreneurship. This research provides a foundational framework for the development of diverse strategies aimed at fostering entrepreneurial interest, particularly within the Kupang region. Hence, researchers aim to investigate the direct and indirect impacts of social media, family environment, and self-efficacy on entrepreneurial intentions. This inquiry serves as the foundation for the study titled "The Influence of Social Media, Family Environment, and Self-Efficacy on Students' Entrepreneurial Intentions at Nusa Cendana University".

METHODS

Based on the studies and problems above, the researcher focuses on seeing how the influence of the family environment, social media, and self-efficacy has on the interest in entrepreneurship both directly (the influence of x_1 on y , x_2 on y and x_3 on y) and through mediating variables (x_3). The picture of the framework is explained in the graph below:

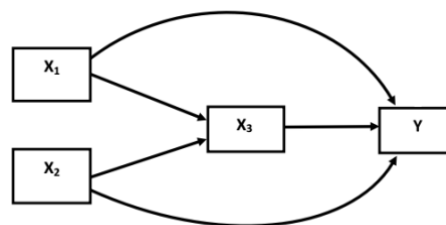


Figure 2. Path analysis

Source: processed by AMOS

Where based on this explanation, researchers focused on quantitative research with the expo facto method and used path analysis as an analytical technique (Amos 21). The instrument in this study used a questionnaire that was distributed to 116 respondents (total respondents obtained from the Slovin formula with a total population of 163 and sig 0.05) with detailed statements namely X_1 as many as 32, X_2 as many as 21, X_3 as many as 12, and Y as many as 11, where all indicators have been declared valid and reliable.

Tabel 1. Operational Definition

No	Operational Definition	Indicator	Total
1	Family Environment (X ₁)	1. The relationship in the family 2. Useful family activities 3. Mentality in entrepreneurship 4. Mini company in the family 5. Treatment and family services (Wasty Soemanto, 2008)	32
2	Social Media (X ₂)	1. Frequency of social media use 2. Ease of self-appreciation 3. Benefits of social media 4. Effectiveness (Supeni & Efendi, 2017)	21
3	Self Efficacy (X ₃)	1. Magnitude 2. Strength 3. Generality (Bandura, 1997)	12
4	Entrepreneurial Intention (Y)	1. Self-confident 2. Task and result oriented 3. Risk 4. Leadership 5. Originality 6. Future oriented (Kirana et al., 2018)	11

In this study, the data is said to be feasible because it has been tested with classical assumptions so that it meets the requirements for carrying out path analysis. In addition, in this study, it will also be seen how direct and indirect influences all variables have.

RESULT AND DISCUSSION

Based on the problems and data that have been collected, the results of the research analysis are obtained which consist of 2 subs, while sub-I is explained as follows:

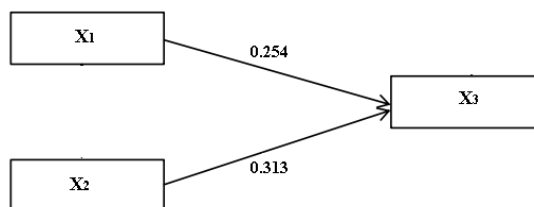


Figure 3. Hypothesis Sub I

Source: Output SPSS which has been processed

In Figure 4.1 it is explained that x₁ has a value of 0.313 with a sig value of 0.001 while x₂ has a value of 0.254 with a sig value of 0.001. In line with the results in Figure 4.1, the results of this sub-I analysis in detail can be seen in Table 4.1. below this:

Table 2. SPSS Analysis Results (Sub I)

			Estimate	S.E.	C.R.	P
X ₃	<---	X ₂	,313	,043	7,308	***
X ₃	<---	X ₁	,254	,022	11,761	***

Source: Output SPSS which has been processed

Figure and table 4.1, it can be concluded that there is a positive and significant influence between the family environment and social media on self-efficacy. Apart from discussing sub I above, the research also focuses on sub II. This sub explains how the influence of variable x on y, either directly or indirectly. The overall picture can be seen in Figure 4.2 below

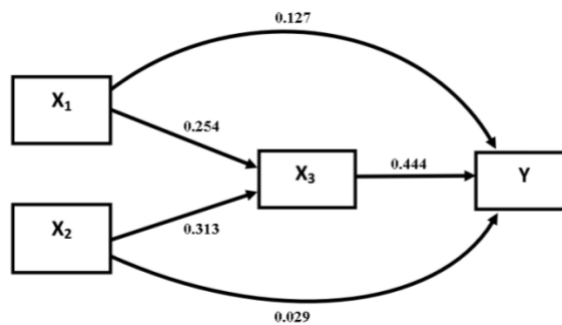


Figure 4. Hypothesis II

Source: Output SPSS which has been processed

Based on Figure 4.2 it can be seen that there are 3 direct influences. The first influence focuses on the influence of the family environment on entrepreneurial intentions. In this hypothesis, the results obtained are 0.127 and sig 0.001. Furthermore, the second hypothesis, this hypothesis focuses on the influence of social media on entrepreneurial intentions. In this hypothesis, the results obtained are 0.029 and a sig value of 0.001. Finally, the third hypothesis, where this hypothesis focuses on the effect of self-efficacy on entrepreneurial intentions, and the results obtained are 0.444 and a sig value of 0.501. In line with the results in Figure 4.2, the results of this study can be seen in detail in Table 4.2. below this:

Table 3. SPSS Output (Sub II)

			Estimate	S.E.	C.R.	P
X3	<---	X2	,313	,043	7,308	***
X3	<---	X1	,254	,022	11,761	***
Y	<---	X1	,127	,026	4,840	***
Y	<---	X2	,029	,042	,673	,501
Y	<---	X3	,444	,076	5,819	***

Source: Output SPSS which has been processed

Based on the figure and table 4.2, it can be concluded that the family environment and social media have a positive and significant effect on entrepreneurial intentions, while self-efficacy has a positive but not significant influence (sig value > 0.05). After explaining the direct effect, this study also explains the indirect effect, where the results of the indirect influence can be seen in table 4.1 below:

Table 4. SPSS Output (Sub II)

	X ₂	X ₁
Y	,139	,113
Sobel Test	4.55	5.21

Source: Output SPSS which has been processed

Based on table 4.3 it can be seen that there are 2 indirect effects (mediation effects). The first effect is the mediating effect of self-efficacy on the influence of the family environment on entrepreneurial intentions while the second effect is the mediating effect of self-efficacy on the influence of social media on entrepreneurial intentions. In the first effect, a value of 0.113 was obtained with a Sobel test value of 4.55, while in the second effect, a value of 0.139 was obtained with a Sobel test value of 5.21. These results indicate that the mediating effect on both hypotheses is positive (0.113 and 0.139) and significant (Sobel's test score > 1.96), so it can be said

that self-efficacy can mediate the influence of the family environment and social media on entrepreneurial intentions.

Based on the results of the analysis above, it is known that there are 2 hypothesis tests, where the first being the sub-I hypothesis test, in this section there are 2 tests. The first test showed that there was a positive and significant influence between the family environment and self-efficacy. This explains that the family environment can carry out its role properly and instill vital characters or values to encourage one's development, especially in terms of self-efficacy. Emphasized the same Suarmini, (2014) namely the family is the main and first institution that has full responsibility in instilling character and paying attention to child development. The above results are also strengthened by research Muwardi & Muhson, (2020) which shows that the family environment has a positive and significant effect on self-efficacy, besides that he also emphasizes that the family has an important role in instilling values so that they can spur confidence in their abilities.

Furthermore, the second hypothesis, this test shows that there is a positive and significant influence between social media and self-efficacy. These results explain that social media can provide information and experiences from various interactions in cyberspace so that users can develop properly and have strong self-efficacy. This is in line with Argyris & Xu, (2016) social media provides a variety of interactions both in the form of enactive mastery and representative experiences that encourage the development of self-efficacy. The same results were also presented by Pekkala & Van Zoonen, (2022) explaining that there is a positive influence from social media interactions which will spur self-efficacy.

Furthermore, this research also focuses on the second test, namely, the sub-II hypothesis test. In this section, it is shown that there are 3 direct tests and 2 direct tests. The first direct test shows that there is a positive and significant influence between the family environment and entrepreneurial intentions. This can happen because every family continues to maintain the interaction and quality of relationships through various ways and methods. In the end, this will encourage children to grow well and have mature values, abilities, and characters (including affective commitment, normative commitment, and parental performance in entrepreneurship) (Criaco et al., 2017a). This good influence can be seen from the various positive perceptions and characters they display when they interact with family, friends, and teachers who are around them (Ibrahim et al., 2015). In addition, the large role of the family environment can also be seen in the various businesses carried out by the family. One of them is by instilling entrepreneurial values from an early age through various ways that are taught from one generation to the next (Criaco et al., 2017b; Pittino et al., 2018). In line with that, the size of the family's contribution can also be seen from the various ease of access provided by families involved in the business world, starting from the availability of access to financial and non-financial resources, as well as values and behavior in the business world (Laspita et al., 2012; Schoon & Duckworth, 2012). Therefore, it is not uncommon for entrepreneurs to maintain good relations with their families and even actively involve them in various businesses or businesses that are being built or are already growing (Hsu et al., 2016). This is done so that in the process of developing their business, entrepreneurs have people who can be trusted and can receive various good and brilliant inputs (Mamun et al., 2016). These positive roles are proven through various studies that have been carried out, one of which is Hieu & Loan, (2022), where he explains that the family environment can foster entrepreneurial intentions, besides that he also emphasizes that developing an interest in entrepreneurship needs to pay attention to special things, including fostering career, startup training, and application-oriented startup development so that students have a foundation to develop the intention to start a business.

Furthermore, this study also describes the second direct test, which this test shows that self-efficacy has a positive and significant effect on entrepreneurial intentions. This influence is formed because of the amount of one's self-confidence in abilities that have been embedded and formed from various interactions, learning, and the environment. this is in line with the statement of Silveyra et al., (2021) that students with good efficacy will grow with persistent, optimistic characters, tend to have a positive outlook, be able to build good relationships and be able to identify opportunities well. This is reinforced by previous research, one of which is Elnadi & Gheith, (2021) who explained that self-efficacy has a contribution (positive and sig) in developing interest in entrepreneurship, where he emphasized that it is necessary to adjust actions in instilling entrepreneurial values, especially in terms of gender and stages. The same results were also explained by Farrukh et al., (2017) who

focused more on the important factors that influence interest in entrepreneurship (one of which is self-efficacy) so that students can develop themselves and see the opportunities that exist and will ultimately help overcome unemployment

In the final test, the results of this study indicate that there is a positive influence between social media and entrepreneurial intentions but not significant. This influence can be formed because social media is one of the most effective tools for searching, combining, comparing, and evaluating information (Abdelfattah, Al, et al., 2022) so that beginners and young entrepreneurs can start their businesses by observing various information. on social media, social media trends, and exploiting them as business opportunities (L. Chen, 2013; S. C. Chen & Lin, 2019). This condition can also encourage someone to grow and survive in various conditions and situations that tend to change in the business world. In addition to demonstrating a positive influence, the results of this research also explain that social media does not have a significant influence, this could happen because social media offers various features that can distract users' attention so long-term use has an inconsistent impact. This condition, as described by Fajarina et al., (2021), social media can make a person addicted and there is a tendency to forget the time (too focused on social media). The same thing is also proven by various studies, one of which is Abdelfattah, Al, et al., (2022) found that social media can encourage the development of interest in entrepreneurship, besides that he also emphasizes that the development of social media can encourage a person to more interested and can reduce risk when starting a business. In line with that, Dewi et al., (2021) also explained that social media can help students in fostering an interest in entrepreneurship, that he emphasized the importance of active students learning about technological developments and social media and attending seminars on the use of social media both internally and externally. and externally to make it easier for students to get to know and maximize existing social media applications.

In addition to the direct effect, testing the second hypothesis also explains the indirect effect, where in this section it is explained that self-efficacy can mediate the influence of the family environment on entrepreneurial intentions. This influence can be formed because each variable goes according to its role, where self-efficacy that grows well (formed through various factors and interactions) will encourage a person to be more confident in the process of self-development and be more relaxed in facing challenges so that they can develop existing interests. in him to the fullest. This condition is also strengthened through the role of the family, especially in developing character, providing input and directing behavior, and encouraging the development of mature character, so that these two variables can contribute together and can increase interest in entrepreneurship. This is in line with the research of Aini et al., (2015) where he explained that self-efficacy and a good family environment will spur and encourage increased entrepreneurial intentions, besides that he also emphasizes the importance of the role of the immediate environment (family) and the cultivation of mature character. The same thing can also be seen in the case of indirect influence where, Gunarso & Selamat, (2020) explain that self-efficacy can spur and encourage the influence of the parents' environment on interest in entrepreneurship, where this can be seen from the role of the family environment which is the main and first environment. who is tasked with instilling entrepreneurial values as well as various experiences so that children can feel more confident which will ultimately spur children in entrepreneurship.

In addition, this section also explains that self-efficacy can mediate the influence of social media on entrepreneurial intentions. This is in line with the research of Huang & Zhang, (2020) which explains that indirectly, self-efficacy can spur and increase the influence of social media on interest in entrepreneurship, even further he also emphasizes that learning on social media can spur self-efficacy and become a tool for educators in developing material related to entrepreneurship. Agreed with that, social networks can also increase student self-confidence, and experiential learning on social media can also increase student entrepreneurial practice experiences (Lin et al., 2023). This is also supported by Dhitara & Ardiansyah, (2022), who say that the ability of individuals to manage good use of social media, will directly provide interactive relationships in improving their performance when entrepreneurial activities are carried out with a sense of confidence and high trust

CONCLUSION

Based on the results and discussion of the research, it can be concluded that the family environment and social media have a positive and significant effect on self-efficacy, this indicates that the environment and all its interactions will shape and determine a person's self-efficacy. Furthermore, the results of this study also explain that the family environment and self-efficacy have a positive and significant effect on entrepreneurial intentions, where the environment and self-character largely determine the development of one's interests. However, on the social media variable, the results showed a positive but not significant effect. This condition can occur because of interactions on social media instead of focusing on developing interests but only focusing on things that are liked so that existing interactions cannot encourage the development of interest in entrepreneurship. Finally, this study also explains that self-efficacy can mediate the influence of the family environment and social media on entrepreneurial intentions. these results explain that a good environment will encourage the development of character that already exists in a person so that both internal and external factors can encourage a person to become more mature (in terms of entrepreneurship). social media a person must be able to sort, filter and determine priorities for the use of social media so that its use can be more effective and efficient. Apart from that, researchers also emphasize the importance of the involvement of the entire environment in shaping self-efficacy and contributing to increased interest in entrepreneurship.

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