ANALYSIS OF DETERMINANTS DRIVING INTEREST STUDENT ACCOUNTANCY FOR ROLE IN WORLD BUSINESSMAN

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Abstract

Commencing a firm or engaging in entrepreneurship is a means for individuals to generate income, so bolstering a nation's economy and employment opportunities. This study sought to examine the influence of motivation, environment, social media, digital marketing, and love of money on entrepreneurial inclinations. 973 alumni graduated in the years 2020 and 2021. This study employed a qualitative research approach, gathering data through a questionnaire administered via Google Forms. The data were examined using the purposive sampling technique based on the Slobin formula. The influence of motivation on the entrepreneurial aspirations of students is significant. The environment plays a significant role in shaping the amount of interest in entrepreneurship. Social media has a significant impact on the entrepreneurial aspirations of students. Digital marketing has a big impact on students' entrepreneurial interests. An individual's level of interest in entrepreneurship can be greatly influenced by their strong desire for riches.

Keywords: Entrepreneurial Interest, Motivation, Environment, Social Media, Digital Marketing, Love for Money

INTRODUCTION

In the governance of a nation, the condition of the economy is a crucial factor that requires attention (Waheed et al., 2023; Endrawati et al., 2022). When the income of the people is high, it can contribute to the economic progress of a country. One way for society to generate income is through starting a business or engaging in entrepreneurship (Halizah & Darmawan, 2023). An entrepreneur is an individual who initiates and manages a business independently (Ahimbisibwe et al., 2023). Entrepreneurs play a crucial role in strengthening a country's economy and generating employment opportunities (Sagar et al., 2023). Keeping in mind that Indonesia is home to a large number of business owners is an essential point to bear in mind. The significance of this lies in the fact that it helps to alleviate unemployment and adds to the increase of the country's foreign exchange reserves. An individual must have a strong passion and a genuine interest in the business or sector that they are running to achieve success as an entrepreneur (Wahyuni et al., 2023).

Entrepreneurial interest refers to an individual's inclination to seize opportunities and independently grow a firm by developing new products or services (Wei & Duan, 2023). An individual's entrepreneurial interest can be nurtured through both internal and external sources of support (Ferreira et al., 2023). In this context, the term "internal factors" refers to the variables that arise from within every single person. This research is driven by both the goal of obtaining financial benefit and the desire to further one's interests. When we talk about external variables, we are referring to aspects that originate from the environment that an individual is surrounded by, such as environmental factors. An example of such an environment is the educational or academic setting (Chan, 2023). Students who are enrolled in the Faculty of Economy and Business at the University Muhammadiyah Surakarta receive a complete education in the field of entrepreneurship. In Indonesia, several curricula are implemented in education, such as the Curriculum Based Competence (KBK) and Curriculum-Based Skills (KBK) (Nurdin et al., 2023). These educational programs have been designed with the express purpose of enhancing students' capabilities in areas such as creative thinking, creativity, and entrepreneurship. Furthermore, the program places a strong emphasis on the development of technical skills such as managerial finance, marketing, and operational management.

REVIEW OF LITERATURE

The Theory of Planned Behavior posits that an individual's behavioral activities are determined by their intention or desire to behave in a certain way (Cao et al., 2023). An individual's intentions can be influenced by their attitude toward an action, subjective norms, and perceived behavioral control, according to this theory, which proposes that these factors can all play a role. The formation of an individual's proclivity toward entrepreneurial endeavors is influenced by several circumstances, including those listed above. According to this study, motivation, environment, social media and digital marketing, and for financial gain are identified as key elements that influence interest in entrepreneurship (Amiri et al., 2023). Motivation is the inclination to acquire knowledge or skills, often related to stimulating student curiosity or what is commonly known as intrinsic motivation (Mahama et al., 2023). Motivation can be defined as the inherent determination within an individual to perform a task to the best of their ability and accomplish their objectives (Gutierrez-Serrano et al., 2023).

The environment is a setting where individuals, groups, or collectives engage in interactions (Ritala, 2024). Environmental studies or environmental science Education is crucial in fostering student enthusiasm for entrepreneurship (Yan et al., 2023). Social media, also known as social networking, is an online platform that serves as a means to share information and connect individuals who share the same interests or characteristics (Yu & Leung, 2024). Presently, social media can enhance public knowledge of products and businesses (Xie & Madni, 2023).

Digital marketing refers to the utilization of digital media to advertise and endorse products and businesses (Bruce et al., 2023). The term "matter" refers to everything that is both mass-containing and fills space. Both living and non-living items are included in this category. This phenomenon can be linked to the rapid development of information technology as well as the consistent availability of the internet, which functions as a digital marketplace that is always available and provides a great deal of assistance to business owners.

The tool for measuring the value of a person's need, desire, or desire for money (Allah Pitchay et al., 2022). The love of money is one of the many things that can encourage accounting students to become entrepreneurs (Taboroši et al., 2023). This means that the love of money alone is an individual form of love towards money.

RESEARCH METHOD

The purpose of this study is that quantitative research entails the gathering of numerical data and its subsequent analysis using statistical methods, to adhere to scientific criteria such as being concrete, empirical, objective, measurable, rational, and methodical (Khoa et al., 2023). The method of data collecting that was utilized was the employment of research instruments in the form of an online questionnaire that was delivered through the use of Google Forms. In this study, there are two unique research factors: the degree of interest that accounting students have in entrepreneurship, and the dependent variables, which include things like motivation, surroundings, digital advertising, and love of money. The examination of the data was carried out by employing both descriptive analysis and linear regression.

RESULTS AND DISCUSSION

Data Analysis

To determine whether or not the data that were used in this investigation were appropriate, the test instrument was developed. Data quality tests, assumption tests, traditional regression tests, and multiple regression tests are the types of tests that are used in the testing process. The material that is presented here offers a detailed summary of the procedure.

Validity Test

For data collection, questionnaires were distributed to respondents, and the data was subsequently tested. The evaluation of validity is carried out with the assistance of SPSS

version 25.0 intended for Windows. To obtain more particular information, please refer to the table that follows.

Table 1.

Results of the Validity Test

No	Variable	Items	Mark sig 2 Tailed	Standard sig. = 0.10	Information
1.	Motivation (X1)	X1.1	0.00	0.10	Valid
		X1.2	0.00	0.10	Valid
		X1.3	0.00	0.10	Valid
		X1.4	0.00	0.10	Valid
		X1.5	0.00	0.10	Valid
		X1.6	0.00	0.10	Valid
2.	Environment (X2)	X2.1	0.00	0.10	Valid
		X2.2	0.00	0.10	Valid
		X2.3	0.00	0.10	Valid
		X2.4	0.00	0.10	Valid
		X2.5	0.00	0.10	Valid
		X2.6	0.00	0.10	Valid
3.	Media Social (X3)	X3.1	0.00	0.10	Valid
		X3.2	0.00	0.10	Valid
		X3.3	0.00	0.10	Valid
		X3.4	0.00	0.10	Valid
		X3.5	0.00	0.10	Valid
		X3.6	0.00	0.10	Valid
4.	Digital Marketing (X4)	X4.1	0.00	0.10	Valid
		X4.2	0.00	0.10	Valid
		X4.3	0.00	0.10	Valid
		X4.4	0.00	0.10	Valid

5.	Love of Money (X5)	X5.1	0.00	0.10	Valid
		X5.2	0.00	0.10	Valid
		X5.3	0.00	0.10	Valid
		X5.4	0.00	0.10	Valid
		X5.5	0.00	0.10	Valid
		X5.6	0.00	0.10	Valid
		X5.7	0.00	0.10	Valid
		X5.8	0.00	0.10	Valid
6.	Interest Entrepreneurship (Y)	Y.1	0.00	0.10	Valid
		Y.2	0.014	0.10	Valid
		Y.3	0.00	0.10	Valid

According to the outcomes of the validity testing that are presented in the table above, determining the two-tailed sig value first can help determine which questionnaires are legitimate and which are invalid. Based on the findings of the validity calculations presented in the table above, it is evident that the sig value is 2-tailed $< \alpha=0.10$ for all 39 surveys that were deemed valid and worthy of use. This is because the sig value for 2-tailed is less than $\alpha=0.10$.

Reliability Test

Testing reliability is done to assess the consistency or reliability of the questionnaire and its use for future study. The dependability of test results can be recognized as follows:

Table 2.

Results Test Reliability

Category	Cronbach's Alpha	N of Items	Information
Motivation	0.807	6	Reliable
Environment	0.813	6	Reliable
Social Media	0.882	6	Reliable

Digital Marketing	0.945	4	Reliable
Love of Money	0.793	8	Reliable
Interest Entrepreneurship	0.787	9	Reliable

The conclusion that can be drawn from the findings of the SPSS table and the Cronbach Alpha table is that the variables of every item, including Environment (X2) and Motivation (X1), are reflected in the Cronbach Alpha table. Interest in Entrepreneurship (Y) is less than 0.10, Digital Marketing (X4), Love of Money (X5), and Media Social (X3) are all less than 0.10. It is possible to correctly specify all of the variable components to conclude.

Test Assumption Classic

Testing hypotheses are used as prerequisites, which must be met before testing hypotheses (Mahirullah et al., 2023). Classic assumption type testing which is what was applied:

Test Normality

Regarding the normality of the study, the Kolmogorov-Smirnov test will be utilized to examine hypothesis H0, which states that the data residuals are distributed normally, and hypothesis H1, which states that the data residuals disperse abnormally. Whenever the significance value is more than 0.1, it is possible to conclude that the data follows a regular distribution, as stipulated by the criteria.

Table 3.

Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		91
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.85967790
Most Extreme Differences	Absolute	.058
	Positive	.033
	Negative	-.058
Test Statistics		,058
Asymp. Sig. (2-tailed)		,200 [c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Corrections.

d. This is a lower bound of the true significance.

Following the findings of the SPSS, the value of Asymp is accurate. Two-tailed Sig is equivalent to the asymp value, which is equal to 0.20. The value of Sig (2-tailed) is greater than 0.12. As a result, the data is delivered consistently.

Test Multicollinearity

For this investigation, the VIF and Tolerance tests will be utilized to investigate multicollinearity. If the value of the Variance Inflation Factor (VIF) is less than 10, and the value of the Tolerance is larger than 0.10, then it is possible to conclude that the model does not exhibit multicollinearity.

Table 4.

Results Test Multicollinearity

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	11,047	2,038		5,422	,000		
X1	,712	,068	,660	10,403	,000	,712	1,404
X2	,480	,069	,432	6,954	,000	,743	1,346
X3	,351	,061	,371	5,782	,000	,696	1,436
X4	-.231	,079	-.196	-2,923	,004	,639	1,565
X5	-.218	,060	-.241	-3,619	,001	,644	1,552

a. Dependent Variables: Y

All independent variables have low VIF and tolerance values, with VIF values less than 10 and tolerance values greater than 0.10, indicating that there is no multicollinearity among the independent variables in the regression model.

Test Heteroscedasticity

To test heteroscedasticity in the study, we will use Test Spearman-Rho by correlating all independent variables with their absolute residual correlation Rank Spearman. With criteria if mark significance > 0.10, no heteroscedasticity. If the significance value is <0.10, then heteroscedasticity occurs. The Criteria heteroscedasticity test is:

1) If the mark significance ≥ 0.10 so No happen heteroscedasticity.
2) If the mark significance ≤ 0.10 so happens heteroscedasticity.

Table 5.

Results of the Heteroscedasticity Test

Correlations

			X1	X2	X3	X4	X5	Unstandardized Residual
Spearman's rho	X1	Correlation Coefficient	1,000	,322 **	,193	,448 **	,363 **	,007
		Sig. (2-tailed)	.	,002	,067	,000	,000	,949
		N	91	91	91	91	91	91
	X2	Correlation Coefficient	,322 **	1.000	,249 *	,270 **	,426 **	-.056
		Sig. (2-tailed)	,002	.	.017	,010	,000	,595
		N	91	91	91	91	91	91
	X3	Correlation Coefficient	,193	,249 *	1.000	,347 **	,321 **	.105
		Sig. (2-tailed)	,067	.017	.	,001	,002	,320
		N	91	91	91	91	91	91
	X4	Correlation Coefficient	,448 **	,270 **	,347 **	1,000	,391 **	,004
		Sig. (2-tailed)	,000	,010	,001	.	,000	,966
		N	91	91	91	91	91	91
	X5	Correlation Coefficient	,363 **	,426 **	,321 **	,391 **	1,000	.014
		Sig. (2-tailed)	,000	,000	,002	,000	.	,892
		N	91	91	91	91	91	91
	Unstandardized Residual	Correlation Coefficient	,007	-.056	.105	,004	.014	1,000
		Sig. (2-tailed)	,949	,595	,320	,966	,892	.
		N	91	91	91	91	91	91

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 levels (2-tailed).

The results of the SPSS outputs show that all the variables have a significance level greater than 0.10. It is important to show whether the model exhibits free heteroscedasticity.

Hypothesis Test

Test of Regression Multiple

A regression test is used to determine how an independent variable influences a dependent variable (Willy Cahyadi, 2023). There are five independent variables: motivation (X1), environment (X2), social media (X3), digital marketing (X4), and love of money (X5). The variable that is being discussed here is entrepreneurial desire (Y). The Analysis of Regression In addition, this strategy was utilized to determine whether or not the hypothesis in this study was valid.

Table 6.

Results Test Regression Multiple

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,047	2,038		5,422	,000
	X1	,712	,068	,660	10,403	,000
	X2	,480	,069	,432	6,954	,000
	X3	,351	,061	,371	5,782	,000
	X4	-.231	,079	-.196	-2,923	,004
	X5	-.218	,060	-.241	-3,619	,001

a. Dependent Variables: Y

Based on variables in on, can arrange formula regression linear as follows: **Y = 11,047+ 0.712X1 + 0.480X2 + 0.351X3 + 0.231X4 + 0.218X5+ error**

Test Q

The t-test is used to determine whether the motivation variables (X1), environment (X2), social media (X3), digital marketing (X4), and love of money (X5) partially influence (Alone - own) toward interest in entrepreneurship (Y)

Table 7.

Results Test t

Variable	t-count	t-table	Sig.	Information
Motivation	10,403	1,662	0,000	Influential
Environment	6,954	1,662	0,000	Influential
Media Social	5,782	1,662	0,000	Influential
Digital Marketing	2,923	1,662	0.004	Influential
Love of Money	3,619	1,662	0.001	Influential

Based on the data in Table 7 can concluded that

1) The results of the t-test on the motivation variable (X1) with a Sig value. equal to 0.00 < 0.10, then hypothesis (H1) is accepted, meaning that the motivation variable has a partial effect (individually) on the entrepreneurial interest variable (Y). Based on the data above the calculated t value is 10.403. So, it can be concluded that t count > t table (10.403 > 1.662) which means that variable Partial (Alone - Alone) to variable Y (dependent).

2) T-test results on environmental variables (X2) with Sig value. equal to 0.00 < 0.10, then hypothesis (H2) is accepted, meaning that the motivation variable has a partial effect (individually) on the entrepreneurial interest variable (Y). Based on the data above mark t count as big as 6,954. So that can conclude that t count > t table (6,954> 1,662) which means that variable X2 (independent) is influential in a way Partial (Alone- Alone) to variable Y (dependent).

> The results of the t test on the social media variable (X3) with a Sig value. equal to 0.00 < 0.10, then hypothesis (H3) is accepted, meaning that the motivation variable has a partial effect (individually) on the entrepreneurial interest variable (Y). Based on the data above mark t count as big as 5,782. So, we can conclude that t count > t table (5,782>1.662) which means that variable X3 (independent) has a partial effect (Alone - itself) on variable Y (dependent).

3) The results of the t-test on the digital marketing variable (X4) with a Sig value. equal to 0.04 < 0.10, then the hypothesis (H4) is accepted, meaning that the motivation variable has an influence partially (individually) on the entrepreneurial interest variable (Y).

Based on the data above the calculated t value of 2.923. So, it can be concluded that t count > t table (2.923 > 1.662) which means that variable X4 (independent) influences Partial (Alone - Alone) to variable Y (dependent).

4) The results of the t-test on the variable love of money (X5) with a value of Sig. equal to 0.00 < 0.10, then hypothesis (H5) is accepted, meaning that the motivation variable has a partial effect (individually) on the entrepreneurial interest variable (Y). Based on the data above mark t count as big as 3,619. So, we can conclude that t count > t table (3,619 > 1.662) which means that variable X5 (independent) has a partial effect (Alone - itself) on variable Y (dependent).

Test R square (R 2) or Coefficient Determination

To determine or predict the amount of influence that the independent variable (X) contributes in a simultaneous manner (together) to the variables that are dependent (Y), the test R square or coefficient determination is utilized.

Table 8.

Results Test R square (R 2) or Coefficient of Determination

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,870 a	,756	,742	1,914

a. Predictors: (Constant), X5, X4, X2, X1, X3

On the basis of the data, it is possible to comprehend that the dynamic variable (X1), environment (X2), social media (X3), digital marketing (X4), and love of money (X5) all have an influence on the variables of interest in business (Y) at the same time (together). The R Square correction value is set to 0.742 and converted to one percent, which is 74.2 percent. The remaining 25.8% (100% minus 74.2 percent) was influenced by the other regression variable that was removed from the equation. Determine the coefficient (R 2) and the proper value of R 2 in the study A. The correct value is greater than fifty percent, which indicates that independent variables have the potential to exert a considerable influence on the variable for which the regression equation is being used (Y). At the moment, the F test is being utilized

for the X (independent) variable. In the same way that the Y variable (dependence) is the same as the impact (temporary), the effect can also serve as an example for verifying relevance (goodness of fit).

Table 9.

Results Test F

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	965,469	5	193,094	52,731	,000 [b]
Residual	311.256	85	3,662		
Total	1276.725	90			

a. Dependent Variables: Y

b. Predictors: (Constant), X5, X4, X2, X1, X3

Table 8 presents the findings of the tests conducted on the, where the significance of the value was obtained to be as high as 0.000 or as low as 0.10. Using the F table value of 2.32, the mark F count can be as much as 52,731 more than the number of 2.32 (52.731 > 2.32). Because of this, it is possible to conclude that the independent variable X has an influence on the dependent variable Y in a way that is simultaneous between the two variables. As a result, this study model is worthy of consideration.

CONCLUSION

At the Faculty of Economics and Business at Universitas Muhammadiyah Surakarta, students' entrepreneurial interest in accountancy is positively and significantly impacted by several factors, including motivation, environment, social media, digital marketing, and a love of money.

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