

EXPLORING THE LINK BETWEEN E-COMMERCE AND ENTREPRENEURSHIP INTEREST AMONG DIPONEGORO UNIVERSITY STUDENTS IN INDONESIA

Apriatni Endang Prihatini and Reni Shinta Dewi

Lecturer, Department of Business, Universitas Diponegoro, Indonesia

Abstract: Entrepreneurship is an attractive career path for university students, particularly in today's challenging economy. However, many students remain hesitant to take the leap into entrepreneurship. To investigate this, a study was conducted among 200 Diponegoro University students who had taken an entrepreneurship course. The study aimed to analyze the students' interest in entrepreneurship using e-commerce through the Technology Acceptance Model (TAM) method. The results showed that both the perceived benefits and convenience of e-commerce had a positive and significant effect on e-commerce attitudes. E-commerce attitudes, in turn, had a positive and significant effect on e-commerce interests, which subsequently had a positive effect on the students' interest in entrepreneurship. The study concluded that e-commerce can encourage students' interest in entrepreneurship, as it provides perceived benefits and ease of running business operations. The study emphasizes the need for universities to prepare graduates to become entrepreneurs amid the challenging economy, and e-commerce is significant in creating business opportunities for students, particularly those with limited capital. Overall, the study highlights the potential of e-commerce in promoting entrepreneurship among university students in Indonesia.

Keywords: Interest in entrepreneurship, interest in e-commerce, e-commerce attitude, perceived benefits, perceived convenience.

1. Introduction

University Students are a status in society related to the level of education taken, which is Tertiary Institution. University students are prepared to become graduates who are ready to work using competencies acquired in their fields of study. According to UU Number 2 of 1989, the knowledge and professional abilities acquired by the students are expected to be applied to develop and create knowledge, technology, and art. In line with the Government Regulation of Republic Indonesia Number 30 of 1990 on Tertiary Education, it is stated that universities prepare students to become members of society who can apply, develop and disseminate their academic and/or professional abilities to improve people's lives and enrich national life. One success indicator of the universities in producing graduates is measured by the level of graduate absorption in society, even in the income level earned for the work carried out.

The employment needs for university graduates at this time have not met expectations. The graduates, unfortunately, produce an increase in the unemployment rate. Based on research conducted by Urtalina & Sudibia (2019), one of the determinants of high unemployment rates are due to government regulations that are not integrated between educational planning and employment availability. Kemenko PMK (2021) stated that the COVID-19 pandemic has further deteriorated the unemployment rate, resulting in many workers losing their jobs or finding it difficult to get a job due to the unfavorable business situation.

According to BPS data, as of February 2021, the total working-age population is 205,36 million, of which 8,6 million are unemployed. The unemployed age group is 20-29 years old (Kemenko PMK, 2021). According to

the Deputy for Quality Improvement for Children, Women, and Youth of the Ministry of Human Development and Culture, one way to reduce the high unemployment rate is to promote youth entrepreneurship. In this case, it is necessary to cooperate with various parties to prepare students to become graduates who make entrepreneurship a choice for earning income. It is necessary to divert the interests of the graduates from working as company employees to becoming young entrepreneurs.

Entrepreneurship provides a solution for graduates during a difficult economy. University students are part of the millennium generation, which identifies as a generation with creative, innovative, and confident characters, very relevant to the characteristics needed to be an entrepreneur. It is undeniable that current graduates are still obsessed with working in large companies or becoming employees in government agencies. From Apriatni's research (2022) which was conducted for students from semester 3 to semester 5, the result shows that 40% of them expressed their desire to become entrepreneurs after they had experience working as employees. Only 13% said they wanted to become entrepreneurs after graduating from university. 47% said they were afraid of entrepreneurship due to fear of loss or not being successful. The tendency to fear entrepreneurship arises because they have to work independently, be responsible for themselves, and have not mastered the intricacies of entrepreneurship. 53% who said they wanted to start a business stated the reasons, as follows:

No	Keterangan	Frequency	Percentage
1	Want to work independently	20	37,7
2	Can innovate	12	22,6
3	Creating jobs	9	17
4	Earn income	7	13,2
5	Not bound	5	9,4
	Jumlah	53	100

Table 1: Reason to Work as an Entrepreneur

The table shows that the biggest reason to work as an entrepreneur is that they want to work independently. Working independently is perceived as working with your efforts and having flexibility in making decisions. Having an interest in entrepreneurship is a positive first step. It takes the role of the university to prepare graduates so they can realize their interest in becoming entrepreneurs.

Data from the Central Statistics Agency (BPS) for 2021, working youth in Indonesia are distinguished by the type of main work field, as follows:

No	Work Field	Percentage
1	Service	55,8
2	Industry	25,02
3	Agriculture	19,18

Table 2: Percentage of Working Youth by Main Work Field

Source: BPS 2021

Furthermore, BPS data states that 69.14% of youth dominate working as entrepreneurs in 2021.

Entrepreneurship courses are generally given at every university for all levels, from D3, D4, or S1. Learning material in entrepreneurship courses is intended to increase entrepreneurial insight and foster an interest in having their own business by changing the mindset that was originally oriented towards looking for work, shifting to providing jobs for job seekers. More numbers of young entrepreneurs will help create increased income and increased social welfare.

Government efforts to develop entrepreneurship have been carried out with various programs implemented in universities, including the Entrepreneurship Student Creativity Program (PKM-K). The PKM-K program aims to motivate and open up opportunities for students to produce creative, innovative work as a preparation for entrepreneurship before or after completing studies (PKM Guidelines 2021). The students who are involved in this program are expected to be able to experience doing business, and the experiences can create opportunities to develop entrepreneurship interests, both while still being students and after holding a bachelor's degree.

In the current era of digitalization, business opportunities for students are inseparable from the role of ecommerce. According to Hendro (2011), a business opportunity is an inspiration, idea, or opportunity that arises to be utilized in the business world. The existence of e-commerce is an opportunity to develop business, especially through increased sales activity. E-commerce, according to Kotler & Armstrong (2012), is an online channel that can be reached by businessmen through computer technology to support business activities and consumers. The existence of e-commerce can be used to obtain various information about a product or company brand. Wong (2010) stated that e-commerce is the process of buying and selling, and marketing goods or services through the internet. The following are the names of ecommerce sites in Indonesia and data on the highest number of visitors in the first quarter of 2022.

No	Name	Average Number of Monthly Visitors
1	Tokopedia	157.233.300
2	Shopee	132.776.700
3	Lazada	24.686.700
4	Bukalapak	23.096.700
5	Orami	19.953.300
6	Blibli	16.326.700
7	Ralali	8.883.300
8	Zalora	2.776.700
9	JD ID	2.546.700
10	Bhinneka	2.360.000

Table 3: Number of E-commerce Site Visitors in Quarter 1, 2022

Source: <https://databoks.katadata.co.id>

Based on the data, it is assumed that the use of e-commerce in the purchasing process is of great interest to the public. This condition will be an opportunity for the business field, especially for beginners, to utilize e-commerce in the process of buying and selling goods/services. Selling goods and services online using e-commerce does not require a lot of capital. The reason often given by people who are reluctant to do business is that they do not have sufficient capital. Meanwhile, online sales can be carried out without the need for large capital. Students as part of the millennial generation are familiar with the use of internet-based technology. This can be one of the business opportunities, which is the availability of resources needed in the business field. Another resource needed for the success of a business venture is an entrepreneurial spirit.

An entrepreneurial spirit is needed for students to be able to create added value in a business venture. With an inherent entrepreneurial spirit, they will be able to see environmental situations and conditions as opportunities and can use the resources more optimally. Osborne & Gaebler (2000) said that an entrepreneurial spirit is needed to create the ability to innovate, be optimistic, and do new things more efficiently and effectively. Business capital does not have to be in the form of material or physical form. However, the character or personality of someone who is always strong-willed and can think critically to develop product innovation will be very useful capital.

2. Theoretical Review

2.1. E-commerce

According to Kotler & Keller (2016), Electronic Commerce, which is often referred to as e-commerce, is a resource for businessmen to realize their business activities. For consumers or buyers, it is a means to obtain information about goods and services before choosing to buy goods/services. It is implied, in this sense, that e-commerce is a means to carry out buying and selling activities, a meeting place for buyers and sellers. In the buying and selling process, the seller will inform the goods/services that can be seen and assessed by the prospective buyer. According to Wong (2010), the selling process can run online using internet facilities and can be operationalized through the use of computers or other electronic means.

According to Turban (2015), the components of the operation of e-commerce are:

- Consumers are the parties who make decisions to buy goods and services. Consumers are the target market for the company.
- Sellers are the parties that make offers by delivering information about the goods and services being sold.

- Products can be offered to consumers in the form of goods or services. Offers are made using digital figures.
- Infrastructure is the media used for the operation of e-commerce applications, which is the internet network system connected to software and hardware.
- Websites are the front end which can be operationalized to interact with users directly. The front end can be in the form of sales portals, electronic catalogs, and shopping carts.
- The Back End is the operational support of the front end, used for the benefit of the sellers. For example, buying and selling transactions, ordering goods and distribution of goods delivery.
- Support Service is an additional service used for consultation and consumer security guarantee.
- The ease of selling on e-commerce makes e-commerce highly preferred as a selling medium. Sellers do not need to pay for rent or buy a place to sell, and other operational costs can be reduced or even eliminated. Ease of buying and selling process electronically provides advantages such (Nugroho, 2006):

2.1.1. Shorten the Distance

Buyers do not need to travel to the store. By using a mobile phone or computer with internet facilities, they can directly reach the seller of the product they want. Therefore, the interest in shopping will be higher and more profitable for the company.

2.1.2. Market Expansion

Sellers can expand their market and business easier because internet facilities can provide a wide range of marketing activities.

2.1.3. Expansion of Business Partners' Network

The partnership will be facilitated by the existence of internet facilities that can provide information from various countries.

Opinion to Rintho (2018), the advantages of selling using the e-commerce system are:

- Revenue stream: The revenue stream will be better than offline sales.
- Market Exposure: There are possibilities for wider market exposure.
- Operating costs: Operating costs, especially in processes related to buying and selling transactions, will be smaller.

Operating costs that can be minimized include employee costs, service costs, and distribution costs.

- Global reach: Facilitate the accessibility to all corners of the world.

The advantages and conveniences of using the e-commerce system will be the main cause of newcomers' interest in developing entrepreneurship, especially in Indonesia. The sustainability of the e-commerce business cannot be separated from the role of consumers, who are increasingly active in utilizing online sales. Benefits experienced by consumers are:

- Fast and easy transactions: Information about products can be easily identified in product descriptions. Therefore, decision-making can be effective.
- Safe: Online buyers do not encounter physical safety risks because consumers do not need to travel to buy products.
- Flexible: The buying process can be done wherever the consumer is.

2.2. Characteristics of E-commerce

According to Rintho (2018), e-commerce as the main resource in business processes has characteristics the following characteristics:

2.2.1. Unlimited Transactions

The very broad range of the internet provides unlimited freedom that impacts easy access to expand go-international businesses. The buyers may come from abroad.

2.2.2. Anonymous Transactions

It is called anonymous because the buyers and sellers do not meet in person/face to face. Real identities are not needed. Instead, it is more important that payment has been fulfilled.

2.2.3. Digital/Non-Digital Products

Products sold can be more varied.

2.2.4. Intangible Goods

Selling intangible goods, such as software.

2.3. E-commerce Dimensions

E-commerce is characterized by the use of the internet in carrying out trading activities. Trading activities may include sales, purchases, information delivery, service delivery, payments, and other activities related to business processes. (Turban, 2015) states the dimensions of e-commerce are:

2.3.1. Trading Via the Internet

The dimensions of trading via the internet are ease of use, easy information search, easy communication, and clear communication.

2.3.2. Trade through Internet Web Facilities

The dimensions of trade through internet web facilities are frequency of sales, promotion quality, and timeliness.

2.3.3. Trade through Data Exchange Systems

Indicator: product data, seller data, and customer data.

E-commerce refers to all forms of commercial transactions involving organizations and individuals that are based on the processing and transmission of digitized data, including text, sound, and figures.

2.4. Entrepreneurial Interest

Someone's interest or willingness to do something is the same as desire without any coercion from other parties. Interest will develop in line with a high level of awareness and comes from the thought of each person. According to Hurlock (1991), interest is a motive that shows the direction of individual attention to interesting and pleasant objects. Feelings of interest and pleasure tend to give more active attention to the object. According to Crow & Crow (1984), interest will express the ability to give stimulation to encourage paying attention to a person, item, or activity. Thus, something that becomes the center of attention will affect the experience itself.

According to Buchori (1991), interest can be divided into two types:

- Primitive Interests: Primitive interests are called biological interests, such as the need to eat, drink, socialize, etc.
- Cultural interest, also called social interest, originates or is obtained from the learning process.

Having an interest in entrepreneurship makes the opportunity for someone to follow up on entrepreneurial ideas become more real. According to Zimmerer (2008), business opportunities are an application of creativity and innovation to solve problems and see opportunities. Business opportunities should not only be provided by external parties but also can be created through the utilization of one's potential. Basrowi (2014) expresses that sources of business opportunities, among others, come from internal sources. Business opportunities that come from internal have a high potential for business success. Examples of internal potential as business opportunities are entrepreneurial interests, education, hobbies, knowledge, and experiences.

Interest in entrepreneurship can be expressed by attitude and behavior. According to Anggraeni & Hernanik (2015), interests in entrepreneurship are:

- Desire
- Attraction
- Willingness to work hard to make ends meet
- Not afraid of risk
- Willingness to learn from failure

Entrepreneurial interest becomes a determination from someone to be able to meet the needs in their life. This determination will manifest into something real.

2.5. Entrepreneurial Spirit

As revealed by Suryana (2014), the entrepreneurial spirit is the key to entrepreneurial success, and the entrepreneurial spirit exists in everyone who has creative and innovative abilities. Creativity and innovation

represent people who like change, renewal, progress, and challenges. Furthermore, Suryana (2017) states that someone with an entrepreneurial spirit has the following characteristics:

- Confident
- Have initiative
- Have an achievement motive
- Have a leadership spirit
- Dare to make decisions

Opinion to Sumantri (2000), people who have an entrepreneurial spirit and attitude are:

- Confident (belief in himself, optimistic and full of commitment)
- Initiative (energetic and confident)
- Have an achievement motive (result-oriented and forward-looking)
- Have a leadership spirit (dare to be different and dare to take calculated risks)
- Like challenges

The characteristics of the entrepreneurial spirit show that the entrepreneurial spirit cannot be separated from attitude and character. According to Sumarti (2008), entrepreneurship is a spirit that can be developed through an intensive learning process with a supportive environment.

2.6. Technology Acceptance Model (TAM)

TAM is one of the models developed by Davis (1989). The TAM model is a development from the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). These three theories develop behavior theory in the utilization of technology. The TAM theory adopts previous theories to understand the factors influencing the willingness to use technology. The perceptions of innovative technology, which are perceived usefulness and ease of use, can influence someone's attitude towards technology. There are two variables of TAM: perceived usefulness and perceived ease of use, which are the basic determinants of acceptance of technology use. TAM is considered the most appropriate model to be used in this study because TAM can identify a person's reactions and perceptions of something that determines a person's attitude and behavior.

3. Methodology

The research was conducted in Semarang city. The population in this study were all students of the Faculty of Social and Political Sciences, Diponegoro University, who were studying in semester 5 and had taken entrepreneurship courses. The number of samples was set at 200 respondents. Sampling used purposive, with considerations of:

- Active students,
- Currently attending lectures in semester 5, and
- Have taken entrepreneurship courses

Data collection was carried out using a questionnaire. The measurement scale uses Likert.

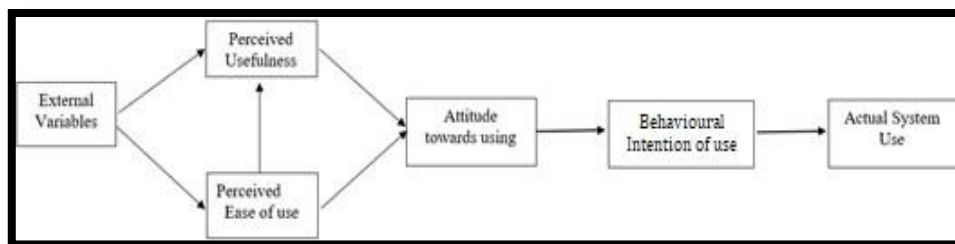


Figure 1: Technology Acceptance Model

4. Results and Discussion

4.1. Evaluation of Measurement Model (Outer Model)

The evaluation of the measurement model (outer model) test consists of reliability and validity tests.

4.2. Validity Test

Testing the validity test through the Smartpls Software using convergent validity and discriminant validity. The questionnaire instrument can be said to be valid if the questions used can measure students' interest in entrepreneurship.

4.3. Convergent Validity

Determining whether or not the question item is valid through convergent validity testing can be seen through the outer loading instrument score and the AVE (Average Variance Extracted) score. Outer loading is used to show how much correlation between indicators and latent variables. The validity test using the outer loading score has several requirements:

- Outer loading score > 0.70 can be said to be valid.
- Outer loading score < 0.70 can be said to be invalid

The table below shows the results of outer loading:

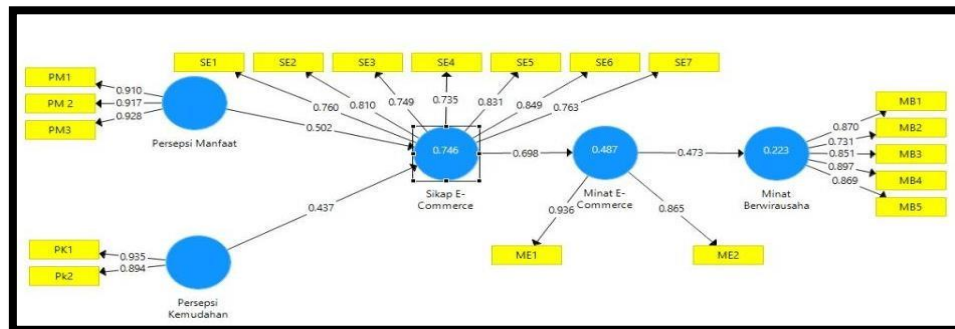


Figure 2

Question Items	Perceived Usefulness	Perceived Ease of Use	E-commerce Attitude	E-commerce Interest	Entrepreneurial Interest
PM1	0.910				
PM2	0.917				
PM3	0.928				
PK1		0.935			
PK2		0.894			
SE1			0.760		
SE2			0.810		
SE3			0.749		
SE4			0.735		
SE5			0.831		
SE6			0.849		
SE7			0.763		
ME1				0.936	
ME2				0.865	
MB1					0.870
MB2					0.731
MB3					0.851
MB4					0.897
MB5					0.869

Table 4: Hasil Outer Loading

Source: Primary Data Processed, 2022

The results of the validity test showed that the 19 question items in this study scored more than 0.7. The questionnaire distributed to 136 students was stated to be able to meet the convergent validity requirements, which is 0.7. Therefore, all question items are considered to be valid, which means that they can measure something that should be measured. Then, the data were analyzed using the AVE score or Average Variance

Extracted, and the question items will be considered valid if it gets a score of more than 0.5. Conversely, if the score is less than 0.5, it is considered invalid and cannot measure something that it should.

Variables	Average Variance Extracted (AVE)
Perceived Usefulness	0.843
Perceived Ease of Use	0.837
E-commerce Attitude	0.618
E-commerce Interest	0.812
Entrepreneurial Interest	0.715

Table 5: Outer Loading Result

Source: Primary Data Processed, 2022

Table 6 shows the results of the five variables in this study are 0.843, 0.837, 0.618, 0.812, and 0.715, which have fulfilled the Average Variance Extracted requirement with a value of more than 0.5. Thus, all these variables can be considered to be valid.

4.4. Discriminant Validity

To know the validity of the construct, it can be done by comparing the AVERAGE score of each construct with the correlation of other constructs. If the AVE root for each construct exceeds the correlation between the construct and other constructs, then the model is said to have good discriminant validity.

	Average Variance Extracted (AVE)	Akar AVE
Perceived Usefulness	0.843	0.918
Perceived Ease of Use	0.837	0.914
E-commerce Attitude	0.618	0.786
E-commerce Interest	0.812	0.901
Entrepreneurial Interest	0.715	0.845

Table 6: AVE Root

Source: Primary Data Processed (2022)

The next step is to look at the output of the AVE root correlation between constructs, as shown in the table below:

	Perceived Usefulness	Perceived Ease of Use	E-commerce Attitude	E-commerce Interest	Entrepreneurial Interest
Perceived Usefulness	0.918				
Perceived Ease of Use	0.692	0.915			
E-commerce Attitude	0.804	0.784	0.786		
E-commerce Interest	0.607	0.521	0.698	0.901	
Entrepreneurial Interest	0.529	0.443	0.548	0.473	0.846

Table 7: Fornell-Larcker Criterion Discriminant Validity

Sumber: Data primer yang diolah (2022)

The table above shows that the AVE root in each construct exceeds the correlation between variables. For example, the variable Perceived Usefulness and the variable Perceived Usefulness itself has an AVE root of 0.918, exceeding the correlation between Perceived Usefulness and Perceived Ease of Use of 0.692, Perceived Usefulness with Ecommerce Attitudes of 0.804, Perceived Usefulness with E-commerce Interest of 0.607, and Perceived Usefulness with an Entrepreneurial Interest worth 0.529. Similarly, the AVE root scores for other variables exceed the correlation coefficients between variables. Thus, the constructed variable perceived

usefulness, Perceived Ease of Use, e-commerce attitudes, ecommerce interest, and entrepreneurial interest can be considered valid because the AVE root > the correlation coefficient means each of these variables already has high discriminant validity. In addition to dividing the AVE root by construct correlation, discriminant validity can also be known from the cross-loading between the indicator and the construct, and the results can be observed in the following table:

	Perceived Usefulness	Perceived Ease of Use	E-commerce Attitude	E-commerce Interest	Entrepreneurial Interest
PM1	0,910	0,660	0,823	0,584	0,475
PM2	0,917	0,621	0,670	0,569	0,493
PM3	0,928	0,620	0,704	0,513	0,490
PK1	0,691	0,935	0,793	0,496	0,455
PK2	0,563	0,894	0,626	0,456	0,346
SE1	0,642	0,889	0,760	0,455	0,436
SE2	0,667	0,577	0,810	0,510	0,489
SE3	0,603	0,612	0,749	0,510	0,352
SE4	0,570	0,501	0,735	0,897	0,438
SE5	0,641	0,589	0,831	0,504	0,474
SE6	0,665	0,591	0,849	0,472	0,431
SE7	0,635	0,530	0,763	0,400	0,374
ME1	0,587	0,499	0,731	0,936	0,473
	Perceived Usefulness	Perceived Ease of Use	E-commerce Attitude	E-commerce Interest	Entrepreneurial Interest
ME2	0,497	0,435	0,493	0,865	0,366
MB1	0,389	0,335	0,468	0,426	0,870
MB2	0,339	0,214	0,274	0,265	0,731
MB3	0,394	0,327	0,350	0,352	0,851
MB4	0,493	0,438	0,554	0,402	0,897
MB5	0,570	0,492	0,582	0,495	0,869

Table 8: Fornell-Larcker Criterion Discriminant Validity Source: Primary Data Processed (2022)

Discriminant validity can be categorized as 'good' based on the rule of thumbs if it meets the requirement, which is that the score exceeds 0.7. The high loading score in a latent construct block compared to the others indicates that the constructed value has a better relationship with the latent variable than the other latent variables. Based on table 8, the cross-loading values of the Perceived Usefulness variable are 0.910, 0.917, 0.928; the Perceived Ease of Use variable is 0.935, 0.894; the E-commerce attitude variables are 0.760, 0.810, 0.749, 0.735, 0.831, 0.849, 0.763; E-commerce interest variables are 0.936, 0.865; Entrepreneurial Interest Variables are 0.870, 0.731, 0.851, 0.897, 0.869. The value obtained is more than 0.7, so it can be concluded that the question items in the three variables are valid and can be used.

4.5. Reliability Test

The requirement for a variable to be considered reliable is by looking at the value of composite reliability and Cronbach's alpha of more than 0.7. The results of this reliability test are shown in table 9:

	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0,908	0,942
Perceived Ease of Use	0,808	0,911
E-commerce Attitude	0,897	0,919
E-commerce Interest	0,775	0,896
Entrepreneurial Interest	0,901	0,926

Table 9: Cronbach's Alpha Dan Composite Reliability Source: Primary Data Processed (2022)

Table 9 shows the results of Cronbach's Alpha with a Perceived Usefulness value of 0.908, Perceived Ease of Use of 0.808, E-commerce Attitudes of 0.897, E-commerce Interest of 0.775, and Entrepreneurial Interest of 0.901 which the value is greater than 0.7. The composite reliability output results in a satisfactory score. The score for each of these variables is 0.70. This score proves the very high stability and consistency of the instrument used. Therefore, these three variables can be considered reliable as research instruments and can be used for further testing

4.6. Evaluation of Structural Model (Inner Model)

Inferential statistics is a summary of all analytical methods which will lead to conclusions. In the SmartPLS calculation, the inferential analysis carried out is the Evaluation of the Structural Model (Inner model) by looking at the R-Square and Path Coefficient.

4.6.1. R Square

Testing after validity and reliability is the inner model to find out R-square. This R-Square score serves to evaluate

the effect of the independent variables and the dependent variables.

Variables	R-Square
E-commerce Attitude (SE)	0,746
E-commerce Interest (ME)	0,487
Entrepreneurial Interest (MB)	0,223

Table 10: R-Square Calculation Result

Source: Primary data processed (2022)

The results of the r-square calculation show that the effect of Perceived Usefulness and Perceived Ease of Use on E-commerce Attitudes (SE) is 0.746 or 74.6%. This result means that the variability of the constructs of Perceived Usefulness and Perceived Ease of Use explains 74.6% of E-commerce Attitudes, while 25.4% is described by other variables outside this study.

The results of the second calculation show that Perceived Usefulness, Perceived Ease of Use, and E-commerce

Attitudes affect E-commerce Interest by 0.487 or 48.7%. It can be concluded that Perceived Usefulness, Perceived Ease of Use, and E-commerce Attitudes explain E-commerce Interest as much as 48.7%, while 51.3% is influenced by other variables not examined.

The third calculation gives the results of Perceived Usefulness, Perceived Ease of Use, E-commerce Attitudes, and E-commerce Interests, giving an effect of 0.223 or 22.3% on Entrepreneurial Interest.

4.6.2. Path Coefficient

The next step is to test the hypothesis by analyzing the results of the path coefficient and the significance level of the T-statistic. This calculation is done to see the effect between variables. Path coefficient can describe negative or positive correlation in the relationship between variables. Hypothesis testing was carried out using the bootstrapping technique with 200 samples. Hypothesis testing has several conditions, namely:

- If the P-value obtained is < 0.05 and the T-statistic value is > 1.96 , then it can be stated that H_0 is accepted or the relationship between the two variables is significant.
- If the P-value obtained is > 0.05 and the statistical value is < 1.96 , it can be stated that H_0 is rejected or the relationship between the two variables is not significant.

Sample Mean			Standard Deviation	T Statistics	P-Values	Conclusion
Direct Effect						
PM -> SE	0,502	0,496	0,059	8,519	0,000	Accepted
PK -> SE	0,437	0,441	0,056	7,766	0,000	Accepted
SE -> ME	0,698	0,693	0,083	8,459	0,000	Accepted

ME -> MB	0,473	0,475	0,101	4,659	0,000	Accepted
----------	-------	-------	-------	-------	-------	----------

Table 11: R-Square Calculation Result

Source: Primary Data Processed (2022)

- The analysis above shows that the relationship between Perceived Usefulness and E-commerce Attitudes creates a positive relationship with a value of 0.502. The obtained T-statistic score of 8.519 shows a result that is greater than 1.96, and the P value obtained is 0.000, which is smaller than 0.05, so the relationship can be said to be significant. This study proves that Perceived Usefulness has a positive and significant effect on E-commerce Attitudes, so the hypothesis is accepted.
- The relationship between Perceived Ease of Use and E-commerce Attitudes shows a positive result with several 0.437. The T-Statistic value obtained is 7.766 > 1.96, and the P values are 0.000 < 0.05. Based on the criteria, Perceived Ease of Use to E-commerce Attitudes is significant because it counts > t-table and its significance value is less than 0.05. This study proves that Perceived Ease of Use has a positive and significant effect on E-commerce, so the hypothesis is accepted.
- The results of the analysis show that the effect of E-commerce attitudes on E-commerce Interests is positive, with the number 0.698. The T-statistic value gets a value of 8.459 > 1.96 and a P value of 0.000, which is less than 0.05. Therefore this study can prove that E-commerce Attitudes have a positive and significant effect on E-commerce Interests. The hypothesis is acceptable.
- The results of the analysis show that the influence of E-commerce Interest on Entrepreneurial Interest is positive, with the number 0.473. The T-statistic value gets a value of 4.659 > 1.96 and a P value of 0.000, which is less than 0.05. Therefore, this study can prove that interest in e-commerce has a positive and significant effect on interest in entrepreneurship.

5. Conclusion

University students, as millennials who are familiar with the use of information and communication technology, are very aware of the advantages of using e-commerce in entrepreneurship. The existence of e-commerce can help foster an interest in entrepreneurship for students, even though entrepreneurship has not become a priority for work choices after students graduate from college. E-commerce is perceived as providing benefits in completing various works, therefore, with the availability of e-commerce, it is possible to do business independently, and work becomes easier and more productive. Courage to realize entrepreneurial business, supported by the understanding of using e-commerce, makes the business easier and does not require large capital.

6. References

- Anggraeni, & Hernanik. (2015). The Effect of Entrepreneurship Knowledge and Family Environment on Entrepreneurial Interest of 11th Grade Students of SMK Islam Nusantara Comal, Pematang Regency. *JPE DP*, X (1).
- Basrowi. (2014). Entrepreneurship for Higher Education. Ghalia Indonesia.
- Buchori. (1991). Educational Psychology. PT. Aksara Baru.
- Crow, A., & Crow, L. D. (1984). Educational Psychology. PT. Bina Ilmu.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(5), 319–339.
- GOVERNMENT REGULATION OF THE REPUBLIC OF INDONESIA NUMBER 30 YEAR 1990 CONCERNING HIGHER EDUCATION. (n.d.). Retrieved January 9, 2023, from <https://peraturan.bpk.go.id/Home/Details/60869>

- Hendro. (2011). Basics of Entrepreneurship. Erlangga. viii. Hurlock, E. B. (1991). Developmental Psychology: A Lifespan Approach. Erlangga.
- Kemenko PMK. (2021, August 6). Kemenko PMK Supports Strengthening Programs for Workers Affected by COVID-19. <https://www.kemenkopmk.go.id/kemenko-pmk-dukung-penguatan-program-bagi-tenaga-kerja-terdampakcovid-19>
- Kemenko PMK. (2021, November 1). Youth Entrepreneurship Must be Encouraged to Alleviate Unemployment.
- Kotler, P., & Armstrong, G. (2012). Principles of Marketing. Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). Marketing Management Global Edition (Vol. 15E). Pearson Education Limited. <https://doi.org/10.1080/08911760903022556>
- Nugroho, A. (2006). E-Commerce: Understanding Modern Trade in the Cyber World. Informatika Bandung.
- Osborne, D., & Gaebler, T. (2000). Reinventing Government: Entrepreneurial Bureaucracy. Lembaga Manajemen PPM.
- PKM Guidelines. (2021). GENERAL GUIDELINES for Student Creativity Program of Kemdikbud.
- Rintho, R. R. (2018). E-Commerce: Creating Competitiveness through Information Technology. Deepublish.
- Sumantri. (2000). Training and Development of Human Resources. Faculty of Psychology, Padjadjaran University.
- Sumarti. (2008). Enhancing Entrepreneurship Spirit of Pre-Service Chemistry Teachers through Basic Chemistry Laboratory Oriented Chemo-Entrepreneurship. *Journal of Chemical Education Innovation*, 2(2), 305– 311.
- Suryana. (2014). Entrepreneurship. Salemba Empat.
- Suryana. (2017). Entrepreneurship: Tips and Processes towards Success (4th ed.). Salemba Empat.
- THE REPUBLIC OF INDONESIA LAW NUMBER 2 YEAR 1989 CONCERNING NATIONAL EDUCATION SYSTEM. (n.d.). www.djpp.depkumham.go.id
- Turban, E. (2015). Electronic Commerce: A Managerial and Social Networks Perspective, 8th Edition. Springer.
- Urtalina, F. A., & Sudibia, I. K. (2019). Factors Affecting the Level of Educated Unemployment in Bali.
- Wong, J. (2010). Internet Marketing for Beginners. Elex Media Komputindo.
- Zimmerer, T. W. D. (2008). Entrepreneurship and Small Business Management 5th Edition Book 1. Salemba Empat.