

ANALYSIS OF ENTREPRENEURIAL KNOWLEDGE AND ENTREPRENEURIAL BEHAVIOR ON ENTREPRENEURIAL INTEREST IN GEN Z

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ABSTRACT

This study aims to determine the interest in entrepreneurship through the variables of entrepreneurial knowledge and entrepreneurial behavior in Gen Z in Aek Nabara city, Labuhanbatu Regency. This study involved 100 respondents who were selected using the Slovin formula in sampling. This research uses a quantitative approach with data collection through a google form questionnaire. The sample was taken using a purposive sampling technique because there were certain considerations, namely generation Z who had an interest in entrepreneurship. Based on the results of the description of the respondents, it was found that the age of 16-21 years was interested in entrepreneurship with agribusiness, fashion and culinary business types. The results of hypothesis testing that Gen Z has entrepreneurial knowledge and entrepreneurial behavior so that through this study the authors found that Gen Z in Aek Nabara city is Gen Z who has a positive mindset in taking entrepreneurship.

Keywords: *Entrepreneurial Knowledge, Entrepreneurial Behavior, Entrepreneurial Interest.*

1. INTRODUCTION

Generation Z is a group of people having the same birth year, life experience, and cultural influences as the birth of 1997 and is characterized by digital and unique characteristics so that it will have a better experience in life. According to (Agrawal et al., 2023) that 98% of Gen Z is a generation that has a smartphone and smartphone dependence in their behavior. The advantages possessed by Gen Z in this era of digitalization increasingly provide opportunities for anyone who is able to take this opportunity and become a player in businesses that are aligned with technology. According to (Uzunoglu, 2023) that Gen Z is able to change the economy through the use of digital platforms that make marketing communications very efficient around the world. Therefore, the role of Gen Z from some of these quotes directs that Gen Z should be born in the era of digitalization can maximize their role as a major player, especially for Gen Z in Indonesia.

Scientific studies on the existence of the role of Gen Z have been widely studied, one of which is (Ni Kadek et al., 2022) in the era of society 5.0 humans become the center of technology-based economic development and a balanced life order. The quality of human resources, especially generation Z, has a huge impact on economic development and overcoming economic inequality in general. From this study, we can take points such as we must be able to maximize our role as Gen Z people who are good at using technology, creative and have character, especially in practicing business. This sentence should be understood by Gen Z people so that these people are able to read the situation and conditions of the opportunities in front of their eyes. According to (Sakitri, 2021) Gen Z is referred to as "*the communaholic*", and is very inclusive and interested in utilizing technological advances to engage diverse communities by expanding the benefits they want to provide.

Likewise, this research focuses on knowing the factors that determine Gen Z's interest

in entrepreneurship in an economy that is increasingly dependent on technology. According to (Hidayah & Nurfadilah, 2022) Gen Z has potential for the development of e-commerce, but e-commerce users as a business platform are still very low compared to other sales methods. According to (Julia de Geus, 2023) that from 2020 onwards, the business environment has changed more than ever, and Gen Z began entering the workforce after the Covid-19 pandemic and digitization created a new normal with hybrid and remote work structures, the desire for flexibility in the work environment is identical to the characteristics of Gen Z. According to (Lindzon, 2021) Gen Z is more digitally connected than previous generations during their early years, so perhaps it's no surprise that survey respondents said they felt tech-savvy. These scientific studies on Gen Z are the basis for researchers to determine a trending phenomenon, namely the role of Gen Z in entrepreneurship.

One of the factors driving economic growth in Indonesia is entrepreneurship (Josefien et al., 2023). The government is now encouraging the younger generation to focus not only on becoming employees and looking for work, but also starting their own businesses and creating jobs. The first thing that can be done to start a business is to become an MSME actor (Hadyastiti et al., 2020). According to (Sihombing et al., 2022) (Dwiyanthi et al., 2023) MSMEs are activities that can expand employment opportunities, provide comprehensive economic services to the community to encourage economic growth to achieve national economic stability.

Individual understanding of entrepreneurship with diverse behavior, innovative in increasing business opportunities that are useful for themselves and others. In general, successful entrepreneurs are people who have the ability. Someone who has knowledge, skills, and personal qualities that include attitudes, inspiration, personal values, and behavior in doing a job or activity (Laia, 2022). Entrepreneurial interest reflects the level of commitment aimed at achieving performance in starting a business. Entrepreneurial interest is a topic that is often studied in the field of entrepreneurship. How individuals act regarding entrepreneurship is a question of interest to researchers, educators, and policies that assist entrepreneurial activities, both individually and in an organizational context (Hartini et al., 2022).

Based on the theoretical description and researcher references, the author is interested in researching Gen Z entrepreneurial interest and analyzing the factors that influence it while increasing Gen Z literacy and Gen Z behavior. In addition, the author considers that Gen Z people have a great desire for high entrepreneurship as according to (Nugraheni et al., 2023) that Gen Z has a fairly large willingness or amount of the global average of 75%. Gen Z's desire to run this high entrepreneurship is what drives the importance of research through the variables of entrepreneurial knowledge and entrepreneurial behavior on entrepreneurial interest in Gen Z in Aek Nabara city, Labuhanbatu Regency.

2. LITERATURE REVIEW

Entrepreneurship Knowledge

Knowledge is information, concepts and understanding that individuals have. Knowledge is gained through social interaction and learning while entrepreneurship is a person's process of starting or managing a business. According to (Handoyono et al., 2020) knowledge is divided into direct knowledge, namely knowledge obtained before an individual becomes an entrepreneur and knowledge not directly obtained from various parties to become an entrepreneur or before becoming an entrepreneur. Entrepreneurial knowledge includes an understanding of concepts and practices, planning and strategies. With the knowledge of entrepreneurship, it will affect the country's economy. Knowledge is the result of learning to recognize opportunities in entrepreneurship and follow it up to be able to overcome challenges in business (Suryadi & Samuel, 2022). According to (Muksin et al., 2023) defines entrepreneurial knowledge as the ability of individuals with creative, innovative and positive characters in developing opportunities. According to (Marfuah, 2021) entrepreneurial

knowledge is the basis for running a business, in entrepreneurship things that need to be learned about entrepreneurial ethics, how to build branding and understand the behavior of consumers. According to (Rachmawati et al., 2022) entrepreneurial knowledge makes it easier for someone to create / innovate on opportunities to become quality results. The indicators according to (Indriyani & Subowo, 2019) are, knowledge of the business to be pursued, knowledge of the business environment, position and responsibility.

Entrepreneurial Behavior

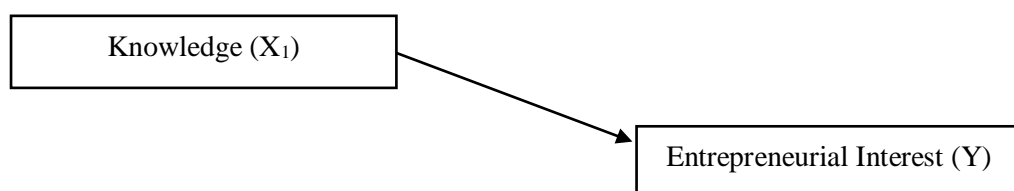
Entrepreneurial behavior is a series of actions and decisions taken by individuals with the aim of creating or developing to improve a business. Entrepreneurial behavior includes the ability to adapt to achieve goals. According to (Priyono & Burhanuddin, 2020). Entrepreneurial behavior is an activity to look at opportunities by paying attention to the business environment and taking risks. One of the keys to entrepreneurial behavior is the ability to identify opportunities. An entrepreneur has a fairly high sensitivity to changes around. Entrepreneurs are not afraid to face uncertainty and risk. According to (Hasan et al., 2021) defines that the environment is very influential in shaping a person. According to (Hattu et al., 2021) entrepreneurial behavior is being able to behave as an entrepreneur in carrying out their activities. According to (Islami, 2017) defining entrepreneurial behavior is an action or statement related to behavior that can be calculated using a comparison of entrepreneurial behavior. Entrepreneurial behavior is also defined as behavior in running and growing competitiveness to achieve better results (Ningsih et al., 2023). The indicators according to (Gulo, 2022) are innovativeness, courage to take risks, flexibility to get along and managerial skills.

Entrepreneurial Interest

Entrepreneurial interest is an individual's interest in engaging in the activity of creating a business. According to (Noviantoro & Rahmawati, 2017) interest is a sense of willingness and interest in a matter or activity, while entrepreneurship is an individual who forms a new business dares to take consequences and doubts to achieve profit by identifying opportunities (Supriandi & Iskandar Yusuf, 2022). Meanwhile, according to (Slamet, 2019) defines entrepreneurial interest as resilience and courage in meeting life needs and solving problems and expanding or building new businesses. Interest in entrepreneurship is also defined as focusing on business and a high willingness to pursue and also understand more about entrepreneurship (Dewi, 2021). Entrepreneurial interest begins within an individual to realize the field of business, the desire to work hard to meet the needs that exist in him (Nanang, 2019). According to (Juhariyah & Wahyuni, 2018) Entrepreneurial interest is a belief in oneself in creating a business and achieving it later. Entrepreneurial interest is the desire to bear the risks associated with new businesses and targets and persevere in order to achieve the progress of a business (Marlina et al., 2023). The indicators according to (Sukesi, 2019) are feelings of interest, attention, desire / hope and experience.

Framework of Thought

Entrepreneurial interest can be influenced by many factors or other reasons as the results of the study. Therefore, entrepreneurial interest in this study is reflected in the framework, among others:



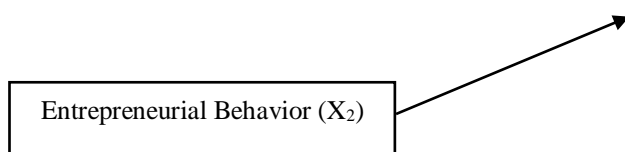


Figure 1. Thinking Framework

Research Hypothesis

H₁ : Entrepreneurial knowledge variables affect the interest in ~~entrep~~ entrepreneurship

H₂ : Entrepreneurial behavior variables affect the interest in entrepreneurship.

3. RESEARCH METHODS

In this study, quantitative methods were used, quantitative research uses data analysis in the form of numbers and the data used is primary data (questionnaire). The subject of this research is Gen Z in Aek Nabara city with a population according to BPS data in 2021 of 64,949 people. Population and sample cannot be separated because the population is a collection of samples otherwise the sample is part of the population (Darwin et al., 2021). The population in this study, especially Generation Z in the city of Aek nabara, used the slovin formula in sampling with simple formulas and calculations. Based on the sample calculation obtained in this study, 99.84 was increased to 100 samples. In determining the sample using *non-probability sampling* method (non-random sampling). Because sampling does not share the same opportunity or opportunity in the population selected to be sampled (Muhyi et al., 2018) The technique in this study is *Purposive Sampling* because of certain considerations (Nursiana et al., 2022). Gen Z born in 1997-2012 who have an interest in entrepreneurship in the city of Aek Nabara. Data collection is done by distributing questionnaires. According to (Sugiyono, 2016) a questionnaire is a data collection that is carried out by asking questions to respondents. The research analysis technique was carried out using the Smart PLS 4.0 application.

4. RESULTS AND DISCUSSION

Respondent Description

The results of distributing questionnaires that have processed data regarding the description of respondents such as gender, age, education, and type of business are presented below:

Table 1. Respondent Profile

No.	Gender	Frequency	Percentage
1	Male	27	27%
2	Women	73	73%
	Total	100	100%
No.	Age	Frequency	Percentage
1	16 - 20 Years	26	26%
2	21 - 26 Years	74	74%
	Total	100	100%
No.	Education	Frequency	Percentage
1	HIGH SCHOOL / VOCATIONAL SCHOOL	54	54%

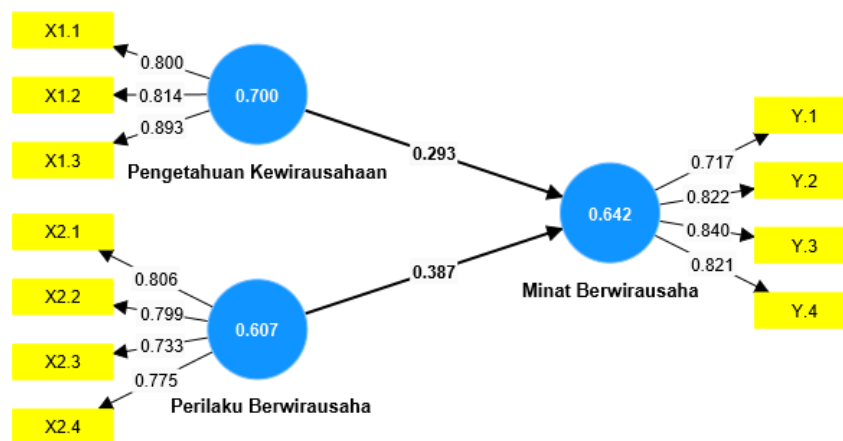
2	Diploma / Bachelor	46	46%
Total		100	100%
No.	Type of business	Frequency	Percentage
1	Agribusiness	18	18%
2	Fashion	38	38%
3	Culinary	44	44%
Total		100	100%

Source: Data Processed, 2024

The responses from the participants show that most of them are women, reaching 73%, which is much higher than the number of male participants at 27%. In addition, from the response data, it can be seen that participants aged 16-20 years accounted for 26% of the total, with a total of 26 participants. Meanwhile, participants aged 21-26 years accounted for 74%, with a total of 74 participants. In terms of education, the results of the responses show that participants who have a high school / vocational high school educational background reach 54%, with a total of 54 participants. Meanwhile, participants with a Diploma / Bachelor's educational background reached 46%, with a total of 46 participants. Furthermore, the results of participants' responses also show that the majority of them are interested in culinary businesses, reaching 44%, with a total of 44 participants. There are also participants who are interested in Agribusiness as much as 18%, with a total of 18 participants. Meanwhile, participants who are interested in the world of Fashion reached 38%, with a total of 38 participants.

Outer Model

Evaluation of the measurement model (outer model) begins with selecting indicators that form latent variables, namely reflective and formative. This study uses reflective indicators (Rakhmawati, 2020). The results of the outer model loading factor include:



Source of SmartPLS Data Processing Results, 2024

Figure 2. Outer Model

The cross loading value for each indicator of each latent variable is greater than the cross loading value when associated with other latent variables. This means that each latent variable already has good discriminant validity where some latent variables have measures that are highly correlated with other constructs.

Reliability Test

The validity and reliability criteria can also be seen from the reliability value of a construct. Composite reliability that measures a construct can be evaluated with two types of

measures, namely internal consistency and Cronbach's alpha.

Table 2. Construct Validity and Reliability (AVE)

No.	Variables	Cronbach's Alpha	Value (AVE)	Description
1	Entrepreneurship Knowledge	0.813	0.642	Valid
2	Entrepreneurial Behavior	0.786	0.700	Valid
3	Entrepreneurial Interest	0.785	0.607	Valid

Source of SmartPLS Data Processing Results, 2024

Based on the table above, it shows that the *Cronbach's Alpha* value and the Average Variance Extracted (AVE) value of the Entrepreneurial Knowledge variable and entrepreneurial behavior are more than the standard 0.50 so that it can be said that each variable has good validity.

Inner Model

Inner model or structural model testing is carried out to see the relationship between constructs, significance values and R-square of the research model:

Table 3. R-Square Value

Variable	R-square	Adjusted R-Square
Entrepreneurial Interest (Y)	0.407	0.395

Source of SmartPLS Data Processing Results, 2024

Based on the table above, it can be concluded that the R-square value of the entrepreneurial interest variable is 0.407 or 40.7%. This means that the variable interest in entrepreneurship can be explained by the variables of knowledge and entrepreneurial behavior is quite strong.

Hypothesis Test

The significant model in the hypothesis test is seen from the Path Coefficients table, the value of t count < t table 1, 96, among others:

Table 4. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Entrepreneurship Knowledge->Interest in Entrepreneurship	0.293	0.295	0.130	2.249	0.025
Entrepreneurial Behavior -> Entrepreneurial Interest	0.387	0.393	0.124	3.111	0.002

Source of SmartPLS Data Processing Results, 2024

From table 4 hypothesis testing using t-test with the following results: Entrepreneurial knowledge with a t value of 2.249 and significant 0.025 and entrepreneurial behavior with a t value of 3.111 and significant 0.002 thus entrepreneurial knowledge and entrepreneurial behavior have a significant positive effect on entrepreneurial interest in generation Z.

Discussion

1. The hypothesis that entrepreneurial knowledge has a significant positive effect on entrepreneurial interest in generation Z. Stating that there is a significant influence between Entrepreneurial Knowledge and Entrepreneurial Interest. Based on the data analysis above, the T-statistic value in the table column shows a number of 2.249, which exceeds the critical value of 1.97, and the P-values are 0.025, The actual sample value is also positive at 0.293. Then **H₁ is accepted**. Entrepreneurial knowledge affects entrepreneurial interest because it enriches an individual's understanding of business opportunities, risk management, creativity, innovation, and market needs. This understanding stimulates a person's interest in taking advantage of opportunities, facing risks, exploring new ideas, and meeting market needs, shaping attitudes and interests to engage in entrepreneurial activities. According to (Indriyani, 2019) found that entrepreneurial knowledge has a positive and significant effect on entrepreneurial interest. The results of this discovery are also supported by the findings (Nisa & Murniawaty, 2020) finding that entrepreneurial knowledge has a positive and significant effect on entrepreneurial interest.
2. The hypothesis of entrepreneurial behavior has a significant positive effect on entrepreneurial interest in generations. Stating that there is a significant influence between Entrepreneurial Behavior and Entrepreneurial Interest. Based on the data analysis above, the T-statistic value in the table column shows a number of 3.111, exceeding the critical value of 1.97, and the P-values are 0.002, the actual sample value is also positive at 0.387. Then **H₂ is accepted**. Entrepreneurial behavior exerts a positive influence on entrepreneurial interest because it involves the development of business skills, creativity, innovation, responsibility, risk-taking courage, opportunity orientation, and fighting power and perseverance. This creates a solid foundation for increasing individual interest in engaging in entrepreneurial activities. According to (Yanti, 2019) who found that entrepreneurial behavior has a positive and significant effect on entrepreneurial interest. And the results of this discovery are also supported by the findings of (Nuhlasita & Wulandari, 2022) which also found that entrepreneurial behavior has a significant and positive effect on entrepreneurial interest.

5. CONCLUSIONS

Based on the results of the description of the respondents, it was found that the age of 16-21 years was interested in entrepreneurship with the types of agribusiness, fashion and culinary businesses. The results of hypothesis testing that Gen Z has entrepreneurial knowledge and entrepreneurial behavior so that through this study the authors found that Gen Z in Aek Nabara city is Gen Z who has a positive mindset in taking entrepreneurship.

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