



The Influence Of Entrepreneurial Knowledge, Adversity Intelligence, And Self-Efficacy On Students' Entrepreneurial Intentions

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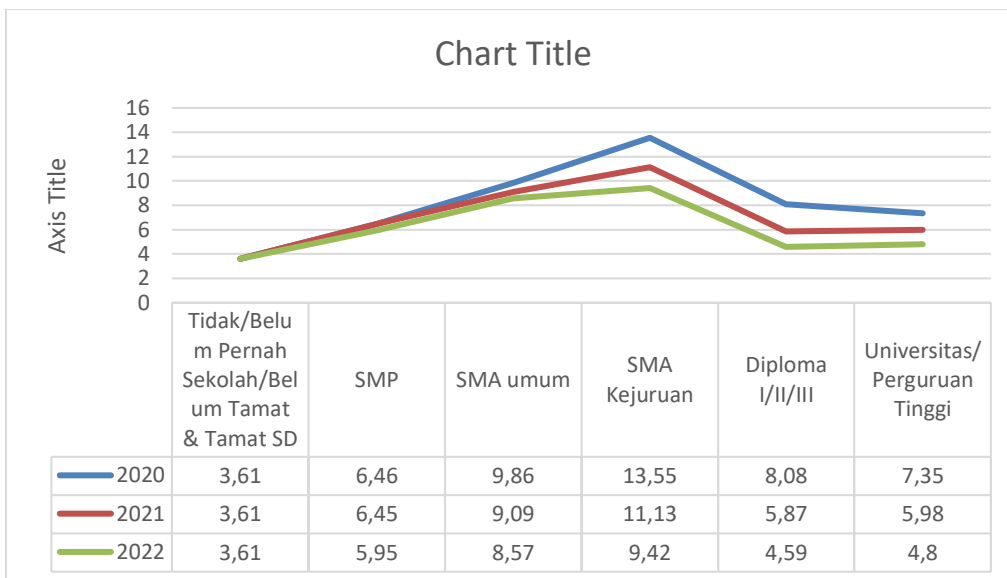
ABSTRACT

This research aims to find out how entrepreneurial knowledge influences entrepreneurial intentions among ITB Nobel Indonesia students; to find out how advertising intelligence influences entrepreneurial intentions among ITB Nobel Indonesia students and to find out how self-efficacy influences entrepreneurial intentions among ITB Nobel Indonesia students. This research uses a causal analysis design with quantitative research methods. The population in this study was 277 students from the ITB Nobel Indonesia management study program. Determining the sample size used the Slovin formula with simple random sampling to obtain a sample size of 73 students. The data analysis technique is to use multiple regression analysis. The research results found that Entrepreneurship knowledge, advertising intelligence and self-efficacy towards entrepreneurial intentions among ITB Nobel Indonesia students.

INTRODUCTION

Unemployment is a serious problem that is difficult to overcome in Indonesia. This is caused by the low quality of human resources, dwindling job opportunities, lack of interest from undergraduate graduates to open a business, compared to interest in becoming Civil Servants (PNS). Therefore, it is hoped that Indonesian people can become entrepreneurs in order to create employment opportunities for other people who are still unemployed.

Based on data from the Central Statistics Agency for 2021, the number of open unemployed in Indonesia until 2022 is as follows:



Source : <https://www.bps.go.id>(2023)

Fluctuations in open unemployment at the university level, which reached 4.8% until 2022, should be a benchmark, especially for a university, to provide provisions for students to prepare themselves for the world of work. It is believed that developing an entrepreneurial spirit in university students is an alternative way to reduce the unemployment rate, because graduates are expected to become educated young entrepreneurs who are able to start their own businesses. This will help the government in reducing the problem of unemployment.

According to states that an entrepreneur is someone who creates a new business by taking risks and uncertainties in order to achieve profit and growth by identifying opportunities and significance and combining the necessary resources so that those resources can be capitalized(Megracia, 2021). Entrepreneurship is designed to be able to identify, pioneer, build and develop creative and innovative business ventures(Gupta & Bose, 2019). Entrepreneurship is the ability to be creative and innovative, keen to see opportunities and always open to any input and positive changes that can bring the business to continue to grow and have value.(Ubaidillah, 2021).

Entrepreneurial interest is a person's interest in carrying out entrepreneurship which grows because it is influenced by the environment, social conditions and so on(Agusmiati & Wahyudin, 2018). An entrepreneur must have a strong desire, interest, awareness and spirit of innovation in being creative in producing products and being able to work hard to meet needs without fear or failure in developing his business. This statement is one of the important parts that is the main focus in setting up a business because in essence, the business capital that is previously available will be a weaker process if it is not accompanied by an intention from within a person.

Entrepreneurial intentions among Indonesian students tend to be low due to several obstacles experienced such as difficulties in capital, competence and information needed to open a business. One of the universities in Makassar City, namely the Nobel Indonesia Institute of Technology and Business (ITB), is expected to be able to create students with a high level of entrepreneurial intention. To direct graduates of the Indonesian Nobel Institute of Technology and Business (ITB).To become a job creator, entrepreneurial knowledge, adversity intelligence and self-efficacy are very necessary so that students are able to become educated entrepreneurs and are able to start their business by working hard and thinking creatively and acting innovatively after graduating from college. The main thing that needs to be considered in entrepreneurship is a person's inner desires and intentions which are the driving force for starting a business.

Entrepreneurial knowledge supports entrepreneurial values, especially for students, so it is hoped that it will foster an entrepreneurial spirit for entrepreneurship. (Frendika & Budiarti, 2022) revealed that entrepreneurial knowledge is considered an aspect of human capital

necessary for entrepreneurial initiatives. This refers to a conceptual and analytical understanding of the multifunctional and diverse entrepreneurial process. Broadly refers to the 'know what' content level of knowledge about entrepreneurship. This type of knowledge represents a potential entrepreneur's ability to recognize opportunities and pursue them. With this knowledge, a potential entrepreneur can understand, estimate, interpret and apply new information in new ways, as these activities are at the core of entrepreneurship.

The fact is that student interest in setting up a new business is relatively low. This condition is thought to be caused by several things, namely the low level of student adversity quotient. Students' resistance to pressure is not sufficiently trained due to various reasons. One of them is because the social environment of students in urban areas is relatively more comfortable/easy compared to several decades ago and the instant culture like today. An entrepreneur must have a strong spirit and be able to turn obstacles into opportunities. These obstacles can be processed with the intelligence you have so that you can produce opportunities to start or develop your business. Therefore, adversity intelligence must be possessed by an entrepreneur.

Adversity intelligence is a situation where an individual's ability to observe an existing difficulty and then be able to process the difficulty until he finds a solution or potential with the abilities he has (Putra & Sakti, 2023). Adversity intelligence is one of a person's skills or abilities regarding his response to difficulties (Juwita & Usodo, 2020). Entrepreneurs who have a good level of adversity intelligence will increase their entrepreneurial intention/interest.

One cognitive approach that is often used to explain entrepreneurial intentions is entrepreneurial self-efficacy. Entrepreneurial self-efficacy is an individual's belief that he is able to successfully carry out the roles and tasks of an entrepreneur, such as management, marketing, risk taking, financial control and discovering new innovations. (Newman et al., 2019). Self-efficacy has an important influence on entrepreneurial intentions. Self-efficacy is a person's beliefs that determine how well a person can carry out a plan of action in a prospective situation. People with high self-efficacy believe that they are capable of greater effort than other people. People with high self-efficacy have more potential to become entrepreneurs than people with low self-efficacy. Therefore, self-efficacy has a positive and significant effect on entrepreneurial intentions.

Looking at the above phenomenon and the results of previous research, the importance of this research is to find out how entrepreneurial knowledge influences entrepreneurial intentions among ITB Nobel Indonesia students; to find out how advertising intelligence influences entrepreneurial intentions among ITB Nobel Indonesia students and to find out how self-efficacy influences entrepreneurial intentions among ITB Nobel Indonesia students.

LITERATURE REVIEW

The Influence of Entrepreneurial Knowledge and Entrepreneurial Intention

Knowledge is the embodiment of the main human capital needed for success in entrepreneurship and its sustainability (Hayati et al., 2019). A person's entrepreneurial knowledge about several aspects of starting and managing a new business can make them more confident about their ability to become an entrepreneur. More knowledge about entrepreneurship can contribute to providing awareness and attraction to entrepreneurship (Trihudyatmanto & Purwanto, 2018). A person's knowledge about entrepreneurship can reduce the ambiguity associated with entrepreneurship and shape their attitudes and overall perception of their ability to start an entrepreneurial career. (Kore & Prajogo, 2020).

Based on these opinions, entrepreneurial knowledge is everything a person knows about entrepreneurship that is useful as capital for entrepreneurship. Entrepreneurial knowledge is the most important capital that a person needs to become an entrepreneur. Entrepreneurial knowledge can reduce the ambiguity related to entrepreneurship and can convince him to become an entrepreneur based on the abilities he has. Research result (Trihudyatmanto, 2019) and (Darmawan, 2019) found that Entrepreneurship Knowledge has a positive and significant

effect on entrepreneurial intentions. Based on the description above, the researcher proposes a temporary hypothesis for this research as follows:

H0: There is an influence of entrepreneurial knowledge on entrepreneurial intentions among ITB Nobel Indonesia students

Ha: There is no influence of entrepreneurial knowledge on entrepreneurial intentions among ITB Nobel Indonesia students.

The influence of Adversity Intelligence on entrepreneurial interest

Adversity intelligence is a situation where an individual's ability to observe an existing difficulty and then be able to process the difficulty until he finds a solution or potential with the abilities he has (Putra & Sakti, 2023). Adversity intelligence is a person's ability to respond to various obstacles and difficulties that occur through intelligence and turn these obstacles into opportunities (Giningroem et al., 2021). Intelligence in facing obstacles is the ability to turn obstacles into opportunities to successfully achieve goals. through the ability to think, manage and direct actions that form patterns of cognitive and behavioral responses to stimulus events in life that constitute challenges or difficulties. Courage in taking advantage of opportunities is what will create success in entrepreneurship and will have a positive effect if managed well by students.

Entrepreneurs who have a good level of adversity intelligence will increase their entrepreneurial intention/interest (Marliyah & Novera, 2021). The results of this study support the research results (Ilham, 2020) and (Muttaqiyathun & Rusdiyana, 2022) who found that adversity intelligence had a positive and significant effect on entrepreneurial intentions.

Based on the description above, the researcher proposes a temporary hypothesis for this research as follows:

H0: There is an influence of adversity intelligence on entrepreneurial intentions among ITB Nobel Indonesia students

Ha: There is no influence of adversity intelligence on entrepreneurial intentions among ITB Nobel Indonesia students.

The Influence of Self-Efficacy and Entrepreneurial Intention

Self-efficacy is an assessment of oneself regarding one's own ability to carry out a certain action. When an individual has the ability to assess whether he is capable or not of carrying out a particular activity, it is very important. To enter the world of entrepreneurship, a person must be able to assess for themselves whether or not they are capable of entering the world of entrepreneurship.

(Hidayat & Citra, 2020) states that self-efficacy regarding one's career can be an important factor in determining whether one's entrepreneurial interest has been formed at the initial stage of one's career. Then, (Munawar, 2019) stating self-efficacy is needed to encourage employees to believe in their abilities to achieve the goals or expected results. It can be concluded that self-efficacy can foster entrepreneurial intentions. Research result (Blegur & Handoyo, 2020) and (Putry et al., 2020) found that self-efficacy had a positive and significant effect on entrepreneurial intentions.

Based on the description above, the researcher proposes a temporary hypothesis for this research as follows:

H0: There is an influence of self-efficacy on entrepreneurial intentions among ITB Nobel Indonesia students

Ha: There is no influence of self-efficacy on entrepreneurial intentions among ITB Nobel Indonesia students

The conceptual framework chart can be seen as follows:

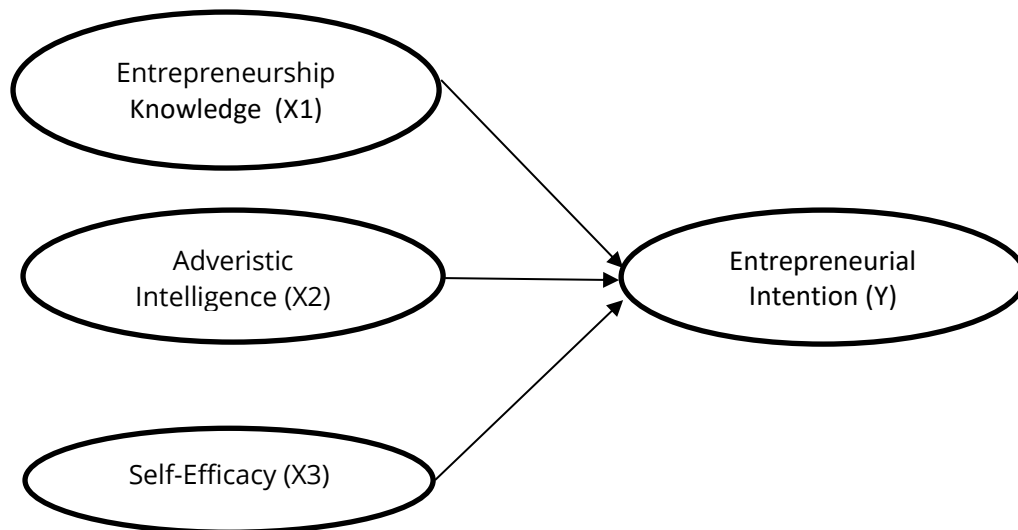


Figure 1. Conceptual Framework

METHODS

This research uses a causal analysis design with quantitative research methods. The population in this study was 277 students from the ITB Nobel Indonesia management study program.

The number of samples taken was 277 students using the Slovin formula. The sampling technique used is simple random sampling, that is, every person who is a member of the population can be selected as a member of the sample because they have the same opportunity and are free to be selected. Determining the sample size used the Slovin formula to obtain a sample size of 73 students. The data analysis technique is to use multiple regression analysis.

$$n = \frac{N}{1 + N e^2} = \frac{277}{1 + 277 (0,1)^2} = 73,47 \frac{277}{3,77}$$

RESULTS

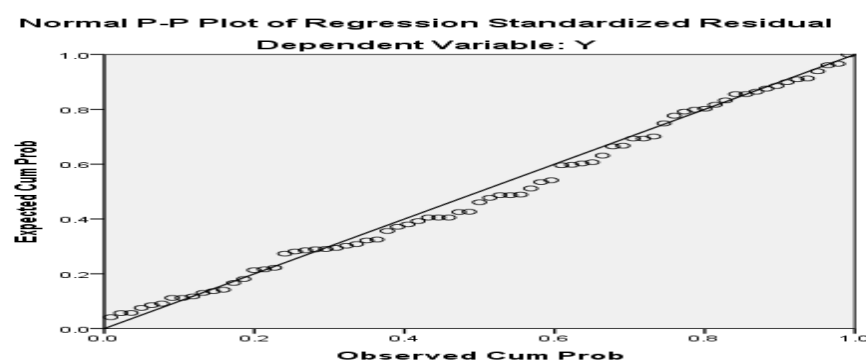


Figure 2. Normality test

Based on Figure 2, it shows that the data is along a line, so it can be said that the data used in this research is normally distributed.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609a	,371	,343	1.26743

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

b. Dependent Variable: Y

The correlation coefficient calculation results obtained were Adjusted R Square = 0.343. Judging from the criteria for strong and weak relationships between variables, the correlation coefficient result of 0.343 means that the correlation is in the weak category, which means there is an influence between the variables entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) on entrepreneurial intentions (Y) among ITB Nobel Indonesia students fall into the weak category.

Multiple linear regression analysis aims to solve problems regarding the influence of entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) on entrepreneurial intentions (Y). The results of the multiple linear regression analysis are presented in table 3 as follows:

Table 3. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,478	3,341		1,340	,185		
	Entrepreneurial knowledge	,383	,098	,390	3,924	,000	,925	1,081
	Adversity Intelligence	,277	,053	,241	2,462	.014	,981	1,019
	Self-Efficacy	,352	.101	,348	3,483	,001	,915	1,093

a. Dependent Variable: Y

Then the multiple linear regression analysis equation model is determined as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 4.478 + 0.383X_1 + 0.277X_2 + 0.352X_3$$

Interpretation of the results of the multiple linear regression analysis equation above can explain the pattern of influence of entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) on entrepreneurial intentions (Y) as follows:

The Y coefficient value is positive at 4.478, indicating that entrepreneurial intentions increase, therefore, entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) do not change or remain the same as zero, so the magnitude of entrepreneurial intentions (Y) in ITB students The Indonesian Nobel Prize will increase by 4,478.

The positive B1 coefficient value is 0.383, which shows that the higher the adversity intelligence, the higher the entrepreneurial intention (Y) of ITB Nobel Indonesia students. If the entrepreneurial knowledge variable (X1) increases and the independent variables adversity

intelligence (X2) and self-efficacy (X3) do not change, then the entrepreneurial intention (Y) of ITB Nobel Indonesia students will increase by 0.383.

The B2 coefficient value is positive at 0.277, which indicates that the higher the self-efficacy, the higher the entrepreneurial intention (Y) of ITB Nobel Indonesia students if the independent variables entrepreneurial knowledge (X1) and self-efficacy (X3) do not change, entrepreneurial intention (Y) increased by 0.277.

The b3 coefficient has a positive value of 0.352, which indicates that the higher self-efficacy, the more effective entrepreneurial intentions (Y) are. When the independent variables entrepreneurial knowledge (X1) and adversity intelligence (X2) do not change, entrepreneurial intentions (Y) increase by 0.352.

From the results of the equation above, it can be concluded that the influence of the model on entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) has a positive (significant) effect on entrepreneurial intentions (Y) in ITB Nobel Indonesia students. This means that the higher the degree of change in the variables entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3), the higher the entrepreneurial intention (Y) of ITB Nobel Indonesia students.

Based on the results of the t-test calculation, it can be explained that the entrepreneurial knowledge variable (X1) with a t value of 3,924 (positive) and a significance value of 0.000, which is less than 0.05, thus influencing the entrepreneurial knowledge variable (X1) has a positive and significant effect on entrepreneurial intentions. (Y). Regarding the adversity intelligence variable (X2) with a t-number of 2,462 (positive) and a significance value of 0.014, less than 0.05, adversity intelligence (X2) has a positive effect on entrepreneurial intentions (Y). For self-efficacy (X3) with a t-number of 3.483 (positive) and a significance value of 0.001, which is less than 0.05, self-efficacy (X3) has a positive effect on entrepreneurial intentions (Y). Therefore, from the results of the T test it can be concluded that entrepreneurial knowledge, adversity intelligence and self-efficacy have a positive and significant effect on entrepreneurial intentions among ITB Nobel Indonesia students.

Table 4. Result Of Simultan

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,243	3	21,748	13,538	,000b
	Residual	110,839	69	1,606		
	Total	176,082	72			

a. Dependent Variable: Y

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

Based on the results of the F test, it can be seen that the significance value of the F calculation is 0.000, which is smaller than 0.05. Based on the test criteria, it can be concluded that entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) have a positive and statistically significant effect on entrepreneurial intentions (Y). It can be concluded that rejecting Ho and accepting Ha means that entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) have a positive and significant relationship with entrepreneurial intentions (Y).

Based on the results of the F test, it shows that the calculated F-significance value is 0.000, which is smaller than 0.05. From this, based on the test criteria, it was concluded that there was a positive and statistically significant influence between entrepreneurial knowledge (X1), adversity intelligence (X2) and self-efficacy (X3) on entrepreneurial intentions (Y). Therefore, it can be stated that Ho is rejected and Ha is accepted that entrepreneurial knowledge (X1), adversity intelligence

(X2) and self-efficacy (X3) have a positive and significant relationship with entrepreneurial intentions (Y).

DISCUSSION

The influence of entrepreneurial knowledge on entrepreneurial intentions

The results of this research found that entrepreneurial knowledge has a positive and significant effect on entrepreneurial intentions. This means that entrepreneurial knowledge makes Students are able to analyze business opportunities, because with entrepreneurial knowledge students can learn how to analyze business opportunities and also raise awareness of business opportunities. The process of carrying out analysis related to business planning seems capable of being carried out by students, because knowledge of entrepreneurship provides understanding in analyzing business planning. Analyzing activities related to aspects of working capital and financing can also be carried out by students, because with entrepreneurial knowledge, students are able to analyze working capital and financing and are able to consider the working capital needed. The results of this study support the research results (Trihudiyatmanto, 2019) and (Darmawan, 2019) found that Entrepreneurship Knowledge has a positive and significant effect on entrepreneurial intentions.

The influence of adversity intelligence on entrepreneurial intentions

The results of this study found that adversity intelligence had a positive and significant effect on entrepreneurial intentions. This means that the higher a person's adversity quotient, the higher their ability to capture business opportunities because they have the ability to face risks, creativity, opportunity orientation, and independence. Besides that, individuals will also become more responsible and work harder. On the other hand, individuals with a low adversity quotient will have characteristics that are the opposite of these characteristics and will weaken their desire for entrepreneurship. The results of this study support the research results (Ilham, 2020) and (Muttaqiyathun & Rusdiyana, 2022) who found that adversity intelligence had a positive and significant effect on entrepreneurial intentions.

The influence of self-efficacy on entrepreneurial intentions

The results of this study found that self-efficacy has a positive and significant effect on entrepreneurial intentions. This can be interpreted that the majority of ITB Nobel Indonesia Makassar students who are entrepreneurs have moderate self-efficacy towards their business. However, this moderate level of self-efficacy also indicates that students who are entrepreneurs are not yet fully confident in their ability to carry out their business, they only carry out business to complete tasks related to entrepreneurship. However, confidence in his abilities is not very strong. This happens because students only believe in their abilities without doing anything so that what they believe is proven to be true. Therefore, students only have a moderate or sufficient level of confidence. This is in accordance with what Bandura said (in Abd. Mukhid, 2009) that self-efficacy also influences the way a person chooses their actions, how much effort they put in, how long they will persevere in facing obstacles and failure, how strong their resilience is in facing adversity. how clear their minds are when facing obstacles, how much stress and anxiety they experience in imitating environmental guidance, and how high a level of fulfillment they manifest. Research result (Blegur & Handoyo, 2020) and (Putry et al., 2020) found that self-efficacy had a positive and significant effect on entrepreneurial intentions.

CONCLUSION

Based on the test results, it can be concluded that there is a positive and significant influence between entrepreneurial knowledge with entrepreneurial intentions; there is influence positive and significant between Adversity Quotient and Entrepreneurial Intention; there is a positive and

significant influence between self-efficacy with entrepreneurial intentions. Future researchers are advised to research more deeply into other factors that can influence students' entrepreneurial interest.

LIMITATION

The primary data for this research was obtained through a questionnaire, which was optional explanation based on respondents' perceptions, as with other research on perception, this research is not capable fully control the seriousness and honesty of the respondents so that Choose answer options according to the circumstances and reality Actually.

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