THE EFFECT OF SELF EFFICACY AND SOCIAL SUPPORT ON INTENTION OF ENTREPRENEURSHIP IN THE ERA OF INDUSTRIAL REVOLUTION 4.0

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***Abstract:** The problem in this research is that the intention of student entrepreneurship is still low, it is evident that not all students are ready for entrepreneurship. This research was conducted at the Faculty of Economics, State University of Medan with a population of 89 students of Business Education. The sampling technique in this study used the Total Sampling method. Data collection techniques used were observation and questionnaires (questionnaires) whose measurements used a Likert scale and were processed statistically using the Correlation Coefficient test to test hypotheses one and two and with the Linear Regression Analysis test. The results of data analysis, it is obtained that the contribution of the independent variable to the dependent variable is known by the coefficient of determination (Adjusted R Square) which is classified as low which means the variables Self Efficacy and Social Support contribute to the effect on Entrepreneurial Intention. There is a positive and significant relationship between the effect of Self Efficacy and Social Support on the intention of entrepreneurship in the era of the Industrial Revolution 4.0 on Business Education students.*

***Keywords:** Self Efficacy, Social Support, Entrepreneurial Intention*

PENGARUH EFISIENSI DIRI DAN DUKUNGAN SOSIAL TERHADAP NIAT WIRAUSAHA DI ERA REVOLUSI INDUSTRI 4.0

Abstrak: Permasalahan dalam penelitian ini adalah masih rendahnya minat berwirausaha mahasiswa, hal ini terbukti belum semua mahasiswa siap berwirausaha. Penelitian ini dilakukan di Fakultas Ekonomi Universitas Negeri Medan dengan populasi 89 mahasiswa Pendidikan Bisnis. Teknik pengambilan sampel dalam penelitian ini menggunakan metode Total Sampling. Teknik pengumpulan data yang digunakan adalah observasi dan angket (angket) yang pengukurannya menggunakan skala likert dan diolah secara statistik menggunakan uji Koefisien Korelasi untuk menguji hipotesis satu dan dua serta dengan uji Analisis Regresi Linier. Hasil analisis data diperoleh kontribusi variabel independen terhadap variabel dependen diketahui dengan koefisien determinasi (Adjusted R Square) yang tergolong rendah yang artinya variabel Self Efficacy dan Social Support memberikan kontribusi terhadap pengaruh tersebut. tentang Niat Wirausaha. Terdapat hubungan yang positif dan signifikan antara Pengaruh Self Efficacy dan Social Support terhadap Intensi Berwirausaha di Era Revolusi Industri 4.0 pada Mahasiswa Pendidikan Bisnis.

Kata kunci: *Self Efficacy, Social Support, Intensi Berwirausaha.*

INTRODUCTION

The era of the industrial revolution 4.0, of course, there will be many challenges faced in a country. Indonesia has participated in implementing the industrial era 4.0, which is marked by digitalization and automation, among others. In short, revolution 4.0 implements intelligent technology that can be connected to various areas of human life. Therefore, the State must take the initiative to encourage all elements of society to care more in the era of revolution 4.0.

Then the competition is so tight it makes it difficult for individuals to get jobs that are in accordance with their fields. If individuals are not able to keep up with the times, they will be left behind. The backwardness of individuals in facing globalization has led to the emergence of unemployment. The problem of unemployment is a big challenge for the people of Indonesia and the government. Ramadhani & Nurnida (2017) said that unemployment is a serious problem in Indonesia which is still difficult to overcome.

According to data from the Central Statistics Agency (BPS), it is stated that the unemployment rate for college graduates is still quite large. The following is an illustration of data from the Central Statistics Agency (BPS) regarding the open unemployment rate according to the highest education completed in August 2018 showing that University graduates are the highest level of education contributed as much as 6.31% of unemployed from total unemployment in Indonesia in August 2018. This number is a sign that it turns out that university graduates do not guarantee to have a job. Meanwhile, universities are expected to be able to prepare for a better future by developing intellectual and skills so that generations can self-actualize.

On the other hand, currently graduating students are required to be more able to compete in getting jobs. Meanwhile, the number of employment opportunities is increasingly limited so that it should change the paradigm so that students are not only looking for work, but also get a job through their education. Entrepreneurship is one of the steps to reduce unemployment.

Table 1. Students who Own Businesses

No	Class	Total Student	Have Business	Don't have a business
1	A	28	4	24
2	B	31	3	28
3	C	30	4	26

Source: Observation result on 28 October 2019

Based on observational data conducted by researchers on students who have businesses Business Education Program, there are still only 12 people, namely 13.48% of 89 students. There are several factors that influence low student intention, namely Self-efficacy and Social Support. Self-efficacy which is the level of individual confidence regarding how much ability to do something to achieve a certain thing. The higher the level of self-efficacy in entrepreneurship, the more ready students are to open entrepreneurial opportunities and produce products expected in the era of the industrial revolution 4.0. Self-efficacy possessed by students will provide maximum results if students believe in themselves in entrepreneurship. But in fact, not all students

have high self-efficacy in entrepreneurship. Of the 89 students, only 33.70% had high self-efficacy and 66.30% had low self-efficacy as indicated by preliminary observations with indicators of the level of task difficulty, belief or expectation, that almost all students were unsure of their ability to be entrepreneurial. In addition, there are other factors, one of them, namely Social Support (social support). According to Sarafino and Smith (2014) social support refers to providing comfort to others or appreciating them. Social support plays an important role in determining and directing individual behavior. Social support in the form of emotional support, information support received by students is quite good. In class A there is a percentage of social support of 82.14%, class B of 80.64% and Class C of 80.33%. The problem is that students do not take advantage of entrepreneurial opportunities due to low self-efficacy and student intentions in entrepreneurial intentions.

RESEARCH METHODE

The research was conducted at the student of 2017, Business Education Department, Faculty of Economics, Medan State University. This research was conducted in the even semester of the 2020/2021 academic year. The population in this study were all the students of the 2017, Department of Business Education, Faculty of Economics, consisting of 3 classes totaling 89 students. The sampling technique used is the total sampling technique. Data Collection Techniques of this research is by observation, documentation, and questionnaires.

RESULT AND DISCUSSION

Data Normality Test Results
The results of the normality test can be seen in the table above where the data has been

processed using SPSS 22.0, which can be said that the data is normally distributed because the significant value is 0.164> 0.05, thus it can be concluded that the data is normally distributed.

Linearity Test
Linearity test is used to determine whether each independent variable and the dependent variable has a linear relationship or not. We can see that Self Efficacy has a significant value on the Deviation from Linearity of 0.979> 0.05. Social Support has a significant value in Deviation from Linearity of 0.189> 0.05 and a value of $F_{count} <F{table}$ (1.403 <3.10). From these data we can draw a conclusion that there is a significant linear relationship between the variable influence of Self Efficacy and Social Support on Entrepreneurial Intentions. This is as stated in the Sig value in Deviation from Linearity which is greater than the significance level.

Multicolinearity Test
The multicolinearity test is carried out to determine whether or not there is a linear relationship between the independent variables. Tolerance value measures the variability of the selected independent variable which cannot be explained by other independent variables. Based on the results obtained from the calculation of SPSS 22. The above shows that the VIF value is 1.003 <10 and the Tolerance value is 0.997> 0.10. So it can be concluded that the variable influence of Self Efficacy and Social Support does not occur multicollinearity.

Multiple Linear Regression Analysis
The data analysis technique was carried out to determine the effect of the independent variable ($X_1 X_2$) on the dependent variable (Y). Multiple linear analysis is used to determine the effect of social support (X_1)

and self-efficacy (X_2) on entrepreneurial intentions (Y).

Table 2. The Result of Multiple Linear Regression Results

	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	5,735	18,588		0,309	0,758
Self Efficacy (X1)	,577	,155	,367	3,724	0,000
Social Support(X2)	,436	,207	,207	2,104	0,038

a. Dependent variable: Entrepreneurial Intentions (Y)

In the output table above, it shows that the multiple linear regression equation model in this study is as follows: $Y = 5,735 + 0.577 X_1 + 0.436 X_2$. The constant value (a) of 5.735 means that if the Self Efficacy and Social Support variables are zero, the Entrepreneurial Intention of Business Education students for 2017 is 5.735. The regression coefficient value of the Self Efficacy variable X_1 (b_1) is 0.577.

This positive coefficient value shows that if Self Efficacy (X_1) increases by 1 unit, Entrepreneurial Intention (Y) will increase by 0.577 units provided that other independent variables remain. The regression coefficient value of the Social Support X_2 (b_2) variable is 0.436. This positive coefficient value indicates that if the Social Support (X_2) variable increases by 1 unit, Entrepreneurial Intention (Y) will increase by 0.436 units provided that the other independent variables remain.

Hypothesis Testing

Partial hypothesis testing is used to determine whether the independent variable partially (each) has a significant or not effect on the dependent variable. Partial test is done by comparing t count with t table so it is often called t test. Based on the data analysis, it is known that the value of tcount> ttable of Self Efficacy has an effect on Entrepreneurial Intention of 3,724> 1,662 with a significance value of 0,000 <0.05, thus, the first hypothesis is accepted that there is a positive and significant influence between Self Efficacy and it has an effect on Entrepreneurial Intentions in Students of 2017, Department of Business Education, Faculty of Economics, State University of Medan. The results of this study are in line with Nurhidayah's research (2014) which shows that: Self-efficacy has a positive and significant effect on entrepreneurial intentions by 45.1%. The results of this study are also in line with previous research by Khairunnisa (2018) which shows the influence of self-efficacy and entrepreneurial competence on entrepreneurial intentions positively and significantly. The effect of self-efficacy and entrepreneurial competence on entrepreneurial intention was 27.7%, the dominant variable influence was entrepreneurial competence of 15.9% and self-efficacy of 11.8%. The desire for entrepreneurship (entrepreneurial intention) that exists in a person does not appear instantly but through stages. In addition, a high desire to succeed in achieving something

will form high self-confidence and self-control, then there will be a growing confidence that he is able to control the environment with the ability he has to be able to achieve his goals. Where individuals will have a high intention of self-improvement through entrepreneurship. Self-efficacy is always related and has an impact on the choice of behavior, motivation and individual determination in dealing with every problem. Self-efficacy can also influence individuals to become entrepreneurs. Individuals with higher self-efficacy tend to choose to strive for difficult tasks, are persistent in their efforts and feel confident in their work and dare to take risks in entrepreneurship. So self-efficacy will affect entrepreneurial intentions.

Then the Social Support variable obtained the value of t count> t table 2.104> 1.662 with a significance value of 0.038 <0.05. Thus, the second hypothesis is accepted that there is a positive and significant influence between social support and the effect of entrepreneurial intentions in students of the 2017 Department of Business Education, Faculty of Economics, State University of Medan. The results of this study are in line with Srianna (2017), which shows

that there is an effect of social support and extra-vested personality on entrepreneurial intentions with a contribution of 30.2%. Social support for entrepreneurial intentions with an R square of 0.083 or 8.3%.

Personality Extraversion Against Entrepreneurial Intention. Personality Extraversion Against Entrepreneurial Interest. The results of this study indicate the importance of social support from both family and peers whose purpose is a relationship in business so that this social support will have an impact on business progress and development of future businesses. In the end, this social support also has an impact on the survival of the business. In line with the research of Sennang (2017). The results of the study with a confidence level of 95% show that: The variable contribution of social support and self-efficacy to the entrepreneurial interest of vocational students is 42.3%. Simultaneous hypothesis testing is used to determine whether the independent variables simultaneously (together) have a positive and significant effect or not on the independent (dependent) variable.

Table 3. Simultaneous Hypothesis Testing

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	538,237	2	269,118	8,724	0,000[b]
	Residual	2652,887	86	30,848		
	Total	3191,124	88			

Source : processed data
b. Predictors: (Constant), Social Support(X2), Self Efficacy (X1)

Based on the table above, at the significance level $\alpha = 0.05$ with df1 = K - 1 (3 - 1) = 2 and df2 = N - K (89 - 2) 87, the f table value is 3.10 and f_count is obtained at 8.724 . then the results obtained are fcount> ftable, namely 8.724> 3.10 and the significance value obtained is 0.00 <0.05. it can be

concluded that the third hypothesis is accepted, namely that there is a positive and significant relationship between Self efficacy (X_1) and Social Support (X_2) variables on the Entrepreneurial Intention Variable (Y) of Business Education students 2017 at Medan State University

The calculation of determination is used to determine the contribution or contribution of the independent variables (X_

(1) and X_2) together to the dependent variable (Y) by looking at the total coefficient of determination.

Table 4. Result of Determination Contribution

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,411[a]	,169	,149	5,55405

From the table above, it is obtained that the value of the coefficient of determination (Adjusted R Square) is low at 0.149, which means that 14.9% of the Self Efficacy and Social Support variables contribute to the influence of entrepreneurial intentions and the remaining is 85.1%.

CONCLUSION

Based on the results of data analysis and research discussion, it can be concluded that: There is a positive and significant influence between Self Efficacy and Entrepreneurial Intention of 2017 Stambuk Business Education Students, Faculty of Economics, State University of Medan. There is a positive and significant influence between Social Support and Student Entrepreneurship Intentions of Stambuk 2017 Business Education Faculty of Economics, State University of Medan. There is a positive and significant influence of the Self Efficacy (X_1) and Social Support (X_2) variables on the Entrepreneurial Intention Variable (Y) of student of 2017, Department of Business Education, Faculty of Economics, Medan State University.

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