

The Impact Of Entrepreneurship Knowledge, Entrepreneurship Motivation, E-Commerce, And Social Media Use On Generation Z Women's Interest In Entrepreneurship Post-Covid-19 Pandemic In Medan City

*Womenpreneurship
Ecommerce and
Social Media*

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ABSTRACT

The purpose of this study is to ascertain the impact of entrepreneurial knowledge, motivation for entrepreneurship, e-commerce, and social media use on an individual's interest in entrepreneurship (a research study on women of generation Z in Medan City). variables, both independent and dependent. This study employs an associative technique in conjunction with a quantitative approach. The population and samples used in this study are as follows: age (20-24) with individual sex (Female) 130,549 souls and a sample of 100 women of generation Z in Medan City. The findings of this study reveal that entrepreneurial knowledge and motivation have a substantial effect on entrepreneurial interest, however e-commerce and social media use have no significant effect.

Keywords: *Entrepreneurship Knowledge, Entrepreneurial Motivation, E-commerce, Use of Social Media, Interest in Entrepreneurship*

INTRODUCTION

Entrepreneurship can be described as a globally popular activity or trend during this period, particularly in Indonesia. As can be observed, Indonesia alone has a large number of budding entrepreneurs engaged in business or business operations offering a variety of products/services. Entrepreneurs are critical to a country's economic prosperity during this pandemic. However, it is true that many entrepreneurs engage in entrepreneurial activity without possessing entrepreneurial education. According to an expert, (Agusmiati & Wahyudin, 2019) states that an entrepreneur will fail if he has the necessary knowledge, talent, and ambition. Apart from having sound knowledge of entrepreneurship, an entrepreneur must also possess an internal feeling or trigger that motivates him to pursue it (Budiati, Y., Yani, T. E., & Universari, 2012), claiming that student motivation in entrepreneurship is manifested through autonomous ambition in the form of a desire to start their own business and a desire to be self-sufficient in their activities. The expert's remark demonstrates that someone in entrepreneurship has entrepreneurial motivation as a result of a reason, feeling, or trigger that motivates them to engage in entrepreneurial activity.

On the other hand, it is unavoidable that times will continue to improve in the post-pandemic period, particularly technical advancements. Because everything has access to digital things, including business activities, a forum has been established to facilitate the processing of digital buying and selling transactions via electronic payment instruments, thereby making it easier for entrepreneurs to conduct transactions for the purchase and sale of products/or services to global consumers; this container is referred to as E-commerce. Along with E-commerce, which demonstrates the advancement of technological development, there is also social media, which demonstrates the advancement of technological growth. According to the opinion (SARI, 2018), social media is a term that refers to a collection of technologies that are used to connect large

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numbers of people in collaborative efforts through the sharing of information and communication via web-based text messages. As a result of the advancement of contemporary and sophisticated technology, social media has grown rapidly, and social media are constantly connected to the internet. As a result, social media enables individuals to be more inventive. Several of the criteria listed above influence an individual's decision to become an entrepreneur through impacting the individual's interest in entrepreneurship. According to (Novalia, 2016), entrepreneurship interest is an encouragement and desire to start or run a business. One may argue that the aforementioned variables act as a catalyst for an individual to develop an interest in entrepreneurship.

In context (Wulandari in Dewi & Widhiyani, 2021), entrepreneurship knowledge refers to an individual's capacity to create something new by creative thought and inventive action, to generate ideas or possibilities and put them to good use. Meanwhile, (Nursito & Nugroho in Dewi & Widhiyani, 2021) state that knowledge entrepreneurship is a field of research that investigates an individual's attitudes, abilities, and conduct when confronted with diverse life situations. Entrepreneurial knowledge is defined by (Anwar in Dewi & Widhiyani, 2021) as knowledge gained through field experience, collected, researched, and assembled as a source of useful information for other people in need, in order to integrate entrepreneurship into scientific disciplines, both theoretical and empirical. (Iswandari, 2017) continues by stating that entrepreneurial knowledge encompasses all forms of information that are processed and stored in the cognitive domain in the form of memory and an understanding of the technicalities of doing business in order to instill the courage to take real and logical risks when managing a business.

Wardana et al. (2020), argues that an individual's desire to become an entrepreneur is divided into three dimensions: ambition for freedom (more freedom in activities, ownership of one's own business, increased self-esteem, leadership in implementing new ideas, developing hobbies in business), self-realization (achieving a better position in society, a sense of challenge, the ability to motivate and lead others, the ability to carry on family traditions, the ability to implement ideas or innovate, and a sense of accomplishment) (lost job, gain better income, Dissatisfied with work). Meanwhile, other experts define entrepreneurial motivation as "something that underpins or stimulates someone to engage in activities and offer a positive energy directed toward meeting wants, creating satisfaction, or resolving imbalances through the establishment of a firm or business" (Tama in Mahesa & Rahardja, 2012).

Dadang (in Dewi & Widhiyani, 2021) is define e-commerce as the purchasing and selling of products and services between businesses, households, individuals, the government, the community, or other private organizations using computers and network media. E-commerce benefits electronic commerce media, which can provide more exact and accurate financial data management, allowing for flawless financial presentation. Additionally, according to Khan, Ahmaruddin, Mohammed, and Azharuddin (2016), E-commerce is the online purchasing and selling of things and services. Along with purchasing and selling, many people utilize the internet as a source of information, comparing prices and perusing the latest product offerings before making an online or in-person purchase.

According to the opinion (Cross in SARI, 2018), social media is a term that refers to a collection of technologies that are used to connect large numbers of people in collaborative efforts through the sharing of information and communication via web-based text messages, as a result of contemporary technology advancements and the sophisticated, rapid growth of social media. As a result of these advancements, social media is always connected to the internet. As a result, social media enables individuals to be more inventive. According to another view, (Philip Kotler and Kevin Keller in Rahayu & Laela, 2018), social media provides a platform for consumers to share text, image, audio, and video content with one another and with businesses, as well as vice versa. Social media has been recognized for its role in enhancing corporate performance. Small

businesses may use social media to transform the way they connect with customers, sell their products and services, and interact with customers in order to develop positive relationships. According to some of the expert viewpoints described above, social media is the use of media that combines technology and sociology, as well as information and facilities that enable individuals to conduct business globally without physically being there, among other things. This is facilitated by the ongoing development of technologies on social media.

Suryawan (in SARI, 2018) suggests that an interest in entrepreneurship is the desire, interest, and willingness to work hard or to be willing to stand up or attempt to fulfill one's life needs without fear of the risks that may occur and without failing to learn from one's failures. Meanwhile, (Mutmainah in Agusmiati & Wahyudin, 2019) asserts that an interest in entrepreneurship is a motivation and desire to try or manage a firm. According to some experts, particularly (Rosmiati et al. in Feby Putri Candi and Trianggoro Wiradinata, 2018), entrepreneurial curiosity refers to a person's desire to work independently (self-employed) or manage his own firm. According to the description of the literature review above, the research contributes to an understanding of the relationship between entrepreneurial knowledge, entrepreneurial motivation, e-commerce, and social use on entrepreneurial interest in Generation Z women in Medan City following the pandemic. covid-19 The following is given in Figure 1 for the model used in the research and presented in the form of numerous hypotheses:

Framework Research

The framework of thought in this research is as follows:

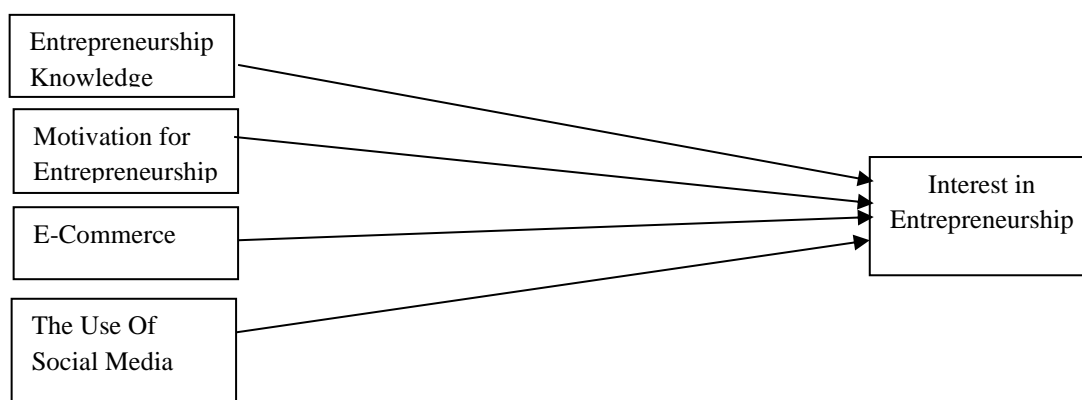


Figure 1. Conceptual Framework

Research Hypothesis

Based on the research objectives, problem formulation and framework above, the researcher provides the following hypotheses, namely:

1. Entrepreneurship knowledge is able to influence Entrepreneurial Interest in Generation Z Women in Medan City.
2. Entrepreneurial Motivation is able to influence Entrepreneurial Interest in Generation Z Women in Medan City.
3. E-commerce is able to influence Entrepreneurial Interest in Generation Z Women in Medan City.
4. The use of social media can influence the interest in entrepreneurship Generation Z Women in Medan City

RESEARCH METHODS

This study was conducted in Medan, Indonesia's North Sumatra Province. The purpose of this research was to ascertain the effect of the dependent variable on entrepreneurial interest moderated by self-efficacy, with a focus on women aged 20-24 years (birth 1997-2001). Research time is a timeline that is established during data collection and analysis in order to ensure that the research is structured and efficient. In this instance, the research was conducted from May to August 2021.

This Research methods is an associative research is involved with establishing correlations or causal linkages. This study examines the effect of entrepreneurial knowledge, entrepreneurial motivation, e-commerce, and social media use on interest in entrepreneurship following the Covid-19 pandemic, (Research Study on Generation Z Women in Medan City). emphasizes that the sample is a subset of the population's size and features. Thus, the sample consists of all questionnaires distributed to Generation Z women in Medan City between May and August 2021. Then, from a total population of 130,549 Women Generation Z in Medan City, estimate the sample size for the research. The slovin formula is used to determine the sample size. The following is a sample calculation using the Slovin formula (Sugiyono, 2011). The population size is taken from the slovin formula's population size (N). By calculating a 10% margin of error based on a 95% confidence level. The following is an example calculation utilizing the Slovin formula:

$$n = \frac{130.549}{1 + 130.549 * 0,1^2} = 99.99923400995787$$

As a result, the sample obtained represents 100 random samples from the overall population.

In this study, data were collected via a questionnaire distributed to the sample in order to determine the effect of entrepreneurial knowledge, entrepreneurial motivation, e-commerce, and social media use on entrepreneurial interest following the Covid-19 pandemic (Research Study on Generation Z Women in Medan City).

The study data that will be used originates from primary data sources. The primary data source is questionnaires that were distributed and completed by Generation Z Women in Medan City. Multiple regression analysis approaches were used to conduct the analysis. As for what was accomplished through data quality checks, classical assumption tests (normality, multicollinearity, heteroscedasticity), and hypothesis testing, the effect of entrepreneurial knowledge, entrepreneurial motivation, e-commerce, and social media use on entrepreneurial interest following the Covid-19 pandemic was determined (Research Study on Generation Z Women in Medan City).

RESULTS AND DISCUSSION

Description of Respondents Characteristics

The respondents in this study were classified into five categories based on their ages, and the proportion of respondents in each group can be seen in Figure 2 :

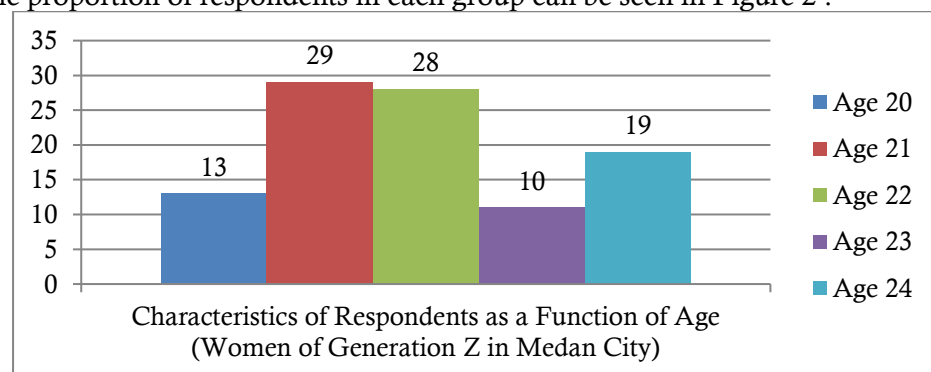


Figure 2. Characteristics of Respondents According to Age

Based on Figure 2, it can be determined that there are 13 respondents at the age level of 20 years, 29 respondents at the age level of 21, 28 respondents at the age level of 22, 11 respondents at the age level of 23, and 10 respondents at the age level of 23. There were a total of 19 persons aged 24.

Figure 3 demonstrates that 100 of the respondents in this survey were female. This is due to the fact that the researcher defined the demographic and sample based on female/female respondents alone.

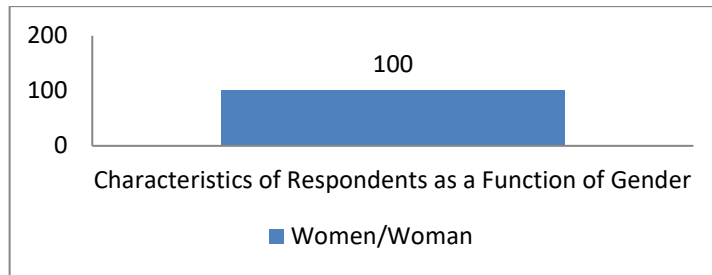


Figure 3. Characteristics of Respondents According to Gender

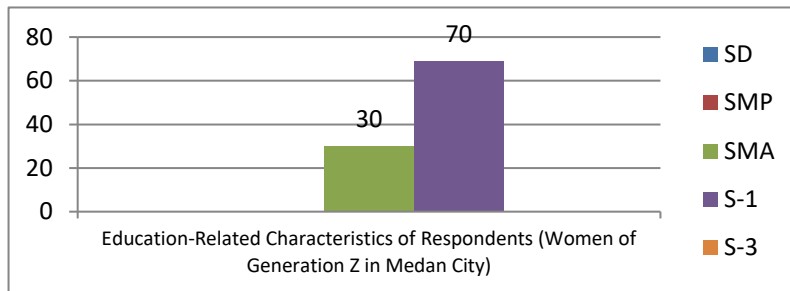


Figure 4. Characteristics of Respondents According to Education

Figure 4 demonstrates that the respondents in this study were dominated by women/women with a bachelor's degree education (S-1), which amounted to 70 respondents, followed by women/women with a high school education, which amounted to 30 respondents, while there were no women/women with elementary, middle, Strata-2 (S2) and Strata-3 (S-3) educations.

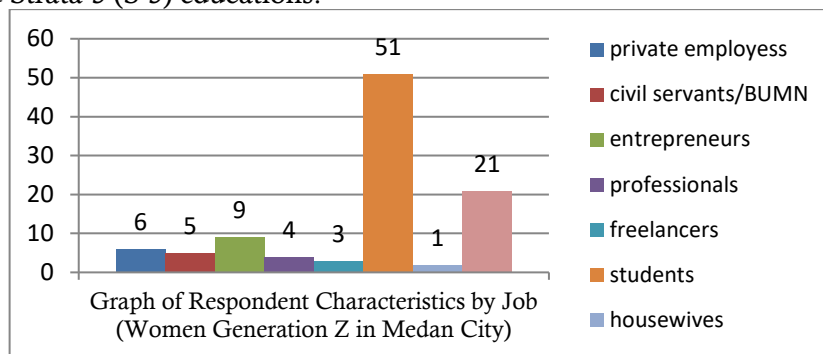


Figure 5. Characteristics of Respondents According Job

Figure 5 shows that the number of students who have jobs is much higher than the number of people who have other jobs. There are 51 students who have jobs as students, while there are only 21 people who have other jobs. As for jobs like civil servants/BUMN, private employees, entrepreneurs, professionals, freelancers, and housewives, there shouldn't be more than 10 respondents (10) in each of these categories.

Statistic Descriptives Variables Research

Based on the results of the above descriptive statistics, descriptive statistics have been calculated for each research variable in this study. Here are the results:

- According to the findings of distributing questionnaires to 100 respondents, the average total score for the Entrepreneurship Knowledge variable is 11.59, with the greatest, middle, and lowest total scores being 15, and 5. The total range difference between the highest and lowest scores is 10. The standard deviation value of 2.400 indicates that the overall score of each responder varies, as shown in the aforementioned data.
- According to the findings of distributing questionnaires to 100 respondents, the average total score for the Motivation for Entrepreneurship variable is 12.63, with

the greatest, middle, and lowest total scores being 15, and 5. The total range difference between the highest and lowest scores is 10. The standard deviation value of 2.377 indicates that the overall score of each responder varies, as shown in the aforementioned data.

- According to the findings of distributing questionnaires to 100 respondents, the average total score for the E-commerce variable is 17.28 with the greatest, and lowest total scores being 20, and 12. The total range difference between the highest and lowest scores is 8. The standard deviation value of 2.499 indicates that the overall score of each responder varies, as shown in the aforementioned data.
- According to the findings of distributing questionnaires to 100 respondents, the average total score for the Use of Social Media variable is 13.78, with the greatest, and lowest total scores being 15, and 8. The total range difference between the highest and lowest scores is 7. The standard deviation value of 1.630 indicates that the overall score of each responder varies, as shown in the aforementioned data.
- According to the findings of distributing questionnaires to 100 respondents, the average total score for the Interest in Entrepreneurship variable is 12.58, with the greatest, middle, and lowest total scores being 15, and 5. The total range difference between the highest and lowest scores is 10. The standard deviation value of 2.409 indicates that the overall score of each responder varies, as shown in the aforementioned data.

Table 1. Descriptives Statistics Results

	N Statistic	RANGE	MIN	MAX	SUM	Mean		Std. Deviation Statistic	Variance Statistic
						Statistic	Std. Error		
Entrepreneurship Knowledge	100	10	5	15	1159	11.59	.240	2.400	5.759
Motivation for Entrepreneurship	100	10	5	15	1263	12.63	.238	2.377	5.650
E-Commerce	100	8	12	20	1728	17.28	.250	2.499	6.244
The Use of Social Media	100	7	8	15	1378	13.78	.163	1.630	2.658
Interest in Entrepreneurship	100	10	5	15	1258	12.58	.241	2.409	5.802
Valid N (Listwise)	100								

Table 2. Feasibility Test Results

Equation Model	F-count	F-table
Equation 1 Model (Multiple Linear Regression Analysis)	66.537	2.47

Table 3. Partial Effect Test Results

Independent Variable	t-count	t-table	Sig.
Knowledge of Entrepreneurship	4.143		.000
Entrepreneurial Motivation	8.952	1.98	.000
<i>E-commerce</i>	-1.646		.103
Use of Social Media	.358		.721

Based on table 2 the F test results know the calculated F value is 66.537, because the calculated F value is $66.537 > F$ table 2.47. So it can be concluded that this model is fit and feasible to be used in this study. $t\text{-count} > t\text{-table}$ and the level of significance is smaller than the significance of alpha (0.05). Then, if you look at the regression results above, it shows that based on the comparison between $t\text{-count}$ and $t\text{-table}$, there is a statement that there is a significant influence between knowledge of entrepreneurship and motivation entrepreneurship to the interest in entrepreneurship, but between e-commerce and the use of social media on the interest in entrepreneurship there is no significant effect.

The Effect of Knowledge Entrepreneurship on Interest in Entrepreneurship

The results of data analysis in this study indicate that the knowledge of entrepreneurship variable has a value of $t\text{count} > t\text{table}$ of $4.14 > 1.98$ and a significance

value of less than 0.05, which is 0.000, thus it can be said that knowledge of entrepreneurship has a significant effect on entrepreneurial interest in Generation Z women in Medan City. This study has results that are in line with research conducted by (Satrio Nugroho & Tomo, 2020) which suggests that knowledge of entrepreneurship has a significant influence on interest in entrepreneurship. In another study conducted by (Christie, 2019) in his research, the results stated that there was an influence of knowledge of entrepreneurship on entrepreneurial students' interest in entrepreneurship at UKM Unsrat.

The Influence of Entrepreneurial Motivation on Interest in Entrepreneurship

The results of data analysis in this study indicate that the entrepreneurial motivation variable has a value of $t_{count} > t_{table}$ that is, $8.95 > 1.98$ and the significance value is less than 0.05, which is 0.000, thus it can be said that entrepreneurial motivation has a significant effect on entrepreneurial interest in Generation Z women in Medan City. In line with the results of research from (Feby Putri Candi and Trianggoro Wiradinata, 2018) which in their research it can be seen that there is a positive and significant influence between entrepreneurial motivation and interest in entrepreneurship. Can be seen in other studies carried out by (PTA madea, 2020) on the research results obtained indicate a positive and significant influence between motivation *bewirausaha* on the intention of entrepreneurship, coupled with other studies carried out by (Muhammad Hasym Alfaruk, 2016) obtained the results of research showing the influence of motivation on interest in entrepreneurship. It can be concluded that entrepreneurial motivation is able to influence the interest in entrepreneurship and other variables.

The Effect of E-commerce on Interest in Entrepreneurship

The results of data analysis in this study indicate that the variable *e-commerce* obtains a value of $t_{count} < t_{table}$ that is $-1.64 < 1.98$ and a significance value greater than 0.05 that is 0.103, thus it can be said that *e-commerce* has no significant effect on the interest in entrepreneurship in generation Z women in the city of Medan. It can be seen that the results of this study contradict the results of research conducted by (Dewi & Widhiyani, 2021) which in their research has the result that *e-commerce* has a positive and significant influence on interest in entrepreneurship.

The Effect of Social Media Use on Interest in Entrepreneurship

The results of data analysis in this study indicate that the variable use of social media is known to have a $t_{count} < t_{table}$ which is $0.035 < 1.98$ and a significance value greater than 0.05 which is 0.721 so it can be said that the use of social media has no significant effect on interest in entrepreneurship in generation Z women in Medan City. The results of this study do not have a positive and significant influence, it can be based on how the characteristics possessed by women themselves in using social media, the lack of understanding regarding the function of social media makes them interpret social media not broadly and deeply. The results of this study are inversely proportional to the research of (Muhammad Hasym Alfaruk, 2016) which in his research stated that there was a significant influence on the level of use of social media on interest in entrepreneurship.

CONCLUSION

In this study, it can be concluded that there is a significant effect between knowledge of entrepreneurship (X1) and entrepreneurial motivation (X2) on entrepreneurial interest (Y), but for e-commerce (X3) and use of social media (X4) it is not. there is a significant influence on the interest in entrepreneurship (Y). Then, as for the results of the testing of moderation by self-efficacy as a moderating variable can be summed up results of that self-efficacy (Z) capable of moderating between knowledge of entrepreneurship (X1) and entrepreneurship motivation (X2) of the interest in entrepreneurship (Y), but for e-commerce (X3) and the use of social media (X4), self-efficacy are not able to moderate the relationship between these two variables to the interest in entrepreneurship.

Suggestions that can be put forward for further research related to the interest in entrepreneurship, it is necessary to consider other aspects that will be used as a

determination in the selection of variables that affect the interest in entrepreneurship, besides the importance of accompanying Self-efficacy as a moderating variable in further research, it is suggested in this research. In this case, self-efficacy has a big influence in moderating and it is hoped that it will also be accompanied by an update in terms of indicators or measuring values used so that for further research it can be seen how self-efficacy influences from the other side in moderating in a study.

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