

THE INFLUENCE OF MOTIVATION, ENTREPRENEURIAL KNOWLEDGE AND FAMILY ENVIRONMENT ON INTEREST IN ENTREPRENEURSHIP IN MANAGEMENT PROGRAM STUDENTS OF MUHAMMADIYAH PONOROGO UNIVERSITY

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ABSTRACT

Most people today still depend on being office employees rather than being entrepreneurs. This is what underlies the large number of unemployed, because existing companies cannot accommodate all prospective workers. The country of Indonesia still really needs new entrepreneurs because it is hoped that the increasing number of entrepreneurs in Indonesia can open up new job opportunities so that it can reduce the unemployment rate. This research aims to analyze the influence of Motivation, Entrepreneurship Knowledge and Family Environment on Entrepreneurial Interest in Management Study Program Students, Faculty of Economics, Muhammadiyah University, Ponorogo. The sample was Management Students from the 2019 and 2020 class of Muhammadiyah University of Ponorogo using a sampling technique, namely Accidental Sampling and a sample of 100 respondents. The analysis used in this research uses multiple linear regression analysis using tools, namely the SPSS 25 program. This research produces a partial test (t) which is as follows: Motivation (X1) = 0.000, Entrepreneurship Knowledge (X2) = 0.001, and Family Environment (X3) = 0.003.

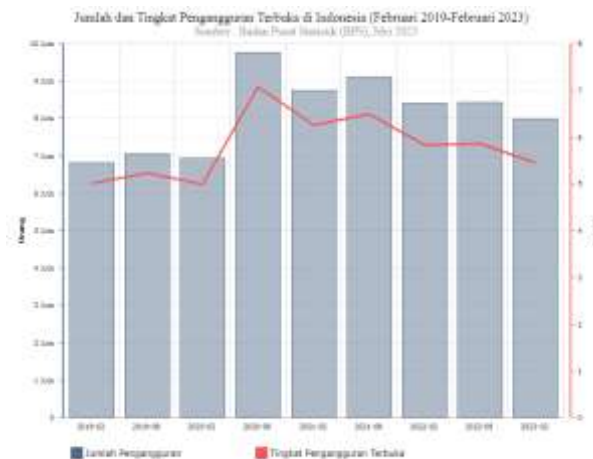
Keywords: Motivation, Entrepreneurship Knowledge, Family Environment, Interest in Entrepreneurship

INTRODUCTION

Indonesia is a country that has great resource potential, starting from human resources and natural resources (Aini & Oktafani, 2020). The potential for increasing human resources has many influences on the economic system. As times develop in the modern era, society continues to develop and has the value of being able to fulfill its daily needs through entrepreneurship. Most people today still depend on being office employees rather than being entrepreneurs. This is what underlies the large number of unemployed, because existing companies cannot accommodate all prospective workers, so it is now increasingly difficult to find work.

Based on statistical data in February 2023, the number of unemployed in Indonesia was 7.99 million, but this number decreased by around 410 thousand people compared to February 2022. Even though the unemployment rate in February 2023 was lower than last year, the number was still higher than before the pandemic. When compared with the position in February 2019, the number of unemployed people at the beginning of 2023 will increase by around 1.2 million people. The Ministry of Cooperatives and SMEs (Small and Medium Enterprises) reported from BPS (Central Statistics Agency) data that the number of entrepreneurs is still around 3% of the total

population which currently numbers around 8.06 million people. Based on this data, Indonesia still really needs new entrepreneurs because it is hoped that the increasing number of entrepreneurs in Indonesia can open up new job opportunities so that it can reduce the unemployment rate. This can also help improve the economy of the surrounding community and the country. Based on the description above, it is depicted in the graph below :



Source: Central Statistics Agency (BPS), May 2023

Based on statistical data in February 2023, the number of unemployed in Indonesia was 7.99 million, but this number decreased by around 410 thousand people compared to February 2022. Even though the unemployment rate in February 2023 was lower than last year, the number was still higher than before the pandemic. When compared with the position in February 2019, the number of unemployed people at the beginning of 2023 will increase by around 1.2 million people. The Ministry of Cooperatives and SMEs (Small and Medium Enterprises) reported from BPS (Central Statistics Agency) data that the number of entrepreneurs is still around 3% of the total population which currently numbers around 8.06 million people. Based on this data, Indonesia still really needs new entrepreneurs because it is hoped that the increasing number of entrepreneurs in Indonesia can open up new job opportunities so that it can reduce the unemployment rate. This can also help improve the economy of the surrounding community and the country.

Management is a process where a manager can organize work individually or in groups cooperatively using existing resources. Based on this statement, management science is the ability to control circumstances so that planned goals can be achieved well (Widodo, 2021).

According to Jamaludin et al. (2020) entrepreneurship is the ability that exists within a person so that it can be utilized optimally so that it can improve the standard of living. According to Suryana & Khatib (2013) entrepreneurship is a person's ability to take advantage of opportunities to gain profits for themselves and others and create a product that has added value for consumers through the courage to take risks, willingness to think creatively and innovatively and management skills.

In entrepreneurship theory, it can be concluded that entrepreneurship is a skill possessed by every human being to improve the standard of living by creating an innovative product that has value so that it can be bought and sold to meet the living and economic needs of every human being. In this way, someone who owns a business will

have more income to meet their needs.

Nowadays parents are more supportive of their children working in large companies after graduating from college, most parents still think that if they work in a large company their children's future will be guaranteed (Hamed & Anshor, 2022). In fact, nowadays it is increasingly difficult to work in large companies because of the large number of competitors and company regulations that are increasingly strict and onerous. Not a few parents also support their child's dreams, including becoming an entrepreneur. A person's success can be influenced by the motivation of those closest to them, entrepreneurial knowledge and education as well as parental support in starting a business.

Interest according to Widaningsih et al. (2020) is a high desire for something. According to Munawar & Supriatna (2020) interest in entrepreneurship is a person's desire to have their own business venture. Entrepreneurial interest among students is said to be important in terms of reducing the number of unemployed people each year. Entrepreneurial motivation factors, entrepreneurial knowledge and family factors are considered very influential in growing students' interest in entrepreneurship. This is what underlies students' assumption that they feel unable to run a business even though the students have received external and internal supporting factors. When someone has an interest in entrepreneurship then motivation is really needed, with motivation a person will continue to be encouraged to realize their goals, especially motivation from within the individual, as well as motivation from the environment around the individual.

According to Herawati & Ermawati (2020) motivation is an encouragement for individuals to take action so that they can successfully achieve their goals. Motivation is the drive or reason that underlies someone doing something. Entrepreneurship is a person's ability to see business opportunities by utilizing existing resources with the aim of gaining profits to become successful. So, entrepreneurial motivation is a person's drive or desire to develop ideas and utilize existing resources creatively to create entrepreneurial opportunities. Entrepreneurial motivation is very important, because starting a business from the bottom is not easy, it requires persistence, patience, positive thinking and self-confidence to keep trying and never give up if you experience failure (Aidha, 2016).

Becoming an entrepreneur can not only be realized with desire and motivation but also requires having knowledge about the world of entrepreneurship. Currently, university curricula require students to take entrepreneurship courses. This course is expected to provide direction, knowledge and foster an entrepreneurial spirit, so that students are not only focused on looking for work but are able to provide employment opportunities. Entrepreneurship is not only required to be creative and innovative which brings new changes in the business world but also requires the courage to take or challenge risks, both big risks and small risks in opening a business, because someone who has an entrepreneurial spirit is someone who likes risks. Andriana & Fourqoniah (2020) argue that an entrepreneur is someone who is responsible for compiling, measuring and managing risks. The world of entrepreneurship cannot be separated from risk, in fact it is very close to risk, because someone who wants to become an entrepreneur must face many competitors, marketing strategies, must always innovate following market demand, and must also be able to compete competitively.

Entrepreneurial knowledge also has an equally important role in fostering interest in entrepreneurship. According to Putra et al. (2021) Having knowledge about entrepreneurship makes it possible to grow interest in entrepreneurship because it will broaden your insight, change your mindset, attitude and self-confidence so that you will

have more interest in entrepreneurship. According to Fajar et al. (2020) Knowledge can determine a person's success, because someone who is about to start a business or is currently running a business but has insufficient entrepreneurial knowledge will tend to have difficulty or even fail in running their business.

According to Syaifudin (2017) the family environment is the place where a person carries out his first activities. Ariyanto et al. (2023) said that the family environment is the first medium that influences behavior in a person's development. The emergence of a person's interest in entrepreneurship can be influenced by the family environment which may have a family business. When a child lives in a family environment that works alone, or has its own family business, it is possible that the child has the desire or interest to work and open or build his own business in the future because, a child may be interested and inspired by this situation.

As stated by Saputra et al. (2022) children who live with parents or families who have their own business will directly receive knowledge about doing business. Dewi & Subroto (2020) also say that entrepreneurial knowledge can be obtained within the family environment. Apart from that, positive influence from the family is very necessary when someone has a desire or goal in choosing a job and also when someone is in the process of achieving goals such as wanting to become an entrepreneur or running a business that has already started running. This makes the family environment important in growing and encouraging a person's interest in entrepreneurship.

The object of this research is the entrepreneurship program carried out by the Muhammadiyah University of Ponorogo, Faculty of Economics, Management Study Program to support entrepreneurial interest in management study program students. Programs that have been run by the Muhammadiyah University of Ponorogo include entrepreneurial practices organized by the economics faculty for management study program students as a mandatory subject with product innovation and product marketing output. Apart from entrepreneurial practice, the mandatory program provided by the economics faculty also provides entrepreneurial knowledge through entrepreneurship seminars which must be attended to equip students to carry out entrepreneurial certification. Entrepreneurship certification is a forum for students to start a business supported by faculty with guidance on product creation and digital product marketing via digital platforms.

At the time of initial observations carried out by researchers with several students, some of them had started small businesses such as online shops by becoming clothing resellers, beauty product resellers, food and beverage businesses. Apart from online shops, there are also those who sell offline, such as opening food outlets. As stated by Mira Marihana, a class of 2019 student who started an online shop business, stated that knowledge about entrepreneurship was in the process of learning entrepreneurial practices, entrepreneurship seminars and entrepreneurship certification which were held. The Faculty of Economics, Muhammadiyah University of Ponorogo was very important in starting his business. A similar thing was also expressed by Dimas Alfikri, a 2019 Management Study Program student who had started a village chicken soup business, who stated that the entrepreneurial knowledge gained during his studies was important in starting his business.

However, this is not comparable to the interest in entrepreneurship among Management Study Program students at Muhammadiyah University of Ponorogo, which can be said to be still low because most of them are still starting businesses and studying entrepreneurship. Thus, students' interest in entrepreneurship is greatly influenced by motivation to encourage students to be brave in entrepreneurship, entrepreneurship

education which is supported through courses and support from the family for entrepreneurship. This phenomenon can be seen from the data below:

Table 1. Data on the number of Management Study Program Students Class 2019 and 2020

No	Class	Number of Students
1	2019	48
2	2020	194
Amount		242

Source: Faculty of Economics Academic Data 2023.

From the data in table, it can be seen that the number of management study program students from the 2019 and 2020 classes reached 242 students, but there are still many of them who do not have the courage to start entrepreneurship. This was also expressed by Dian Nur, a 2020 Management Study Program student who was not yet interested in becoming an entrepreneur because he still wanted to focus on completing his education. The same thing was also said by Frensiska Nur, a Management Study Program student class of 2020, who revealed that entrepreneurial knowledge had been obtained through mandatory entrepreneurship courses, but it was the capital to set up a business that was the obstacle. Entrepreneurship among students today seems to be a new trend, where they can develop creativity in innovating to create products to be sold, create sales strategies, and can earn their own additional income. However, there are quite a few of them who have the desire to become entrepreneurs but do not have sufficient capital.

Students who start entrepreneurship can be influenced by their family having a business and wanting to continue that business, and when they see other people or friends being successful in entrepreneurship, they are motivated and want to be like that. This phenomenon is good news which is hoped to increase entrepreneurship, considering that the number of entrepreneurs in Indonesia is still small. Apart from that, it is also supported by the internet and new technologies which have a very wide reach, are cheap and fast, making entrepreneurial activities very easy.

There are several previous studies that discuss motivation, entrepreneurial knowledge and family environment, including research conducted by Hartanti Nugrahaningsih which concluded that motivation has no effect on interest in entrepreneurship. Factors that influence motivation do not have a significant effect because most respondents already have jobs as private employees with a fixed income (Nugrahaningsih & Muslim, 2016). Meanwhile, together research conducted by Armansyah concluded that motivation has a significant effect, this is because motivation is really needed to encourage student interest (Yuritanto & Armansyah, 2021). Based on the research described above, there are differences in results, apart from that, the research has different research locations with student interests as the main object. So it is important to carry out this research to review, apart from entrepreneurial knowledge, there are other factors, namely entrepreneurial motivation regarding the interests of Management Study Program Students at Muhammadiyah University of Ponorogo.

The results of research conducted by Novi Trisnawati concluded that entrepreneurial knowledge had no effect on interest in entrepreneurship because most respondents became entrepreneurs based on experience so they had an entrepreneurial spirit and character (Trisnawati, 2020). Meanwhile, in Dudung Abdullah's research, it was concluded that knowledge of entrepreneurship had a positive and significant effect

on interest in entrepreneurship. This was influenced by the fact that universities provided competency training regarding entrepreneurship knowledge from the time they were in college. So that motivation emerges that encourages students to have a spirit of independence (Abdullah, 2022). Based on the research described above, there are differences in results, apart from that, the research has different research locations with student interests as the main object. So it is important to carry out this research to review the entrepreneurial knowledge variable on students' interest in entrepreneurship.

Apart from that, several previous studies conducted by Hamzah Kamma concluded that the family environment did not have a positive and significant influence on interest in entrepreneurship because most respondents had the courage to become entrepreneurs without support from family (Kamma & Hardiana, 2018). by Harti Oktarina who said that the family environment has a positive and significant influence on interest in entrepreneurship. This is proven by the fact that the attitudes and activities of fellow family members who are entrepreneurs will influence children's mindset regarding interest in entrepreneurship (Oktarina et al., 2019) Based on the research explained above There are differences in results, besides that the research has different research locations with student interests as the main object. So it is important to carry out this research to review apart from entrepreneurial knowledge, entrepreneurial motivation, there are other factors, namely the family environment on the interest of Management Study Program students at Muhammadiyah University of Ponorogo.

RESEARCH METHOD

Data and Samples

The population in this study are all active students from the Management Study Program, Faculty of Economics at Muhammadiyah University of Ponorogo for the 2023 period based on academic data from Muhammadiyah University of Ponorogo as follows:

No	Force	Number of Students
1	2019	48
2	2020	194
Amount		242

Source: Faculty of Economics academic data 2023.

Table2. Data on the Number of Management Study Program Students

The sample is part of the number and characteristics possessed by the population Sugiyono (2017). The sampling technique used was Accidental Sampling. According to Sugiyono (2017), Accidental Sampling is determining samples based on chance, that is, any patient who coincidentally meets a researcher can be used as a sample, if it is deemed that the person they met by chance is suitable as a data source. The criteria determined in selecting samples in this research are :

- a. There are 242 students from the Muhammadiyah University of Ponorogo Management Study Program, both those who already have businesses and those who do not yet have businesses.

- b. Active student

According to Arikunto (2016), if the number of respondents is more than 100, then sampling is 10% - 15% or 20% - 25% or more. Based on this opinion, the sample

taken in this research was 41% of the existing population, because the population exceeded 100, namely 242 students, so the sample could truly represent the population. Means $242 \times 41\% = 99.2$ or rounded up to 100 respondents. So the sample used in this research was 100 students.

The type of data in this research uses primary data. Primary data is data obtained directly from first hand by researchers. The primary data collection method used in this research is using questionnaires or distributing questionnaires/questionnaires aimed at Management Study Program students at Muhammadiyah University of Ponorogo, both those who have businesses or those who do not have businesses, class of 2019 and 2020 as the population in this study.

Data analysis

The data analysis technique used in this research is multiple linear regression analysis technique. Multiple linear regression analysis is a linear regression model that involves more than one independent variable. The panel data regression model in this research is as follows :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

In this research, hypothesis testing uses the t test (partial) and the F test (simultaneous). Sugiyono, (2017) stated that the t-test was carried out with the aim of finding out the effect of the independent variable (X) on the dependent variable (Y) partially or separately. The test criteria are if $f\text{-statistics} > f\text{-table}$ then H_0 is rejected and if $f\text{-statistics} < f\text{-table}$ then H_0 is accepted.

Sugiyono, (2017) stated that the F-test was carried out with the aim of finding out the effect of the independent variable (X) on the dependent variable (Y) simultaneously or together. The significance of the test is at the 0.05 level with the condition that, if the t count is significant < 0.05 then H_1 is accepted and H_0 is rejected. This means that the independent variable (X) simultaneously has a significant effect on Y and vice versa.

RESULTS AND DISCUSSION

Results

According to Sugiyono (2017) the validity test is a measuring tool used to measure whether a questionnaire is valid or not. A questionnaire can be said to be valid or legitimate if the questions in the questionnaire are able to explain what is being measured and said to be invalid or invalid if the questions in the questionnaire are not able to explain what is being measured.

Validity test

Table 3. Validity Test Results

Variable	Item	R count	R table	Information
Motivation (X ₁)	1	0,777	0,1966	Valid
	2	0,784	0,1966	Valid
	3	0,682	0,1966	Valid
	4	0,851	0,1966	Valid
Entrepreneurship Knowledge (X ₂)	1	0,874	0,1966	Valid
	2	0,895	0,1966	Valid
	3	0,851	0,1966	Valid

Family environment (X ₃)	1	0,842	0,1966	Valid
	2	0,754	0,1966	Valid
	3	0,751	0,1966	Valid
Interest in Entrepreneurship (Y)	1	0,837	0,1966	Valid
	2	0,745	0,1966	Valid
	3	0,823	0,1966	Valid
	4	0,832	0,1966	Valid

Source: Primary Data processed with SPSS 25.00 (2023)

Table 3 is the result of calculating r from all items which are declared valid because all variable statement items have a greater value or r calculated > r table, therefore all indicators are suitable for use in this research.

Reliability Test

According to Sugiyono (2017) a reliability test is a tool for measuring consistency in the use of a questionnaire, meaning that if the measurement is repeated or tested again the results are reliable or not, it can be said to be reliable if the results remain the same. According to Sugiyono (2017), reliability testing is the extent to which the measurement results use the same object and will produce the same data..

Tabel 4. Hasil Uji Reliabilitas

Variable	Cronbach Alpha	Criteria	Information
X ₁	0,772	0,600	Reliable
X ₂	0,844	0,600	Reliable
X ₃	0,684	0,600	Reliable
Y	0,825	0,600	Reliable

Source: Primary Data processed with SPSS 25.00 (2023)

The results of table 4 state that all independent and dependent variables have a Cronbach Alpha value > 0.60. This means that all statements on the variables Motivation, Entrepreneurship Knowledge, Family Environment, and Interest in Entrepreneurship can be used as measuring tools in this research.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis in this research aims to determine the influence of the independent variables (Motivation, Entrepreneurship Knowledge, and Family Environment) on the independent variable Entrepreneurial Interest. Regression model to determine the relationship between the variables Motivation, Entrepreneurship Knowledge, and Family Environment on Entrepreneurial Interest. The following are the results of model analysis a:

Table 5. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	T	Sig.
(Constant)	1,949	1,464		1,332	,186
Motivation	0,424	0,087	0,397	4,897	,000
Entrepreneurship Knowledge	0,323	0,095	0,268	3,399	,001
Family environment	0,339	0,110	0,260	3,085	,003

Source: Primary Data processed with SPSS 25.00 (2023)

The regression results summarized in table 5 can be made into the following regression equation :

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

$$Y = 1,949 + 0,424 X_1 + 0,323 X_2 + 0,339 X_3 + e$$

This equation can be translated into analysis as follows:

- 1) Constant value (a) = 1,949
The constant value shows that when the variables Motivation, Entrepreneurship Knowledge and Family Environment are equal to 0, the magnitude of Entrepreneurial Interest is 1.949 units and this value is the influence of other variables not included in the regression model.
- 2) Motivation regression coefficient value (X_1) = 0,424
Data analysis shows that the regression coefficient value for the Motivation variable is 0.389. This value can be interpreted as meaning that every 1 unit increase in the Motivation item will have an effect on increasing Entrepreneurial Interest by 0.424, this is with the assumption that the other variables in the research have a value of zero.
- 3) Regression coefficient value for the Entrepreneurial Knowledge variable (X_2) = 0,323
The results of the analysis show that if the Entrepreneurial Knowledge variable increases by one unit, it will have an impact on increasing Entrepreneurial Interest by 0.323. Note that other variables in the research are assumed to be zero.
- 4) The regression coefficient value for the Entrepreneurial Knowledge variable (X_2) = 0.323
The results of the analysis show that if the Entrepreneurial Knowledge variable increases by one unit, it will have an impact on increasing Entrepreneurial Interest by 0.323. Note that other variables in the research are assumed to be zero.

Determination Coefficient Test (R^2)

According to Slamet Santoso (2015) the coefficient of determination (R^2) is a tool used to determine the size of the independent variable (X). In explaining the dependent variable (Y) in determining the value (R^2) you can use the following formula:

$$R^2 = \frac{b_1 \sum x_1 y + b_2 \sum x_2 y + b_3 \sum x_3 y + b_4 \sum x_4 y}{\sum y^2}, \text{ Where } 0 \leq R^2 \leq 1$$

The results of data processing on the Coefficient of Determination (R^2) using SPSS 25.00 are shown in the following table.

Table 6. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,721	0,519	0,504	1,93277
a. Predictors : (Constans) Family Environment, Entrepreneurship Knowledge, Motivation				

Source: Primary Data processed with SPSS 25.00 (2023)

Based on table 6, the R Square value is 0.519. This value is the percentage contribution of the independent variable to the dependent variable. The value of R Square, when converted into percent, is 51.9%. This percentage explains that the variables Motivation, Entrepreneurship Knowledge, and Family Environment are able to influence the variable Interest in Entrepreneurship by 51.9% and the remainder is

influenced by other variables outside research, namely 49.1%, so there is still a chance for variables outside research to influence Interest in Entrepreneurship

t Test (Partial)

According to Sugiyono (2017) the t test (partial test) is a test used to determine the magnitude of the influence of individual independent variables on the dependent variable with a significance level of 5%. Provided that if t count > t table and significance value < 0.05 then the independent variable partially has a significant effect on the dependent variable, and vice versa

Table 7. t test results

Model	B	Std. Error	Beta	T	Sig.
(Constant)	1,949	1,464		1,332	,186
Motivation	0,424	0,087	0,397	4,897	,000
Entrepreneurship Knowledge	0,323	0,095	0,268	3,399	,001
Family environment	0,339	0,110	0,260	3,085	,003

Source: Primary Data processed with SPSS 25.00 (2023)

Based on the results of data processing in table 20 t values for the independent variables, namely:

Based on table 7, it is known that the significance value for the influence of the Motivation variable on Entrepreneurial Interest is $0.000 < 0.05$ and the calculated t value is $4.897 > t$ table 1.984, so it can be concluded that there is a significant influence between the Motivation variable on Entrepreneurial Interest. The significance value for the influence of the Entrepreneurial Knowledge variable on Entrepreneurial Interest is $0.000 < 0.05$ and the calculated t value is $3.399 > t$ table 1.984, so it can be concluded that there is a significant influence between the Entrepreneurial Knowledge variable on Entrepreneurial Interest. The significance value for the influence of the Family Environment variable on Interest in Entrepreneurship is $0.003 < 0.05$ and the calculated t value is $3.085 > t$ table 1.984, so it can be concluded that there is a significant influence between the Family Environment variable on Interest in Entrepreneurship.

F Test (Simultaneous)

According to Sugiyono (2017), the "F test (simultaneous test)" is used "to test the level of influence of the independent variables included in the regression model on the dependent variable simultaneously". Provided that if the significance probability value is <0.05, then the independent variable (X) simultaneously influences the dependent variable (Y).

Table 8. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	387.541	3	129.180	34.581	.000 ^b
Residual	358.619	96	3.736		
Total	746.160	99			

Source: Primary Data processed with SPSS 25.00 (2023)

Based on table 8, it is known that the F test coefficient is 34.581. The f table value with a significant level or $\alpha = 0.05$ and $df = (4-1);(100-4) = 3:96$ is 2.70. These calculations show that the significant value is $0.000 < 0.05$ and the calculated f value is

34.581 > f table 2.70, thus it can be concluded that H_0 is rejected and H_a is accepted. This means that the independent variables, namely Motivation, Entrepreneurship Knowledge, and Family Environment simultaneously have a significant effect on the dependent variable, namely Entrepreneurial Interest.

Discussion

Motivation influences interest in entrepreneurship as evidenced by the results of a significant value of $0.000 < 0.05$ and a calculated t value of $4.897 > t$ table 1.984. According to Herawati & Ermawati (2020) motivation is an encouragement for individuals to take action so that they can successfully achieve their goals. Motivation is the drive or reason that underlies someone doing something. Entrepreneurial motivation is very important, because starting a business from the bottom is not easy, it requires persistence, patience, positive thinking and self-confidence to keep trying and never give up if you experience failure (Aidha, 2016). Likewise, the motivation that exists among Management Study Program students at the Faculty of Economics, Muhammadiyah University of Ponorogo has been well formed, especially in the "There is a need" indicator which has the highest average value compared to other indicators, this shows that students feel that overall motivation is quite good. Many students have the courage to enter the business world, because their motivation is quite large which usually appears by itself. Students consider entrepreneurship to be a promising financial support. Moreover, the needs of many students have made entrepreneurship a trend in itself, because it is quite easy and flexible for them to do. Based on these needs, it can increase entrepreneurial motivation in students and have a positive impact on their interest in entrepreneurship.

Entrepreneurial knowledge influences interest in entrepreneurship as evidenced by the results of a significant value of $0.001 < 0.05$ and a calculated t value of $3.399 > t$ table 1.984. According to Fajar et al. (2020) knowledge can determine a person's success, because someone who is about to start a business or is running a business but has insufficient entrepreneurial knowledge will tend to have difficulty or even fail in running their business. Likewise, the Entrepreneurship Knowledge of Management Study Program Students at the Faculty of Economics, Muhammadiyah University of Ponorogo has been well formed, especially in the indicator "Knowledge of business aspects" which has the highest average value compared to other indicators, this shows that students feel Entrepreneurship Knowledge as a whole pretty good. Most students have mastered various aspects, especially operational management aspects of running a business. This can be a provision in facing various obstacles and risks that will be overcome to realize their business. It is this knowledge that increases their interest in entering the world of entrepreneurship.

The social environment influences interest in entrepreneurship as evidenced by the results of a significant value of $0.003 < 0.05$ and a calculated t value of $3.085 > t$ table 1.984. Ariyanto et al. (2023) said that the family environment is the first medium that influences behavior in a person's development. The emergence of a person's interest in entrepreneurship can be influenced by the family environment which may have a family business. When a child lives in a family environment that works alone, or has its own family business, it is possible that the child has the desire or interest to work and open or build his own business in the future because, a child may be interested and inspired by this situation. Likewise, the Family Environment of University Management Study Program Students, Faculty of Economics, Muhammadiyah University of Ponorogo has been well formed, especially in the indicator "There is encouragement from the family for entrepreneurship" which has the highest average value compared to other

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