

Literature Study: Analysis of the Influence of Entrepreneurial Knowledge on Students' Entrepreneurial Interest

Atika Suhardini¹, Hasyim², Saidun Hutasuht³, Mutiara Miyagi Putri Resipa Sitanggang⁴,
Juliaman Sitopu⁵

^{1,2,3,4,5} Universitas Negeri Medan, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Sep 25, 2024 Revised Oct 05, 2024 Accepted Oct 10, 2024</p> <p>Keywords:</p> <p>Entrepreneurship Entrepreneurship knowledge Interest in entrepreneurship</p>	<p>One of the efforts that the Indonesian government can undertake to reduce unemployment is by fostering entrepreneurial interest from an early age. However, the low interest in entrepreneurship presents a challenge that needs to be addressed, especially among university students, where graduates are expected to be ready for the workforce. Several factors contribute to the low interest in entrepreneurship, including a lack of self-confidence, laziness, insufficient capital, and most notably, a lack of knowledge about entrepreneurship. Entrepreneurial knowledge is a key element in boosting interest in entrepreneurship, as having a solid understanding of entrepreneurship can enhance self-confidence in starting a business. This study aims to analyze the influence of entrepreneurial knowledge on the entrepreneurial interest of university students. The type of research conducted is a literature review, with data collected through reference searches on the internet. From these searches, 21 relevant references were obtained regarding the influence of entrepreneurial knowledge on students' entrepreneurial interest. Based on the analysis of these 21 references, all of them conclude that entrepreneurial knowledge has an impact on entrepreneurial interest. Therefore, it can be concluded that entrepreneurial knowledge affects the entrepreneurial interest of vocational students.</p>

This is an open access article under theCC BY-NClicense.



Corresponding Author:

Atika Suhardini,
Universitas Negeri Medan
E-mail: atikasuhardini@unimed.ac.id

1. INTRODUCTION

The issue of unemployment in Indonesia remains unresolved to this day. The high unemployment rate is caused by limited job opportunities and the continuous increase in population. Data from the Central Bureau of Statistics (BPS) reported that the unemployment rate in Indonesia increased from February 2020 to February 2021. The data explained that the number of unemployed in Indonesia increased by 1.82 million, bringing the total number of unemployed to 8.75 million. BPS Head Suhariyanto explained that the increase in unemployment in Indonesia was caused by the COVID-19 pandemic that occurred in Indonesia (Siregar, 2021).

However, this issue can be addressed if the younger generation dares to start businesses or become entrepreneurs. Therefore, entrepreneurship is considered one of the more effective ways to strengthen Indonesia's economy. The government cannot handle all aspects of development due to limited budget, human resources, and supervision. Thus, both in terms of quantity and quality, entrepreneurs have significant potential in the development of the economic sector (Irda, 2019).

The lack of interest among Indonesian youth in entering the world of entrepreneurship has become a serious concern for various parties, including the government, the education sector, industry, and society. Various measures have been taken to foster an entrepreneurial spirit,

particularly by changing the mindset of young people, who have so far tended to only aspire to become job seekers.

Interest is an abstract aspect, but it can bring both positive and sometimes negative impacts. Therefore, interest is closely related to one's personality. Education is one of the essential requirements for maintaining human dignity, providing opportunities to develop abilities and cultivate life within society. Education aimed at shaping a person's attitudes and behaviors, as well as fostering innovative abilities that benefit society, can be achieved through entrepreneurial education. Creativity in entrepreneurship is unique, and thus entrepreneurs are required to be consistently creative. This creativity proves their independence, which can inspire others to follow. In addition to entrepreneurial education and creativity, another factor that plays a role in shaping entrepreneurial interest is motivation. Without motivation, entrepreneurial interest will not develop according to an entrepreneur's abilities. "Entrepreneurial motivation is a person's attention, enjoyment, and willingness to engage in entrepreneurial activities independently, based on their capabilities, strengths, and skills" (Herawati, 2000).

One of the government's steps to foster and develop entrepreneurial interest among the younger generation is by providing entrepreneurship education at universities. This education is accessible to all students through a policy that requires them to take entrepreneurship courses. According to Santoso (Dalimunthe, 2016), entrepreneurship courses play a role in shaping entrepreneurial character or at least in increasing students' knowledge about the business world, both in terms of soft skills and hard skills. As a result, students can take advantage of opportunities around them to create their own businesses, whether during their studies or after graduation.

Based on this, several universities feel the need to make entrepreneurship courses a part of their curriculum. The hope is that, upon graduation, alumni can be independent without having to rely on jobs in government or private institutions. They are expected to be able to develop themselves as entrepreneurs and provide solutions to the unemployment problems faced by society.

Through entrepreneurship education, students are encouraged and guided to understand the importance of entrepreneurship as an opportunity to create a better life in today's job market. Additionally, to support entrepreneurship education, entrepreneurial activities are needed to provide real experience in applying the knowledge they have in the business world. Ahmad dan seymour (2008) state that "Entrepreneurial activity is the courageous act of creating value by establishing or expanding economic activities through identifying and utilizing new products, processes, or markets." Entrepreneurial activities not only provide a theoretical foundation for entrepreneurship concepts but also shape the attitudes, behaviors, and mindsets of an entrepreneur. This is an investment in human capital that prepares students to start new businesses by integrating the experience, skills, and knowledge essential for developing and expanding a business. According to (Sardiman (2011:97), "In learning, there must be activity. Learners must be actively engaged, as without activity, the learning process will not proceed effectively." In other words, there is no learning without activity.

2. RESEARCH METHOD

The research method used is a literature review. This study was conducted by searching for journals on various electronic platforms, one of which was Google Scholar. The keywords used included entrepreneurship, entrepreneurial knowledge, and interest in entrepreneurship. The selected journals were published from 2018 to the present. The selected journals met the criteria of providing data on the influence of entrepreneurial knowledge on entrepreneurial interest. From the search, 21 relevant journals were obtained that relate to the influence of entrepreneurial knowledge on students' interest in entrepreneurship. An analysis was conducted to determine whether entrepreneurial knowledge influences students' interest in entrepreneurship.

3. RESULT AND DISCUSSION

After conducting a search on Google Scholar, 21 relevant journals were found using the keywords entrepreneurial knowledge and interest in entrepreneurship. The results of the analysis regarding the influence of entrepreneurial knowledge on interest in entrepreneurship can be seen in Table 1:

Tabel 1. Hasil Analisis Pengaruh Pengetahuan Kewirausahaan Terhadap Minat Berwirausaha

NO	NAMA	TAHUN	TINGKATAN	SIMPULAN
1	Murniati	2019	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
2	Pratama	2024	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
3	Ayuni dan Larasati	2022	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
4	Nawary Saragih	2022	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
5	Widiastuty dan Rahayu	2021	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
6	Aini dan Oktafani	2020	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
7	Ali	2021	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
8	Suryaningsih dan Agustin	2020	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
9	Rachmawati, Rachmawati, dan Subroto	2022	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
10	Kulta, Nuraida, dan Atieq Pohan	2023	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
11	Abiyus, Heri, dan Seswandi	2023	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
12	Angelika dan Sumaryanto	2024	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
13	Widiastuty dan Rahayu	2021	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
14	Putu	2023	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
15	Uma	2023	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
16	Prasiska, Mariyanti, dan Nasrah	2024	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
17	Widyawati, Widiarti, dan Fahmi	2022	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
18	Adi Arta dan Sujana	2024	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
19	Susilawaty	2022	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.

20	Kurnia, Kusnendi, dan Furqon	2018	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.
21	Astuti, Sartika, dan Suratriadi	2020	S1	There is an influence between entrepreneurial knowledge and interest in entrepreneurship.

Based on Table 1, all 21 journals reviewed concluded that there is a positive influence between entrepreneurial knowledge and interest in entrepreneurship. The percentage comparison of journals that indicate the influence of entrepreneurial knowledge on students' interest in entrepreneurship is as follows.

This research aligns with the opinion of Yulianingtias et al. (2024), who state that entrepreneurial knowledge has a positive and significant influence on entrepreneurial interest in a partial manner. Other research also indicates that students who have a good understanding of entrepreneurship will be able to reduce the risk of failure, whether caused by internal or external factors (Primandha Sukma Nur Wardhani and Nastiti, 2023). Entrepreneurship education should include a requirement for students to run real businesses, not just simulations in the classroom. Students must be given opportunities to engage directly and commit to developing their own businesses so that they can experience firsthand the characteristics of entrepreneurship, such as facing risks, innovating, overcoming failures, and other aspects (Pittaway, 2007). Moreover, these results are consistent with the Theory of Planned Behavior (TPB), where one of the factors influencing entrepreneurial decisions is learning. This research also aligns with the opinion of Suryana (2013) that entrepreneurial knowledge can be acquired through learning, including classroom learning and extracurricular activities. Entrepreneurs without knowledge and skills will not succeed. With the willingness to succeed but lacking the necessary skills and knowledge, it is difficult to grow and succeed. Conversely, individuals who have knowledge and skills but lack the willingness will not become entrepreneurs.

Knowledge is a fundamental ability that every individual must possess. With knowledge, a person can create and innovate, as it makes it easier for them to develop their thinking skills. Without substantial knowledge and experience, it is impossible to cultivate entrepreneurial interest and become a successful entrepreneur. If students correctly understand all the characteristics of the business world, they will be interested in entrepreneurship. Students' understanding should not be one-sided or only partial; rather, they must fully grasp the intricacies of entrepreneurship. If students only understand a few characteristics of entrepreneurship, they will often fail because they will not be able to fully analyze the internal and external factors that can support the success of their ventures.

Therefore, entrepreneurial knowledge in university is expected to serve as a theoretical foundation for the concept of entrepreneurship and to shape the mentality, attitudes, and behaviors of entrepreneurs, equipping especially students with knowledge and insights. Entrepreneurial knowledge is an individual's understanding of entrepreneurship, encompassing various positive, creative, and innovative personalities, and it develops business opportunities into beneficial business prospects for themselves and their consumer society. Individuals with entrepreneurial knowledge can know what to do to start a business. By providing students with good entrepreneurial knowledge, universities can serve as a guide and catalyst for students' enthusiasm for entrepreneurship in the future.

4. CONCLUSION

Based on the results of the research that have been explained, it can be concluded that increasing entrepreneurial knowledge among students can enhance their interest in entrepreneurship. This is evident from the 21 references analyzed, which indicate a positive influence of entrepreneurial knowledge on entrepreneurial interest. Students need to thoroughly delve into and understand entrepreneurial knowledge by participating in various entrepreneurial activities, such as seminars and practices organized by the campus. Additionally, to enhance self-efficacy, students can observe the successes of others in running businesses. Various parties also need to support students in improving their self-efficacy. Thus, entrepreneurship can become an alternative career choice for students, as through entrepreneurship, they can create job opportunities for others and help reduce unemployment rates in Indonesia. The differences in the results of this study compared to previous

research open opportunities for further research, especially regarding the scope of universities and interesting areas for deeper exploration.

REFERENCES

- Abiyus, W., Heri, H., & Seswandi, A. (2023). Pengaruh Lingkungan Keluarga, Pengetahuan Kewirausahaan Dan Sosial Media Terhadap Minat Berwirausaha Mahasiswa Unilak. *Jurnal Bisnis Kompetitif*, 1(3), 329–341. <https://doi.org/10.35446/bisniskompetif.v1i3.1281>
- Adi Arta, I. K., & Sujana, I. K. (2024). E-Commerce, Literasi Keuangan, Pengetahuan Kewirausahaan, dan Minat Berwirausaha Mahasiswa Akuntansi. *E-Jurnal Akuntansi*, 34(3), 597. <https://doi.org/10.24843/eja.2024.v34.i03.p04>
- Ahmad, Nadim., dan R. G. S. (2008). Defining Entrepreneurial Activity: Definitions Supporting Frameworks For Data Collection". *Dalam Statistics Directorate, Volume- No-. Hal 1-5. Sydney: University of Sydney.*
- Aini, Q., & Oktafani, F. (2020). Pengaruh Pengetahuan Kewirausahaan, Motivasi Berwirausaha Dan Lingkungan Keluarga Terhadap Minat Berwirausaha Mahasiswa Fakultas Komunikasi Dan Bisnis Telkom University. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 17(2), 151–159. <https://doi.org/10.31849/jieb.v17i2.3845>
- Ali, M. (2021). Pengaruh Pengetahuan Dan Sikap Terhadap Minat Berwirausaha Pada Mahasiswa Program Kewirausahaan Lintas Prodi. *JPEK (Jurnal Pendidikan Ekonomi dan Kewirausahaan)*, 5(2), 365–375. <https://doi.org/10.29408/jpek.v5i2.4842>
- Angelika, H., & Sumaryanto, S. (2024). Pengaruh Literasi Keuangan, Pengetahuan Kewirausahaan, dan Sikap Terhadap Minat Berwirausaha Mahasiswa Akuntansi di Kota Yogyakarta. *Journal of Regional Economics and Development*, 1(4), 1–14. <https://doi.org/10.47134/jred.v1i4.392>
- Astuti, F. D., Sartika, R., & Suratriadi, P. (2020). PENGARUH TINGKAT PENGETAHUAN KEWIRAUSAHAAN TERHADAP MINAT MENJADI ENTREPRENEUR PADA MAHASISWA (Studi kasus mahasiswa UBSI cabang Salemba 22 Jakarta). *Jurnal Pendidikan Dan Kewirausahaan*, 7(2), 1–12. <https://doi.org/10.47668/pkwu.v7i2.26>
- Ayuni, R., & Larasati, F. (2022). Pengaruh Pengetahuan Kewirausahaan dan Minat Berwirausaha Terhadap Motivasi Untuk Menjadi Young Entrepreneur Pada Mahasiswa Pendidikan Ekonomi Universitas Muhammadiyah Bengkulu. *Jurnal Economic Edu*, 2(2), 38–42.
- Dalimunthe. (2016). *Pengaruh Persepsi Mahasiswa Tentang Mata Kuliah Kweirausahaan, Budaya Organisasi dan motivasi terhadap Minat Berwirausaha Mahasiswa Pendidikan Ekonomi Universitas Lampung 2015.*
- Herawati. (2000). *Kewiraswastaan*. BP IPWI.
- Irda. (2019). *Pengaruh Pengetahuan Kewirausahaan Dan Lingkungan Keluarga Terhadap Minat Wirausaha Siswa Smk Negeri 1 Makassar [Universitas Negeri Makassar]*. [http://eprints.unm.ac.id/12630/1/Skripsi Irda Fe Unm.Pdf](http://eprints.unm.ac.id/12630/1/Skripsi%20Irda%20Fe%20Unm.pdf).
- Kulta, A., Nuraida, N., & Atieq Pohan, H. (2023). Pengaruh Motivasi dan Pengetahuan Kewirausahaan Terhadap Minat Berwirausaha Mahasiswa. *Social Science and Contemporary Issues Journal*, 1(2), 314–329. <https://doi.org/10.59388/sscij.v1i2.154>
- Kurnia, D., Kusnendi, K., & Furqon, C. (2018). Pengaruh Pengetahuan Kewirausahaan Dan Efikasi Diri Terhadap Minat Wirausaha. *PROMOSI (Jurnal Pendidikan Ekonomi)*, 6(2), 48–56. <https://doi.org/10.24127/pro.v6i2.1690>
- Murniati, M. (2019). *PENGARUH KEPRIBADIAN, PENGETAHUAN KEWIRAUSAHAAN, KREATIVITAS DAN LINGKUNGAN KELUARGA TERHADAP MINAT BERWIRAUSAHA.pdf*. Jurnal Riset Pendidikan Ekonomi (JRPE).
- Nawary Saragih, Saut Purba, B. P. (2022). Pengaruh Pengetahuan Kewirausahaan, Kepribadian Dan Lingkungan Keluarga Terhadap Minat Berwirausaha Mahasiswa Fakultas Ekonomi Universitas Katolik Santo Thomas Medan. *Jurnal Manajemen dan Bisnis*, 22(September), 414–428. <https://doi.org/10.54367/jmb.v22i2.2145>
- Pittaway, L. and J. C. (n.d.). *Simulating Entrepreneurial Learning: Integrating Experiential and Collaborative Approaches to Learning*. Management Learning, April 2007;38,2;ABI/INFORM Global pg 211.
- Prasiska, D. W., Mariyanti, E., & Nasrah, R. (2024). Peran Lingkungan Keluarga, Motivasi, dan Pengetahuan Kewirausahaan terhadap Minat Berwirausaha Mahasiswa. *Jurnal Ekonomika*

- Dan Bisnis (JEBS)*, 4(2), 162–170. <https://doi.org/10.47233/jebs.v4i2.1591>
- Pratama, J. Q., Aprica Isabella, A., & Loliyani, R. (2024). Pengaruh Pengetahuan Kewirausahaan Dan Motivasi Terhadap Minat Berwirausaha. *Jurnal Entrepreneur dan Bisnis (JEBI)*, 3(1), 1–11.
- Putu, N., Lila, E., Giri, S., & Sujana, I. N. (2023). *Pengaruh Pengetahuan Kewirausahaan dan Media Sosial terhadap Minat Berwirausaha Mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha*. 15(1), 112–121.
- Rachmawati, H., Rachmawati, H., & Subroto, W. T. (2022). Pengaruh Lingkungan Keluarga, Pengetahuan Kewirausahaan, Dan Motivasi Berwirausaha Terhadap Minat Berwirausaha Mahasiswa. *Edunomic Jurnal Pendidikan Ekonomi*, 10(1), 56. <https://doi.org/10.33603/ejpe.v10i1.6236>
- Sardiman, A. . (2011). *Interaksi dan Motivasi Belajar Mengajar*. Rajawali Pers.
- Suryana. (2013). *Kewirausahaan: Kiat Dan Proses Menuju Sukses*. Salemba Empat.
- Suryaningsih, T., & Agustin, T. (2020). Pengaruh Kepribadian Dan Pengetahuan Kewirausahaan Terhadap Minat Berwirausaha Pada Mahasiswa. *Jurnal Pendidikan Ekonomi*, 13(1), 42–49. <https://doi.org/10.17977/um014v13i12020p042>
- Susilawaty, E. A. (2022). Pengaruh Pendidikan Kewirausahaan Dan Media Sosial Terhadap Minat Berwirausaha Mahasiswa. *Journal of Business Administration (JBA)*, 2(1), 1. <https://doi.org/10.31963/jba.v2i1.3432>
- Uma, S. R. (2023). Pengaruh Pendidikan Kewirausahaan Dan Efikasi Diri Terhadap Minat Berwirausaha Mahasiswa. *Jurnal Economia*. <https://doi.org/10.35706/value.v7i2.9550>
- Widiastuty, V. M., & Rahayu, T. S. M. (2021). Pengaruh Sikap Mandiri, Lingkungan Keluarga, Motivasi, dan Pengetahuan Kewirausahaan Terhadap Minat Berwirausaha (Studi Pada Mahasiswa di Perguruan Tinggi Purwokerto). *Master: Jurnal Manajemen dan Bisnis Terapan*, 1(2), 23. <https://doi.org/10.30595/jmbt.v1i2.12663>
- Widyawati, N., Widiarti, A., & Fahmi, R. (2022). Pengaruh Pembelajaran Kewirausahaan, Motivasi Berwirausaha, Dan Penggunaan Media Sosial Terhadap Minat Berwirausaha Mahasiswa. *Jipis*, 31(2), 107–123. <https://doi.org/10.33592/jipis.v31i2.3251>