

Increase Interest in Entrepreneurship Seen from Financial Literature, Self Efficiency and E-Commerce

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Abstract—This study aims to Obtain evidence on the influence of financial literacy on increasing interest for entrepreneurship, the effect of self-efficacy on the Increase of entrepreneurial interest and e-commerce influence on increasing interest for entrepreneurship. Theory of Planned Behavior states that one's interest in behavior, is behavioral variables. This research was conducted at SMAN South Solok. Data collection method in this research is survey method with questionnaire technique. The population is this students of Senior High School Seven South Solok as many as 165 students. The Data used in this study is the primary Data Obtained by using questionnaires directly to 165 respondents by using purposive sampling technique. Analysis of multiple regression analysis data. The results of the analysis indicate that the positive effect of financial literacy on the Increase of interest for entrepreneurship, self-efficacy has a positive effect on the increase is of interest for entrepreneurship, e-commerce has a positive effect on the increase is of interest for entrepreneurship. Good financial literacy will help in financial management and in making business decisions. Good finance will run the business smoothly. Good self-efficacy will increase good self-confidence every week a business will be well controlled, e-commerce is a place that will venture in promotion or marketing that produces business that is in accordance with the wishes and get satisfactory results in entrepreneurship.

Keywords—*financial literature; self efficiency; e-commerce and entrepreneurship*

I. INTRODUCTION

Printer needs new entrepreneurs will increasingly be confirmed, given the small number of entrepreneurs in Indonesia. Minister of Cooperatives and Community Activity Units AAGN Puspayoga targeting entrepreneurs in Indonesia ratio reached 4 percent in early 2017.

Target was expected to be achieved with the cooperation of all parties, the central government, local governments, colleges and students, the State Owned Enterprises (SOEs) and the Cooperative and SME menites has released ratios self-employment in 2016 in the country reached 3.1 percent increase from the previous ratio of 1.67 percent. "This means, the ratio of entrepreneurial Indonesia has exceeded the minimum limit ratio entrepreneurial state, namely two per cent. In percentages, the number of entrepreneurs in Indonesia is only about 3 %. Losing to neighboring ASEAN countries such as Malaysia, Singapore, and Thailand are already above 4%,". Legal finance, Tuesday (21/03/2017).

Interest is a mental device which shall be composed of a mixture of feelings, hope, conviction, prejudice, fear, or the tendency of other direct a person to a certain option [1], interest is the tendency that causes a person trying to look for or try activities in a specific field. Entrepreneur is someone who has the ability and self-sufficiency, farsighted, creative, innovative, resilient and dare to risk management efforts and activities that bring success [2]. There are factors that affect the interest in entrepreneurship. Alma states that there are three factors that affect the interest in entrepreneurship [3], namely: (1) personal, involving aspects of one's personality; (2) sociological, which comes to relationships with family and other social relationships; and (3) environmental, regarding the relationship with the environment among competitors, resources, and government policies.

OECD, financial literacy is defined as the knowledge and understanding of financial concepts, capabilities, motivation and confidence in applying some knowledge and understanding are arranged in making effective decisions on the scope of a financial context to improve the financial well-being of society and the individual as well as allowing for participate in economic life [4].

According to Huston, financial literacy is a part of human capital that can be used in financial activities to enhance the benefits of the expected lifetime of consumption [5]. The literature shows the influence of the financial literacy level of the interest in entrepreneurship is very limited. Oseifuah found that the level of financial literacy among young entrepreneurs are above average and the level of financial literacy contribute to entrepreneurship skills [6]. Indarti and Kristiansen [7], and Indarti and Rostiani concluded that access to capital affect the interest in entrepreneurship in students [8].

Self-efficacy can encourage a person's performance in various fields including interest in entrepreneurship [9]. Therefore, in opening a business self-confidence is needed for its ability so that its business can succeed. The same thing was expressed by Robbins [10]. Self-efficacy is also known as social cognitive theory or social reasoning which refers to the individual's belief that he is capable of carrying out a task. According to Robert those who believe in the ability and the confidence he has demonstrated the achievement of good results [11].

This understanding shows the effect of self-efficacy determine the success of the achievement of a person. High self-efficacy will provide the initiative and persistence to improve operations and performance of a. Low efficacy will reduce a person's effort and performance. People with high self-efficacy will think differently and have different attitudes than those who have low efficacy.

Self-efficacy is the belief in ourselves with optimism and hope to be able to solve the problem without despair. Self-efficacy of the individual it can make the individual able to deal with a variety of self-efficacy. Indicator according to Bandura is the (level) with regard to the degree of difficulty of the task when individuals feel able to do so [12]. Strength (strength) related to the individual's confidence in his ability.

While generalizations (generality) relating to the behavior exhibited by individuals who feel confident in his ability in the opinion of Schneider defines e-commerce as the use of electronic data transmission to implement or to increase the value of the business process [13]. In addition, according to Laudon E-Commerce is the process of buying and selling of products and services electronically, including transactions using the Internet, network, and digital technology that lain [14].

Turban the meaning of their own e-commerce is the buying process, sale, transfer, or exchange of products, services and or via computer networks, including via the internet [15]. In other words, E-Commerce is one of the driving factors for entrepreneurship, especially in business online. Rahmidani E-Commerce can be defined from some of the following perspectives [16]:

- Perspective Communications: e-Commerce is the delivery of information, products / services, or payments over telephone lines, computer networks or other electronic means.
- Business Process Perspective: e-Commerce is the application of automation technology to the company's transactions and work flow.
- Perspective Services: e-Commerce is one tool that meets the needs of the company, consumers and service cost management in trim while improving the quality of goods and speed of service.

Perspective Online: e-Commerce related to the capacity of buying and selling of products and information on the Internet and other online services.

According to Amstrong dan Kotler, the Internet is a computer network used by the public, which connects a wide range of users from all over the place in the world to other users and become a vast place as an information provider [9]. Then that's emerging media devoted to communicating between humans despite the great distance. Media was called with social media. One was the rise of networking sites such as twitter, facebook, instagram, online sales applications etc., it can be used by the community as a tool for an early start with a capital relative entrepreneurship based on the low level of entrepreneurship above, the authors need to embrace research whether there is the influence of financial literature, self

efficacy, e-commerce on the interest in entrepreneurship in students in southern Solok, so that the impact on the increase in the number of young entrepreneurs in Indonesia specifically south the framework of thinking in this study is shown in the chart below :

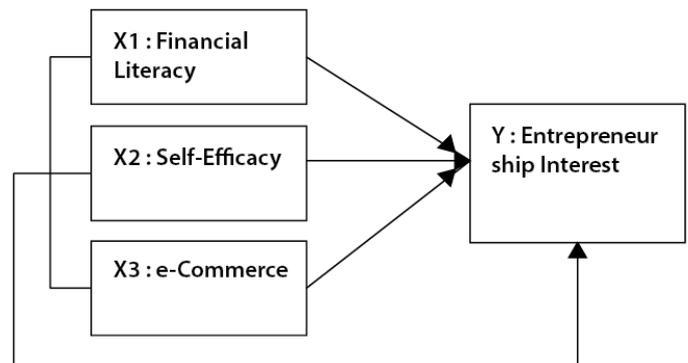


Fig. 1. Research design.

II. METHODS

As for the type of research is a survey that aims to obtain information on the state of the object of research in this case is the interest in entrepreneurship, This research was conducted in South Solok senior high school on March 23, 2018, the population and sample in this research is the students of senior high school 7 South Solok with a sample of 165 students, So that the samples taken are accurate and there is no bias, then the sampling technique used in this study uses Random sampling.

The method of data collection in this study was carried out by means of field studies using the technique of making questionnaires (questionnaires). The scale of the measurement used was a Likert scale.

Data analysis techniques used to answer the purpose of the research is divided into three, namely, test results of the questionnaire data quality has passed the test of validity and reliability, has passed the test classic assumptions and multiple linear regression analysis. Multiple linear regression analysis was used to test the independent variable on the dependent variable, so that the results obtained influence between independent variables on the dependent variable.

III. RESULTS AND DISCUSSION

Before the multiple linear regression analysis is carried out, the classic assumption test is first performed which includes the normality test, multicollinearity test, heteroscedasticity test and linearity test. The normality test results show a normal distribution pattern. The multicollinearity test shows that the three independent variables do not have a multicollinearity relationship. From the results of heteroscedasticity test, it was concluded that there were no symptoms of heteroscedasticity. While the results of the linearity test show that the three independent variables have a linear relationship with the dependent variable.

The analysis in this study uses multiple regression analysis which serves to analyze the effect of variables of financial literacy (X1), self-efficacy (X2) and e-commerce (X3) on the interest in entrepreneurship (Y). The formulas of multiple linear regression are as follows:

TABLE I. LINEAR REGRESSION ANALYSIS

Variables	Unstandardized		standardized coefficients beta	t	Sig	Test results
	Coefficients					
	B	Std. Error				
(Constant)	4.312	0,848		2,373	0,019	
financial Literacy	.619	0.056	0,623	8.654	0,000	Be accepted
Self efficacy	.437	0,046	.435	7.335	0,000	Be accepted
E-Commerce	0.586	0.069	.500	8.437	0,000	Be accepted
Adjusted R Square	0,753					
F Count	185.437					
Sig. F Count	0,000					

Source: Secondary data is processed, 2018

$$Y = 4.312 + 0.619 X1 + 0.437 X2 + 0.586 X3$$

Adjusted R Square (Coefficient) is 0,753 or 75.3 per cent, this means that 75.3 percent of the variation of decision-making for high school students entrepreneurship 7 South Solok influenced financial literacy, self-efficacy and e-commerce. Based on the above results, the need for an increase in financial literacy, self-efficacy and e-commerce in order to increase the number of young entrepreneurs.

The t-test was conducted to determine the influence of each independent variable on the dependent variable. Level of significant (α) used is 5 percent (0.05), a significant difference between financial literacy (X1) against the interests of Entrepreneurship (Y) Financial Literacy For variable values obtained $t_{hitung} 8.654 > T_{table} 1,998$ with significant value $0,000 < \alpha = 0.05$, means H_a accepted and rejected H_0 can thus be said that there is significant influence partially between financial literacy to high school students entrepreneurship Interests 7 South Solok, things are in line with the word Oseifuah finding that the level of financial literacy among young entrepreneurs is above average and the level of financial literacy contributes to entrepreneurship skills [6]. Roxas et al. stated that entrepreneurship knowledge, where one of them is understanding (literacy) of financial management, influences the interest in entrepreneurship in students [17]. Wise explained that the better the level of financial literacy in entrepreneurs who are just starting their business, the greater the business opportunity can survive [18].

A significant difference between Self Efficacy (X2) on the Interests of Entrepreneurship (Y) For Diri obtained efficacy variable value $t_{hitung} 7.335 > T_{table} 1,998$ with significant value $0,000 < \alpha = 0.05$, means H_a accepted and rejected H_0 can thus

be said that there is significant influence partially between Self Efficacy against the interests of Entrepreneurship students of senior high school 7 South Solok. things that are in line with words According to Robert people who believe in the abilities and beliefs that they have show the achievement of good results, so this will increase a person's interest in entrepreneurship [11].

A significant difference between E-Commerce (X3) against the interests of Entrepreneurship (Y) For E-Commerce gained value $t_{hitung} 8.437 > T_{table} 1,998$ with significant value $0,000 < \alpha = 0.05$, means H_a accepted and rejected H_0 can thus be said that there is significant influence partially between E-Commerce against the interests of Entrepreneurship students of SMAN 7 South Solok. things that are in line with the word According to Turban the meaning of e-commerce itself is the process of buying, selling, transferring, or exchanging products, services and or through computer networks, including through the internet [15]. In other words, E-Commerce is one of the driving factors for entrepreneurship, especially doing business online.e-commerce can help sellers to promote their goods online because with e-commerce it provides many conveniences for prospective consumers to buy goods they want and utilize all existing facilities. And anyone can choose goods that provide a lot of ease of transaction, diverse products or shopping in stores that sell consumer needs.

IV. CONCLUSION

Based on the analysis and discussion that has been done, it can be concluded that financial literacy variable positive effect on the interest in entrepreneurship. The higher knowledge of financial literacy also increases students' interest in taking decision to entrepreneurship, Self-Efficacy positive effect on the interest in entrepreneurship. The higher the Self Efficacy also increasing students' interest in taking decision to entrepreneurship, Ecommerce positive effect on the interest in entrepreneurship. The higher the E-commerce also increases students' interest in taking decisions for entrepreneurship.

Based on the research results and conclusions the suggestions can be submitted, namely that the scope of this study only used a sample of high school students, so that the study is limited generalized to other samples and chances are there differences in the results of research if the research is done by using samples at different locations. For future research is expected to expand the area of research and using more samples to get a better research results. Collecting data in this study using a questionnaire survey techniques.

It is expected to further research in order to add the interview to reinforce the research results. The variables used for this study only three variables, and therefore in the further research can add other variables related to the interest in entrepreneurship. So as to provide a broader picture of the factors that affect the interest in entrepreneurship in addition to the Financial Literacy, self-efficacy and E-Commerce. This study is expected that students are able to understand the meaning of entrepreneurship and be able to see business opportunities and take risks that will be used to start entrepreneurship.

The need to increase interest in entrepreneurship for students is not only the responsibility of the students themselves but also needs support from the school aside from providing subject matter on entrepreneurship but also involving students to attend events related to entrepreneurship besides being given the opportunity to participate in various entrepreneurship training or seminars both locally and nationally to increase student's knowledge about entrepreneurship.

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