



Increasing Students' Interest in Entrepreneurship Influenced by Entrepreneurial Attitudes and Motivation of Needs

Dian Wahyuningsih^{*1}, Donald Frensus Pasaribu²

Universitas Langlangbuana, Indonesia¹, Universitas Tjut Nyak dhien, Indonesia²

^{*}Corresponding Email: dian.wahyuningsih74@gmail.com

Abstract:

Interest in entrepreneurship arises from a person's desire to start a new business. One of the driving factors for a person to become an entrepreneur is attitude. Entrepreneurship refers to the traits, character, and attributes possessed by individuals who have a strong drive to create innovative and creative ideas in every activity that produces results. This study aims to examine the effect of Entrepreneurial Attitudes and Needs Motivation on Student Entrepreneurial Interest in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021. Using a method, the Proportionate Stratified Random Sampling technique with the Slovin formula of 75 students using descriptive and verification methods. Data analysis was carried out using Method of Successive Interval (MSI) and Path Analysis assisted by the SPSS Program, as well as Hypothesis Testing. The results showed that the Entrepreneurial Attitude variable was good enough towards good, Motivation Needs were good enough towards good, and Entrepreneurial Interest was also considered good enough towards good. Verification analysis shows that Entrepreneurial Attitude has an influence on Entrepreneurial Interest, Needs Motivation affects Student Entrepreneurial Interest of Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021.

Article History:

Submitted: March 31, 2025

Accepted: April 27, 2025

Published: April 29, 2025

Keywords:

Entrepreneurial Attitude
Entrepreneurial Interest
Motivation of Needs

To cite this article (APA Style):

Wahyuningsih, D., & Pasaribu, D. F. (2025). Increasing Students' Interest in Entrepreneurship Influenced by Entrepreneurial Attitudes and Motivation of Needs. *Almana : Jurnal Manajemen dan Bisnis*, 9(1), 169-181. <https://doi.org/10.36555/almana.v9i1.2811>

INTRODUCTION

Indonesia is still considered a developing country, facing various challenges that hinder progress. The 1945 Constitution article 33 paragraph (1) emphasizes that Indonesia's economy is structured based on the principle of kinship, which emphasizes togetherness, justice, and welfare. The government through Law No. 11 of 2020 concerning Job Creation seeks to create jobs and support economic growth by providing convenience and protection for MSMEs and national industries. However, rapid population growth has tightened competition for jobs, adding to the challenge for Indonesia in achieving sustainable economic development.



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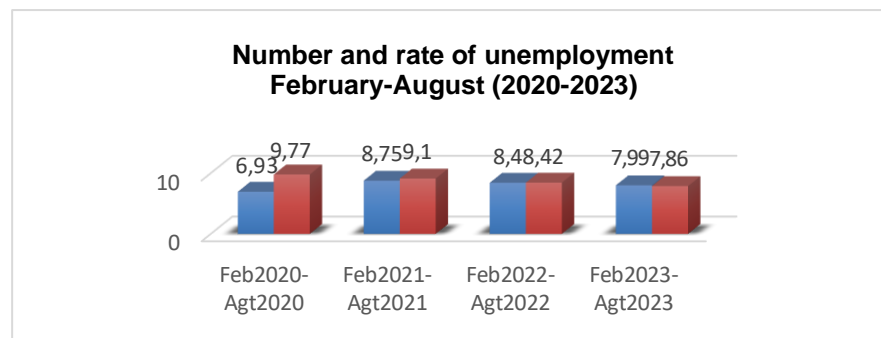


Figure 1. Open Unemployment Rate (TPT) Decreases

Source: Processed data (2024)

The Central Statistics Agency (BPS) noted that unemployment in Indonesia reached 7.86 million people in August 2023, although it decreased from the previous year, but still high compared to before the pandemic. Population growth that is not balanced with employment causes fierce competition. Meanwhile, the development of information technology and the ITE Law have opened up opportunities for digital entrepreneurship, but the percentage of entrepreneurs in Indonesia is still low, only 3.18% of the total population. To increase the number of entrepreneurs, especially from students, Langlangbuana University has implemented an entrepreneurship education program through the Management Study Program. This research focuses on entrepreneurial interest among S1 Management students of the 2020-2021 batch of Langlangbuana University.

Interest in entrepreneurship arises from a person's desire to start a new business. One of the driving factors for a person to become an entrepreneur is attitude. Attitude is defined as the tendency learned to respond to or receive stimuli towards an object consistently, either in the form of likes or dislikes. In social processes, humans acquire knowledge and experience to shape their perspective (Sofyan dkk. 2023).

A person's attitude plays an important role in determining success, as attitude can affect the work process. If a person has a positive attitude and behavior, they have a greater chance of becoming an entrepreneur. Attitude is defined as the tendency obtained from the learning process to respond. or receiving stimuli towards an object consistently, whether liked or not. Through social processes, humans acquire knowledge and experiences that shape their perspectives.(Sofyan dkk. 2023).

This motivation is another factor that can increase students' interest in entrepreneurship. According to (Ayunda et al. 2023). Motivation is an impulse that encourages a person to fulfill certain desires or needs with the aim of achieving a goal. Thus, strong motivation can contribute significantly to an increase in interest in entrepreneurship as a whole

Entrepreneurship refers to the traits, character, and attributes possessed by individuals who have a strong drive to create innovative and creative ideas in every activity that produces results. Thus, it can be explained that "Entrepreneurial spirit and attitude is the ability to get used to creative thinking and act innovatively as the foundation, tips and strength to take advantage of every opportunity towards success". (Mulyasa 2022). A successful entrepreneur must have the ability to plan the future carefully, think rationally and logically, and be able to find solutions to various problems that come their way. In running a business, it is important to think about what can benefit the community. However, the business world can be cruel at times, so a positive attitude must be possessed in order to survive in the fierce competition. On the other hand, if an entrepreneur thinks negatively, then it is difficult to survive in the business world.

An entrepreneur must have a positive and optimistic attitude in running his business. Thus (Mulyasa 2022) argues that a person must have an entrepreneurial attitude and entrepreneurial spirit, such as: A successful entrepreneur must have a positive and optimistic attitude, as well as a number of key characteristics such as confidence, initiative, motive for achievement, leadership spirit, and the courage to take risks. Confidence allows individuals to carry out and complete tasks with confidence, while initiative encourages them to seek solutions and adapt to change. The achievement motive ensures they continue to set and achieve goals, while the spirit of leadership helps them face challenges and lead teams effectively. Finally, the courage to take calculated risks allows them to try new things and overcome various challenges. The combination of these attitudes is essential to achieving success in the world of entrepreneurship.

The motivation of needs is the driving force from within that causes humans to do something or try to meet their needs, which is related to hierarchical human needs (tiered) starting from physiological needs (eating and drinking, etc.), to the need for self-actualization (the need to give opinions, etc.)". (Abraham H. Maslow dalam Trygu 2021). Everyone has needs that must be met in daily life, and these needs encourage motivation. Therefore, Abraham Maslow proposed the theory of needs known as the hierarchy of needs theory. In this theory, Maslow, as quoted in (Trygu 2021), categorize the needs into the following five levels:

Physiological needs, security, social, self-esteem, and self-actualization, as categorized in Maslow's Hierarchy of Needs Theory, affect a person's motivation in entrepreneurship. Physiological needs trigger the urge to meet basic needs such as eating and drinking; the need for a sense of security creates motivation to seek stability and protection; social needs encourage efforts to build relationships and be accepted into the community; the need for self-esteem and recognition encourages individuals to seek reward and recognition for their achievements; and the need for self-actualization encourages efforts to actualize one's potential and make a positive contribution to society. Each of these stages of needs plays a role in encouraging individuals to engage in entrepreneurial activities to meet various aspects of their needs and aspirations. According to (Ayunda dkk. 2023) Motivation is an impulse that encourages a person to fulfill certain desires or needs with the aim of achieving a goal. Thus, strong motivation can contribute significantly to an increase in interest in entrepreneurship as a whole. Julindrastuti dan Karyadi, (2022) The drive to achieve success can trigger entrepreneurial motivation in a person. Students need to have a strong motivation to succeed, as this will increase their interest in entrepreneurship and encourage them to take action to achieve certain goals. With high motivation, interest in entrepreneurship will also increase significantly.

According to Suseno (2020) the statement concluded: "Entrepreneurial interest that the beginning of the growth and development of interest is caused by two things, namely in the genetic factor (gene) that grows through the role of parents and environmental factors that choose potential interests and develop themselves". A person interested in entrepreneurship will manage their own venture or take advantage of available business opportunities, using personal initiative and innovation to create new ventures. In addition, the abundance of knowledge and information about entrepreneurship can trigger the desire to be entrepreneurial, which then encourages direct involvement in the search for experiences and documentation of those experiences. They will also feel enthusiastic and interested in getting involved in the activity yang penuh risiko, running a personal business by taking advantage of existing business opportunities, and applying innovative approaches in developing businesses.

To measure entrepreneurial interest (Suseno, 2020) includes two main aspects: internal and external factors. Internal factors include motivation, which includes the drive to be creative and innovative and enthusiasm for work; experience/knowledge, which relates to skills and knowledge gained from previous business experience; and personality, which involves the ability to adapt and manage a business. External factors include family support,

where a harmonious family environment and parental support play an important role in motivating the effort; as well as the social environment, such as friendships and the existence of young entrepreneurs that can influence the decision to start a business. Success in entrepreneurship is influenced by a combination of these factors, which affect both internal motivation and external support in starting and managing a business. From the explanation above, this research aims to examine the effect of Entrepreneurial Attitudes and Needs Motivation on Student Entrepreneurial Interest in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021.

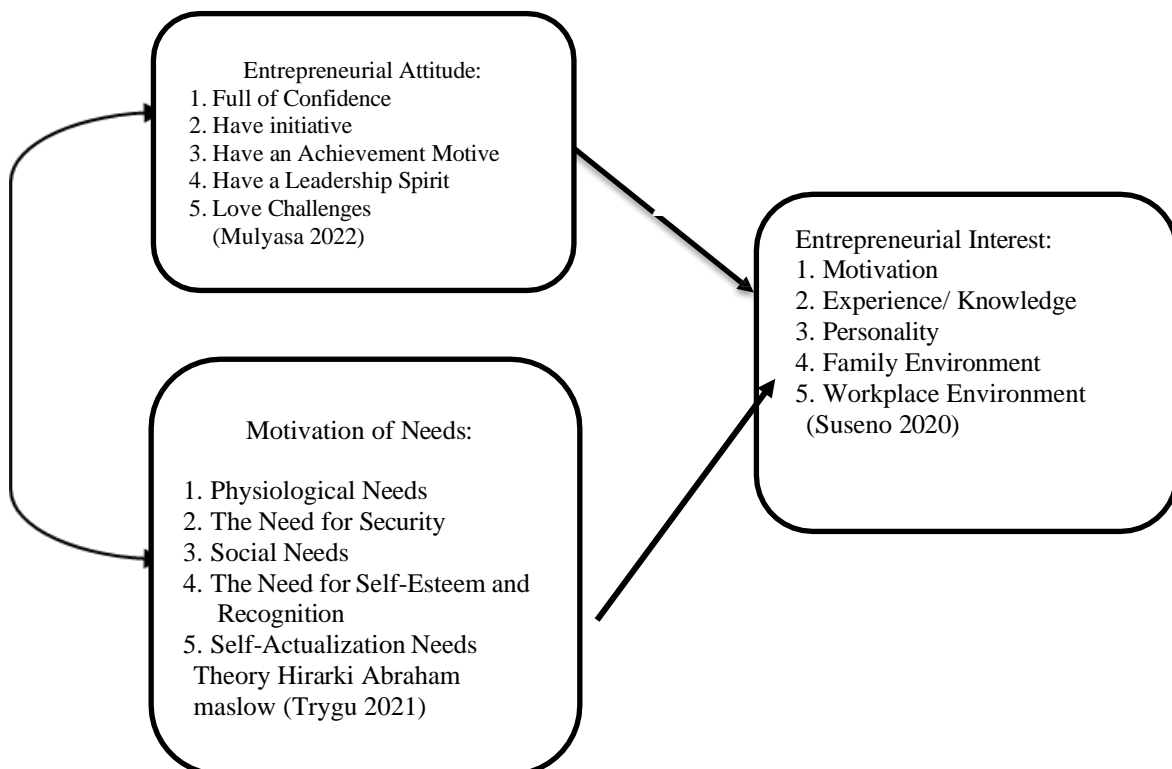


Figure 2. Research Paradigm

Source: Processed data (2024)

Hypothesis: (1) Entrepreneurial Attitude in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021 is quite high; (2) The Motivation of Needs in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021 is quite high; (3) Interest in Entrepreneurship in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021 is quite interested, (4) There is an Influence of Entrepreneurial Attitude on Entrepreneurial Interest in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021; (5) There is an effect of Motivation of Needs on Entrepreneurial Interest in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021; (6) There is an effect of Entrepreneurial Attitude and Motivation of Needs on Entrepreneurial Interest in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021.

METHODS

The research method is basically a process of activities in the form of data collection, analysis, and interpretation related to research objectives (Sugiyono, 2023). In this study, two analyses were used, namely descriptive and verificative. With a population of 300 students. However, in this study, it is on Langlangbuana University students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021. This research was carried out by distributing questionnaires on a sample of 75 students which were distributed to 32 female students and 43 male students.

This study uses primary data obtained from respondents' perceptions through the distribution of questionnaires to students of Langlangbuana University, Faculty of Economics and Business, Management Study Program, Class of 2020-2021. The data was analyzed based on respondents' answers to closed-ended questions that measured various variables. Each question is accompanied by a choice of answers and a score that ranges from 1 to 5, namely: 1 = Very Not Good; 2 = Not Good; 3 = Good enough; 4 = Good; and 5 = Very Good.

RESULTS AND DISCUSSION

According to Sugiyono, (2023) Descriptive statistics are statistics used to analyze data by describing or generalizing the data that has been collected as it is without intending to make conclusions that apply to the general public.

Table 1. Recapitulation of Respondents' Answers Regarding Entrepreneurial Attitudes, Needs Motivation and Entrepreneurial Interest

Variable	Average Range	Category
Entrepreneurial Attitudes	2.885-3.843	pretty good towards good
Needs Motivation	2.835-3.695	pretty good towards good
Entrepreneurial interest	2.912-3.768	pretty good towards good

Source: Processed data (2024)

The results of the descriptive data in this study show that entrepreneurial attitudes that form such as public speaking skills, firmness of stance, creativity, problem-solving, and competitive spirit. The average score obtained ranged from 2,885-3,843, which reflects that the entrepreneurial attitude that is built generally has a fairly good attitude on average to good, meaning that even though many of these students are brave enough to face risks but still have a sense of confidence to show a good attitude to continue running their business. Additional support such as training and mentoring is needed to further develop students' entrepreneurial potential.

Likewise, the average results for needs motivation where the results of the analysis showed that the majority of respondents had a strong enough motivation for their interest in entrepreneurship with the average response score being in the fairly good category with a range of 2,835-3,695. Among some respondents are considered to still not have strong mental resilience to be able to continue pursuing their business, but feel confident enough to start a business and meet with competitors but the ability to contribute socially through businesses that are beneficial to society has led to good changes. Overall, the increase in economic needs, mental resilience, and the desire to be appreciated and the ability to maintain social relationships are considered important factors that can encourage students to form an entrepreneurial spirit in the 2020-2021 student group showing a fairly high interest in entrepreneurship. Most respondents agree or quite agree with statements related to interest, optimism, and readiness to be entrepreneurial. Factors such as the support of family and friends, the ability to think creatively and innovatively, and the motivation to get out of the comfort zone play an important role in shaping these interests. Although there are a small number of respondents who are not confident or interested, in general, the interest in entrepreneurship among students is considered quite good and has the potential to develop further and is confident that they can succeed.

The third descriptive result shows a score range of 2,912-3,768 with a fairly high interest in entrepreneurship. Most respondents agree or quite agree with statements related to interest, optimism, and readiness to be entrepreneurial. Factors such as the support of family and friends, the ability to think creatively and innovatively, and the motivation to get out of the comfort zone play an important role in shaping these interests. Although there are a small number of respondents who are not confident or interested, in general, the interest in entrepreneurship among students is considered quite good and has the potential to develop further. Interest in entrepreneurship arises from a person's desire to start a new business. One of the driving factors for a person to become an entrepreneur is attitude. Attitude is defined as the tendency learned to respond to or receive stimuli towards an object consistently, either in the form of likes or dislikes. In social processes, humans acquire knowledge and experience to shape their perspective (Sofyan dkk. 2023)

Verificative Research Results

Verificative analysis can be understood as an analysis and proof method used to test the correctness of a hypothesis proposed. In this study, the verifier analysis aims to evaluate the impact of Entrepreneurial Attitude (X1) and Motivation of Needs (X2) on Entrepreneurial Interest (Y) among students of the Faculty of Economics and Business, Management Study Program, Class of 2020-2021.

Table 2. Coefficients between Research Variables

		Correlations		
		Entrepreneurial Attitude	Motivation of Needs	Entrepreneurial Interest
Entrepreneurial Attitude	Pearson Correlation	1	,739**	,738**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
Motivation of Needs	Pearson Correlation	,739**	1	,711**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Entrepreneurial Interest	Pearson Correlation	,738**	,711**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2024)

The meaning of table 2 above is the Correlation value between Entrepreneurial Attitude (X1) and Motivation Needs (X2) is 0.739. The correlation value is categorized as a strong relationship level because it exists in the interval of 0.600-0.799. The Correlation value between Entrepreneurial Attitude (X1) and Entrepreneurial Interest (Y) is 0.738. The correlation value is categorized as a strong relationship level because it is found in the interval of 0.600-0.799. The Correlation value between Motivation Needs (X2) and Entrepreneurial Interest (Y) is 0.711. The correlation value is categorized as the level of strong relationship. 0.600-0.799.

Table 3. Entrepreneurial Attitude Path Coefficient and Motivation of Needs for Entrepreneurial Interest

Model		Coefficients ^a		Standardized Coefficients Beta
		Unstandardized Coefficients B	Std. Error	
1	(Constant)	14,411	1,856	
	Entrepreneurial Attitude	,319	,075	,467
	Motivation Needs	,273	,082	,367

a. Dependent Variable: Entrepreneurial Interest
Source: Processed data (2024)

The results of table 3 above, show that the Standardized Coefficients Beta value in each of the coefficient pathways of the Entrepreneurial Attitude Variable and Motivation Needs has an effect on Entrepreneurial Interest. The path coefficient for the variable Entrepreneurial Attitude (X1) to Entrepreneurial Interest (Y) is 0.467, while the path coefficient for the variable Motivation Needs (X2) to Entrepreneurial Interest (Y) is 0.367 based on Standardized Coefficients Beta.

Table 4. Coefficient of Determination of Entrepreneurial Attitudes and Motivation of Needs for Entrepreneurial Interest

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	,778 ^a	,605	,594	2,35364

a. Predictors: (Constant), Motivation Needs, Entrepreneurial Attitude
Source: Processed data (2024)

The results shown in table 4 show that the value of the determination coefficient (R Square) is 0.605. This means that the contribution of the variables Entrepreneurial Attitude (X1) and Motivation of Needs (X2) to Entrepreneurial Interest (Y) is 60.5%. Using the equation the value of $py\epsilon$ can be calculated as follows:

$$py\epsilon = (1 - 0,605) = 0,395$$

Meanwhile, the contribution of other variables that were not examined from the remaining values was 0.395 or 39.5%. Therefore, the path diagram can be obtained as follows.

Table 5. The magnitude of the Influence of Each Variable

Variable	Direct influence	Indirect Influence		Total Influence
		Entrepreneurial Attitude	Need Motivation	
Entrepreneurial Attitude	21,80%		12,66%	34,46%
Need Motivation	13,46%	12,66%		26,12%
Total				60,58%

Source: Processed data (2024)

Calculated of table 5 above, the total contribution of the two independent variables is 0.6058 or 60.58%. When viewed separately, Entrepreneurial Attitude (X1) made the most dominant contribution with a value of 0.3446 or 34.46%. Meanwhile, Motivation Needs (X2) contributed 0.2612 or 26.12%. Other variables other than those studied (X1 and X2) contributed 0.3942 or 39.42%.

Hypothesis Test Analysis Partial Test (T-Test)

The results of the partial t test showed that the influence of Entrepreneurial Attitude (X1) and Motivation of Needs (X2) on Entrepreneurial Interest (Y) was evaluated using SPSS version 23. In this analysis, the influence of the variable is considered significant if the probability value is less than 0.05 or if the t-count is greater than the t-table. Conversely, if the probability value exceeds 0.05, then there is no significant influence between the variables tested. This partial test is effective in determining whether there is a significant relationship between Entrepreneurial Attitude and Motivation of Needs on Entrepreneurial Interest.

Table 6. Results of Partial Hypothesis Testing Entrepreneurial Attitudes and Motivation Needs for Entrepreneurial Interest

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients	Std. Error	Standardized Coefficients		
		B		Beta		
1	(Constant)	14,411	1,856		7,765	,000
	Entrepreneurial Attitude	,319	,075	,467	4,245	,000
	Motivation Needs	,273	,082	,367	3,336	,001

a. Dependent Variable: Entrepreneurial Interest

Source: Processed data (2024)

The results of the partial test show that both Entrepreneurial Attitude (X1) and Motivation of Needs (X2) significantly affect Entrepreneurial Interest in Langlangbuana University students, Faculty of Economics and Business, Management Study Program, batch 2020-2021. The tcount values for both variables were greater than the ttables, and the significance level was less than 0.05, indicating that the null hypothesis (H0) was rejected and the alternative hypothesis (H1) was accepted. Thus, the fourth and fifth hypotheses that test the influence of Entrepreneurial Attitude and Motivation of Needs on Entrepreneurial Interest are proven to be correct and acceptable.

Simultaneous Test (Test F)

The simultaneous hypothesis test or Test F aims to test the overall influence of Entrepreneurial Attitude and Motivation of Needs on the Entrepreneurial Interest of Langlangbuana University students of the Management Study Program Class of 2020-2021. The results of the F Test using SPSS can be seen in table 7 below:

Table 7. Simultaneous Hypothesis Submission Entrepreneurial Attitudes and Motivation Needs for Student Entrepreneurial Interest

Model	ANOVA ^a				
	Sum of Squares	df	Mean Squares	F	Sig.
1 Regression	611,076	2	305,538	55,155	,000 ^b
Residual	398,851	72	5,540		
Total	1009,927	74			

a. Dependent Variable: Entrepreneurial Interest

b. Predictors: (Constant), Motivation Needs, Entrepreneurial Attitude

Source: Processed data (2024)

Based on the results of the analysis, the F-value obtained is 55.155 with a probability of 0.000, which is greater than the Ftable of 3.123 and the significance is less than 0.05, indicating that H0 is rejected and H1 is accepted. This means that simultaneously, Entrepreneurial Attitude and Motivation of Needs have a significant influence on the Entrepreneurial Interest of Langlangbuana University students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021. Thus, hypothesis number 6 stating that these two factors affect Entrepreneurial Interest is acceptable.

Overview of Entrepreneurial Attitudes in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020- 2021

The entrepreneurial attitude of students is currently considered to be quite good with the potential to develop further. Research shows that the majority of college students have a positive attitude towards challenges, such as an unaversion to failure and a desire to try new things, which are important qualities in entrepreneurship. However, there are areas that need more attention, especially in terms of confidence and the ability to identify and overcome risks. Additional support through training, mentoring, and practical experience is expected to enhance students' skills and confidence, assist them in facing entrepreneurial challenges, and allow their entrepreneurial attitude to develop from a fairly good category to a good category.

In line with the theory put forward (Mulyasa 2022) The ability to develop a creative mindset and act innovatively is the foundation, strategy, and strength to take advantage of every opportunity towards success. Entrepreneurial attitude includes confidence, initiative, motive for achievement, leadership spirit, and courage to face risks so that students will be able to continue to develop and achieve the desired success by coming up with new ideas that will help students in owning and developing businesses for their future. ludwina pormes, (2019) In his research, it shows that attitude and motivation affect entrepreneurial intentions, this indicates that the attitude is aimed at a person who reflects the intention to do and the motivation is in a person who will encourage entrepreneurship

Overview of Needs Motivation in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021

The motivation of students' needs to be entrepreneurial is in the category of quite good to good, with several dimensions that are more prominent than others. The main motivation is driven by the need for financial security and a sense of security, with students demonstrating high confidence in their ability to solve problems independently and optimism towards the long-term benefits of owning a business. Although economic needs also play a role, economic motivation has not yet fully become the main motivation for all students. External rewards, recognition of work results, and social contributions are also important factors that motivate students to start and run a business. Overall, students' entrepreneurial motivation reflects a combination of economic needs, a desire to contribute positively to society, and an aspiration to gain recognition

The motivation factor cannot be separated from the need because entrepreneurial activities can be encouraged because of the need factors so that it can be an encouragement in achieving the desire for entrepreneurship for success to face the desired future. These needs include Maslow's hierarchy of needs, which consists of physiological needs, the need for a sense of security, the need for self-esteem or recognition, and the need for self-actualization. That way, motivation plays a role in encouraging students to become entrepreneurs to achieve their needs for the future (Abraham H. Maslow dalam Trygu 2021). The theory is supported in research Abdullah, (2019) which shows that the influence of motivation variables on entrepreneurial interest shows that it has an influence. Therefore, if a high level of motivation can increase students' interest in entrepreneurship, in other words, motivation serves as a factor that encourages interest in becoming an entrepreneur. Putra dan Sari, (2020) The drive to achieve success can trigger

entrepreneurial motivation in a person. Students need to have a strong motivation to succeed, as this will increase their interest in entrepreneurship and encourage them to take action to achieve certain goals. With high motivation, interest in entrepreneurship will also increase significantly.

Overview of Entrepreneurial Interest in Langlangbuana University Students, Faculty of Economics and Business, Management Study Program, Class of 2020- 2021

Entrepreneurial interest among students is an important aspect to consider, as it can affect their skills and readiness for the future. The results of the study show that entrepreneurial interest is in the category of quite good to good, although there are several dimensions with low assessments. The dimensions of motivation, personality, and business management ability show uncertainty and doubt among some students. In contrast, family support provides the highest rating, as it plays an important role in boosting self-confidence and helping to overcome entrepreneurial challenges. This research reveals that despite positive interest, there are still shortcomings in terms of experience, self-confidence, and more formal support, which affect students' readiness to be entrepreneurial.

Overall, although many students show a positive attitude and enthusiasm for entrepreneurship, there are still some challenges and doubts that need to be overcome. Hereditary and environmental factors, as stated by Suseno (2020), play an important role in the development of entrepreneurial interests, with the role of parents and the environment supporting the growth and development of these interests.

The Influence of Entrepreneurial Attitudes on Entrepreneurial Interest

The entrepreneurial attitude among students of Langlangbuana University, Faculty of Economics and Business, Management Study Program, Class of 2020-2021 is in quite good condition and has an important role in developing entrepreneurial interest.

Data analysis shows that the overall influence of entrepreneurial attitudes on entrepreneurial interest is 34.46%, which indicates a relatively low relationship. However, after considering the direct and indirect influences, the total influence increased to 60.58%, indicating that entrepreneurial attitudes have a significant impact on entrepreneurial interest. The hypothesis test also confirmed that entrepreneurial attitudes significantly influenced entrepreneurial interest, demonstrating the importance of developing this attitude to encourage entrepreneurial interest and effort among students.

According to Prasetya and Ariska, (2021) Interest in entrepreneurship will increase if entrepreneurial attitudes, such as confidence, initiative, leadership, courage to face risks, and creativity, are strengthened. Entrepreneurship requires decisive decisions, so it is important to continue to develop a confident attitude. By increasing confidence, students will be more courageous in starting a business to face risks, and also hope for great earning potential. According to research conducted by Prasetya and Ariska, (2021), Jaya and Harti, (2021), Astuti, (2019), it was found that Entrepreneurial Attitude (X1) and independent attitude have a partially significant influence on Entrepreneurial Interest (Y). By Journal (Ardiawan, Kurniati, dan Hardati, 2022) shows that entrepreneurial attitudes and entrepreneurial motivation have a close relationship with interest in entrepreneurship. The stronger a person's entrepreneurial attitude, the greater his interest in entrepreneurship. Similarly, the higher a person's motivation, the greater the desire to become an entrepreneur.

The Influence of Needs Motivation on Entrepreneurial Interest

The motivation of Langlangbuana University students, Faculty of Economics and Business, Management Study Program, Class of 2020-2021 shows quite positive conditions and plays an important role in forming an interest in entrepreneurship. The need for self-

actualization, reward, social, security, and foundation influences students' drive to engage in entrepreneurship. Although the direct influence of Motivation of Needs on Entrepreneurial Interest was 26.12%, the total influence involving direct and indirect influence reached 60.58%, indicating a significant relationship between the two variables. These findings confirm that Needs Motivation has a significant impact on entrepreneurial interest, which is supported by the results of hypothesis tests.

According to Sutisno in the research of Putra and Sari, (2020) motivation is a factor that motivates a person to do a certain activity. With motivation, everything can be done more easily. Without motivation, it is difficult for a person to run a business without any encouragement. Motivation also encourages individuals to start actualizing their potential in creative and innovative thinking to create something that has added value for the common good. Based on research conducted by Putra and Sari, (2020), Abdullah, (2019), Julindrastuti and Karyadi, (2022), and Ayunda, Kasman, and Hamdanur, (2023) it was found that Motivation Needs (X2) had a significant partial effect on Entrepreneurial Interest. (Y).

The Influence of Entrepreneurial Attitudes and Motivation Needs on Entrepreneurial Interest

Entrepreneurial attitudes and motivation for needs have been proven to have a significant influence on entrepreneurial interest among students of Langlangbuana University, Faculty of Economics and Business, Management Study Program, Class of 2020-2021. Research shows that these two elements directly and indirectly contribute 60.58% to students' interest in entrepreneurship, while the rest is influenced by other factors. Students with a positive entrepreneurial attitude and strong motivation tend to have a higher interest in starting and running a business, while those who lack these factors may be less interested or less confident in entrepreneurship.

According to Ardiawan, Kurniati, and Hardati, (2022:8) Attitude and Motivation have a strong relationship with Entrepreneurial Interest, where the more positive a person's attitude, the greater his interest in entrepreneurship. Similarly, the higher a person's motivation, the greater their desire to become an entrepreneur. In accordance with the research of Widiastuty and Rahayu, (2021), Rahmiyanti, (2020), Ardiawan, Kurniati, and Hardati, (2022) it was found that there was a simultaneous significant

The influence between Entrepreneurial Attitude and Motivation of Needs on Entrepreneurial Interest. Therefore, students need to maintain an entrepreneurial attitude and motivation for their needs. Rahmiyanti, (2020) It also shows that attitude and motivation have an effect on entrepreneurial interest. Setiani, Dahmiri, dan Wijaya, (2019) shows that motivation variables and motivational attitudes are influential and shows that entrepreneurial attitude variables have the greatest influence on entrepreneurial decisions. In addition to attitude, motivation also has an influence. To become an entrepreneur, one must have strong motivation and a good entrepreneurial attitude. In developing their business in the future, entrepreneurs can take part in training programs or seminars that can help maintain an entrepreneurial attitude and maintain their motivation.

There are also similar results according to Utami dan Denmar, (2020) which states that entrepreneurial attitudes affect the motivation of the need for entrepreneurship. So it can be explained that the more positive the student's attitude towards entrepreneurship, the greater their desire to do things themselves. A person's attitude towards entrepreneurship has an impact on their desire to become an entrepreneur. Thus, attitudes have a relationship. Widiastuty dan Rahayu, (2021) shows that independent attitude and motivation have an effect on entrepreneurial interest. Research by Setiani, Dahmiri, and Wijaya, (2019) shows that motivation variables and motivational attitudes are influential and show that entrepreneurial attitude variables have the greatest influence on entrepreneurial decisions. In addition to attitude, motivation also has an influence. To become an entrepreneur, one must have strong motivation and a good entrepreneurial attitude. In developing their business in the future, entrepreneurs can take part in training programs or seminars that can help maintain an entrepreneurial attitude and maintain their motivation.

CONCLUSION

Entrepreneurial attitude partially has a significant influence on entrepreneurial interest. Motivation Needs partially have a significant influence on Entrepreneurial Interest. Simultaneously (Simultaneous), Entrepreneurial Attitude and Motivation of Needs have a significant effect on Entrepreneurial Interest. These two factors are key elements in shaping the innovative and competitive generation of young entrepreneurs. Research data shows that Entrepreneurial Attitude and Motivation of Needs have a more dominant influence on the desire for Entrepreneurial Interest. It provides a solid foundation for students to develop interest, courage, and confidence in starting and running a business.

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