

The Influence of Creativity, Social Interaction, and Enterprise Motivation of Students in Universitas Negeri Padang

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ABSTRACT

Entrepreneurship will appear when an individual dare to develop new businesses and ideas, while entrepreneurship includes all functions, activities and actions related to the acquisition and creation of business organizations. The purpose of this study was to see the relationship between the influence of creativity, social interaction, and entrepreneurial motivation of Padang State University students. The method used is the path analysis method using structural equations. The results show 1) There is a direct effect of creativity (X1) on entrepreneurial interest (Y) where the better creativity, the interest in entrepreneurship will increase. Conversely, the lower the creativity, the lower the performance it has; 2) There is a direct influence of social interaction (X2) on entrepreneurial interest (Y) where the better the social interaction, the higher the interest in entrepreneurship. Conversely, the lower the social interaction ability, the lower the interest in entrepreneurship; and 3) There is a direct effect of entrepreneurial motivation (X3) on entrepreneurial interest (Y) where the higher the entrepreneurial motivation a student has, the interest in entrepreneurship will increase. Conversely, the lower the entrepreneurial motivation, the lower the entrepreneurial

Keywords: *creativity; social interaction; enterprise motivational.*

1. INTRODUCTION

The aim of the Indonesian state as stated in the preamble to the 1945 Constitution is to protect the entire Indonesian nation and all Indonesian blood and to promote public welfare, educate the nation's life and participate in implementing world order based on independence, eternal peace and social justice. The government has an important role to play in advancing the country it leads. One indicator of the progress of a country can be seen from the national development that runs continuously, a development which is expected to have an impact on improving the standard of living and welfare of the community.

In Indonesia, the unemployment rate is created by educated groups. The unemployed workforce consists of various educational backgrounds. One of the educated graduates who contribute to unemployment is university graduates, this shows that graduates of the department have not yet matched the needs of the job

market. The latest data shows that college or university graduates in Indonesia who through entrepreneurship programs in tertiary institutions which are expected to be able to contribute to labor absorption thereby reducing unemployment and the burden on the State. That is, entrepreneurial spirit and creativity need to be continuously built to create job vacancies. But now the problem is that student entrepreneurial interest is very low. The phenomenon of the low level of Indonesian youth in entrepreneurship is a very serious concern from various parties, including the government, the world of education, industry, and society. Various efforts are made to nurture an entrepreneurial and creative spirit so that later students when they graduate can create their job vacancies, and this is a challenge. for the university as an institution that produces educated youth graduates.

The role of entrepreneurship is very important in developing the economic potential of the people and the country's economic development. Entrepreneurship is a

creative and innovative ability that is used as a basis, tips, and resources to seek opportunities for success. In this case, the role of entrepreneurship is not limited to the development of the nation's economy. Being creative in business is creating something new, whether it's appearance, procedure, product or service and looking for a new identity that differentiates it from the average group. [4] states that entrepreneurs and entrepreneurs are active production factors that can mobilize and utilize other resources such as natural resources, capital and technology to create wealth and prosperity through the creation of jobs, income and products needed by society, therefore entrepreneurship development is a must in development.

2. METHODS

Based on the study of problems and research objectives, the method that researchers believe to be reliable is the path analysis method using structural equations, i.e the causality of the dimensions of the influence of creativity (X1), social interaction (X2), entrepreneurial motivation (X3), entrepreneurial knowledge (X4) on entrepreneurial interest. student (Y), and the causality of creativity (X1) and social interaction (X2), entrepreneurial motivation (X3), on students' entrepreneurial interest (Y), through entrepreneurial knowledge (X4). Where the study population were all students of Padang State University who were registered in the 2017, 2018 and 2019 entry years, totaling 25577 people when the research was carried out. In this study, the sampling technique used was proportional random sampling; that is, the sample is selected randomly according to the proportions of the year of entry with the following steps. In the first step, students enrolled in UNP were determined, the results were that of the 2017, 2018 and 2019 classes. The results of this calculation showed that the number of samples was 200 respondents.

The research data collection technique used an instrument containing statement items developed based on conceptual definitions, operational definitions and grids on research variables. Several activities were carried out in the research data collection process, i.e: 1) identification of the measurement objectives of each variable, 2) maintaining consistency of the contents of the instrument starting from conceptual definitions, operational definitions, indicator dimensions, and distribution of statement items, 3) examining instruments from aspects language and the use of terms

used, 4) examining the construction of instruments that aim to facilitate testing by respondents, 5) testing instruments, 6) collecting research data, and 7) consolidating data.

3. RESULT AND DISCUSSIONS

Since the data processing of research studies uses statistical testing with path analysis techniques, it is necessary to test the requirements of the analysis, so that the results can be used to draw conclusions, in this study the required test includes testing the normality of data distribution, testing homogeneity, testing linearity the relationship and testing the significance of the regression equation.

3.1 Data Distribution Normality Testing

Normality testing aims to test the assumption that the distribution of the sample from the sample estimate error comes from a normally distributed population, the normality testing technique used in this study is Kolmogorov Smirnov, with the criteria used is if the X_2 count obtained is smaller than X_2 table then the null hypothesis is accepted, meaning the population is normally distributed. From the normality test carried out on respondents, which includes the variables of entrepreneurial interest (Y), creativity (X1), social interaction (X2), and entrepreneurial motivation (X3) as well as entrepreneurial knowledge (X4), the results can be revealed (see attachment), while the summary analysis testing the normality of data distribution as illustrated in Table 1 below.

Table 1. Summary of Normality Test Analisis (n-200)

Variable	X2 Count	Sign	Conclusion
Creativity (X1)	0,911	0,377	Normal
Social interaction (X2)	0,802	0,540	
Entrepreneurial Motivation (X3)	0,831	0,495	
Entrepreneurial knowledge (X4)	1,240	0,092	
Entrepreneurial Interest (Y)	0,758	0,614	

Information: $\alpha = 0.05$

Based on the results of the calculation of the normality test above, it turns out that the hypothesis 0 (zero) for the variable creativity (X1), social interaction (X2), entrepreneurial motivation (X3) on the variable entrepreneurial knowledge (X4) and entrepreneurial

interest (Y) is acceptable, meaning that in the study In this study, the population is normally distributed, thus it can be concluded that all data from each variable are normally distributed and can be used in the analysis of research studies.

3.2 Linerity relationship testing.

To determine whether the relationship between each variable is linear, the researchers conducted a study of the linearity test for exogenous variables, i.e creativity (X1), social interaction (X2), entrepreneurial motivation (X3) on endogenous variables, i.e entrepreneurial knowledge (X4) and entrepreneurial interest (Y). This means that in this study it can be concluded that if a scatter diagram is made of the value of each variable, i.e entrepreneurial interest (Y), entrepreneurial knowledge (X4) with the variables of creativity (X1), social interaction (X2) and entrepreneurial motivation (X3) so that if a line is drawn straight will be drawn the dots emission of the two variable values. Furthermore, with the help of the SPSS version 16.0 program computer, it can be seen whether there is an influence of the creativity variable (X1), the entrepreneurial interest variable (Y), the social interaction variable (X2) on the entrepreneurial interest variable (Y), the entrepreneurial motivation variable (X3) the interest variable. entrepreneurship (Y), the variable creativity (X1), the entrepreneurial knowledge variable (X4), the social interaction variable (X2) the entrepreneurial knowledge variable (X4) and the entrepreneurial motivation variable (X3) the entrepreneurial knowledge variable (X4) depicted at the level of The significance value is 0.05, so that in the conception of this study it can be determined whether the research variable is categorized as linear or non-linear.

Meanwhile, to test the linearity of the data the researcher used a statistical formula, i.e the F-test, for the calculation of the F-test the researcher used the SPSS version 16.0 computer program so that it can be concluded that the significance of the F-test results is if the results of the F-count analysis are smaller than F-table, and the results The research study is at a significance level of 0.05, so the research data is stated to follow a linear regression model. Conversely, if Fcount is greater than Ftable at the 0.05 significance level, then the data is declared not to follow the linear regression model. To find out the results of the *F-test*

calculation, the researcher uses the SPSS version 16.0 computer program.

Table 2. Summary of the result of the linearity test of the influence of research variables using using the f test technique

Type count	Fcount	Sign	Conclusion
Creativity (X1) with Entrepreneurial Interest (Y)	1,186	0,222	Linear
Social interaction (X2) with entrepreneurial interest (Y)	1,088	0,341	
Entrepreneurial motivation (X3) with entrepreneurial interest (Y)	0,842	0,767	
Entrepreneurial knowledge (X4) with entrepreneurial interest (Y)	1,178	0,278	
Creativity (X1) with entrepreneurial knowledge (X4)	1,314	0,114	
Social interaction (X2) with entrepreneurial knowledge (X4)	1,564	0,116	
Entrepreneurial motivation (X3) with entrepreneurial knowledge (X4)	0,796	0,836	

Information:

- X1 = entrepreneurial motivation variable
- X2 = social interaction variable
- X3 = entrepreneurial motivation variable
- X4 = entrepreneurial knowledge
- Y = Entrepreneurial interest variable

Based on the results o *F-testing* the linearity of the effect of each research variable carried out through the F-test, it shows that there is a linearity relationship between one variable and another, meaning that based on theoretical data, it meets the requirements for use in testing the research hypothesis.

3.3 Discussion

There are direct and indirect effects of creativity on entrepreneurial interest. This means that the better the creativity, the interest in entrepreneurship will increase. conversely, the lower the creativity, the lower the interest it has. This finding is following the results of the research put forward by [5], the results of the study explain that student creativity is quite good in

influencing the entrepreneurial interest of class XI students majoring in Textile Crafts at SMKN 4 Padang. This strengthens the research findings that entrepreneurial interest is largely determined by the high or low creativity of a person.

Also, creativity reflects fluency, flexibility, originality in thinking, and the ability to elaborate (develop, enrich, detail) an idea. The more active a person is, the more characteristics he has. Creativity affects students' interest in entrepreneurship. This explanation is in line with the theory put forward by [6] which states that the success of an entrepreneur cannot be separated from creativity and innovation. Innovation is created because of high creativity. Creativity is an important source of competitive power because environments change rapidly. This is also supported by the results of research conducted by Bida [7] Based on the ANOVA test (*F-test*) it is concluded that motivation, creativity and innovation jointly influence the interest in entrepreneurship and play an active role in the interest in entrepreneurship of students in Faculty of Economics UPI Y.A.I.

Social interaction is human interaction in which emotional social resources, attachments, and closeness are exchanged. Development of social support plays an important role in mental health outcomes because of its potential to protect people from various physical and psychological disorders. In this study, the ability to interact socially with friends [8] in his research states that peers are also an undeniable component of the achievements of a teenager in entrepreneurship. In terms of adapting to his social environment, each individual must be able to communicate with various types of personalities possessed by various types of Individuals. The ability to interact socially is an absolute requirement for various types of social activities, including entrepreneurship.

Social interaction influences entrepreneurial interest. This means that the better the social interaction, the higher the interest in entrepreneurship. Conversely, the lower the ability for social interaction, the lower the interest in entrepreneurship. The findings are following the theory put forward by Marta et al (2019) that the effect of entrepreneurial education and self-efficacy is strengthened by social support for its influence on the entrepreneurial intentions of state university students in Bandung City.

4. CONCLUSION

This study concludes that to increase entrepreneurial interest through increased creativity, several things are needed as follows: 1) have high motivation; 2) learn from the experiences of others; 3) deft in running a business; and 4) work smart and innovatively. Meanwhile, efforts to increase entrepreneurial interest through increased social interaction to increase entrepreneurial interest through social interaction, i.e by doing the following: 1) asking open questions; 2) sincerely encouraging others; 3) sincerely praise others; and 4) read books on social skills.

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