



Self-Efficacy as a Moderating Variable The Influence of Entrepreneurial Literacy and Income Expectations on Entrepreneurial Interest in Management Students, Faculty of Economics and Business, Tadulako University

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Abstract

This study aims to analyze the effect of self-efficacy as a moderating variable influences entrepreneurial literacy and income expectations on entrepreneurial interest. The population in this study is all management students class of 2019 and are still actively studying at the Faculty of Economics and Business, Tadulako University, with a total of 407 students with a total sample of 80 people. Analytical method using quantitative methods, with descriptive statistical analysis and inferential analysis using Path analysis with Smart PLS Software. By using probability sampling technique. The results of the research show that: (1) Entrepreneurial literacy does not directly and significantly influence the entrepreneurial interest of FEB UNTAD management students; (2) Income expectations do not directly affect the entrepreneurial interest of FEB UNTAD management students; (3) Self-efficacy has a direct and significant effect on the entrepreneurial interest of FEB UNTAD management students; (4) Self-efficacy has a direct and significant effect on the entrepreneurial interest of FEB UNTAD management students; (5) Self-efficacy moderates the effect of entrepreneurial literacy on entrepreneurial interest in entrepreneurship by FEB UNTAD management students; (6) Self-efficacy moderates the effect of

income expectations on entrepreneurial interest in entrepreneurship FEB UNTAD management students.

Keywords: Self-efficacy, Entrepreneurial Literacy, Income Expectations, Interest in Entrepreneurship, path analysis.

II. INTRODUCTION

Data obtained by the Central Bureau of Statistics for the City of Palu shows that in 2019 the number of workers has increased to 181,523 people out of a total work force of 193,860 people, the number of unemployed is 12,337 people. In 2020 the number of workers will reach 185,507 people out of a total workforce of 202,467 people, the number of unemployed people is 16,960 people. Based on the data obtained, the number of workers and the number of unemployed within two years has increased. However, the growth in the number of employed labor force is not greater than the growth in the number of unemployed. Based on the figure below, it shows that unemployment based on education level indicates educated unemployment, indicating that college graduates show a fairly high percentage, namely 20%.

Figure 1.1

Educated Unemployment Chart



Data source : Lokadata: 2022

The government, through the Directorate of Higher Education, has begun to aggressively launch an entrepreneurial movement through the Merdeka Learning – Merdeka Campus (MBKM) program. This program encourages the development of student entrepreneurial interests with appropriate learning activities. The objectives of the entrepreneurial activity program include: giving students who have an interest in entrepreneurship to develop their businesses earlier and guided, as well as dealing with unemployment problems which result in intellectual unemployment among graduates. This is the case with the Faculty of Economics and Business (FEB) which also always strives to produce graduates who are not only able to work in government agencies, the private sector and other professional worlds, but also produce graduates who are capable of becoming entrepreneurs or entrepreneurship. This is demonstrated by Entrepreneurship courses in all majors. According to Kuntowicaksono in Asuti, et al (2020), that entrepreneurial knowledge is a person's understanding of entrepreneurs with various positive, innovative and creative characters in developing business opportunities into business opportunities that benefit themselves and society or consumers. This is supported by research conducted by Aluman, et al (2020: 85), which found a positive and significant effect between entrepreneurial literacy on interest in entrepreneurship, while research conducted by Hadyastiti, et al (2020: 183) found that entrepreneurship education had no effect on the interest in entrepreneurship of North Denpasar MSME actors. Furthermore Suryana (2006: 37) explains personal factors are the essential values of entrepreneurship, where these values are inherent in an entrepreneur, and one of these essential values is self-confidence (self-efficacy), namely the attitude and belief of a person in carrying out and completing their duties. Self-efficacy according to Astarini and Mahmud (2015) in Putry, et al 2020), is seen as a person's belief in his own ability to perform an action in certain circumstances. This theory is supported by research conducted by Ni made sintya (2019: 377) who found results that self-efficacy has a positive effect on student interest in entrepreneurship. However, research conducted by Putry, et al (2020: 22), found that self-efficacy had no effect on students' interest in entrepreneurship, this is because students do not have high self-efficacy, which results in student confidence in entrepreneurship also decreasing. Income expectation is a person's pectation of the income he gets from business

activities or work. Setiawan (2016: 32) in Hadyasti, et al (2020: 176) reveals that in choosing a career as an entrepreneur, income expectations are important in a person's consideration for choosing a job, this cannot be separated from the consideration of salary or income that will be earned in order to meet his life needs. Based on the background of the problems and

II RESEARCH METHODS

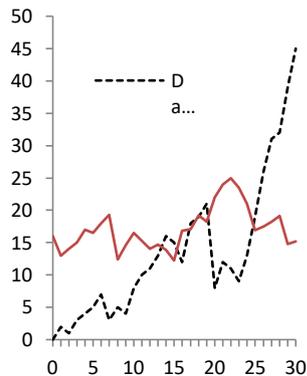


Fig.1.A

figure caption is always placed below the illustration. Short captions are centered, while long ones are justified. The macro button chooses the correct format automatically.

For citations of references, we prefer the use of square brackets and consecutive numbers. Citations using labels or the author/year convention are also acceptable. The following bibliography provides a sample reference list with entries for journal articles [1], an LNCS chapter [2], a book [3], proceedings without editors [4], as well as a URL [5].

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research gaps in the research, researchers want to conduct research on self-efficacy as a moderating variable on the effect of entrepreneurial literacy and income expectations on Interest in Entrepreneurship Management Department Students, Faculty of Economics and Business, Tadulako University.

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