

# The Effect of Industrial Work Practice Experience and Entrepreneurship Education on Interest in Entrepreneurship Using Social Media as a Moderating Variable

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## Abstract

*The purpose of this study was to determine the effect of industrial work practice experience and entrepreneurship education on entrepreneurial interest and the use of social media as a moderating variable. This research model is a quantitative study with a sample of 200 people obtained through a questionnaire in google form distributed on social media. The results obtained by the research show that entrepreneurship education and the use of social media have a positive and significant effect on interest in entrepreneurship, but the use of social media cannot be a moderating variable on the effect of industrial work practice experience on interest in entrepreneurship.*

## Keywords

experience of industrial work practice;  
entrepreneurship education;  
interest in entrepreneurship  
and use of social media



## I. Introduction

In this era of the covid 19 pandemic, many people have lost their jobs due to the covid 19 virus that is happening all over the world and especially the DKI Jakarta area, so many people choose entrepreneurship or trade to meet their daily needs (Rakib et al., 2020), for entrepreneurship, it is not enough to only have money, there are factors that must be considered and needed so that the entrepreneurship that is run can develop well and with that the community can anticipate all kinds of risks and failures that exist in the business they run. Interest in entrepreneurship can also be influenced from the point of view of students who are introducing the sciences of entrepreneurship on campus or especially on the Nigerian campus (Olokundun et al., 2018).

Based on Sampar & Priyanto's research, 2018 aims to determine the effect of entrepreneurship learning and practical work experience on interest in entrepreneurship among class XII SMK students in Jakarta by using purposive sampling technique, the results of the research, namely entrepreneurial learning and work practice experience have positive and significant results. to the interest in entrepreneurship among students of SMK class XII Jakarta. So it can be concluded that practical work experience greatly affects students and students in Jakarta, Indonesia and abroad such as research from Keshf & Khanum, 2022 which has provided career guidance and special counseling for students in Pakistan. Unrealistic and facing a lack of resources for the program. Seeing from several previous studies, there are not many studies that place the use of social media as a moderating variable in a research model, so this study makes this model to strengthen the results of research that will be tested directly on people who are interested in entrepreneurship or for people who are already in entrepreneurship. This study was made to provide recommendations to students, the community and the government regarding efforts to grow interest in entrepreneurship so that they can start their own entrepreneurship compared to working with others.

Based on the results of explanations from previous studies and the phenomena above, a research was determined on the Effect of Industrial Work Practice Experience and Entrepreneurship Education on Entrepreneurial Interest with the Use of Social Media as a moderating variable.

## **II. Review of Literature**

Grand theory is one of the necessary foundations in a research and this research has a grand theory of entrepreneurship according to research by Eroglu & Picak, 2011 entrepreneurs in various countries always have universal characteristics but it is possible that they also have characteristics for their own interests, which can be seen from entrepreneurial behavior related to the values that exist in entrepreneurial culture.

### **2.1 Interest in Entrepreneurship**

Interest in entrepreneurship is an instinct found in the soul of someone who likes to do business activities where every person doing these activities will feel interest, attention in each of these involvements. (Nurhadifah & Sukanti, 2018). According to Saefuloh, 2020 interest in entrepreneurship is an interest for the next generations which is expected to be developed through schools and local associations so that in the future economic growth can develop through entrepreneurship and reduce the number of existing unemployed.

### **2.2 Industrial Work Practice Experience**

According to Class et al., 2021 is a practice that must be carried out by students, namely in the form of participation in conducting observational research about education faced in the outside world or the world of work and there is a special room to practice directly or indirectly according to the method of learning. Experience is something that has been done or gone through which we can use as comparison material to carry out activities so that the activities carried out do not fail again, experience can also be a science to guess what to do next in their business (Atiningsih & Kristanto, 2020 ).

### **2.3 Entrepreneurship**

Education Entrepreneurship education is knowledge that is taught to students so that they can know the sciences of entrepreneurship which students can directly learn because it is one of the subjects provided by the school (Wardani & Nugraha, 2021). According to Zhou & Zhou, 2021 Entrepreneurship education is an activity that studies education about entrepreneurship in the form of innovation, conditions, effectiveness and innovation of entrepreneurship which will be given to students through an index system and entrepreneurship evaluation.

### **2.4 Use of Social Media**

According to Tangkeallo & Tangdialla, 2021 The use of social media is information in the form of technology or IT and intellect for young students who are expected to be able to use and develop existing technology through social media. Social Media is a means that can read a frequency through sites on social media where there are differences between information and technology that are social, political or for the business world, which are believed to be able to influence the views and opinions of others to make choices virtually (Barrera Verdugo & Villarroel Villarroel, 2021).

## **2.5 Hypothesis Development on Entrepreneurial Interests**

Industrial Work Practice Experience is a picture given to students to train their knowledge and skills that will be faced in the world of work or in the business world. This research has a positive and significant influence on interest in entrepreneurship (Hasbi, 2019).

According to Gregori et al., 2021, industrial work practice is an experience that learns and gets to know the entrepreneurial environment by developing oneself in the world of work contained in government institutions and is commercial and also meaningful in the world of entrepreneurship.

H1: Experience of Industrial Work Practices Affects Interest in Entrepreneurship

## **2.6 Education on Interest in Entrepreneurship**

According to Liu et al., 2022 Entrepreneurship Education is a positive learning environment for students to encourage students to be more called upon to do and participate in entrepreneurial activities that aim to foster interest in entrepreneurship for students who have graduated from school.

Entrepreneurship Education is a description of the activities of students who study and practice entrepreneurial activities independently which is expected from these activities to foster student entrepreneurship interest (Harianti et al., 2020).

H2: Entrepreneurship Education Affects Entrepreneurial Interest

## **2.7 The Use of Social Media on Entrepreneurial Interest**

According to Indraswati et al., 2021 The use of social media is a student activity that is used daily to get ideas and experiences in entrepreneurship with social media as a tool to introduce products or ideas business owned by students that are useful for training their abilities and competencies.

The use of social media is a creative relationship between entrepreneurs and many people because with social media these entrepreneurs can continue to explore information in creating a business product to be made and ways to promote their own business (Wang et al., 2020).

H3: Use of Social Media Affects Entrepreneurial Interest

## **2.8 Influence of Industrial Work Practice Experience on Interest in Entrepreneurship by Moderating Use of Social Media**

The use of social media is able to moderate work experience through social media, namely questionnaires obtained from managerial and non-managerial employees through hospitality lines in the United States, activities carried out by employees share information, experience while working in the hospitality world and support each other between active and inactive employees (Cheng & Cho, 2021).

According to Cao et al., 2021, social media as an active norm to contribute to each other through the experience of consumer behavior, innovation and creation is still being explored by contextual social media through analysis of survey responses that have been carried out and using PLS SEM to process the data results.

H4: The Effect of Industrial Work Practice Experience on Entrepreneurial Interest with Moderation in the Use of Social Media

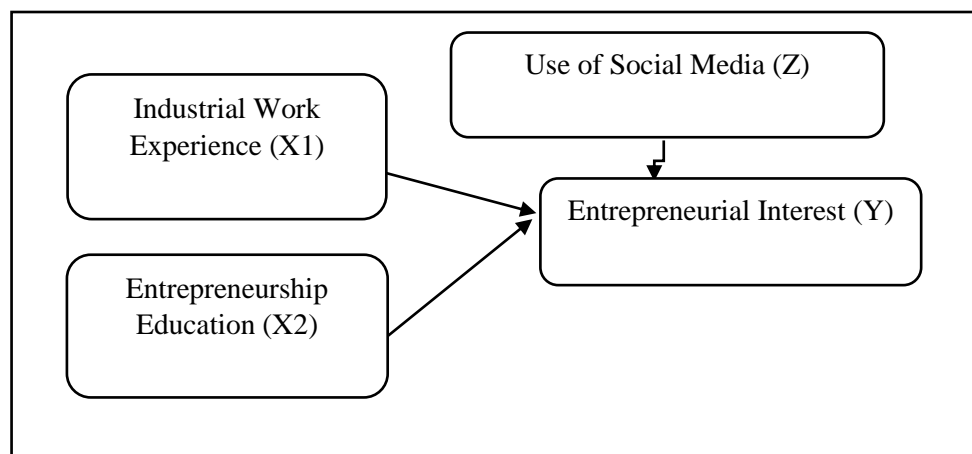
## 2.9 The Effect of Entrepreneurship Education on Entrepreneurship Interest with Moderation in the Use of Social Media

According to Hoang et al., 2022 entrepreneurship can be used as a promotional tool in a different way, namely by encouraging innovative behavior through effects moderation between employees and hotel managers so as to gain intrinsic motivation and trust from the leadership who made the mediation, namely by investing in hospitality in Vietnam.

Entrepreneurship is the key to implementing organizations that take the initiative to change the performance of human resource management practices which will have an impact on employee readiness to change a more advanced mindset to moderate work relationships that are high in affective commitment (Alqudah et al., 2022).

H5: The Effect of Entrepreneurship Education on Interest in Entrepreneurship with Moderation in the Use of Social Media The

The figure below is a research framework which is then tested in detail with the conceptual framework that has been made by the researcher. And to clarify it can be seen from the conceptual framework of the study.



*Figure 1. Conceptual framework*

## III. Research Method

### 3.1 Research Methods

This study used the Quantitative Research method. Quantitative research is research that analyzes using statistical analysis in the form of numbers. This method aims to examine the dependent (Interest in Entrepreneurship) with the Independent (Experience of Industrial Work Practices and Entrepreneurship Education) and the Use of Social Media as moderating variables.

### 3.2 Population and Sample

The population and sample of this research are the younger generation, young adults and young adults in DKI Jakarta, up to 200 people. The data source used is raw data from the google form. And the data analysis technique used is data analyzed using partial least squares (PLS), for this study the results are all information data. The data or information that has been obtained is processed through the SmartPLS (Partial Least Squares) application in the form of text, tables and graphics systematically.

### 3.3 Data Collection Procedure

This research data collection technique uses a questionnaire via a google form which is distributed by spreading social media links to students, the public and others virtually.

### 3.4 Operationalization of Variables

This research has 4 (four) variables, namely Industrial Work Practice Experience (X1), Entrepreneurship Education (X2) each as an independent variable. Entrepreneurial Interest (Y) as Dependent and Use of Social Media as Moderating Variable.

### 3.5 Experience of Industrial Work Practices

Based on the description to measure the variables of Industrial Work Practices (prakerin) taken from indicators according to (Mugiyatun M & Khafid, 2020) namely: 1. Discipline, 2. Responsibility, 3. Initiative, 4. Cooperation, 5. Motivation, 6. Creative.

### 3.6 Entrepreneurship Education

According to Prihastomo et al., 2021 entrepreneurship education in this study are: desire for entrepreneurship, skills, understanding in entrepreneurship, innovative and creative.

### 3.7 Interest in Entrepreneurship

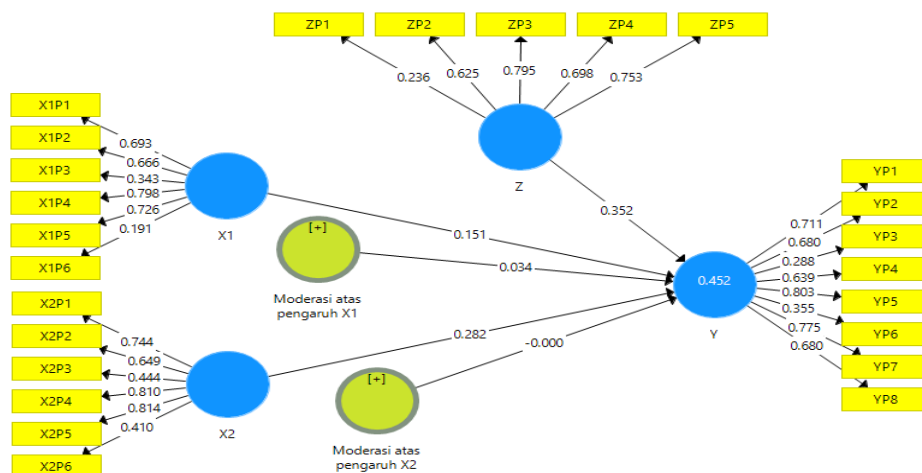
According to Irfan & Khairun, 2021 interest in entrepreneurship can be measured through 5 indicators as follows: 1) a strong intention to start a business, 2) Readiness to become an entrepreneur, 3) Entrepreneurial determination, 4) Professional to become an entrepreneur, 5) Serious about running a business.

### 3.8 Use of social media

Can be measured through 4 indicators, namely participation, openness, conversation and interconnectedness.

## IV. Results and Discussion

This descriptive test was used to analyze the questionnaire data that had been obtained by 200 respondents. Questionnaire data is data that reveals whether or not the questions that have been distributed are valid.



**Figure 2.** Descriptive Statistical Table  
Source of data: obtained using SmartPLS 3.0 (2022)

Based on the descriptive image it states that the *R square* obtained is 0.452 for the variable which means this research can be feasible to study because to state whether the research is valid or not, it can be seen if the *R square* is 0.5.

	Original Sample	Average Sample	Standard Deviation	T Statistics	P Value
Moderation on the effect of X1	0.034	0.047	0.080	0.427	0.669
Moderation on the effect of X2	-0.000	-0.006	0.079	0.002	0.999
X1-> Y	0.151	0.172	0.077	1.963	0.050
X2 -> Y	0.282	0.274	0.092	3.050	0.001
Z -> Y	0.352	0.356	0.071	4.950	0.000

Source of data: obtained using SmartPLS 3.0 (2022)

It can be seen in the picture above that there are only 2 hypotheses received from the data that has been obtained. That is variable X2 to Y (Entrepreneurial Education to Interest in Entrepreneurship) and Variable Z to Y (Use of Social Media to Interest in Entrepreneurship). The value obtained by X2 -> Y is seen from the original sample value of 0.282, T-statistics 3.050 and P-value of 0.001 < 0.005. And for the value obtained Z -> Y seen from the original sample value of 0.352, T-Statistics of 4.950 and P value of 0.000 < 0.005. It can be concluded that the variable of Entrepreneurship Education on Interest in Entrepreneurship has a positive and significant effect, so this study can be directly accepted, and for the variable the Use of Social Media on Interest in Entrepreneurship also has a positive and significant effect, this study can be directly accepted.

## V. Conclusion

Based on the results obtained from the questionnaire data that has been processed using SmartPLS 3.0, they are as follows:

- The use of social media cannot be a mediating variable on the influence of Industrial Work Practice Experience on entrepreneurial interest.
- The use of social media cannot be a mediating variable on the influence of Entrepreneurship Education on entrepreneurial interest.
- Experience of industrial work practices cannot be a variable that influences entrepreneurial interest.
- Entrepreneurship Education and the use of social media show that they are able to influence entrepreneurial interest and have a significant positive effect.

For further research that will take the same variable or problem, it is better to analyze the variables related to the variables to be studied in order to make it easier to find reference materials and can improve previous studies.

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