

## EFFORTS TO INCREASE ECONOMIC STUDENTS' ENTREPRENEURIAL INTEREST THROUGH TIKTOK AS AN E-COMMERCE TOOL AND ENTREPRENEURSHIP KNOWLEDGE

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### ABSTRACT

There are still many students who do not have the knowledge and understanding of entrepreneurship, which means there is a lack of students acting innovatively and creatively regarding ideas for entrepreneurship. The aim of this research is to determine and analyze the influence of tiktok as an online shop platform and entrepreneurial knowledge on students' entrepreneurial interest. From the results of this research, it shows that tiktok as an online shop platform has a positive and significant influence on students' entrepreneurial interest, entrepreneurial interest is then positively influenced by entrepreneurial knowledge (X2). For the results of the f test (Simultaneous), the conclusion was that  $F_{count} > F_{table}$  3.08. With a coefficient of determination (R2) of  $R^2=0.154$ , it can be seen that variable X influences variable Y by 15.4%.

**Kata kunci:** *Tiktok as an Online Shop Platform, Entrepreneurial Knowledge, Entrepreneurial Interest.*

### ABSTRAK

Masih banyaknya mahasiswa yang belum memiliki pengetahuan dan pemahaman dalam berwirausaha memungkinkan kurangnya mahasiswa dalam bertindak secara inovatif dan kreatif terkait ide-ide dalam berwirausaha. Tujuan dari penelitian ini adalah mengetahui dan menganalisis pengaruh tiktok sebagai platform online shop dan pengetahuan kewirausahaan terhadap minat berwirausaha mahasiswa. Dari hasil penelitian ini menunjukkan tiktok sebagai platform online shop berpengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa, minat berwirausaha selanjutnya dipengaruhi secara positif dengan pengetahuan kewirausahaan. Untuk hasil uji f (Simultan) diperoleh kesimpulan  $F_{hitung} > F_{tabel}$  3,08. Dengan koefisien determinasi (R2) sebesar  $R^2=0,154$  maka dapat diketahui bahwa variabel X mempengaruhi variabel Y sebesar 15,4%.

**Kata kunci:** Tiktok Sebagai Platform Online Shop, Pengetahuan Kewirausahaan, Minat Berwirausaha

## INTRODUCTION

Now, it is important for growing and developing countries to include entrepreneurship because this is an important component in economic growth and is closely related to the nation's progress (Ozaralli & Rivenburgh, 2019). A greater number of entrepreneurs is associated with increased productivity and the economy, increased employment opportunities, and increased prosperity (Lubis & Nawawi, 2023).

David McClelland believes that a country is prosperous if it has a minimum rate of entrepreneurship of 2% of the total population. In developed countries such as the United States, this figure is 2%. Indonesia has only 1.5% entrepreneurs out of 252 million people, which means there are 1.7 million entrepreneurs left to reach 2% (Shafa Ramadani et al., 2023). In addition, from the perspective of Gross National Product (GNP), Indonesia has 9.6 million inhabitants (7.6%), and 10% of them are students. This is a very small figure, only 0.18% of the total population, well below the growth rate the country has achieved..

This phenomenon is caused by the low interest and motivation of the Indonesian people. If the mindset of the community is not changed, Indonesia will face many problems. One of them is that job opportunities are becoming more limited, there are more job opportunities with more people looking for work, so many people do not get jobs, resulting in an increase in the number of unemployed, especially intellectual unemployment, and impacting the country's economy.

Entrepreneurship is very important for the progress of a country. Many facts show that innovative, creative, intelligent, courageous, and persistent entrepreneurs are the key to the prosperity of a country. In the current development of information technology, it is growing very rapidly. Technology is very important to ensure the continuity of today's business. Without the use of information systems, current actions or activities cannot be carried out. Use appropriate technology to generate accurate information. An example of internet development up to this year provides various kinds of information. Most of the current technological advances are applied in the business sector (Sa'adah et al., 2022).

The continuous growth of the internet every year makes life easier with various innovations. One of the innovations that we often experience over time is the mobile phone. In addition, this mobile phone allows users to access various applications related to career, education, and even social media needs (Hidayanti et al., 2022).

According to e-Cornly SEA 2023, the latest report from Google, Temasek and Bain and Company, e-commerce will be the largest contributor to Indonesia's digital economy in 2023. The gross merchandise value (GMV) of e-commerce is estimated Indonesia's sector will reach \$62 billion in 2023, an achievement that will contribute 75.6% to the digital economy's GMV of \$82 billion this year. This means that almost half of the Indonesian population is actively involved in social media. As the Internet, including websites, social media sites, and even smartphones, continues to grow, online shopping activities, i.e. online stores, will also continue to grow. People don't have to come to a physical store to buy an item. People are also more efficient in time to buy goods.

There are internal factors originating from within the entrepreneur that can be in the form of personal traits, attitudes, willingness and individual abilities that can provide the individual with the strength to become an entrepreneur. External factors originate from outside the entrepreneur and can be elements of the social and economic environment. Another factor is the interest in entrepreneurship, which is entrepreneurial knowledge. The role of universities in promoting entrepreneurship education is one of the factors driving the growth of entrepreneurship in a country (Wardhani & Nastiti, 2023). According to Zimmerer, the role of universities is one of the factors driving entrepreneurship in the country. Universities are responsible for teaching entrepreneurial knowledge and building entrepreneurial spirit for their students. Entrepreneurship is expected to be able to reduce unemployment, but in reality, unemployment continues to increase. Universities are responsible for the education and appreciation of students. They dare to become entrepreneurs. As an entrepreneurship facility, universities cannot achieve their goal of producing entrepreneurial graduates if it is not accompanied by an interest that arises within the students. Therefore, universities must find ways to foster students' interest in entrepreneurship so that they can choose a career as an entrepreneur after graduation.

But at this time digital technology has not been widely used in entrepreneurship education implemented in universities, especially in entrepreneurship courses, students only make business plans, while the business plan concept created in class is sometimes not used. Here there needs to be synchronization of business plans and direct entrepreneurship practices with the aim of guiding and supervising students. (Taufik et al., 2019), therefore universities must play a role in creating the next generation of the nation who are ready to face global competition. Because the competition in finding a job is very tight. There are not many jobs offered because of the many job seekers. This requires the younger generation / graduates to think further, be more creative, and create jobs. Currently, many college graduates are thinking more creatively in creating jobs. In a situation like this, training and mentoring students are not only as job seekers, but also as job creators or entrepreneurs (Samsul Bahri et al., 2020).

Jakarta State University (UNJ) helps increase students' interest in entrepreneurship by offering compulsory entrepreneurship courses to its students. The Department of Economics at

UNJ is one of the departments supporting this (Nadhirotul Hamidah & Hermawan, 2024). It is expected that the number of students who can become entrepreneurs and entrepreneurs in Indonesia will increase due to entrepreneurship education. Business literacy can be developed and applied after the completion of this education (Nursalim et al., 2024). If education is not effective for entrepreneurship, graduates will not have entrepreneurial spirit and will only want to be entrepreneurs or employees.

Knowledge about entrepreneurship is very important to increase student interest in entrepreneurship. Students can learn about entrepreneurship by taking entrepreneurship courses. Entrepreneurship education can be in the form of direct experience in sales or in teaching (Tiffani et al., 2024). However, based on pre-research, there are still many students who do not have knowledge and understanding in entrepreneurship, so they are still lacking in acting innovatively and creatively related to ideas in entrepreneurship.

One of the phenomena that is happening in the current digital era is the large number of internet users. Internet users are mostly done by teenagers, especially students, to access social media. Research results show that social media has the ability to change the way students of the Faculty of Economics, State University of Jakarta think to become entrepreneurs. To succeed as an entrepreneur, students need to have a wide network and be able to communicate with others through social media.

The purpose of this study is to know and analyze the influence of Tiktok as an online shop platform and entrepreneurial knowledge on the entrepreneurial interest of students of the Faculty of Economics, State University of Jakarta.

## LITERATURE REVIEW

### Entrepreneurial Interest

According to Ginting et al. (2015) interest is a feeling of interest or related to something or activity that asks or tells us, which can be expressed through statements that show a person's interest in other things and participation in activities.

Syah (2015) states that interest is a set of thoughts consisting of feelings, hopes, attitudes, prejudices, fears, and other choices that drive someone to an idea. Simply put, interest is a strong inclination and enthusiasm for something, or a great desire for it. However, Sumual et al. (2022) defines interest as a person's awareness that an object, individual, problem, or situation has relevance for him or herself. Overall, interest is the tendency to pay attention to and act on a person, activity, or situation that is the object of interest, accompanied by a feeling of satisfaction.

Entrepreneurs are always associated with independent businesspeople, and the use of the terms entrepreneur and independent businessman is the same. According to Santika et al. (2023), the terms independent businessman and entrepreneur, in addition to independent businessman, where wira means primary, noble, brave, exemplary, and fighter, and swa means self, and sta means to stand, and private means to stand on one's own feet, or in other words, to stand on one's own abilities and willingness. According to this definition, entrepreneurship is the things or efforts related to building a business, activity, or business activity based on one's own desires and abilities. An entrepreneur is a person who has an entrepreneurial spirit and the courage to face challenges, so that they can run and manage their business. In broad terms, entrepreneurs are defined as people who have new innovations and the courage to take risks and uncertainties to achieve profits and growth in their business. They seize opportunities and leverage available resources. Entrepreneurship encompasses two main components: opportunity and the ability to respond to opportunity. Thus, entrepreneurship is responding to emerging business opportunities through various actions and resulting in a stable, productive, and innovative business organization.

Djammarah & Bahri (2016) define entrepreneurial interest as having the drive, interest, and readiness to put in a lot of effort, or as being open to starting a new company, taking on risks, and learning from mistakes in the business world. The desire, interest, and availability to work hard or to have a strong willingness with a focus of attention to strive to meet one's life needs without having to be afraid of the risks that occur can therefore be defined as entrepreneurial interest. This interest can also arise within oneself to create a business field itself, as a business that organizes, manages, and continues to learn from its failures.

### **TikTok as an Online Shopping Platform**

According to Syahputro (2020), social media is a platform with information content, created by people who utilize publication technology, which is very easy to access and understand to facilitate communication, influence and interaction with the general public. Currently, the practice of marketing via social media has developed and has even been chosen as one of the marketing channels to promote a company's brand and name. Social media as a group of internet-based applications that build on an ideological and technological foundation that allows creation and exchange that are easy to generalize.

Social media is an internet medium that facilitates social interaction, claims Nasrullah (2017). Social media leverages web-based technologies to create dynamic discourse out of communication. These days, blogs, Twitter, Facebook, Instagram, Path, Wikipedia, and TikTok are a few of the well-known social media platforms.

According to Susilowati (2018), TikTok is a video, music, shopping, and social networking application that originated from China, and it has officially taken over the digital industry in Indonesia. TikTok turns users' smartphones into virtual studios. This application provides attractive and easy-to-use special effects and features, allowing everyone to easily create cool videos. One example is ByteDance, a Chinese company that introduced the video editing application called TikTok in Indonesia.

The additional features on the TikTok application were officially closed on October 4, 2023. This caused a decline in sales for sellers due to the loss of access to a large market and difficulty finding alternative e-commerce platforms due to differences in features and services in each marketplace. Additionally, it resulted in increasingly fierce competition and pushed other e-commerce platforms to improve their features and services (Faesal et al., 2024).

After the additional features were closed on the TikTok application, users and business owners were very dissatisfied. This is because they had spent time and effort building their businesses on the application. As a result, the transition to other applications became difficult for sellers who did not have sufficient knowledge and technological skills. Due to the new trade licensing regulations from the Ministry of Trade, Permendag Number 31 of 2023, amending Permendag Number 50 of 2022, in the increasingly competitive e-commerce market, there is also fierce competition. Many local businesses and content creators depend on TikTok Shop to increase their income and sales due to the closure of their stores (Nugroho & Yuliana, 2023).

This event shows the importance of trade licensing regulations for business actors in electronic systems to prevent unfair competition and ensure that offline and online trade remains fair. TikTok chose Tokopedia because it has a large and active user base in Indonesia, which allows them to reach more customers and support the growth of MSMEs. The merger of these two companies can have an impact on the e-commerce ecosystem in Indonesia, including increased technological dependence and digitalization in running a business, wider market and customer access, competition, and innovation (Syailendra & Putri, 2024).

### Entrepreneurial Knowledge

Knowledge in everyday human life is often interpreted as an effort to know the conditions or phenomena that exist around them. This curiosity drives humans to obtain explanations or information about the state or phenomena. (David & Wina, 2020). This curiosity drives humans to obtain explanations or information about the state or phenomena. Meanwhile, according to the Big Indonesian Dictionary (KBBI), knowledge is everything known, intelligence, or anything known concerning a matter (subject) (Ridwan et al., 2021).

Entrepreneurship comes from the words "wira" and "usaha". Wira means fighter, hero, superior human, role model, noble, brave, and of great character. Meanwhile, effort means charity, work, doing something. Thus, entrepreneurship is a fighter or hero who does something. (Rusdiana, 2018).

All of the knowledge that is processed in the cognitive domain to create memory and an understanding of how to conduct business, as well as the ability to take calculated risks while managing a business, is considered entrepreneurial knowledge. According to Lestari et al. (2019), students who possess entrepreneurial knowledge are more likely to adopt an entrepreneurial mindset, attitude, and behavior, ultimately leading them to choose entrepreneurship as a vocation.

It can be concluded that entrepreneurial knowledge is a person's ability towards the business they run, where the business actor has gone through several training and experience processes so that they can create profitable opportunities for their business.

### METHOD

This type of research is quantitative quality research. The quality approach examines the cause-and-effect relationship between two or more variables. In causal research, the independent variable is considered an effect variable. Causality research discusses how changes in the value of one variable impact the value of other variables. To explain the causal relationship between variables, this research tests hypotheses. This means testing a hypothesis based on previous theory and then using quantitative methods to calculate the data obtained (Sugiyono, 2021). This research uses quantitative research using survey techniques. (Sugiyono, 2021), quantitative research is a stage of finding knowledge using data in the form of numbers which will be measured using statistics as a test tool for calculations.

This study's data analysis method makes use of SPSS, or the Statistical Package for Social Science. One statistical software tool for data processing that is used to analyze data from surveys and other research projects is IBM SPSS. Prerequisite analysis tests (linearity and normality tests), classical assumption tests (heteroscedasticity and multicollinearity tests), multiple regression analysis tests, F and t hypothesis tests, and the coefficient of determination test are among the statistical analyses that will be performed in this study.

The data source used in this research is a primary source. Primary sources are data sources that directly provide data for data collection. The data collection technique in this research is to use a questionnaire which contains a list of statements that must be filled in by respondents. The questionnaire instrument is used to obtain data on variables that influence, namely tiktok as an online shop platform, entrepreneurial knowledge and the related variable is entrepreneurial interest as the variable that is influenced

Survey research, according to Rachman & Gideon (2019), a study that uses questionnaires as the primary data collection technique and samples taken from a population. When doing survey research, samples are drawn from the population and data is gathered via questionnaires. Survey research can be broadly classified into five categories: exploratory, descriptive, evaluative, explanatory, and predictive. Students at Universitas Negeri Jakarta's Faculty of Economics were given the questionnaire for this study. Closed surveys or

questionnaires are used in the research. This study measures its indicators using a Likert scale and employs a questionnaire as its measurement technique.

Indicators in each variable, namely entrepreneurial interest is a person's interest, desire and willingness to carry out business activities with creative and innovative ideas without fear of taking risks. Tiktok shop as an online shop platform can be measured using several indicators. Indicators of Tiktok shop as an online shop platform. Intensity in using social media, selective ability for messages and types of products that can attract attention and motivation in using Tik Tok shop social media, and motivation. indicators of entrepreneurial knowledge are ability, analyzing business opportunities, daring to take risks.

The process of validating an instrument involves examining data from the instrument trial outcomes, specifically determining the item's validity by calculating the correlation coefficient between the instrument's overall score.. The formula used is:

$$r_{it} = \frac{\sum xi xt}{\sqrt{\sum xi^2 \sum xt^2}}$$

The statement items considered valid are calculated for reliability using the reliability test. The valid statement items are then recalculated for their reliability to determine whether the item is reliable or not. The purpose of the reliability test of this research instrument is to obtain a measurement that remains consistent if the measurement is repeated. To determine whether the item is reliable or not, the Cronbach Alpha formula is used:

$$r_{ii} = \frac{k}{k-1} \left( 1 - \frac{\sum Si^2}{St^2} \right)$$

A statement item or question is said to be reliable if  $r_{ii} > 0.6$  and is said to be unreliable if  $r_{ii} < 0.6$ .

The Kolmogorov-Smirnov test and the Normal Probability Plot test are the two normality tests that will be employed in this investigation. The Kolmogorov-Smirnov test seeks to ascertain if the sample will conform to the population distribution's shape and the strength of the link between the variables.

The linearity test is used to determine whether the variables tested have a linear relationship or not significantly (Nugraha et al., 2021). The linearity test will be carried out using a test of linearity with a significance level of 0.5.

Examining the values of the Variance Inflation Factor (VIF) and Tolerance will reveal whether multicollinearity exists or not. According to Mellyzar et al. (2023), tolerance measures the variability of some independents that cannot be explained by other independent variables. Multicollinearity arises when the Tolerance  $< 0.1$  (10%) and the VIF value  $> 10$ ..

In order to ascertain whether a relationship exists between the variables under investigation, multiple linear regression analysis is employed. The dependent variable, namely entrepreneurial interest (Y), is subjected to a multiple linear regression analysis to determine the direction and strength of the influence between the independent variables Tik Tok as an Online Shop Platform (X1) and Entrepreneurship Knowledge (X2). The following formula is applied=

$$\hat{Y} = a + b1X1 + b2X2$$

Finding the percentage of the independent variables' simultaneous influence on the dependent variable is the goal of the coefficient of determination (R<sup>2</sup>) study (Putri & Lestari, 2019). This is how the analysis of the coefficient of determination is put together.

$$KD = r^2 \times 100\%$$

## RESULTS AND DISCUSSION

### Results

The following table provides descriptive data for the following variables: Entrepreneurial Knowledge (EK), Entrepreneurial Interest (EI), TikTok as an Online Shopping Platform (TOSP), and the difference between the highest and lowest values (range), lowest value (minimum), highest value (maximum), and total number (sum).

**Table 1 Descriptive data for EI, TOSP, EK**

	EI	TOSP	EK
Mean	65.06	73.49	64.8
Std. Deviation	9.44	10.89	8.9
Variance	89.14	118.51	79.15
Range	60	68	60
Minimum	15	17	15
Maximum	75	85	75
Sum	7026	7937	6998

Based on the tabel of descriptive analysis results in the table above, the highest mean on the Tiktok variable as an online shop platform is 73.49, the lowest is 64.8 entrepreneurial knowledge, std. Deviation highest variable Tiktok as an online shop platform 10.89 and lowest entrepreneurial knowledge variable 8.9, highest variance Tiktok as an online platform obtained 118.51 the lowest entrepreneurial knowledge 79.15, the highest range on the Tiktok variable as an online shop platform 68 and entrepreneurial knowledge and entrepreneurial interest in the same number 60, minimum Tiktok as an online shop platform 17 and entrepreneurial knowledge and entrepreneurial interest in the same number 15. maximum Tiktok as an online shop platform 85 and entrepreneurial knowledge and entrepreneurial interest in the same number 75, and the total number of each variable of entrepreneurial interest 7026, Tiktok as an online shop platform 7937, entrepreneurial knowledge 6998.

The purpose of the linearity test is to determine whether or not the research variables utilized have a linear and meaningful connection. According to the findings of the linearity test, if the calculation's linearity value is less than 0.05 and its deviation from linearity value is greater than 0.05, the study variables are considered to be in a linear relationship. The following are the findings of this study's linearity test computation.

**Table 2 Linearity Test Results Variable X1 to Y and X2 to Y**

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
EI-> TOSP	Linearity	95.595	1	95.595	10.37	0.002
	Deviation from Linearity	454.306	38	11.955	1.297	0.174

	<b>Linearity</b>	114.812	1	114.812	11.535	0.001
<b>EI-&gt; EK</b>	<b>Deviation from Linearity</b>	126.366	12	10.53	1.058	0.404

The above table displays the results of the linearity test for X1 against Y. The linearity value achieved is 0.002, indicating a value less than 0.05. Additionally, the results demonstrate that the obtained Deviation from Linearity value is 0.174, indicating a value greater than 0.05. This suggests that a linear relationship can be found between study variable X1, which is the variable TikTok as an online shopping platform, and study variable Y, which is the variable of interest in entrepreneurship. Additionally, the data demonstrate that the Deviation from Linearity value obtained in this study is 0.404, indicating that between variable X2, namely the interest in entrepreneurship variable can be stated to have.

**Table 3 Multicollinearity Test**

<b>Coefficients<sup>a</sup></b>			
	<b>Model</b>	<b>Collinearity</b>	<b>Statistics</b>
		<b>Tolerance</b>	<b>VIF</b>
1	<b>TikTok shop as an Online Shop Platform</b>	0.974	1.027
	<b>Entrepreneurship Knowledge</b>	0.974	1.027

a. Dependent Variable: interest in entrepreneurship

It is evident from the data in the above table that the tolerance value for both variables is  $0.937 > 0.1$ . Next,  $1.027 < 10$  is the result for the VIF value that was acquired. It is possible to conclude that there are no multicollinearity symptoms based on the data.

The Spearman's rho test was used in this investigation to determine whether heteroscedasticity existed. Decisions are made based on obtaining a significance value (Sig. 2-tailed), which must be more than 0.05 ( $>0.05$ ) in order to rule out the presence of heteroscedasticity symptoms.

**Table 4 Heteroscedasticity Test**

<b>Correlations</b>					
			<b>TikTok shop as an Online Shop Platform</b>	<b>Entrepreneurship Knowledge</b>	<b>Unstandardized Residual</b>
Spearman's rho	<b>TikTok shop as an Online Shop Platform</b>	Sig. (2-tailed)		0.047	0.862
	<b>Entrepreneurship Knowledge</b>	Sig. (2-tailed)	0.047		0.995

The table above displays the results of the heteroscedasticity test, which show that the TikTok variable's Sig value (2-tailed) as an online commerce platform is  $0.862 > 0.05$ . This demonstrates that there are no signs of heteroscedasticity in the variable TikTok shop as a popular online store (X1) with the variable interest in entrepreneurship (Y). Additionally,  $0.995 > 0.05$  is the value of Sig. (2-tailed) on the entrepreneurial knowledge variable. It

demonstrates that there are no signs of heteroscedasticity in the variables of entrepreneurial knowledge (X2) and interest in entrepreneurship (Y).

**Table 5 F Test**

ANOVA <sup>a</sup>						
Model		Sum Squares	df	Mean Square	F	Sig.
1	<b>Regression</b>	181.410	2	90.705	9.568	<.001 <sup>b</sup>
	<b>Residual</b>	995.358	105	9.480		
	<b>Total</b>	1176.769	107			

a. Dependent Variable: Interest in Entrepreneurship

b. Predictors: (Constant), Entrepreneurship Knowledge, TikTok shop as an Online Shop Platform

The statistical table shows the significance level of 0.05, which is needed to calculate the value of the F table. The F table, 3.08, is produced upon determining the df 1 value of 2 and the df 2 value of 105. According to the findings, Tiktok, an online shopping platform (X1) and entrepreneurial knowledge (X2) have an impact on entrepreneurial interest (Y) at the same time, as shown by the F count of  $9.568 > F$  table 3.08.

**Table 6 T Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	<b>(Constant)</b>	33.789	8.182		4.130	0.000
	<b>TikTok shop as an Online Shop Platform</b>	0.211	0.080	0.241	2.651	0.009
	<b>Entrepreneurship Knowledge</b>	0.278	0.092	0.274	3.009	0.003

a. Dependent Variable: Interest in Entrepreneurship

T table =  $(\alpha/2; n-k-1)$  or  $(0.025; 105)$  can be used to find the T table by examining the t distribution table. The t table value of 1.98282 is the outcome that was attained. It is evident from the outcomes of obtaining the t value in the preceding table that  $2.651 > t$  table 1.98282 was produced. Therefore, it can be said that variable X1 in this study—the Tiktok variable, which is an online shopping platform—partially influences variable Y, which is the variable measuring entrepreneurial interest.

Then, for the entrepreneurial knowledge variable (X2) it can be seen in the table that the t count of the entrepreneurial knowledge variable (X2) is 3.009. So it can be seen that the value of t count  $3.009 > t$  table 1.98282, it is concluded that the X2 variable in this study, namely the entrepreneurial knowledge variable, partially has an influence on the Y variable in this study, namely the interest in entrepreneurship variable.

**Table 7 Determination Coefficient Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 <sup>a</sup>	0.154	0.138	3.079

a. Predictors: (Constant), Entrepreneurship Knowledge, TikTok shop as an Online Shop Platform

T table =  $(\alpha/2; n-k-1)$  or  $(0.025; 105)$  can be used to find the T table by examining the t distribution table. The t table value of 1.98282 is the outcome that was attained. It is evident from the outcomes of obtaining the t value in the preceding table that  $2.651 > t$  table 1.98282 was produced. Therefore, it can be said that variable X1 in this study—the Tiktok variable, which is an online shopping platform—partially influences variable Y, which is the variable measuring entrepreneurial interest. Next, the table shows that the t-count for the entrepreneurial knowledge variable (X2) is 3.009 for the item. So it can be seen that the value of t count  $3.009 > t$  table 1.98282, it is concluded that the X2 variable in this study, namely the entrepreneurial knowledge variable, partially has an influence on the Y variable in this study, namely the interest in entrepreneurship variable.

## Discussion

### The Influence between Tiktok Shop as an Online Shop Platform on Entrepreneurial Interest in Students.

The findings of the hypothesis test indicate that the interest in entrepreneurship variable is partially influenced by the TikTok shop variable as an online shop platform, as demonstrated by the t count of  $2.651 > t$  table 1.98282. Thus, it can be concluded that entrepreneurial interest (Y) is significantly influenced, to a partially extent, by TikTok shop as an online shop platform (X1).

The coefficient value of the Tiktok shop variable as an online shop platform (~~X1~~) is 0.211, meaning that if the value increases by 1, interest in entrepreneurship (~~Y~~) will increase by 0.211. The coefficient value shows positive results indicating the positive influence of Tiktok Shop as an online shop platform (X1) on interest in entrepreneurship (Y). This shows that the higher the TikTok shop as an online shop platform, the higher the students' interest in entrepreneurship.

The same opinion was also expressed by Ananda Kharisma & Nawawi (2023) who also showed that Tiktok shop as an online shop platform on students' entrepreneurial interest had a positive and significant effect on students' entrepreneurial interest. This can be seen from the analysis of the results carried out by students aged between 20-22 years who have a 64% higher level of TikTok shop users. From the research data found, there is TikTok which plays a big role in encouraging students to become entrepreneurs in the TikTok Shop which makes it easy to sell goods and products that can be used and reach all levels of society.

Previous research conducted by Simanjorang & Nawawi (2022) shows that Tiktok has a positive effect on interest in entrepreneurship because Tiktok is an application that has many users. This is what makes the millennial generation motivated to become entrepreneurs. This is known from the results of interviews conducted by researchers with 30 teenagers living in the city of Sidangkalang, 20 of whom use the TikTok application as a field to get involved in entrepreneurship and 10 others use TikTok as entertainment.

in Gu & Xiong (2023) stated that TikTok as an online shop platform and entrepreneurial interest have a significant influence, and both parties gain mutual benefits in this influence. The TikTok platform realizes business value through the output of entrepreneurial users, and

entrepreneurial users gain user attention and profit opportunities through the platform's communication effects.

Based on the research results and supported by previous research, it can be concluded that there is a positive and significant direct influence of TikTok shop as an online shop platform and interest in entrepreneurship, the higher the student's interest in entrepreneurship. This is because the more someone gets a TikTok shop as an online shop platform, the wider the TikTok shop as an online shop platform will become, which will eventually create entrepreneurship.

### **The influence between entrepreneurial knowledge on entrepreneurial interest in students.**

Based on a t count of  $3.009 > t$  table  $1.98282$ , the hypothesis testing results indicate a significant relationship between entrepreneurial knowledge variables on entrepreneurial passion variables. Thus, it may be concluded that entrepreneurial interest (Y) is partially influenced by entrepreneurial knowledge (X2).

The research results show that entrepreneurial knowledge has a positive effect on entrepreneurial interest. Based on the results obtained from multiple regression calculations, namely  $\hat{Y} = 33.789 + 0.211X_1 + 0.278X_2$ . The constant value obtained is  $33.789$ , which means that if Tiktok as an online shop platform has a value of 0, then the value of interest in entrepreneurship is  $33.789$ .

The coefficient value of the entrepreneurial knowledge variable (X2) is  $0.278$ , meaning that if the value increases by 1, interest in entrepreneurship (Y) will increase by  $0.278$ . The coefficient value shows positive results indicating that there is a positive influence of entrepreneurial knowledge (X2) on entrepreneurial interest (Y). This shows that the higher the entrepreneurial knowledge, the higher the student's entrepreneurial interest.

The results of research by Indriyani & Subowo (2019) show that entrepreneurial knowledge has a positive and significant effect on students' entrepreneurial interest. This means that if the student's level of entrepreneurial knowledge is higher, the student's interest in entrepreneurship will also be higher. Conversely, if the level of knowledge is lower, then students' interest in entrepreneurship will also be lower. It is known that t count is  $2.663 > 0.412$  t table with a significant value of  $0.000 < 0.05$ .

from Costa et al., (2019) showed positive and significant results seen from the analysis of variance carried out, the importance of several constraints on the dimensions analyzed became clear, with particular attention to the time in the course (with greater entrepreneurial interest for students in the second half of the course), and to the nature of the institution (with greater entrepreneurial interest and mastery of operational skills perceived by students from private institutions).

Based on the research results and supported by previous research, it can be concluded that there is a positive and significant direct influence on entrepreneurial knowledge and entrepreneurial interest, the higher the student's entrepreneurial interest. This is because the more someone acquires entrepreneurial knowledge, the broader their entrepreneurial knowledge will be, which will ultimately form an entrepreneur.

### **The influence between TikTok shop as an Online Shop Platform and Entrepreneurial Knowledge on Entrepreneurial Interest in students.**

Based on the results of F count  $9.568 > F$  table  $3.08$ , the hypothesis testing results indicate that there is a simultaneous influence between entrepreneurial knowledge and the TikTok store variable as an online shop platform on the entrepreneurial interest variable. Thus, it can be concluded that entrepreneurial interest (Y) is significantly influenced by entrepreneurial expertise (X2) and Tiktok as an online retail platform (X1). Moreover, the R

Square, or coefficient of determination, is known to be 0.154. Consequently, it can be said that entrepreneurial knowledge and the TikTok shop, an online marketplace, have an impact on 15.4% of the entrepreneurial interest of State University of Jakarta Faculty of Economics students.

The results of this research are in line with previous research conducted by Mauli (2023) which stated that there was a positive and significant influence of the variables TikTok as an online shop platform and entrepreneurial knowledge on the entrepreneurial interest variable simultaneously. These results can be seen through  $F_{count} 26.291 > F_{table} 2.69$ . And the R Square value is 0.441, which means these two variables have an influence of 44.1% on interest in entrepreneurship. This means that the two independent variables together can increase students' interest in carrying out entrepreneurial activities.

Dewi (2024) also stated that there is a significant influence between the Tiktok shop variable as an online shop platform and entrepreneurial knowledge simultaneously. These results can be seen from the F test where  $sig\ 0.027 < 0.05$ . And it is known that  $F_{count}$  is  $5.052 > F_{table} 3.10$  and it is also known through the coefficient test (R<sup>2</sup>) that it is 0.355, so it can be said that the percentage contribution of the influence of the independent variable to the dependent variable is 35.5%.

A student's interest in entrepreneurship will be greater if it is supported by Tiktok shop as an online shop platform and entrepreneurial knowledge. Thus, Tiktok as an online shop platform, in this case can be used as a driving force to change the mindset in running entrepreneurship. Likewise, with sufficient entrepreneurial knowledge, it is hoped that they will be able to run their business well. A person's entrepreneurial ability will increase along with increasing knowledge about entrepreneurship itself.

## CONCLUSION AND RECOMMENDATION

### Conclusion

This study can be concluded as follows based on statistical data processing, analysis, and interpretation of the collected data: TikTok Shop, an online store platform, has a noteworthy and favorable impact on students' interest in entrepreneurship. This demonstrates that an individual using the TikTok shop application as an online shop platform has a direct impact on the level of interest that students have in entrepreneurship. In other words, the more active TikTok users are as an online shop platform, the more interested students are in entrepreneurship, and vice versa. Student interest in entrepreneurship is positively and significantly impacted by entrepreneurial expertise. This demonstrates that an individual's interest in entrepreneurship can be piqued by someone with a wealth of entrepreneurial knowledge. Comparatively speaking, pupils who possess entrepreneurial expertise are more interested in starting their own business than those who don't. Tiktok as an online store platform and entrepreneurial expertise have a favorable and significant impact on entrepreneurial interest either separately or in combination. In this instance, Tiktok Shop's platform for online stores might act as a motivator. Similarly, imparting enough entrepreneurial information can serve as a catalyst for altering one's perspective on managing a business.

### RECOMMENDATION

In this research, there are still shortcomings caused by the limitations of the research that the researchers faced when conducting the research. Entrepreneurial interest as the dependent variable in this study is not only influenced by the Tiktok shop factor as an online shop platform and entrepreneurial knowledge as independent variables. There are still many other factors that can influence entrepreneurial interest besides the Tiktok shop variable as an online shop platform and entrepreneurial knowledge used in this study. Therefore, the Researchers provide recommendations that can be needed for other researchers who will

conduct research with relevant types of research. In this research, the R Square value is 0.154. This means that the entrepreneurial interest variable is influenced by 15.4% by the Tiktok shop variable as an online shop platform and entrepreneurial knowledge. While the remaining 84.6% is influenced by other variables. Meanwhile, in further research, a more in-depth analysis can be carried out on the factors that influence entrepreneurial interest other than Tiktok shop as an online shop platform and entrepreneurial knowledge. This study is not longitudinal, so if future researchers will examine the same variables at the same location and with the same object, the results obtained will be different from this study. If future researchers want to analyze problems with similar variables, it is advisable to expand the sampling not only focused on S1 Business Education and S1 Office Administration Education 2020.

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