

The effect of income prospects, social media, and environment through motivation on student entrepreneurial interests during the COVID-19 pandemic

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Abstract

This study aims to determine and analyze the effect of income prospects, social media, and environment on university students' entrepreneurship interest during the Covid-19 pandemic directly and indirectly through motivation. This study uses primary data by distributing questionnaires to respondents. The population of this study is active students of the Faculty of Economics and Business, Universitas Jambi, Indonesia, in the even semester of 2020/2021. The sampling size in this study is determined using Slovin's formula. The number of samples acquired is 191 students. The data is analyzed using path analysis. The results show that income prospects and social media directly affect motivation, while the environment does not directly affect motivation. The prospects of income, social media, and environment do not directly affect the interest in entrepreneurship, while motivation directly affects the interest in entrepreneurship. The motivation variable can mediate the income prospects and social media variable on the interest in entrepreneurship but cannot mediate the environmental variable in the interest in entrepreneurship.

Keywords: *Entrepreneurship, Environment, Income, Social media*

JEL Classification: J62, M21, O15

INTRODUCTION

Based on data, the impact of the pandemic is mostly experienced by Micro, Small, and Medium Enterprises (MSME). Ministry of Cooperatives and Small and Medium Enterprises said that in April 2020, as many as 37,000 MSMEs had reported being affected by Covid-19. Most of the reports were about decreased sales, capital difficulties, hampered distribution, and difficulties in raw materials. Department of Manpower Cooperative and MSME of Jambi City re-registered the number of MSMEs in Jambi City, Indonesia, which increased in 2019 to as many as 1073 MSMEs and until early 2021, it increased to 3513 MSMEs (Rahmatia, 2021).

During the Covid-19 pandemic, many businesses went bankrupt, and around 30 million MSMEs closed their businesses (Kadin, 2020). According to the Central Statistics Agency (BPS; *Badan Pusat Statistik*), in 2021, the number of MSMEs in Indonesia reached 64 million. This number accounts for 99.9 percent of Indonesia's

existing or ongoing businesses. It reveals that small businesses can increase the income of a nation. The hope of getting income from businesses to making ends meet is one of the reasons why businesses continue to survive during the pandemic. The era of Covid-19 has changed the way businesses market their products. During the Covid -19 pandemic, marketing methods previously done offline have switched to online or digital marketing.

Many researchers from Indonesia and other countries, such as Nigeria, Ethiopia, Cameroon, Tanzania, China, and Myanmar, have researched MSMEs or SMEs. The problems studied also varied according to the problems in their respective countries. Research outside of Indonesia generally examines the factors that affect the performance of MSMEs or SMEs; only a few investigated the factors that encourage someone to participate in entrepreneurship because community participation in entrepreneurship may already be high in these countries. Thus, the researches are more focused on the impact on the performance of MSMEs. Bala & Feng's research (2019) studies the impact of information and communication technology and the environment on the success of MSMEs in Myanmar, a developing country. Andaregie & Astatkie (2022) also examines the impact of using technology on the performance of MSMEs in Ethiopia.

Handoyo et al.'s research (2021) examines what factors lead to the success of small and medium enterprises in Indonesia in accessing international markets by analyzing resources, knowledge, and network theory. Handoyo's research (2020) is quantitative research in which the population is 153 small and medium enterprises registered at the Indonesian Ministry of Cooperatives and SMEs. His research explains that the determining factors for the success of the internationalization of small and medium enterprises in certain countries do not necessarily have a role in other countries. Tambunan's research (2021) studies the impact of the pandemic on small and medium enterprises in Indonesia. This study uses literature research surveying 137 MSMEs in Indonesia from May to September 2022.

Research on small businesses related to digital media is important in communicating about our business to others. Qualitative research was conducted by Horst et al. (2019) on entrepreneurship to see how to run a business using social media. Developing an entrepreneurial identity is required due to changes in the media industry.

Research on the use of social media in business has been studied by several other researchers, such as Lehtisaari et al. (2018), Lima et al. (2019), Horst et al. (2019), Omotosho (2020), Li et al. (2020), Argyris et al. (2020), Sigué & Biboum (2020), and Fang et al. (2022). The results of their research revealed that the role of social media improves the performance of SMEs and fosters innovations for business people. Using social media platforms is also a way to overcome the shortage of resources. Furthermore, it can promote innovations in services.

The use of information technology by utilizing social media in entrepreneurship is also one of the reasons that can affect students' interest in participating in entrepreneurship. Research by Amril & Hardiani (2021) showed that students' entrepreneurial interest in Jambi Province is relatively high. Research by Amril & Hardiani (2021) aims to analyze the characteristics of student entrepreneurial intentions in Jambi province and what factors affect student entrepreneurial intentions where environmental support and economic challenges and opportunities are one of the causes. Ariza's research (2018) also examines entrepreneurial interest among IAIN students in Pontianak. His research showed the importance of fostering an entrepreneurial spirit among students so they can later become strong entrepreneurs. Furthermore, Umiyati's

research (2021) also studies entrepreneurship, but this research examined entrepreneurship on the performance of MSMEs in Jambi City.

Research related to small and medium enterprises during the pandemic has been studied by Asad & Kashif (2021). Small and medium enterprises significantly impact employment and the economy of developing countries. The study results found that during the pandemic, many small and medium businesses went bankrupt except for small and medium businesses, which had innovation, flexible management, and government assistance in financial matters.

Previous studies have also examined how motivation can improve SME performance. Research by Kah et al. (2022) and Komaludin & Wahid (2018) state the need for entrepreneurial motivation to improve the performance of SMEs. Dahmiri (2022) examines financial management on the performance of Small and Medium Industries (IKM; *Industri Kecil Menengah*). The result of Dahmiri's research (2022) revealed that financial management positively affects the performance of SMEs in Jambi Province.

Research by Eijdenberg et al. (2019) that examines entrepreneurial motivation in Tanzania explored entrepreneurial motivation along with socio-demographics. The findings of this study suggest that entrepreneurial motivation changes from being a need to an opportunity motivation. Motivation has also been studied by Kah et al. (2022) using structured interview data with entrepreneurs in Gambia. They examine the motivations for entrepreneurship and the opportunities or challenges that hinder business growth. The results of this study show the factors why people become entrepreneurs: individual motivations such as need, poverty, and job creation. Knowledge, experience, and context include opportunity motivation, norms, and religion.

The Directorate General of the Ministry of Research, Technology, and Higher Education has the Entrepreneurial Student Program (PMW; *Program Mahasiswa Wirausaha*), which aims to assist students with an entrepreneurial desire. This program is committed to fostering enthusiasm, knowledge, skills, and entrepreneurial spirit to form students with an entrepreneurial spirit who are educated, have character and have clear business concepts. Universitas Jambi (UNJA), which has the vision to make UNJA *A World Entrepreneurship University*, is one of the universities that received the Entrepreneurial Student Program (PMW). Universitas Jambi students have won achievements in entrepreneurial student competitions at the regional and national levels. In 2019, UNJA students won first place in the National Entrepreneurial Student Competition (Gemnas; *Gebyar mahasiswa wirausaha nasional*) held by Padang State University. In 2020, UNJA Science and Technology students won first place in the national-level WEB Development competition held by Jakarta State University. Universitas Jambi also holds a Student Creativity Program (PKM; *Program Kreativitas Mahasiswa*), an entrepreneurship field that aims to form productive students.

Termination of Employment Relations (PHK; *Pemutusan Hubungan Kerja*) of employees also impacts the lives of families with children still studying in college. Changes in the way of learning from face-to-face to online systems also affect the expenses of parents with children still studying in college. Tuition fees in the form of Single Tuition Fees (UKT; *Uang Kuliah Tunggal*) which are usually a burden per semester, are now added to the cost of internet quotas for online learning. The Ministry of Education and Culture (Kemendikbud) provides free internet quota assistance for students and college students. This assistance is beneficial for families facing economic problems during the Covid-19 pandemic.

Research on the effect of the family environment on interest in entrepreneurship has been studied by Nisa (2020), Putra et al. (2021), and Yusuf (2020). Research by Osakede et al. (2017) examines the factors that affect entrepreneurial interest among students in Nigeria with a case study of students from the University of Ibadan. This study says that one factor affecting the interest in entrepreneurship among students in Nigeria is the family business background. Research by Octavia (2018) about the business environment on the relationship between market orientation, entrepreneurial orientation, and business performance. Research by Nurmaliza et al. (2018) states that the family environment affects the interest in entrepreneurship among SMK Pekanbaru City students. Research on income expectations has been investigated by Putra et al. (2021) and Mualifah (2020), who say that income expectations affect student interest in entrepreneurship. Yusuf & Efendi's research (2019) also examines the income prospects of one of the factors that affect the entrepreneurial interest of students at Muhammadiyah University of Bengkulu.

Kotler (2016) states that social media allows customers to share text, images, audio, and video coverage. Research on social media on entrepreneurial interest has been studied by several researchers whose research results are still inconsistent by Suratno et al. (2020), Sumerta et al. (2020), and Listiawati (2020). This study's results differ from the study conducted by Prasetio (2020), who said that social media had no effect on interest in entrepreneurship among students. Research by Nawi et al. (2019) examines the use of social media to affect entrepreneurship among state university students in Peninsular Malaysia positively. Purwanto's research (2021) states that social media and the family environment affect entrepreneurial interest among private university students in Banten. Kurniawan's research (2019) examines how to use social media to support business for students at the Faculty of Economics and Business, Universitas Airlangga.

Motivation, according to the research results of Sumerta et al. (2020), affects an interest in entrepreneurship. Prasetio's research (2020) examines intrinsic motivation to affect entrepreneurial interest. Suratno's et al. (2020) study is about motivation as a mediating variable of knowledge and social media influencing entrepreneurial interest. The research of Saadah et al. (2021) explained that motivation is needed as a mediating variable in influencing entrepreneurial interests among students at the Institute of Technology and Business (ITB) Asia Malang. The research of Santoso et al. (2018) revealed that motivation affects entrepreneurial intentions

Research on student entrepreneurial intentions is based on behavioral theory. The theory of Planned Behavior (TPB) elaborates on the Theory of Reasoned Action (TRA). TRA explains that a person's intention or necessity for behavior is caused by two main elements: attitude toward the behavior and subjective norms. At the same time, TPB has an additional factor: perceived behavioral control (Ikhsan & Iskak, 2005). Research Narsa et al. (2019) examined students' interest in entrepreneurship. This separated groups into Economics faculty students who received business education, Engineering faculties who did not receive business education, and business people. The research results showed that the entrepreneurial spirit is inherent in a person from birth, and the research results can also help improve the entrepreneurship curriculum.

Based on the background, the researchers are interested in taking the title *The Effect of Income Prospects, Social Media and Environment through Motivation on Student Entrepreneurial Interests during the Covid-19 pandemic*. The problem of this research is how income prospects, social media, and the environment directly affect motivation and students' entrepreneurship interest during the Covid-19 pandemic and

how income prospects, social media, and the environment indirectly affect motivation to students' interest in entrepreneurship during the Covid 19 pandemic?

METHODS

The population in this study is all active students of the Faculty of Economics and Business, Universitas Jambi, Indonesia. Total population of 3502 students. Determining the number of samples uses the Isaac and Michael formula (Sugiyono, 2013):

$$s = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2 (N - 1) + \lambda^2 \cdot P \cdot Q} = \frac{2.706^2 \cdot 3502 \cdot 0.5 \cdot 0.5}{0.1^2 (3502 - 1) + 2.706^2 \cdot 0.5 \cdot 0.5} = 251 \dots\dots\dots (1)$$

Where:

s = number of samples

λ^2 = Chi-squared with a degree of freedom of 1 and the error rate set in this study is 10%, a value of 2.706 is obtained

N = total population

P = true probability = 0.5

Q = probability of being wrong = 0.5

d = difference (bias) between the sample mean and the population average, set in this study at 10%.

The sample was selected by simple random sampling, with a student database in the academic section of the faculty. A list of questions was given to the selected sample via the Google form. Each respondent answered 27 items with income variables (4 questions), social media variables (5 questions), environmental variables (6 questions), motivation variables (6 questions), and entrepreneurial interests (6 questions).

From the number of selected samples, the number of respondents who returned the questionnaire and fulfilled the eligibility to be analyzed was 191 respondents. Therefore, the analysis is based on these 191 respondents.

The analytical tool used in this research is path analysis. Path analysis is an extension of the multiple linear regression analysis. Path analysis uses regression to estimate the causal relationships between variables established based on the theory (Ghozali, 2018). The path equation can be explained as follows:

$$Z = P_{zx1}X1 + P_{zx2}X2 + P_{zx3}X3 + e_1 \text{ (as substructure equation 1) } \dots\dots\dots(2)$$

$$Y = P_{yx1}X1 + P_{yx2}X2 + P_{yx3}X3 + P_{yz}Z + e_2 \text{ (as substructure equation 2) } \dots\dots\dots(3)$$

The equation above explains where Z is motivation, Y is entrepreneurial interests, X1 is income prospects, X2 is social media, X3 is the environment, P_{yx1} , P_{yx2} , P_{yx3} P_{yx1} is path coefficient and $e_{1,2}$, is the term of error/nuisance error.

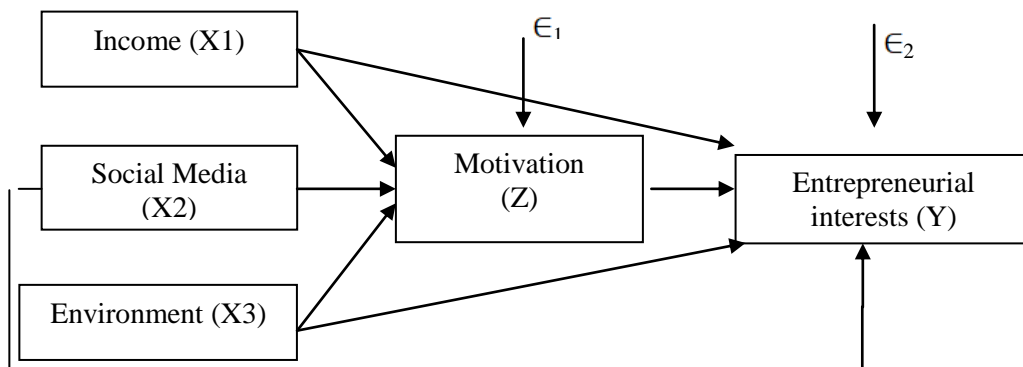


Figure 1. Path diagram model

Table 1. Variable operational definitions

Variable	Definition	Indicator	Scale
Income Prospects (X1)	Income is the gross inflow of economic benefits arising from the normal activities of the entity during the period if the inflow results in an increase in equity that does not come from contributions from investors. Ikatan Akuntan Indonesia (2018), Putra (2021), Mualifah (2020)	1. High income 2. Unlimited income	Ordinal
Social Media (X2)	Social media is a group of Internet-based applications built on the ideological and technological foundations of Web 2.0 and enables the creation and exchange of user-generated content. Web 2.0 became the basic platform of social media. Fang (2022), Prasetio (2020), Li (2020), Omotosho (2020), Nawi et al. (2019), Kurniawan (2019), Horst et al., (2019),	1. Participation 2. Openness 3. Communication 4. Interconnected 5. Skills	Ordinal
Environment (X3)	The environment includes the circumstances and the natural world where certain techniques cause a person's behavior to change. Purwanto (2021), Nisa (2020), Bala, H., & Feng, X. (2019), Nurmaliza (2018), Hasbullah (2015)	1. Family environment 2. Campus environment 3. Social Environment	Ordinal
Motivation (Z)	Desire in an individual stimulates one to take action; there are two methods of motivation: direct and indirect. Kah et al. (2022) Suratno's et al. (2020), Sumerta et al. (2020), Eijdenberg (2019), Hasibuan (2017)	1. There are job challenges 2. The ability to overcome adversity 3. Able to face the risk 4. Reward 5. Opportunity 6. Responsibility	Ordinal
Entrepreneurial Interests (Y)	A person's desire to be self-employed or run their own business. Saadah (2021), Kumara (2020), Yusuf, M., & Sutanti. (2020), Narsa (2019), Yusuf, E., & Efendi, R. (2019). Rahayu (2018), Ariza (2018),	1. There is a sense of interest in the world of entrepreneurship 2. Paying attention to everything related to entrepreneurship 3. There is active involvement in activities related to entrepreneurship. 4. Future-oriented	Ordinal

RESULTS AND DISCUSSION

Respondent profile

Characteristics of respondents based on gender, age, year of college entry, department, entrepreneurial interest, and parents' occupation are given in Table 1.

Table 2. Characteristics of respondents

Characteristics	Description	Frequency	Percentage (%)
Gender	Male	58	30.4
	Female	133	69.6
Class year	2017	21	11
	2018	81	42.4
	2019	52	27.2
	2020	37	19.4
Department	Economics	68	35.6
	Management	39	20.4
	Accounting	84	44
Age	≤ 20 years old	58	30.4
	> 20 years old	133	69.6
Entrepreneurial interest	interested	183	95.8
	Not interested	8	4.2
Parents' job	Civil servant	29	15.2
	Trader	24	12.6
	Farmer	55	28.8
	Army (TNI)	1	0.5
	Private sector	47	24.6
	Other	35	18.3
Number of respondents		191	

Based on Table 2, the number of female respondents is more dominant than males. Class of 2018 students filled out questionnaires more dominantly than other class years, as many as 42.4%. The student from the Department of Accounting filled out the most questionnaires compared to the Department of Economics and Department of Management, namely 44%. In the age category, the data were dominated by students aged over 20 years. The number of students interested in participating in entrepreneurship turned out to be very large, which is 95.8%, and only a few said they were not interested. This shows that the Covid-19 pandemic did not make respondents who are students of the Faculty of Economics and Business less involved in entrepreneurship. Most of the respondents' parents are farmers, namely 28.8%.

Description of research variables

The questionnaire uses a scale of 1-5; the average variable obtained is above numbers 3 and 4. The highest average value is obtained by the variable of interest in entrepreneurship, which is 4.11, and the motivational variable, which is equal to 4.10, followed by social media variables is 4.03, the environmental variable as many as 3.73, and the lowest one which is the variable of income prospect that is 3.15. These results show that the variables studied are factors that can affect students of the Faculty of Economics, Universitas Jambi, in their interest in joining entrepreneurship. The data is also supported by 95.8% of respondents who said they were interested in entrepreneurship during the pandemic.

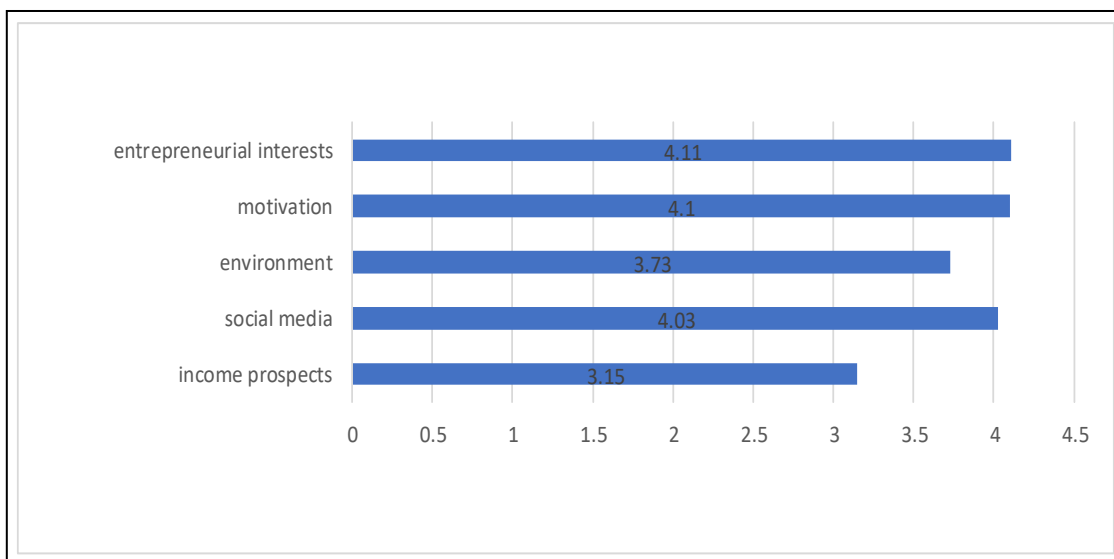


Figure 2. The average value of the research variables

Validity and reliability test

Based on the validity test of the returned questionnaire results, it can be seen that all statements are valid. Based on the reliability test of the returned questionnaire results, it can be seen that all statements are reliable.

Path analysis is an analytical technique used to analyze the inherent cause-and-effect relationship between variables arranged in a temporary order by using the path coefficient as a value in determining the magnitude of the effect of the exogenous independent variable on the endogenous dependent variable (Sarwono, 2012).

Hypothesis Testing 1: Income prospects, social media, and the environment directly affect motivation and students’ entrepreneurship interest during the Covid-19 pandemic.

Table 3 is the result of the output of hypothesis testing for sub-structure 1:

Table 3. Hypothesis Test Results of Sub-structure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12,802	1,141		11,225	,000
Income Prospects	,370	,085	,336	4,349	,000
Social Media	,226	,067	,245	3,353	,001
Environment	,083	,064	,091	1,296	,197

Dependent Variable: Motivation

Table 3 shows that income prospects directly affect motivation, social media directly affects motivation, and the environment does not directly affect motivation. This research aligns with Suratno et al.’s (2020) research on social media affects motivation.

Income prospects directly affect a person’s motivation. The definition of income, namely Financial Accounting Standards (PSAK) Number 23 of 2018, states that income is the gross inflow of economic benefits arising from the normal activities of an entity

during the period if the inflow results in an increase in equity that does not come from contributions from investors. The greater the prospect of income, the greater the motivation of the Faculty of Economics and Business students to become entrepreneurs. The use of social media also directly affects motivation. According to Kotler (2016), social media is a substitute for communication between sellers and consumers where the wider and more social media that can be used, the greater the motivation. The use of social media during the pandemic, especially in its use for transactions with consumers, has increased. In contrast, before the pandemic, transactions were often carried out face-to-face but now have switched to online transactions. Government regulations regarding the Implementation of Restrictions on Community Activities (PPKM) during a pandemic are one of the reasons why the use of social media has increased in transactions.

Table 4. Hypothesis test results of sub-structure 2

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	3,146	1,402		2,244	,026
Income Prospects	,045	,085	,037	,529	,597
Social Media	,127	,066	,124	1,921	,056
Environment	,086	,061	,086	1,410	,160
Motivation	,640	,069	,579	9,208	,000

Based on Table 4, it can be seen that income prospects do not directly affect entrepreneurial interests, social media does not directly affect entrepreneurial interests, the environment also does not directly affect entrepreneurial interests, and motivation has a direct effect on entrepreneurial interests

The results of this study are in accordance with the theory of income stated in Financial Accounting Standards (PSAK) number 23 of 2018, which explains that income is the gross inflow of economic benefits arising from the normal activities of an entity during the period of the inflow results in an increase in equity that does not come from contributions from investors capital. According to the Indonesian dictionary (KBBI), revenue is the money a company or organization receives from its activities, such as selling products and/or services to customers. The greater the income prospects, in this case, the money received, the greater or higher the interest of students of the Faculty of Economics and Business in entrepreneurship. However, the effect in this research is not direct, but the income prospects have an effect if there is motivation as an intermediary or intervening variable.

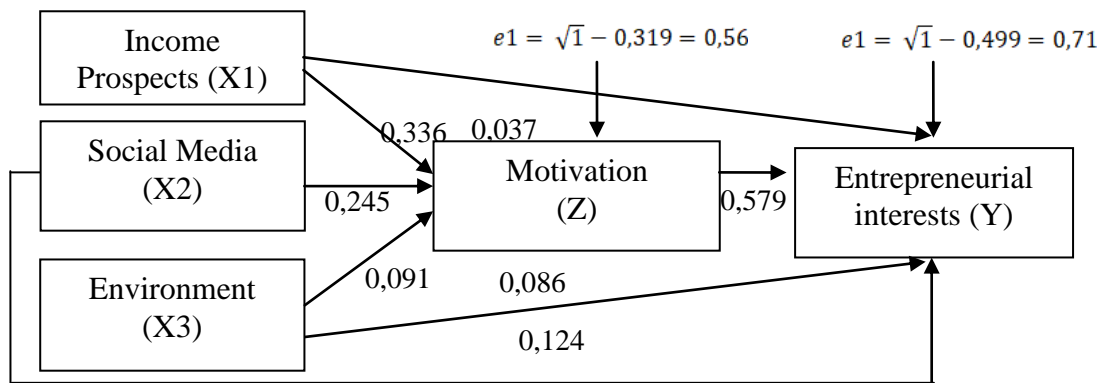
According to Hasibuan (2017), the motivation in this discussion is both direct and non-material such as bonuses, and indirect motivation, such as facilities that support the smooth running of work. Motivation has a direct effect on interest in entrepreneurship. According to the theory by Abraham Maslow (Ikhsan & Iskak, 2005), a psychologist in 1943, a person’s motivation is due to needs that must be met, including physiological needs such as food, clothing, and a place to live. These needs motivate someone to want to do something, such as entrepreneurship.

This research aligns with Prasetyo (2020), who says that using social media does not affect students’ entrepreneurial interests, and motivation affects students’ entrepreneurial interests. This study is also in line with research conducted by Puspitaningsih (2014), Sumerta et al. (2020), Suratno et al. (2020), and Saadah et al. (2021), which show that motivation has a positive and significant effect on

entrepreneurial interests. This study is not in line with the research done by Nawi et al. (2019), Kumara (2020), Listiawati (2020), Sumerta et al. (2020), Suratno et al. (2020), and Purwanto (2021) say that social media and family environment affect entrepreneurial interests. This study also does not align with Putra et al. (2021), who say income prospects and environment affect entrepreneurial interests. This study also does not align with Hendrawan & Sirine (2017), who say motivation affects entrepreneurial interests.

Hypothesis Testing 2: Income prospects, social media, and the environment indirectly affect through the motivation of students' interest in entrepreneurship during the Covid-19 pandemic.

The magnitude of the indirect effect is determined by multiplying the beta value of the effect of the independent variable on the dependent variable. The total effect is determined by adding the Beta value of the direct effect of the independent variable on the dependent variable with the value of the indirect effect of each independent variable.



Sobel Test : $t_{table} = 191 - 5 = 186$ with sig $0,05\% = 1.97280$

Figure 3. Research Framework

Based on Figure 3 above, it can be concluded that the structural equations for each sub-structure are as follows, the Structural Equation of Sub-structure 1 is $Y = 0,336X_1 + 0,245X_2 + 0,091X_3 + e_1$, and the Structural Equation of Sub-structure 2 is $Y = 0,037X_1 + 0,124X_2 + 0,086X_3 + 0,579Z + e_2$.

The details of the indirect effects are presented as follows:

1. The effect of income prospects on interest in entrepreneurship with motivation as an intervening variable ($PZX_1 \times PYZ$) = $0,336 \times 0,579 = 0,020844$
2. The effect of social media on interest in entrepreneurship with motivation as an intervening variable ($PZX_2 \times PYZ$) = $0,245 \times 0,579 = 0,141855$
3. The effect of environment on interest in entrepreneurship with motivation as an intervening variable ($PZX_3 \times PYZ$) = $0,091 \times 0,579 = 0,052689$

The details of the total effect are presented as follows:

1. The effect of income prospects on interest in entrepreneurship with motivation as an intervening variable ($PZX_1 + (PZX_1 \times PYZ)$) = $0,037 + 0,020844 = 0,057844$
2. The effect of social media on interest in entrepreneurship with motivation as an intervening variable ($PZX_2 + (PZX_2 \times PYZ)$) = $0,124 + 0,141855 = 0,265855$
3. The effect of environment on interest in entrepreneurship with motivation as an intervening variable ($PZX_3 + (PZX_3 \times PYZ)$) = $0,086 + 0,052689 = 0,138689$

Table 5. The direct effect of substructural equations 1 and 2

Hypothesis Test	Beta (β)
The effect of income prospects (X1) on motivation (Z)	0,336
The effect of social media (X2) on motivation (Z)	0,245
The effect of environment (X3) on motivation (Z)	0,091
The effect of income prospects (X1) on entrepreneurial interests (Y)	0,037
The effect of social media (X2) on entrepreneurial interests (Y)	0,124
The effect of environment (X3) on entrepreneurial interests (Y)	0,086
The effect of motivation (Z) on entrepreneurial interests (Y)	0,579

Table 6 shows the magnitude of the indirect effect and the magnitude of the total effect.

Table 6. Indirect effect and total effect

Effect	Indirect effect	Total effect
X1 to Y through Z	0,020844	0,057844
X2 to Y through Z	0,141855	0,265855
X3 to Y through Z	0,052689	0,138689

To determine whether the mediation effect was significant, it was tested with the Sobel Test. Based on Table 6 and Table 7, the value t count is greater than t table $3,921939 > 1,973$. It can be concluded that the motivation variable with an effect of 0.020844 can be an intervening variable on the relationship between income prospects on interest in entrepreneurship. The t-count value is greater than $3,153872 > 1,973$. It can be concluded that the motivation variable with an effect of 0,141855 can intervene in the relationship between social media on interest in entrepreneurship. The value of the t count is smaller than t table $1,277122 < 1,973$. It can be concluded that the motivation variable with an effect of 0,052689 cannot intervene in the relationship between environment on interest in entrepreneurship.

Table 7. Summary of motivation variable mediation relationship

Relationship	T_{value}	Sig	Conclusion
X1 to Y through Z	3,921939	0,00008	Have effect
X2 to Y through Z	3,153872	0.00150	Have effect
X3 to Y through Z	1,277122	0,19900	Have no effect

Motivation as an intervening variable can mediate income prospects and social media variables on the interest in entrepreneurship of students of the Faculty of Economics and Business. The greater the income prospects that can be achieved and the wider the use of social media will affect the motivation to increase interest in entrepreneurship. According to the definition of income as money received from customers, the greater the money received, the more motivation and interest in entrepreneurship. In this study, the motivational variable cannot mediate the environmental interest in entrepreneurship. According to Hasbullah (2015), the environment is a situation where certain techniques cause a person's behavior to change. The results of this study show that environmental conditions, both the campus environment and the family environment, have not been able to increase student entrepreneurship interest. This can also be seen from the profiles of respondents from families with parents from various types of work. This research aligns with Suratno's et

al. (2020) research that says that social media affects motivation and students' entrepreneurship interest.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Income prospect variables and social media directly affect motivation, while the environment variable does not directly affect motivation during the Covid-19 pandemic. It means that the greater the prospect of income that can be achieved and the wider use of social media, the greater the motivation will be, while environmental conditions have not been able to increase motivation. Income prospects, social media, and environmental variables do not directly affect students' entrepreneurial interests during the Covid-19 pandemic. In contrast, motivation directly affects students' entrepreneurial interests during the Covid-19 pandemic. This means the income prospects that can be achieved, the use of social media, and the environmental conditions have not been able to affect students' entrepreneurial interests directly. Still, the amount of motivation they have can directly affect students' entrepreneurship interests during the Covid-19 pandemic.

The motivational variable can mediate the income prospect and social media variables on students' entrepreneurial interests during the Covid-19 pandemic. It means that the greater the income prospect that can be achieved and the wider use of social media will affect the motivation to increase students' entrepreneurial interests during the Covid-19 pandemic. The motivational variable is not able to mediate environmental variables on students' entrepreneurial interests during the Covid-19 pandemic, meaning that environmental conditions have not been able to increase students' motivation in entrepreneurship

Recommendations

For students, social media should continue to be used to search for information and share information. Students can use social media to grow skills in carrying out entrepreneurial activities. For policymakers in the faculty to create a campus environment that can encourage students to be motivated to have an interest in entrepreneurship, such as increasing entrepreneurial activities and always revising the curriculum for entrepreneurship courses so that changes in the business world can be considered for updating teaching topics. Future researchers can expand the research survey by adding to the population from other faculties at UNJA or other tertiary institutions in Jambi Province.

This research was conducted during the pandemic, so questionnaires were distributed using Google Forms. Hence, there were no direct interviews between the researchers and the respondents (students of the Faculty of Economics and Business). The research sample used only one faculty, the Faculty of Economics and Business, Universitas Jambi, so the respondents' answers could not represent the number of students in Jambi City.

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