

## Build Entrepreneurial Interest Through PEKA Analysis on Increasing Students Income of Management Study Program Pamulang University

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### ABSTRACT

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The purpose of this study is to determine the influence of PEKA analysis on increasing the income of the students of management study program at Pamulang University, the influence of PEKA analysis on the interest in entrepreneurship of students of management study program at Pamulang University and the influence of interest in entrepreneurship on increasing the income of the students of management study program Pamulang University. This type of research is quantitative. The object of analysis is students of the management study program at Pamulang University for the year of 2022, data were collected through a questionnaire. The analytical method uses SEM analysis and the tool used is lisrel 8.70. The results showed that the PEKA analysis had no effect on increasing the income of the students of management study program Pamulang University, but the PEKA analysis had an effect on increasing the entrepreneurial interest of the students of management study program Pamulang University, and interest in entrepreneurship has no effect on income increasing of the students of management study program Pamulang University.



## A. INTRODUCTION

In this era of society 5.0, universities graduate are required to have additional soft skills such as business skill, this is needed in order to improve students abilities, that can make them become multi-talented graduates and have abilities that increase employability, and opportunity and increase their competitiveness.

Ciputra (2011: 32) in (Sunarso & Wikharisma, 2021) suggests that entrepreneurship is the right solution to solve the problem of unemployment and poverty in Indonesia, because diploma graduated without entrepreneurial skills will affect their success in getting for jobs. Due to currently supply of college graduate labor is not comparable to the job opportunities available. Currently, when the United States already has 11.5 to 12 percent, Singapore 7 percent and China and Japan 10 percent, then Indonesian entrepreneurs only reach 0.24 percent of the total 238 million people, and that means around 4 million new entrepreneurs are still needed. Yet this nation produces about 700 thousand new scholars every year, and has the ability to multiply economic growth, total and per capita income, reduce unemployment and poverty if able to increase the number of successful entrepreneurs with the use of technology that is growing rapidly today.

**Table 1 Pre-Survey of Entrepreneurial Interest of 30 Students of Management Study Program at Pamulang University**

No	Indicator	Score	Remarks
1.	Self-efficacy	45%	Low
2.	Education	50%	Low
3.	Environment	48%	Low

source : primary data

Based on the above table, it can be explained that student entrepreneurial interest is under the fifty percent, this is indicated by the percentage of self-efficacy indicators score of 45% while the education indicators score of 50% and environmental indicators score of 48%, this shows that human entrepreneurial interest is still low.

To increase student interest in entrepreneurship, it needs to be improved through training, seminars and motivation through entrepreneurship courses. Implementation of entrepreneurship Interest trough students involved to the entrepreneurial activities. Learning methods in universities are also the main key to this (Mardikaningsih, 2014). Student readiness and involvement can be realized if the university is also able to support and meet the needs related to entrepreneurial activities.

## B. LITERATURE REVIEW

### PEKA Analysis

Peka analysis is adopted from the MST set theory that delivered by Prof. Ir. Drs. Djohan Yoga, M.Sc. MOT, Ph.D which is an analysis consisting of: Mind Set, Skill Set and Tools set which is applied to face a development of global conditions that are full of uncertainty, turbulent and ambiguous Yoga Djohan, 2021 in (Lesmana & Sunardi, 2022). PEKA analysis consists of tools in the form of: Positive Mindset, Empathy, Expertise, Tools in the form of innovation in every business.

### **Entrepreneurial Interest**

According to Wulandari (2014) in (Mardikaningsih & Putra, 2021), entrepreneurial interest is the willingness to work diligently in terms of trying to meet all the needs of his life without worrying about the risks (failures) he will face, but from these failures it is actually used as a lesson. According to (Darmawan, 2017) and (Sinambela, E. A & Kasira, 2017), entrepreneurial interest can arise when his daily work experience work pressure in the form of workload or efforts to fulfill responsibilities to complete work-related tasks. It will also affect its effectiveness in working. According to (Suryana, & Bayu, 2010) interest in entrepreneurship can also arise because they are accustomed to facing risks in their daily lives. Then explained the theoretical basis related to the variable of entrepreneurial creativity which consists of two words, namely the first is creativity and the second is entrepreneurship. According to Lestar..

### **Income**

According to accounting science, income is another addition to an entity's assets or settlement of its obligations or payment of both originating from the delivery or production of goods, service delivery or other activities which are core operations (Rustam, 2017).

According to Zaki Baridwan in the Intermediate Accounting Book, income is an inflow or other increase in the wealth of a business entity or repayment of debt (or a combination of both) during a period originating from: procurement or manufacture of goods, delivery of services, or from other activities which are activities. business entity. (Iqbal, 2014).

Income in economics is defined as a result in the form of money or material goods obtained from the use of wealth or human services (Indrati, 2016: 38). The development of a business can be seen from the amount of income received by business actors. Income can be increased if the factors needed to support business activities already exist. In this study, the authors want to apply these factors in the form of financing, length of business, and mentoring. According to Tuanakotta in (Nisak, 2011) states that, "Revenue can be defined in general as the result of a business. Revenue is the lifeblood of a company. Given its importance, it is very difficult to define income as an accounting element in itself. Basically revenue is an increase in profits. Like income, income is the process of creating goods or services by a company during a certain period of time. Generally, income is found in monetary units (money).

## **C. RESEARCH METHODOLOGY**

The type of research is quantitative which is an approach that involves estimating parameters, testing hypotheses, forming confidence intervals, and relationships between two or more properties (modifiers) for parameters that have a certain known distribution (normal distribution). Further analyzed using factor analysis, and SEM. The unit of analysis in this study is a student of the management study program at Pamulang University, South Tangerang. The research design used is cross sectional research, which is a type of research design in the form of collecting data from certain samples that are only carried out once (Malhotra, 2007), or precisely single cross sectional, where data collection activities are carried out from one respondent for one time only. (Malhotra, 2007) also states that descriptive research is that aims to describe or describe something, be it characteristics or functions

The population in this study is 24,258 students of the management study program of Pamulang University in the even semester of 2022 based on data pangkalan data dikti . (<https://pddikti.kemdikbud.go.id>).



Sample size in this study uses a general reference to SEM samples, which is 5 - 10 times the number of indicators according to Hair in (Supriyadi, 2014):  $N = 10 \times 11$  (number of indicators),  $N = 110$ . Data processing by the Structural Equation Modeling (SEM) method. The use of the SEM method is due to consideration because there are relationships between variables that occur simultaneously. SEM is a method similar to combined data processing that uses factor analysis and multiple regression analysis. The use of SEM means that regression does not need to be done one by one on each construct as in the multiple regression method but inserts the model or all constructs simultaneously.

SEM data processing stages, the first stage is to estimate for each measurement model, namely the construct in this study. This method is similar to factor analysis, but the two are different. According to Hair (1995) measurement model is confirmatory factor analysis, while factor analysis is more of an exploratory factor analysis where researchers have limited control over latent construct indicators. The second stage is to estimate simultaneously for existing structural models, so the relationship between independent and bound variables will be clearly seen.

#### D. RESULT AND DISCUSSION

##### Demographics of Respondents by Gender

In this study, the number of respondents was 110 students of the Management Study Program at Pamulang University, South Tangerang with 58 male respondents (55%) and 42 female respondents (45%).

##### Demographics of Respondents by Age

Students of the Pamulang University Management Study Program who were respondents in this study mostly had a fairly young age with a percentage of consumers aged less than 20 years (40%), aged 21-30 years (60%).

##### Demographics of Respondents by Education

Based on the results of the analysis of 110 respondents, data on the level of education was obtained from consumer respondents with the largest composition of education being the high school / student level as many as 110 people (100%),

##### Desciftive Analysis Result

**Table 2. Deskriptive Analysis of Peka Analisis**

Variable		Score	Category
Indicator	Dimension		
Mindset	Entepreunership is my goal	3,9	Good
	I want to have my own business	4.2	Excelent
Empathy	I enjoy helping my customer	4,0	Good
	I provide a solution on amy customers problem	4,0	Good
Skills	I have expertise in entrepreneurship	3,6	Good
	I have good communications skills	3,8	Good
Tools	I am active on social media	3,8	Good



	I have a lot of friends or network	3,7	Good
<b>PEKA Analysis Total Score</b>		<b>3,9</b>	<b>Baik</b>

source : Data analysis, 2023

According to the above informed that PEKA analysis average score of 3.9 or in good category. The PEKA indicator analysis the biggest scores is for the statement **I want to have my own business** with an average answer of 4.2 included in the very good category.

**Table 3. Descriptive Analysis of Entrepreneurship Interest**

Variable		Score	Category
Indikator	Dimension		
Self efficacy	I am hard working person	3,9	good
	I have organized and leader skill	3.8	Excellent
Education	Saya pernah belajar kewirausahaan	3,8	good
	Saya sering mengikuti seminar kewirausahaan	3,3	good
Environment	Orangtua mendukung cita – cita saya	4,0	good
	Lingkungan saya sangat mendukung saya dalam berwirausaha	3,8	good
<b>Entrepreneurship Interest Total Score</b>		<b>3,8</b>	<b>Good</b>

source : Data analysis, 2023

Based on the above data, it can be concluded that student entrepreneurial interest has an average score of 3.8 that means entrepreneurial interest of the students in good category. The biggest indicator of entrepreneurial interest score is the statement of **parents supporting my ideals** with an average answer of 4.0 included in the good category.

**Table 4. Descriptive Analysis of Income**

Variable		Score	Category
Indicator	Dimension		
Income Increase	My income get increase trough entrepreneurship	3,8	Good
Sales Increase	Income increase by sales increase	4,0	Good
Online Marketing	Sales increase trough online marketing	3,8	Good
Social media marketing	Sales increase trough social media marketing	4.0	Good
<b>Income Total Score</b>		<b>3,9</b>	<b>Good</b>

source : Data analyse, 2023



Based on the above information, it can be conclude that student income has an average score of 3.9 or in good category. The biggest indicator of income score is the statement **The more sales, my income is also getting bigger and turnover increases with online entrepreneurs** with an average score of 4.0 or in good category.

**CFA Model measurement (Confirmatory Factor Analysis)**

**Table 5. CFA Models**

Variable	Statement	Loading Factor	Cutt Off	Cocclusion
PEKA Analysis	Entepreunership is my goal	0.35	0,30	Valid
	I want to have my own business	0.58		Valid
	I enjoy helping my customer	0,64		Valid
	I provide a solution on my customers problem	0,68		Valid
	I have expertise in entrepreneurship	0,75		Valid
	I have good communications skills	0,64		Valid
	I am active on social media	0,43		Valid
	I have a lot of friends or network	0.54		Valid
Entreprene urship Interest	Entepreunership is my goal	0.74		Valid
	I want to have my own business	0,75		Valid
	I enjoy helping my customer	0,65		Valid
	I provide a solution on amy customers problem	0,56		Valid
	I have expertise in entrepreneurship	0.56		Valid
	I have good communications skills	0.57		Valid
Income	My income get increase trough entrepreneurship	0,59		Valid
	Income increase by sales increase	0,57		Valid
	Sales increase trough online marketing	0,82	Valid	
	Sales increase trough social media marketing	0,80	Valid	

source : Data Analysis Lisrel 8.70, 2023

Based on the results of the above CFA test, it is known that all indicators have a standard loading factor value of > 0.3, it is concluded that all indicators in this study are valid, so they can be continued to the next analysis.

**Table 6 AVE dan CR Value Test**

No	Variabel	AVE	Cut Off	CR	Cut Off	Kesimpulan
1	PEKA Anayisis	0.35	AVE ≥ 0,30	0.75	CR ≥ 0,70	Valid dan Reliabel
2	Entrepreneurship Interest	0.65		0.85		Valid dan Reliabel



3	Income	0.70	0.87	Valid dan Reliabel
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source : Data Analysis Lisrel 8.70, 2023

Based on the above table, it can be stated that all variables have an Average Variance Extract (AVE) value of > 0.30 and a Construct Reliability (CR) value of > 0.70, it can be concluded that the four variables are Valid and Reliable.

### Goodness of Fit

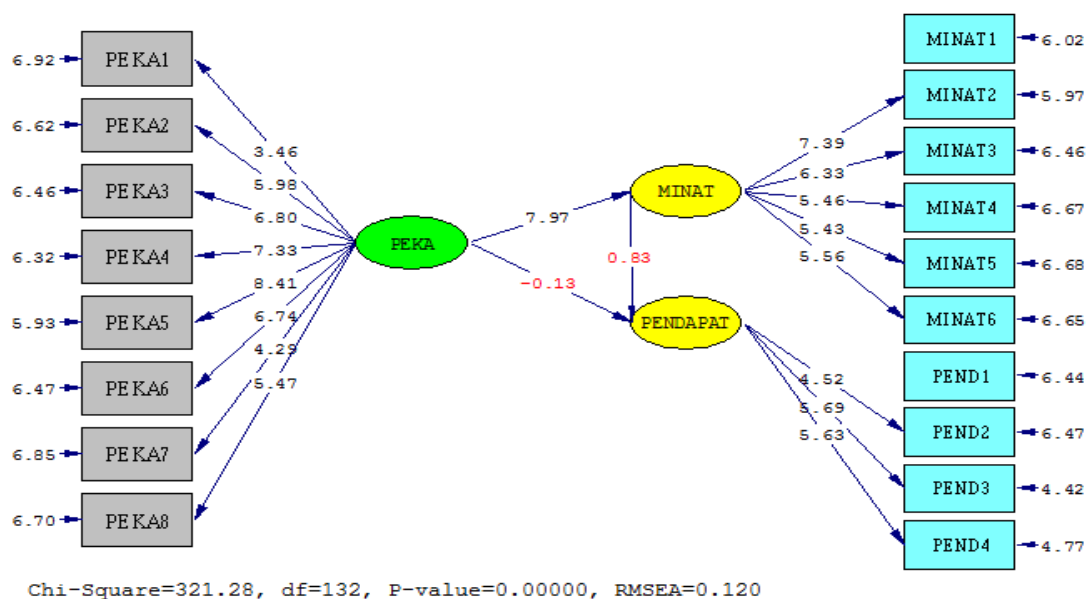
**Table 7. Goodness of Fit Result**

No	Goodness-of-Fit	Cutt-off-Value	Value	Remark
1	GFI	$\geq 0,90$	0,93	Good Fit
2	RMSEA	$\leq 0,08$	0,12	Marginal Fit
3	AGFI	$\geq 0,90$	0,86	Marginal Fit
4	NFI	$\geq 0,90$	0,92	Good Fit
5	CFI	$\geq 0,90$	0,92	Good Fit
6	IFI	$\geq 0,90$	0,92	Good Fit
7	RFI	$\geq 0,90$	0,94	Good Fit
8	PGFI	$\geq 0,60$	0.87	Good Fit

Sumber: Hasil Olah DataLisrel, 8,80. 2023

Factor Analysis on the measurement model in this study shows a good model, where the value of GFI, NFI, CFI is higher than the recommended level of  $\geq 0.9$ . Overall in good fit criteria

### SEM Structural Model (SEM)



**Gambar 1. SEM standardized model**

**Table 8. Hypothesis Test Result**

<i>Regression Weight</i>	<i>Standard ised Estimate</i>	<i>Critical Value</i>	<i>Result</i>
Income <--- PEKA	0.03	1,96	Tidak Signifikan
Entrepreneurship Interest <--- PEKA	7.97	1,96	Signifikan
<i>Income &lt;--- Entrepreneurship Interest</i>	0.13	1,96	Tidak Signifikan

source : Data analysis Lisrel 8,70, 2023

Based on the above table of Regression Weight test results, the direct influence on 3 hypotheses there is 1 hypothesis that has a positive and significant effect while the other 2 hypotheses do not have a significant effect

## Discussions

### 1. Effect of PEKA analysis on Income (H1)

The results of the SEM analysis show that PEKA analysis has no significant effect on income with a regression coefficient of  $0.03 < 1.96$ , the conclusion is that  $H_a$  is rejected. This shows that the PEKA analysis has no effect on the income of Pamulang University management study program students, in other words, even if students have a pattern of thinking, empathy, expertise and tools if they are not self-employed or work, student income will not increase.

### 2. The Effect of PEKA Analysis on Interest (H2)

SEM test results show that Sensitive Analysis has a significant effect on entrepreneurial interest with a regression coefficient of  $7.97 > 1.96$ , the conclusion is that  $H_a$  is accepted. This shows that the PEKA analysis has an effect on the entrepreneurial interest of Pamulang University management study program students, in other words, students who have good mindset, empathy, skills and tools will be interested in entrepreneurship.

### 3. The Effect of Entrepreneurial Interest on Income (H3)

The results of the SEM analysis show that entrepreneurial interest has no significant effect on income with a regression coefficient of  $0.13 < 1.96$ , the conclusion is that  $H_a$  is rejected. , expertise and tools if they are not self-employed or working then student income will not increase.

## E. CONCLUSION

The results of the SEM analysis showed that Peka Analysis did not have a significant effect on increasing the income of students of the management study program of Pamulang University with a regression coefficient of  $0.03 < 1.96$ , but Peka Analysis had a positive and significant effect on the entrepreneurial interest of students of the management study program of Pamulang University with a regression coefficient of  $7.97 > 1.96$ , The results of the SEM analysis also explained that entrepreneurial interest did not have a significant effect on increasing Student income of Management Study Program of Pamulang University with a regression coefficient of  $0.13 < 1.96$ .





The suggestion for the next researcher to choose other variables in increasing the income of management study program students of Pamulang University because the variable of entrepreneurship interest and the PEKA analysis variable does not have an influence on increasing the income of management study program students of Pamulang University. To increase the demand of entrepreneurship in management study program students of Pamulang University, to encourage the application of Peka Analysis at every opportunity and administration

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