

ENTREPRENEURIAL INTEREST IN SMK STUDENTS WITH GENDER AS A MODERATING VARIABLE

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ABSTRACT

This study aims to analyze entrepreneurial interest in vocational students with gender as a moderating variable. According to Personality Theory, entrepreneurial interest can be predicted based on a person's personality traits. Entrepreneurial interest is essential for both male and female vocational students to prepare themselves for the future. Entrepreneurs have the potential to achieve financial success, build essential skills, and make a positive contribution to society. This research is quantitative. The population in this study is SMKN Kedawung, Jamblang and Susukan. The research data is primary data by distributing Likert scale questionnaires. The data analysis technique uses SEM_PLS to analyze data with the help of SmartPLS 3.0 software. The results of the study: Gender affects the interest in entrepreneurship, The need for achievement affects the interest in entrepreneurship, Locus of control affects the interest in entrepreneurship, Need for achievement on the interest in entrepreneurship with gender as moderation no effect and Locus of control on the interest in entrepreneurship with gender as moderation no effect.

Keywords: *Entrepreneurial interest, need for achievement, locus of control, gender*

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INTRODUCTION

The Ministry of Education and Culture focuses on developing learning that improves students' abilities in the industrial era 4.0. It is considered strategic to instill entrepreneurial interests in Vocational High School (SMK) students so that they become a productive and characterized generation (Fahmi et al., 2022). SMK graduates are encouraged to become creative entrepreneurs in addition to working in industry or continuing their studies in higher education (Kartikasari, 2023). Vocational high schools (SMK) and entrepreneurship are closely linked as both are important in preparing young people to be competitive worldwide (Wiwi & Giatman, 2024). In SMK, vocational education includes Creative Project and Entrepreneurship hours. These hours include theoretical material and practice-

making project-based learning that aligns with market needs. Kemendikbud (2023) encourages vocational education to foster entrepreneurial interest in SMK students, this will boost students' confidence and foster positive traits such as creativity, independence, and hard work. The Directorate of Vocational Development and the Southeast Asian Ministers of Education Organization (SEAMEO) Secretariat Office have produced 3,132 entrepreneurial students through the School of Entrepreneurship program from Batch 1 to Batch III. The program has been attended by 175 SMKs in 34 provinces, and 206 certificates have been awarded to students who can earn Rp 5 million per month. This program aims to prepare SMK graduates to become independent individuals who can (Kemendikbud, 2023).

The purpose of vocational high schools (SMK) is to produce students who are ready to enter the workforce as entrepreneurs. SMK is very important in preparing graduates for entrepreneurship because the average age of students is still in the productive period to receive knowledge and technology, including entrepreneurial knowledge (Saragi & Suryani, 2018). Those who can take advantage of opportunities to develop their business to produce something of high value are known as entrepreneurs. It is expected that SMK students can identify and assess business opportunities in the global society. SMK is one of the most important institutions in the world of education, and it is creating strong entrepreneurs. Because schools are expected to teach their students to become entrepreneurs. In addition, SMK aims to produce students who are ready to work. Graduates must be able to become entrepreneurs in the context of working independently. Learning activities can be used to implement entrepreneurial traits in SMK. In SMK, Creative Product and Entrepreneurship subjects are combined with Productive subjects (Expertise Competencies), which help students understand entrepreneurial values. To get the results of awareness, entrepreneurial character, and the application of entrepreneurial values in students' behavior (Rokhim, 2022).

Entrepreneurship is a process or activity that involves the identification, development and execution of new or innovative ideas to create value, whether in the form of products, services or business processes. Entrepreneurship involves Being proactive in facing risks and taking initiative. Seeking opportunities in a changing business environment. Entrepreneurship plays an important role in the economy as it drives economic growth, creates jobs, generates innovation, and helps solve social and environmental problems. Therefore, many governments, educational institutions, and other organizations actively encourage and support entrepreneurship development at various levels of society. Entrepreneurship essentially involves establishing, developing and managing a business or innovative venture to make a profit or create value (Yang et al., 2023). Entrepreneurship encourages the spirit to think creatively and make innovations by doing real work and running a business that requires it (Hadiyati & Fatkhurahman, 2021). Sundari (2022) entrepreneurship is an action taken by people who can think creatively and innovatively by using technology to answer problems and take advantage of opportunities to improve their quality of life. Interest is a strong internal motivation

that can trigger certain actions (Hastuti et al., 2020). In the scope of business, it is defined as the desire to do something. Therefore, a person is interested in entrepreneurship when he wants to start a business. Because the word "entrepreneurial interest" is the word that starts a business. In other words, the endeavor persists because of the strong desire to achieve it (Wahyudi et al., 2021).

Entrepreneurial interest is the tendency or interest of a person to run their own business or venture as an alternative to working as an employee in another company. It involves the interest and motivation to create, manage and grow a profit-making venture or business. Entrepreneurial interest can arise from various factors, including Independence: People interested in entrepreneurship usually have a drive to be self-reliant and work independently. Creativity and Innovation: The ability to create new ideas and be innovative in developing products or services is a common characteristic of those interested in entrepreneurship. Challenge: Interest in entrepreneurship often arises from a drive to overcome the challenges and risks of building and running a business. Potential Financial Gain: The opportunity to earn greater profits and have control over their earnings can be a strong motivating factor for aspiring entrepreneurs. Control and Flexibility: The desire to control time, decisions, and career direction also drives interest in entrepreneurship. Environmental Influences: Environmental factors such as the experience of successful family or friends in entrepreneurship, support from entrepreneurial support communities or institutions, and economic and political conditions can also influence a person's interest in entrepreneurship.

Entrepreneurial interest is a person's tendency to start a business. It is defined as a person's desire and willingness to work hard to fulfill their life needs by taking risks (Saputra et al., 2023). When someone is interested in entrepreneurship, their soul will become more entrepreneurial (Wijayanti & Patrikha, 2022). Entrepreneurial interest arises in a person towards entrepreneurial activities and the desire to work hard to achieve his business goals (Nisa & Murniawaty, 2020). According to Personality Theory, entrepreneurial interest can be predicted based on a person's personality traits. Some personality traits associated with entrepreneurial interest are the need for achievement, the desire to achieve challenging goals and targets, and locus of control, which is the belief that a person has control over their destiny.

The need for achievement can be a key driver in a person's interest in becoming an entrepreneur. The drive for achievement, achieving challenging goals and seeking success are characteristics often associated with interest and success in entrepreneurship. The need for achievement is when a person tries to show stronger and more skillful abilities as evidence of their confidence in achieving success. People with high achievement needs usually choose more difficult things and take greater risks. Indicators of need achievement consist of need, willingness, and ability (Fatika & Rahmidani, 2022). The need for achievement is the drive from within a person to achieve goals wholeheartedly and by the standards of success (Saputro et al., 2022). Previous research conducted by (Pérez-Fernández et al.,

2022); (Otache et al., 2021); (Saputro et al., 2022); (Fatika & Rahmidani, 2022); (Suasana & Warmika, 2023); (Anita et al., 2021); (Ekawarna et al., 2020); (Kurjono & Yolanda, 2022) Said that need achievement has a positive and significant effect on entrepreneurial interest. But contradicted by research from (Putra & Oknaryana, 2023); (Solekah & Andrean, 2023); (Tan et al., 2021) Which says that need achievement does not affect entrepreneurial interest. Also by Setiawan et al., (2021) Said that the need for achievement affects entrepreneurial intention, which is mediated by entrepreneurial attitude.

One factor that influences entrepreneurial interest is the internal locus of control (Naini & Ulfa, 2023) Locus of control is a psychological concept that refers to individuals' beliefs about how much they have control over their life outcomes. People who have an external locus of control tend to think that occurrences outside of their control or random variables affect their life outcomes, whereas people who have an internal locus of control prefer to think that they have control over their decisions and destiny. Ne of the components of personality is locus of control, defined as a person's belief about their ability to control their life path (Karta et al., 2022) Individuals possessing an external locus of control feel that other factors, like fate or other people, govern their destiny, whereas those with an internal locus of control feel they influence their lives. This shows that the greater one's belief in things that happen due to internal factors, the greater one's interest in doing an activity, in this case, becoming an entrepreneur (Nurdwiratno et al., 2023) In previous research by (Estuwijaya et al., 2023); (Putri & Kramadibrata, 2022); (Nurdwiratno et al., 2023); (Naini & Ulfa, 2023); (Manik & Usman, 2024); (Ginting et al., 2023); (Nanda & Sudiana, 2022) and (Suprpti & Muhammad, 2022) said that locus of control affects entrepreneurial interest. However, contrary to research conducted by (Pratiwi & Oknaryana, 2023); (Fatmaningrum et al., 2024), saying that locus of control does not affect entrepreneurial interest. Based on the above background, this research aims to determine the interest in SMK entrepreneurship with gender as a moderating variable.

RESEARCH METHOD

This research includes quantitative research, which is conducted to provide a better understanding of the research phenomenon through quantitative data collection (Ardiansyah et al., 2023). The population in this study was SMKN Kedawung, Jamblang and Susukan. The random sampling method is used to take samples; the sample size is calculated using the Isaac & Michael table, quoted from the book (Sugiyono, 2015) with an error rate of 5% Thus, a sample size of 195 people was obtained. This study collected data through a survey method using a Likert scale questionnaire. Primary data from this study comes from respondents' answers to questionnaires given directly to them. This study uses SEM_PLS analysis to analyze data with the help of SmartPLS 3.0 software.

RESULTS AND DISCUSSION

Outer Model Testing

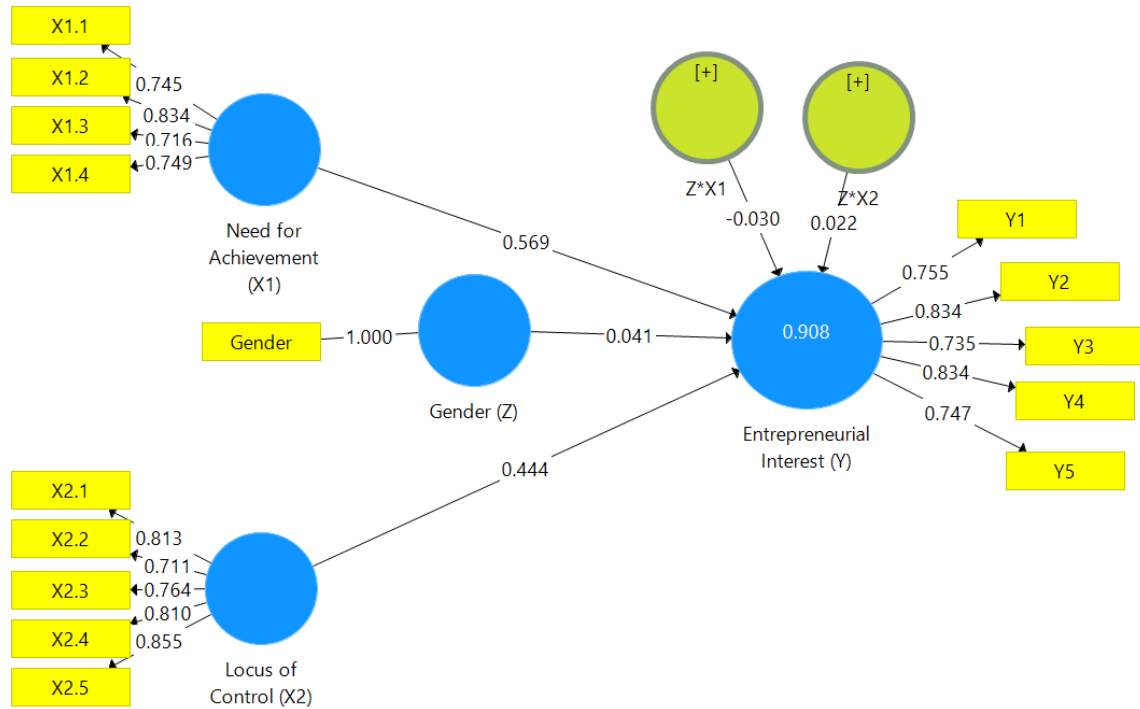


Figure 1.
Model Path Coefficients
Source: Processed by researchers

Figure 1 shows the cross-loading values of X1.1, X1.2, and X1.3. X1.4, X2.1, X2.2, X2.3, X2.4, X2.5, Y1, Y2, Y3, Y4 and Y5 > 0.7 means it is acceptable and can be tested.

Table 1.
Outer Loadings

	Need for Achievement (X1)	Locus of Control (X2)	Entrepreneurial Interest (Y)
X1.1	0,745		
X1.2	0,834		
X1.3	0,716		
X1.4	0,749		
X2.1		0,813	
X2.2		0,711	
X2.3		0,764	
X2.4		0,810	
X2.5		0,855	
Y1			0,755
Y2			0,834

	Need for Achievement (X1)	Locus of Control (X2)	Entrepreneurial Interest (Y)
Y3			0,735
Y4			0,834
Y5			0,747

Source: Processed by researchers

Based on the Outer Loadings table, all variable loading factor values are X1.1, X1.2, and X1.3. X1.4, X2.1, X2.2, X2.3, X2.4, X2.5, Y1, Y2, Y3, Y4 and Y5 > 0.05 then valid to continue.

Table 2.
Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Z	1,000	1,000	1,000	1,000
X1	0,763	0,773	0,847	0,581
X2	0,850	0,853	0,893	0,627
Y	0,840	0,840	0,887	0,612

Source: processed by researchers

Table 2 demonstrates that each variable satisfies the reliability requirements with a Cronbach's alpha value of > 0.07 and the validity requirements with an AVE value of > 0.05 for each variable.

Table 3.

R Square

	R Square	R Square Adjusted
Y	0,908	0,905

Source: processed by researchers

Table 3's Adjusted R Square value of 0.905 indicates that, among the components not included in this study, the demand for achievement and locus of control through gender influence interest in entrepreneurship by 90.5% and 9.5%, respectively.

Inner Model Testing

Table 5.
Bootstrapping Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Z->Y	0,041	0,040	0,021	1,989	0,047
X1 -> Y	0,569	0,567	0,044	12,807	0,000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X2 -> Y	0,444	0,446	0,045	9,818	0,000
Z*X1 -> Y	-0,030	-0,023	0,037	0,814	0,416
Z*X2 -> Y	0,022	0,014	0,037	0,599	0,550

Source: Processed by researchers

Table 5 indicates what is known to be:

1. Interest in entrepreneurship is influenced by gender, p values $0,047 < 0,05$.
2. Entrepreneurial Interest is Affected by Need for Achievement, p values $0,000 < 0,05$.
3. the locus of control impacts Entrepreneurial Interest; p values are $0,00 < 0,05$.
4. With gender as a moderator, the need for achievement does not affect entrepreneurial interest (p values $0,416 > 0,05$).
5. With gender acting as a moderator, the locus of control does not affect entrepreneurial interest; p values of $0,550 > 0,05$.

Gender on Entrepreneurial Interest

Gender influences interest in entrepreneurship, as Table 5 demonstrates (p values $0,047 < 0,05$). This is supported by previous research by (Octavia et al., 2023) which shows that female entrepreneurship affects market orientation and environmentally friendly entrepreneurship. Handinata et al., (2023) Except for the family environment metric, gender differences affect all metrics of entrepreneurial motivation and interest in accounting registration. There is no significant difference in the entrepreneurial attitudes of male and female students (Muliadi, 2020). However, contrary to research conducted by (Purnamasari & Abadiyah, 2023); (Maisan & Nuringsih, 2021); (Astuti, 2021) gender has no effect on entrepreneurship interest. Syhnan & Debiyani (2020) said that if gender is moderated, attitudes towards entrepreneurial intentions are not influenced by gender. Gender does not have a positive effect on entrepreneurial interest. In particular, Gender in this study gets insignificant results because internal and external factors influence Entrepreneurial Interest in Gender (Maisan & Nuringsih, 2021). The results of this study also there was no difference between the entrepreneurial interests of male and female students who participated in the UPK of the Entrepreneurial Student Group (KMW) and women participating in the Entrepreneurial Student Group (KMW) UPK (Yunilasari, 2016). While factors may influence male and female entrepreneurial interest differently, it is important to remember that a complex range of individual and contextual factors influences entrepreneurial interest. This makes it important for efforts to promote entrepreneurship to be inclusive and provide appropriate support to all individuals, regardless of gender.

Need For Achievement on Interest in Entrepreneurship

Table 5 shows that the need for achievement affects the interest in entrepreneurship; this is evident from the p values $0.000 < 0.05$. This is supported by previous research conducted by (Pérez-Fernández et al., 2022); (Otache et al., 2021); (Saputro et al., 2022); (Fatika & Rahmidani, 2022); (Suasana & Warmika, 2023); (Anita et al., 2021); (Ekawarna et al., 2020); (Kurjono & Yolanda, 2022) said that need achievement has a positive and significant effect on entrepreneurial interest. However, contrary to research from (Putra & Oknaryana, 2023); (Solekah & Andrean, 2023); (Tan et al., 2021) which says that need achievement does not affect entrepreneurial interest. Also, Setiawan et al., (2021) It is claimed that entrepreneurial attitude acts as a mediator between the need for achievement and entrepreneurial intention. As a result, the drive for success affects entrepreneurial interest. People with high nAch are likelier to launch their own companies and succeed as business owners.

Locus of Control on Entrepreneurial Interest

Table 5 shows that locus of control affects the interest in entrepreneurship; this is evident from the p values $0.000 < 0.05$. This is supported in previous research by (Estuwijaya et al., 2023); (Putri & Kramadibrata, 2022); (Nurdwiratno et al., 2023); (Naini & Ulfa, 2023); (Manik & Usman, 2024); (Ginting et al., 2023); (Nanda & Sudiana, 2022) and (Suprapti & Muhammad, 2022) said that locus of control affects entrepreneurial interest. However, contrary to research conducted by (Pratiwi & Oknaryana, 2023); (Fatmaningrum et al., 2024), say that locus of control does not affect entrepreneurial interest. Therefore, locus of control affects entrepreneurial interest: people with internal locus of control are more interested in starting their own business and have a greater chance of success.

Need For Achievement on Entrepreneurial Interest with Gender as Moderation

Table 5 shows that the need for achievement on entrepreneurial interest with gender as moderation has no effect; this is evident from the p values $0.416 > 0.05$. In line with research conducted by Al Hafiz et al., (2022) On the FEB Management Study Program, students, gender affects the perception of attitudes toward action towards entrepreneurial interest, the perception of subjective norms towards entrepreneurial interest, and the perception of curiosity toward entrepreneurial interest. Purnamasari & Abadiyah (2023) research shows that entrepreneurial knowledge about entrepreneurial interest can be influenced by gender. However, contrary to some researchers who discuss gender as a moderating variable. According to (Nurfadilla et al., 2023) Moderation analysis shows that gender has no moderating influence on this study. The results show that count < t table ($-0.172 < 2.00488$) on the double track program and count < t table ($-0.995 < 2.00488$) on self-efficacy, with a coefficient of determination (R²) of 47.6%. Vernandez & Tunjungsari, (2022) The results of his research show that Gender has no effect as a

moderating variable on the relationship between PI and EI, PVF and EI, ERM and EI, FC and EI, and SC and EI. The results showed that gender does not moderate subjective feelings and norms toward the desire to consume traditional food but can moderate feelings toward the desire to consume traditional food (Setyawati et al., 2024) The need for achievement has a positive relationship with entrepreneurial interest. Individuals with high nAch have several essential characteristics for becoming successful entrepreneurs: the desire to achieve, persistence, self-regulation, creativity, and competitive ability.

Locus of Control on Entrepreneurial Interest With Gender As Moderation

Table 5 shows that locus of control on entrepreneurial interest with gender as moderation has no effect; this is evident from the p values $0.550 > 0.05$. This is supported by previous research that says that locus of control and entrepreneurial attitudes affect creativity directly but do not affect entrepreneurial intensity through creativity (Baharuddin, 2016). According to Megayani et al., (2020) Experience does not control the link between independence factors, external locus of control, internal locus of control and audit quality. Depending on the setting and the generation of entrepreneurs, the influence of locus of control on entrepreneurial ambitions differs, with gender acting as a moderator. Keep in mind that locus of control's effect on entrepreneurial intention depends not only on gender but also on the environment and other factors that cause entrepreneurial intention.

CONCLUSION

The conclusion drawn from the results and discussion above (1) Gender influences entrepreneurial interest; (2) Need for achievement influences entrepreneurial interest; (3) locus of control has an impact on entrepreneurship interest; (4) need for achievement does not influence entrepreneurial interest with gender as moderator; 5) no effect of gender on the locus of control on entrepreneurial desire. It is important to note that these are only some of the factors that may influence the relationship between gender and entrepreneurial interest. Individual experiences may vary. Research on the relationship between gender and entrepreneurial intention is ongoing. Further research is needed to understand better how gender affects entrepreneurial interest and to develop programs and policies that can help increase women's participation in entrepreneurship. Recommendations for future research include identifying specific factors underlying gender differences in entrepreneurial interest. These could include factors such as social expectations, gender norms, access to resources, and confidence levels.

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