

# The Influence of Self Efficacy, E-Commerce and Entrepreneurial Education in Decision Making for Entrepreneurs (Case Study of Accounting Major Students Faculty of Economics and Business, Udayana University)

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**Abstract:** Changes in the technological era have an impact on changing the mindset of students in determining their work. Students have the choice to determine their job by working with other people or working independently (entrepreneurship). Entrepreneurs are people who are able to see opportunities and then create an organization to take advantage of these opportunities. There are many factors that support students in making decisions about entrepreneurship, namely self-efficacy, e-commerce and entrepreneurship education. The purpose of this study was to determine the effect of self-efficacy, e-commerce and entrepreneurship education in making entrepreneurial decisions.

This research was conducted at the Faculty of Economics and Business, Udayana University. The data collection method is a survey method with a questionnaire technique. The population in this study were students majoring in accounting, class 2017, Faculty of Economics and Business, Udayana University who have the status of active students. The data used in this study are primary data obtained by distributing questionnaires directly using purposive sampling technique. The data analysis used is multiple linear regression analysis.

The results of the analysis show that self-efficacy, e-commerce and entrepreneurship education have a positive effect on decision-making for entrepreneurship. This study supports contingency theory which has been able to explain models of self-efficacy, e-commerce and entrepreneurship education in influencing decision making for entrepreneurship.

**Keywords:** Self Efficacy, E-commerce, Entrepreneurship Education, Entrepreneurship.

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## I. INTRODUCTION

The development of technology and information has an impact on changing the thinking patterns of young people when choosing jobs. This change is due to the habits of young people who do not want to be bound by many rules and policies. Many young people in the millennial era are starting to become aware of becoming entrepreneurs or entrepreneurs. Entrepreneurship can also open up wide employment opportunities, thereby gradually reducing unemployment in society. The role of entrepreneurship in the national economy is very important for the progress of the nation ([https //: kompasiana.com](https://kompasiana.com)). Especially for students, besides studying they can also open a business online because it can be done anywhere and anytime. With entrepreneurial students, they may get their own income which can be used to meet their own needs, create new jobs if the business they make develops and progresses, and can improve the student's own skills. A person who is free and has the ability to live independently in carrying out his business activities or business or life is called entrepreneurship.

Entrepreneurs are people who are able to see opportunities and then create an organization to take advantage of these opportunities (Suryana, 2003). This entrepreneur is free to design, determine to manage and control all of his business, and is skilled at taking advantage of opportunities in developing his business with the aim of improving his life. Today's young people are more likely to enter the business world and carry out entrepreneurial activities because it is a very promising alternative if they understand how it works.

It was recorded that in December 2018, the number of entrepreneurs in Bali reached 326,009 people. According to data in the Bali Province Cooperatives and SME Service, the growth has reached 8.38 percent. This figure is much higher than the ratio of national data released by the Ministry of Cooperatives and SMEs of the Republic of Indonesia which is only 3.1 percent (<https://jarrakpos.com>). Counseling and direction on the importance of entrepreneurship, is an effective way to help improve decision making for students to become entrepreneurs. The Bali Provincial Office of Cooperatives and UMKM has succeeded in promoting entrepreneurship for strategic community groups, especially among students, scholars and the young generation of 570 people in 2018 (<https://beritasatu.com/ekonomi>).

Before students decide to become entrepreneurs, there are factors that become the reasons why students make decisions to become entrepreneurs. The first factor is self efficacy, this is important because the decision to become an entrepreneur starts from a willingness within oneself. Self-efficacy is an individual's belief or belief in his or her abilities and completing the tasks at hand, so that they are able to overcome obstacles and achieve the goals they expect by getting satisfactory grades (Novalia, 2016). Another factor that influences the desire to become entrepreneurial is the emergence of electronic trading applications which are often referred to as e-commerce. This becomes important because all activities in entrepreneurship become faster, more accurate, effective and efficient. The presence of the internet, especially e-commerce, makes it very easy for entrepreneurs to share (sharing) online, making it easier to spread information to internet users on a large and fast scale.

The factor that also influences is entrepreneurship education, this is important because the two previous factors will not run effectively if they are not based on knowledge about entrepreneurship education. Entrepreneurship education is a teaching and learning activity about entrepreneurship which includes the development of knowledge, skills, attitudes and personal character according to the age and development of students (Isrososiawan, 2013).

## **II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

One of the theories related to the interaction behavior of a person for adjustment and control of business survival is contingency theory. Contingency theory helps students who want to be entrepreneurs to be more precise in making decisions. The relationship between contingency theory and self-efficacy is to direct students to channel their self-confidence in facing problems related to entrepreneurship in order to become more structural.

With the contingency theory, relationships between business partners and consumers that are established through e-commerce will have mutual trust in business activities because contingency theory is also called behavior theory which has a relationship between the situation and organizational effectiveness and the external environment, meaning that with this theory, Then an example can be given, such as e-commerce related to behavior that can be applied by entrepreneurs when they want to market their products and services through e-commerce. There is a relationship between contingency theory and entrepreneurship education. With the existence of contingency theory, what is contained in the definition of entrepreneurship education in general is an educational process that applies the principles towards the formation of life skills.

Contingency theory deals with a person's behavior, interaction for adjustment and control of business survival. Decision making for entrepreneurship is then linked to self-efficacy in order to direct students to channel their self-confidence in facing problems related to decision making for entrepreneurship. Self-efficacy can have a positive impact in providing motivation for entrepreneurs who want to start a business, because in the sense of self-efficacy, it is stated that a person's self-confidence that he is able to complete tasks effectively and efficiently. Based on this description, this study proposes the following hypothesis:

H1: Self efficacy has a positive effect on decision making for entrepreneurship.

Contingency theory is very helpful as a supporter of decision making for entrepreneurship, apart from that coupled with the role of e-commerce will be able to help students increase their intention to become entrepreneurial. Candra and Dadang (2013) e-commerce is the sale or purchase of goods and services between companies, households, individuals,

government and society or other private organizations that are carried out via computers on network media. E-commerce has a positive impact on electronic commerce media that can provide a more precise and accurate financial data management, so that finances can be presented perfectly.

H2 : E-commerce has a positive effect on decision-making for entrepreneurship.

Contingency theory on entrepreneurship education is an educational process that applies principles towards the formation of life skills. This is the same as the value contained in the contingency theory, namely the value of one's behavior for adjustment and control of business survival. Suherman (2008: 21) explains that entrepreneurship education aims to produce creative entrepreneurs in terms of individuals who have high creativity in carrying out their future life activities, especially the business world or other professions. Entrepreneurship education has a positive impact in shaping the mindset, attitudes and behavior of students to become true entrepreneurs, thus leading them to choose entrepreneurship as a career choice.

H3: Entrepreneurship education has a positive effect on decision-making for entrepreneurship

### III. METHODS

The approach used in this research is an associative quantitative approach. This study discusses self-efficacy, e-commerce and entrepreneurship education in making entrepreneurial decisions. The location of this research is at the Faculty of Economics and Business, Udayana University, Jalan PB Sudirman, Denpasar. The object of this research is self-efficacy, e-commerce and entrepreneurship education on decision-making for entrepreneurship. The dependent variable in this study is the decision making for entrepreneurship, while the independent variables in this study are self-efficacy, e-commerce and entrepreneurship education. The type of data used in this research is quantitative data. The quantitative data used in this study is the result of the answer to the questionnaire of respondents from the 2017 accounting major at the Faculty of Economics and Business, Udayana University which was measured using a Likert scale score. The data sources used are primary data and secondary data.

The population in this study were all students majoring in accounting class 2017 at the Faculty of Economics and Business at Udayana University who have active student status as many as 289 students. Researchers choose students majoring in accounting as research respondents because basically students majoring in accounting are more related to the field of accounting and do not know the science of entrepreneurship beforehand. After accounting students take entrepreneurship courses, students have new insights into the knowledge of entrepreneurship and see the entrepreneurship sector as a business opportunity. The research sample is using non probability sampling method with purposive sampling technique. The data collection method used was a survey method in the form of a questionnaire (screen questioning). The data analysis technique used in this study is multiple linear regression analysis.

### IV. RESULT AND DISCUSSION

#### Classical Assumption Test Results

The classical assumption test is carried out in order to ensure the results meet the basic assumptions in the regression analysis. The results of the classical assumption test carried out in this study are the normality test, multicollinearity test and heteroscedasticity test. The results of the classical assumption test processed using the SPSS 24.0 application for windows are presented as follows

**TABLE 1: Normality Test Result**

	<i>Unstandardized Residual</i>
N	170
<i>Kolmogorov-Smirnov Z</i>	0,062
<i>Asymp. Sig. (2-tailed)</i>	0,200

Source: Research Data, 2020

The normality test aims to see whether the rest of the regression models made are normally distributed or not. Table 1 shows that the Kolmogorov-Smirnov (K-S) value is 0.062, while the Asymp value. Sig. (2-tailed) of 0.200, which is greater than 0.05 (0.200 > 0.05). Thus the data has met the requirements for normality and the data is declared to be normally distributed.

**TABLE 2: Multicollinierity**

Model	Colinearity Statistic	
	Tolerance	VIF
<i>Self efficacy</i>	0,445	2,247
<i>E-commerce</i>	0,269	3,715
Pendidikan kewirausahaan	0,330	3,033

Source: Research Data, 2020

Table 2 shows that the tolerance and VIF values of the variables of self-efficacy, e-commerce and entrepreneurship education. Based on the analysis results, it can be seen that the tolerance coefficient for all variables is greater than 0.10 and the VIF value is less than 10, which means that the regression equation model is free of multicollinearity.

**TABLE 3: Heteroskidastity Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,333	0,505		2,641	0,009
<i>Self efficacy</i>	-0,035	0,058	-0,070	-0,608	0,544
<i>E-commerce</i>	0,054	0,048	0,168	1,125	0,262
Pendidikan kewirausahaan	-0,058	0,080	-0,098	-0,726	0,469

Source: Research Data, 2020

The heteroscedasticity test is used to determine whether or not there are symptoms of heteroscedasticity between the residuals of the first observation and other observations carried out by the Glejser test. Table 4.10 shows that the sig. from self-efficacy, e-commerce and entrepreneurship education, respectively 0.544, 0.262 and 0.469.

**TABLE 4: Summary of Results of Mutiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,386	0,799		1,736	0,084
<i>Self Efficacy</i>	0,846	0,092	0,475	9,156	0,000
<i>E-commerce</i>	0,339	0,076	0,299	4,476	0,000
Pendidikan Kewirausahaan	0,438	0,126	0,209	3,466	0,001
<b>R Square</b>					0,797
<b>F Statistik</b>					222,743
<b>Signifikansi</b>					0,000

Source: Research Data, 2020

The multiple linear regression method is used in this study to determine the effect of self-efficacy (X1→), e-commerce (X2), entrepreneurship education (X3) in decision making for entrepreneurship (Y).

The coefficient of determination (R<sup>2</sup>) is used to determine how much variation in the dependent variable will be able to be explained by the variation of the independent variable while the rest is explained by other variables outside the model used. The value of R Square in this study is 0.797, which means that 79.7 percent of the decision-making variables for entrepreneurship are influenced by the variables of self-efficacy, e-commerce and entrepreneurship education. The remaining 20.3 percent is explained by other variables outside the regression model used.

The F test is carried out to determine whether the independent variables simultaneously affect the dependent variable. This test also shows the feasibility of a research model. Based on the results of the analysis presented in Table 4, the significance value is 0.000, which is smaller than 0.05 (0.000 < 0.05).

The t test is used to test the influence of the variables of self-efficacy, e-commerce and entrepreneurship education on the variable decision making for entrepreneurship partially.

Based on the partial test results presented in Table 4.13, it can be explained as follows:

(1) From the results of the SPSS calculation, the comparison of the significance value of self-efficacy is 0.000 less than the significant value used ( $0.000 < 0.05$ ), and the beta value on standardized coefficients is 0.475 which indicates a positive direction. This shows that the self-efficacy variable partially has a positive effect on decision making for entrepreneurship.

(2) The e-commerce significance value of 0.000 is less than the significance value used ( $0.000 < 0.05$ ), and the beta value on standardized coefficients is 0.299 which indicates a positive direction. This shows that the e-commerce variable partially has a positive effect on decision making for entrepreneurship.

(3) The significance value of entrepreneurship education of 0.001 is smaller than the significant value used ( $0.001 < 0.05$ ), and the beta value on the standardized coefficients is 0.209 which indicates a positive direction. This shows that the entrepreneurial education variable partially has a positive effect on decision making for entrepreneurship.

## V. CONCLUSION

Based on the research problems, objectives, hypotheses and results of the research discussion in the previous chapter, it can be concluded that:

1) Self efficacy has a positive effect on decision making for entrepreneurship. This shows that the greater the level of self-confidence a student has, the higher the level of decision-making for entrepreneurship.

2) E-commerce has a positive effect on decision making for entrepreneurship. This shows that the more students who study e-commerce more closely, the greater the level of student intention in making entrepreneurial decisions.

3) Entrepreneurship education has a positive effect on decision-making for entrepreneurship. This shows that the more students apply through entrepreneurship education, the higher the decision making for entrepreneurship will be.

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