



The Influence of Socioeconomic Status, Income Expectations, and the Environment on Entrepreneurial Interest

Adristi Ardelia Hanifah ^{1*}, Abdullah Rifqi Zahron ²

^{1*} Sekolah Tinggi Ilmu Ekonomi Tri Bhakti, Bekasi, Indonesia

² Politeknik Bina Madani, Bekasi, Indonesia

Email: ² rifqizahron123@gmail.com

Corresponding author email: ^{1*} adristiardelia15@gmail.com

Info article

Keywords:

- Socioeconomic Status
- Income Expectations
- Environment
- Entrepreneurial Interest

Article History

Received: 11 - 01 - 2025

Accepted: 24 - 01 - 2025

Published: 30 - 01 - 2025

Abstract

Purpose - This study aims to examine and analyze the influence of socioeconomic status, income expectations, and environment on entrepreneurial interest. In addition, this study is important to conduct because entrepreneurship creates jobs, encourages innovation, and in education can help not only create graduates who are only job seekers but also create job opportunities.

Design/methodology/approach - This research was conducted at Sekolah Tinggi Ilmu Ekonomi Tri Bhakti using quantitative research methods. Data were obtained through distributing questionnaires to 70 respondents using the snowball sampling method. Data analysis was carried out using SEM-PLS (Partial Least Squares) to test the relationship between variables because it is suitable for research on complex variables and data that has its own characteristics.

Findings - The results of the study indicate that socioeconomic status has a positive effect on entrepreneurial interest. Meanwhile, income expectations have a significant positive effect on entrepreneurial interest. The environment also shows a positive and significant effect on entrepreneurial interest. This study provides benefits for the Sekolah Tinggi Ilmu Ekonomi Tri Bhakti because it can foster entrepreneurial interest and encourage students to start businesses. And this study also provides benefits for the government to reduce unemployment and advance the economy.

Limitations/Research Implications - The limitations of this study are that the variables are measured using a questionnaire, so the data obtained are the respondents' perceptions. Respondents were obtained via Whatsapp so that the questionnaires obtained were not guided in detail in filling them out. Therefore, there may be the possibility of respondent subjectivity to the questions asked and also have obstacles in waiting for confirmation from respondents.





INTRODUCTION

With limited job opportunities and increasingly competitive job search in today's world, students must use a more innovative approach. The more entrepreneurs there are, the greater the hope of society to get jobs that match their skills, which improves people's standard of living and reduces unemployment. Many students of Sekolah Tinggi Ilmu Ekonomi Tri Bhakti have parents who only work as ordinary employees with salaries that are only enough for daily food, indicating that the socio-economic status of parents is clearly correlated with their desire to become entrepreneurs (Faisal, Etty Murwaningsari, et al., 2023).

With the increasing number of entrepreneurs, people's hopes of getting jobs that match their skills are also increasing. Data shows that in 2024 the number of students at the Sekolah Tinggi Ilmu Ekonomi Tri Bhakti was 478 people and 155 of them received KIP scholarships. This shows that interest in entrepreneurship is very much needed to improve socio-economic status and income expectations.

In addition, parental support is very important to support entrepreneurship education and influence students' desire to start their own businesses. Based on information published by (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024) MSMEs cover around 99% of business units in Indonesia, contribute up to 60.51% to national GDP, and absorb almost 97% of the national workforce, MSMEs are one of the pillars of the national economy.

Address the poverty rate in Indonesia immediately. In 2024, the poverty rate in Indonesia will decrease. However, many Bekasi City residents are experiencing financial difficulties. According to (Bhagasari, 2024) , in 2020, there were 1,121 people who were categorized as very poor in Bekasi City. Entrepreneurs not only have a greater chance of making money than employees, they also employ workers and help boost the economy through the taxes they collect. Based on global trends, many people are starting to prioritize flexibility, additional income, and control over working hours, making entrepreneurship an attractive option. And followed by the region, namely in Indonesia, many millennials are starting creativity-based businesses, such as fashion, food, or services, compared to office work.

Entrepreneurs income is not only limited but also difficult to predict, sometimes above expectations but sometimes far below expectations. As shown by (Pradewo, 2024) as many as 99% of Indonesian entrepreneurs surveyed expect greater growth in 2024 compared to the previous year, even though economic conditions affect the company's ability to pay debts, increase costs, and change the goods and services they sell.

Socioeconomic status can also affect entrepreneurial interest because people with low socioeconomic status often use entrepreneurship as a survival strategy. According to research conducted by (Mohulaingo et al., 2023) It can be concluded that the socioeconomic status of the parents of SMA Negeri Posigadan alumni in 2019 and 2020 has a positive and significant effect on their entrepreneurial interest. According to (Hamran et al., 2019) it





shows that the entrepreneurial interest of STKIP Pembangunan Indonesia students is influenced by the socioeconomic status of their parents. The higher the socioeconomic status of the parents, the greater the student's interest in entrepreneurship, according to (Laily et al., 2019) His research shows that self-efficacy has a positive and significant effect on the entrepreneurial interest of SMK Sukawati Gemolong students.

According to (Maharani et al., 2019) So, the socio-economic status of parents of undergraduate students in Management, Faculty of Economics and Business, Islamic University of Malang does not have a significant influence on their desire to become entrepreneurs. According to (Nisa, 2021) who stated that the socio-economic status of students at the University of Muhammadiyah North Sumatra has a significant influence on their interest in becoming entrepreneurs. Income expectations are also another factor that influences their interest in becoming entrepreneurs.

In some cultures, success is measured by income stability. This can influence individuals to choose entrepreneurship because of high income expectations. According to research conducted by (Mualifah & Prasetyoningrum, 2021) in other words, it shows that interest in entrepreneurship is influenced by income expectations Case Study in the Kletek Village Community, Pucakwangi District, Pati Regency. According to (Lubis et al., 2022) the results of the study showed that income expectations had a positive and significant effect on students' interest in entrepreneurship. (Wulandari & Firdaus, nd) The results of the study showed that income expectations had a positive and significant effect on Single Mother Entrepreneurial Interest in Sidoarjo Regency. Meanwhile, according to (Widianingsih, 2021) the results of the study showed that Income Expectations had a positive and insignificant effect on students' interest in entrepreneurship in Yogyakarta.

And the last factor that influences entrepreneurial interest is the environment. Both physically, socially, and policy can create more successful entrepreneurs if they have a supportive environment. As proven in the study (Rizkiyani, 2023) the results of the study showed that the environment has a significant effect on the entrepreneurial interest of students at SMKN 1 Pangkalan Kerinci. According to (Fauzan & Ikhwan, 2023) the results of the study showed that the environment has a positive and significant effect on the Interest in Entrepreneurship Case Study of Students of the Management Study Program, Tidar University. According to (Nuryanto et al., 2018) the results of the study showed that the environment has a significant effect on the interest in entrepreneurship in MSMEs in Serang Regency. Based on the background of the problem, a conclusion is drawn for the research in order to compile a research methodology with the title "The Influence of Socioeconomic Status, Income Expectations, and Environment on Entrepreneurial Interest".

LITERATURE REVIEW

Interest in entrepreneurship

According to (Putra Airlangga, 2024) Entrepreneurial interest is a strong stance expressed by someone that he or she desires to establish a new business venture and consciously plans to do so at a certain time in the future. Meanwhile, according to (Anggal





et al., 2021) Entrepreneurial interest is someone who is free and has the ability to live independently in running their business or business or their life. Barriers that influence entrepreneurial interest are the occurrence of unfair access to education, capital, and market opportunities that can reduce an individual's ability to become an entrepreneur. However, if the support of the social environment, relevant education, access to capital, and supportive government policies can create significant opportunities for entrepreneurship, even for individuals from low socioeconomic status.

Socioeconomic Status

According to his book (Nurasyiah, M.Si, nd) Socioeconomic status is a person's condition in a human group that is determined by the type of economic activity, such as income, level of education, type of residence, and position in the organization. Socioeconomic status can be interpreted as a person's social condition in society that can be obtained by itself or through giving (Sarosa et al., 2021) . According to the dual motivation theory (Push and Pull Factors) socioeconomic status is influenced by these two factors, which means that if someone has limited employment, poverty, or a desire to innovate, the interest in entrepreneurship will be higher.

As for socio-economic status, it does not affect the interest in entrepreneurship due to educational issues, because high formal education is not always relevant for entrepreneurship because many entrepreneurs succeed despite having low formal education. And it can be concluded that a person's position or social status in society measured from an economic and social perspective is called socio-economic status.

Income Expectations

According to (Jelatu SE, MM & Septikasari. S.Pd., M.Pd, 2024) in his book, income expectations are individual predictions of the income that will be obtained from a business or job, while according to (In Adhita, 2014) Income expectations are the hope of getting more income, because interest in entrepreneurship will increase with greater income. And in the theory of motivation, income expectations influence interest in entrepreneurship if someone believes that entrepreneurship can provide high income and has the ability to achieve it, their interest in entrepreneurship will increase.

And it can be concluded that income expectations are the hopes and motivations of each individual in the form of income from business activities or work that they do.

Environment

According to (Ridwan & Fibrila, 2023) the environment is a medium where living things live, earn a living, and carry out certain functions. This environment is related to the existence of other living things, especially humans whose roles are more complicated and complex. In this environment there is also a social environment, which surrounds the individual and influences the formation of his personality. Including in the family environment (Taufiq Izzudin, 2006) . In the book (RA Ramadhan, 2023) it is explained that the family is the first place where someone gets to know the world and where they learn





how to respond to society and adapt to a larger social life in the future. And there is in the theory of opportunity structure, namely, if the opportunities provided by the environment are supportive, interest in entrepreneurship increases.

In addition, it can be concluded that a person's environment greatly influences his or her desire to become an entrepreneur. The better a person's family environment, the more motivated a person will be to become an entrepreneur.

Hypothesis development

If we want a better future, we must have sufficient resources and abilities. Funds are needed to meet these facilities and infrastructure. It will be difficult to get initial capital to start a business if parents only have permanent worker status and their income is only enough to meet daily needs. The availability of funds to achieve a better future is closely related to a person's socio-economic status (Mohulaingo et al., 2023). In addition, increasing the socio-economic status of parents also affects their desire to become entrepreneurs. This can be seen from the income status of parents, the level of education of parents, the type of work of parents, and the position of parents. They will definitely be very interested in starting a business if their parents are considered to have the ability to provide business capital. In line with the dual motivation theory (Push and Pull Factors), socio-economic status is influenced by these two factors, which means that if someone has limited employment, poverty, or the desire to innovate, the interest in entrepreneurship will be higher. This is in line with research conducted by (Maharani et al., 2019), (Laily et al., 2019) and (Hamran et al., 2019) which states that socioeconomic status has a significant effect on entrepreneurial interest. Based on this explanation, the researcher takes the following hypothesis:

H1: Socioeconomic status has a positive effect on entrepreneurial interest.

According to (Jelatu SE, MM & Septikasari. S.Pd., M.Pd, 2024) income expectations are individual predictions of the income that will be obtained from a business or job. Meanwhile, one of the factors that influences a person's decision to become an entrepreneur is their expectation that they will earn a higher or sufficient income. If someone has the expectation of earning a higher income as an entrepreneur, then they will be more motivated to become an entrepreneur and believe that they will earn a decent income (Mualifah & Prasetyoningrum, 2021). In the theory of expectancy motivation, income expectations influence entrepreneurial interest. If someone believes that entrepreneurship can provide high income and has the ability to achieve it, their interest in entrepreneurship will increase. (Lubis et al., 2022), (Widianingsih et al., 2021) and (Rofiq & Biduri, 2024) which state that income expectations have a significant effect on entrepreneurial interest. Based on this explanation, the researcher takes the following hypothesis:

H2: Income Expectancy has a positive effect on Entrepreneurial Interest.

The environment is a medium where living things live, earn a living, and carry out certain functions (Ridwan & Fibrila, 2023). According to the opportunity structure theory,



the desire to become an entrepreneur increases when the environment provides supportive opportunities. An individual's social environment that shapes their personality includes the family environment (Taufiq Izzudin, 2006) . According to (Widianingsih et al., 2021) One of the factors that shapes entrepreneurial interest is the environment. Someone who lives in an area where the majority of the population has a business will have an interest in becoming an entrepreneur. According to (Rizkiyani, 2023) a person's family environment is very important in determining their future, because the family provides support and has a positive impact on their interest in becoming an entrepreneur (Faisal, Busneti, et al., 2023; Faisal & Sari, 2018). If the family supports entrepreneurship, their interest will increase, but if the family does not support it, their interest will decrease or even disappear altogether. Parents' work is one example of a family environment that can influence someone to become an entrepreneur, because it usually has an impact on children who are entrepreneurs and have their own businesses. This is also in line with the results of research conducted by (Rizkiyani, 2023) , (Fauzan & Ikhwan, 2023) , (Nuryanto et al., 2018) and (A. Ramadhan et al., 2023) which stated that the environment has a significant effect on entrepreneurial interest. Based on this explanation, the researcher took the following hypothesis:
H3: The environment has a positive influence on entrepreneurial interest.

RESEARCH METHODOLOGY

The population of this study is Sekolah Tinggi Ilmu Ekonomi Tri Bhakti. The sample of the study is students of Sekolah Tinggi Ilmu Ekonomi Tri Bhakti who have taken entrepreneurship courses. The variables used in the study are as follows:

Table 1. Measurement of Variables

Type	Variables	Dimensions	Source
Independent Variables	Socioeconomic Status	<ol style="list-style-type: none"> 1. Level of education 2. Income level 3. Type of work 4. Special facilities and valuables owned 5. Special Position 	(Nisa, 2021)
	Income Expectations	<ol style="list-style-type: none"> 1. High income 2. Unlimited income 	(Mualifah & Prasetyoningrum, 2021)
	Environment	<ol style="list-style-type: none"> 1. How parents educate 2. Home atmosphere 3. Economic Situation of the Elderly 	(Rizkiyani, 2023)

Type	Variables	Dimensions	Source
		<ol style="list-style-type: none"> 4. Relationships between families 5. Cultural background 	
Dependent Variable	Entrepreneurial Interest	<ol style="list-style-type: none"> 1. Don't depend on other people 2. Can help the social environment 3. The feeling of being an entrepreneur 4. Feeling of attraction 	(Alifia & Dwiridotjahjono, 2019)

The technique used for sampling is snowball sampling because the target population is a small community so it is easier for the author to reach through previous participant references. The data analysis method used in this study is the Partial Least Square (PLS) method. PLS is a Structural Equation Modeling (SEM) solution method that is more appropriate for this study compared to other SEM approaches because it is suitable for research on complex variables and data that have their own characteristics. With the following equation:

$$MB = \beta_0 + \beta_1SSE + \beta_2EP + \beta_3L.$$

RESULTS

Respondent Demographics

Table 2. Measurement of Variables

Information	Amount
Student	70 respondents
Gender:	
1. Man	46 respondents
2. Woman	24 respondents
Age:	
1. <20 years	15 respondents
2. 20-23 years	54 respondents
3. 24-27 years old	1 responden
Study program:	
1. Accountan	32 respondents
2. Management	38 respondents

A total of 70 students were selected as samples in this study. With 46 male respondents and 24 female respondents, with 15 respondents aged <20 years, 54 people aged 20-23 years

and 1 person aged 24-27 years. Of these, 38 people are in the Management study program, and 32 people are in the Accounting study program. With the majority being in semester 5. And the majority of businesses that students want to run are food and beverages.

Convergent Validity Testing, Discriminant Validity, and Demographic Reality Testing

Convergent Validity

In convergent validity, measurement with reflective indicators is assessed based on the correlation between item or component scores and construct scores. If the correlation of individual reflective values is more than 0.70, then the value is considered high. Convergent validity refers to the idea that a measure of a construct should be highly correlated with other measures. If the scores from two different instruments measuring the same construct have a high correlation, then convergent validity occurs. In PLS with reflective indicators, convergent validity is tested through the holding factor, which is the correlation between component item scores and construct scores, as well as indicators that measure the construct (Abdillah & Jogiyanto, 2015). To find out whether the outer model, or measurement model, meets the convergent validity requirements for reflective constructs, there are two criteria. If the outer loading is more than 0.7 and the average variation extracted (AVE) is more than 0.5, then the items in the variable are considered to have sufficient convergent validity (Hair, JF, C. et al., 2011). However, the loading requirement above 0.7 is often not met, especially for new questionnaires. As a result, loading between 0.40 and 0.70 should be considered and maintained (Ghozali, 2016). As a result of data processing, the results of convergent validity with factor loading values are as follows:

Table 3. Loading Factor

Variables	No Item (Sub variable)	Factor Loading	Information
Socioeconomic Status	TPK1	0.796	Valid
	TPP2	0.868	Valid
	JP3	0.851	Valid
	FK4	0.783	Valid
	JK5	0.866	Valid
Income Expectations	PT1	0.832	Valid
	PTT2	0.911	Valid
Environment	COM1	0.754	Valid
	SR2	0.715	Valid
	KEO3	0.763	Valid
	RAK4	0.736	Valid
	LBB5	0.838	Valid
Interest in Entrepreneurship	TBO1	0.830	Valid
	DML2	0.842	Valid
	PS3	0.826	Valid

Variables	No Item (Sub variable)	Factor Loading	Information
	PTM4	0.817	Valid

Source: Data Processing Results 2024

Based on the results of the table above, the results of convergent validity with loading factors were found; all indicator loading factors have values greater than 0.70, so they are considered valid. However, convergent validity can also be measured by calculating each indicator on the variance average extracted (AVE). The AVE value must be more than 0.5, so that the items in the variable are considered to have sufficient convergent validity (Ghozali, Hair et al., 2011).

Table 4. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Socioeconomic Status	0.702
Income Expectations	0.761
Environment	0.581
Interest in Entrepreneurship	0.686

Source: Data Processing Results 2024

Based on the table above, the results of the calculation of convergent validity with AVE, it is obtained that the AVE value of each variable has a value of more than 0.50. So it can be stated that the data in this study has met the criteria for convergent validity.

Discriminant Validity

If two different instruments used to measure two constructs are considered uncorrelated, then the uncorrelated scores are considered valid (Hartono, 2008). The discriminant validity test is assessed based on cross-loading with the measurement and its construct, according to (Abdillah & Jogiyanto, 2015). A construct is considered to have discriminant validity if its value is greater. In discriminant validity, if the correlation of a construct with a measurement item is greater than the size of another construct, then the latent construct better predicts the block size. The results of the discriminant *cross-loading validity* are shown in the following table based on the results of data processing:

Table 5. Cross Loading

	SSE	EP	LK	MB
TPK	0.796	0.225	0.410	0.418
TPP	0.868	0.396	0.383	0.466
JP	0.851	0.128	0.182	0.182
FK	0.783	0.171	0.103	0.153
JK	0.886	0.207	0.200	0.290
PT	0.200	0.832	0.178	0.373

	SSE	EP	LK	MB
PTT	0.315	0.911	0.381	0.500
COM	0.248	0.162	0.754	0.340
SR	0.303	0.075	0.715	0.360
KEO	0.243	0.193	0.763	0.306
RACK	0.218	0.322	0.736	0.441
LBB	0.331	0.408	0.838	0.604
TBO	0.380	0.381	0.468	0.830
DML	0.230	0.480	0.493	0.842
PS	0.262	0.470	0.273	0.826
PTM	0.485	0.367	0.593	0.817

Source: Data Processing Results 2024

The table above shows that of all constructs, each item has the highest correlation value. Therefore, it can be said that this research variable meets the criteria for discriminant validity. The Root Square AVE value is an additional criterion used to evaluate discriminant validity. The root, square value of each AVE variable must be greater than the correlation between the two variables 100 in the model, then the research questionnaire has a discriminant validity value (Indrawati et al., 2017). The following table shows the results of the *Fornell-Lacker* criteria :

Table 6. Fornell-Lacker

	EP	LK	MB	SSE
EP	0.872			
LK	0.336	0.762		
MB	0.508	0.569	0.829	
SSE	0.303	0.358	0.420	0.838

Source: Data Processing Results 2024

The table above shows the validity discriminant with the Fornell Larcker criterion which shows the AVE square root value for each variable or construct. The results of the AVE square root for each variable are greater than the correlation between the two variables in the model. Therefore, it can be said that the variables of this study meet the criteria for discriminant validity.

Reliability Test

A reliability test must be conducted to ensure that each item in the questionnaire meets the reliability requirements. Reliability indicates the precision, accuracy, and consistency of a measuring instrument when taking measurements (Hartono, 2008). There are two methods for conducting PLS reliability tests: composite reliability and Cronbach's alpha (Abdillah & Jogiyanto, 2015). Composite reliability measures the actual reliability value of a construct, while Cronbach's alpha indicates the lower limit of the reliability value

on an item. With the expected Cronbach's alpha value of 0.70 for each indicator, the reliability test is strengthened. The following table shows the reliability results with Cronbach's alpha and composite reliability based on the results of data processing:

Table 7. Reliability Test

	Cronbach's Alpha	Composite Reliability
Socioeconomic Status	0.901	0.921
Income Expectations	0.692	0.864
Environment	0.824	0.876
Interest in Entrepreneurship	0.849	0.897

Source: Data Processing Results 2024

Based on the table above, the results of the reliability test show that all variables in this study have cronbach alpha and composite reliability values and each has a value > 0.7 , which means that it has met the reliability test criteria. From the results of the outer model measurement evaluation, the final results of the outer model are obtained as follows:

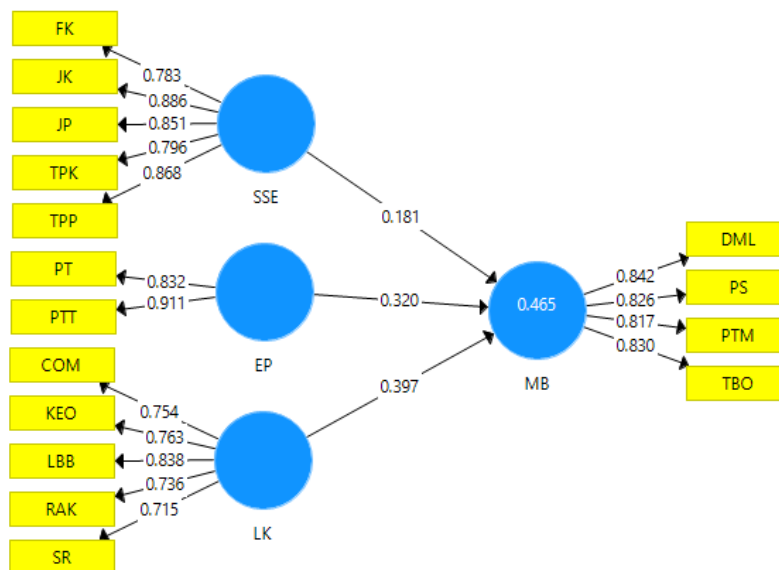


Figure 1. Evaluation Outer Model

One of the main assumptions in multivariate analysis is normality. The slope value of each variable is less than 1.96 is considered normal, according to the normality test table, and the data is considered normal (Hair et al., 2018). However, the results of data processing show that there are latent variables in all metrics and indicators. With a loading factor > 0.7 and AVE > 0.5 , the convergence validity is met (Hair et al., 2019). In addition, the reliability test shows that each variable has a composite alpha and Cronbach reliability value greater than 0.7, indicating that the data is very reliable. After all things considered, the evaluation

of the measurement model, also known as the outside model, ensures that all metrics and indicators come from latent variables.

Hypothesis Testing

Table 8. T-Test Results

Variables	Prediction	Original Sample (O)	T Statistics	P Value
SS->EI	+	0.181	1,643 people	0.101
IE -> EI	+	0.320	3,373 people	0.000
EV -> EI	+	0.397	4,894 years	0.001
R- Square			0.465	
Adjusted R-Square			0.440	

Source: 2025 Data Processing Results

Description: SS: Socioeconomic Status; IE: Income Expectation; EV: Environment; EI: Entrepreneurial Interest.

The table above shows that the r square (R²) value for the entrepreneurial interest variable is 0.465 which is included in the good category. This shows that the influence of socio-economic status, income expectations, and the environment is 46.5% on entrepreneurial interest, while other variables outside the study are 53.5%.

DISCUSSION

Socioeconomic Status Has No Significant Influence on Interest in Entrepreneurship

The results of this study support the theory conducted by (Maharani et al., 2019) , Research conducted on undergraduate students of Management, Faculty of Economics and Business, Islamic University of Malang who took entrepreneurship courses found that a person's socio-economic status does not significantly affect their interest in entrepreneurship due to educational problems, many successful entrepreneurs with low education. The results of the t-test show that socioeconomic status has a positive and insignificant effect on entrepreneurial interest, with an initial significance value of 0.181 for the sample, a Pvalue of -0.101 which means a significance of $0.000 > 0.05$. This shows that a person's socioeconomic status is proportionally higher than their interest in entrepreneurship. The results of the study indicate that the first theory hypothesis (H1) is accepted.

This study shows that socioeconomic status does not have a significant effect on entrepreneurial interest, in line with the human capital theory which states that individuals with more human capital, such as education, skills, and experience, tend to have a greater chance of becoming entrepreneurs. Higher socioeconomic status is often associated with



better access to education and training, which can increase a person's interest in starting a business.

Therefore, this study is interesting to discuss. According to (Maharani et al., 2019) Interest in entrepreneurship, there are several reasons why parents are also entrepreneurs in certain fields. In addition, because they have to work hard to meet their living needs, people who live in poor family economic conditions tend to have a greater entrepreneurial spirit. Interest in entrepreneurship also increases with a person's socio-economic status. In addition, it can be stated that students assume that high socio-economic status will encourage them to become entrepreneurs. This is because socio-economic status is an important component of the desire to become entrepreneurs because building a business requires funds.

Education level, income level, type of job, facilities and valuables owned, and special positions are indicators of socioeconomic status. Although income level is the most important thing, students of Sekolah Tinggi Ilmu Ekonomi Tri Bhakti agree that income supports a person's ability to become an entrepreneur. Thus, this study shows that socioeconomic status influences entrepreneurial interest positively and insignificantly.

Income Expectations Significantly Influence Interest in Entrepreneurship

The results of this study support that income expectations play an important role in the desire to develop a business. This is in line with research by (Mualifah & Prasetyoningrum, 2021) who conducted research on the community in Kletek Village in Pucakwangi District, Pati Regency, (Lubis et al., 2022) who conducted research on students from various universities, (Wulandari & Firdaus, nd) who conducted research on single mothers in Sidoarjo Regency, (Andi Rinda Oktariani et al., 2021) who conducted research on students of Madrasah Aliyah Pompanua in Ajangale District, Bone Regency, and (Rofiq & Biduri, 2024) who conducted research on Accounting Students at Muhammadiyah University of Sidoarjo. Which provides results that Income Expectations have a positive and significant effect on Entrepreneurial Interest.

The t-test results obtained a significance value of income expectations on entrepreneurial interest with the original sample of 0.320, Pvalue of 0.000 means a significance of $0.000 > 0.05$. This means that Income Expectations have a significant effect on Entrepreneurial Interest. This shows that the higher a person's income expectations, the higher the entrepreneurial interest that will be formed. So the results are in accordance with the theory so that the second hypothesis (H2) is accepted.

If the success of an entrepreneur exceeds the employee's salary, then someone will be interested in becoming an entrepreneur because of the expected income expectations. Someone with higher income expectations compared to working as an employee is an attraction to become an entrepreneur. And this study is in line with the external push and pull theory. According to this theory, the decision to become an entrepreneur is influenced by push (encouragement, such as economic needs) and pull (attraction, such as high income





expectations). High income expectations are a significant pull factor in attracting individuals to become entrepreneurs.

Thus, this research becomes a very interesting topic to discuss. According to (Widianingsih, 2021) A person will be more motivated to become an entrepreneur if he hopes to earn a greater income by becoming an entrepreneur. The ability to generate income independently through entrepreneurial activities can provide greater control to address economic challenges and the demands of everyday life. According to (Widianingsih et al., 2021) the hope of greater income can be a strong motivator for someone to grow an interest in entrepreneurship. The income expectation indicators are high income and unlimited income. And the most attention is unlimited income, this shows that students of Sekolah Tinggi Ilmu Ekonomi Tri Bhakti hope that if they become entrepreneurs, they will have unlimited income. This study shows that income expectations significantly influence entrepreneurial interest.

Environment Influencing Interest in Entrepreneurship

The results of this study support that the environment influences the desire to become an entrepreneur. This is in line with research conducted by (Rizkiyani, 2023) who conducted research on students of SMKN 1 Pangkalan Kerinci, (Fauzan & Ikhwan, 2023) who conducted research on students of the Management Study Program at Tidar University, (Limbak et al., 2022) on the Facebook marketplace in Kupang City, and (Madrianah & Verawaty, 2020) on students of IBK Nitro Makassar which showed that the environment has a positive and significant effect on interest in becoming an entrepreneur.

From the results of the t-test, the significance value of the environment on entrepreneurial interest with the original sample was 0.397, the P value was 0.001, indicating that the significance was $0.000 < 0.05$. This shows that the environment has a positive and significant effect on entrepreneurial interest and the better the environment, the greater the drive to become an entrepreneur because it gets positive support. So these results are in accordance with the theory so that the second hypothesis (H2) is accepted.

A person will be more motivated to become an entrepreneur if his/her family and community environment supports him/her. If the family and community environment supports him/her, a person will be more enthusiastic to become an entrepreneur than if the environment does not support him/her. In line with the environmental ecology theory, this theory states that the environment has a great influence on individual behavior. A supportive environment, such as access to resources, pro-entrepreneurial government policies, and an active business community, can increase an individual's interest in becoming an entrepreneur.

According to (Madrianah & Verawaty, 2020) In addition, a person's family environment also influences their desire to become an entrepreneur; The better a person's family environment, the greater their desire to become an entrepreneur. If the family





environment supports a person, then the person will be more interested in becoming an entrepreneur than if there is no support.

Family is the first and most important environment that influences human development, behavior, and psychology. Children in the family receive attention, affection, encouragement, guidance, role models, and financial fulfillment from their parents so that they can develop all their potential to achieve success in the future. Environmental indicators are how parents educate, home atmosphere, parents' economic situation, relationships between families and cultural background. And the most attention is paid to cultural background, this shows that Sekolah Tinggi Ilmu Ekonomi Tri Bhakti students agree that if someone has a high education, their environment will be of high quality and increase interest in entrepreneurship. Thus, the discussion above, this study shows the results that the environment has a significant influence on entrepreneurial interest.

CONCLUSION

(1) Socioeconomic status has a positive and insignificant effect on interest in entrepreneurship, the results of the study show that the higher the socioeconomic status, the greater the interest in entrepreneurship. (2) Income expectations have a positive and significant effect on interest in entrepreneurship. (3) The environment has a positive and significant effect on interest in entrepreneurship. In other words, the more a person's environment supports interest in entrepreneurship, the higher their interest in entrepreneurship. This is because the environment is the main factor that determines a person's interest in entrepreneurship.

Theoretical Implications

This study is expected to add to the academic literature and help in creating a deeper theoretical model to understand the same problem. Sekolah Tinggi Ilmu Ekonomi Tri Bhakti students who take entrepreneurship courses can use this study as a reference to assess socioeconomic status, income expectations, and the environment as independent variables and entrepreneurial interest as the dependent variable.

Managerial Implications

This study found things that are useful for Sekolah Tinggi Ilmu Ekonomi Tri Bhakti. In particular, this study helps students who take entrepreneurship courses to grow their interest in entrepreneurship. They can also consider the impact of entrepreneurship from the perspective of socioeconomic status, income expectations, and the environment.

Policy Implications

From the results of this study, Sekolah Tinggi Ilmu Ekonomi Tri Bhakti can add a new policy, namely in the entrepreneurship course by creating and marketing businesses for its students as well as mentoring Sekolah Tinggi Ilmu Ekonomi Tri Bhakti in entrepreneurship.

And for regulators and the government to reduce unemployment and advance the Indonesian economy. By creating jobs, increasing purchasing power and achieving public





service satisfaction. The government can issue new policies, namely facilitating the registration of MSMEs, providing business fields for selling MSMEs, tax breaks for small businesses or tax incentives for MSMEs can encourage more people to start businesses.

This can foster a commitment to entrepreneurial interest in everyday life. Thus, it is expected to reduce unemployment and improve the economy.

Limitations

The limitations of this study are that all research variables, namely entrepreneurial interest as the dependent variable, socioeconomic status, income expectations and environment as independent variables, are measured using a questionnaire, so that the data obtained are the respondents' views. Because respondents were collected via WhatsApp, the questionnaires obtained were not guided in detail. As a result, there is the possibility of respondent subjectivity to the questions asked, as well as the obstacle of waiting for confirmation from respondents. For further researchers, it is recommended to use longitudinal studies and explore additional factors such as digital literacy, the influence of culture on entrepreneurial interest.

Suggestion

Since research discussing socioeconomic status, income expectations, and environment on entrepreneurial interest is still limited, researchers need to conduct further research. To find out more about this, there are several suggestions that can be given: distributing questionnaires to various universities or conducting qualitative research by conducting in-depth interviews with an entrepreneur.

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