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The Role of Motivation in Mediating the Effect of Entrepreneurial Knowledge and Self-Efficacy on Students' Entrepreneurial Interest (a Study on Students of the Institute of Technology and Business Widya Gama Lumajang in 2024)

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ABSTRACT

Institute of Technology and Business Widya Gama Lumajang (Institut Teknologi dan Bisnis Widya Gama Lumajang) is the largest university in Lumajang Regency and actively takes part in efforts to increase students' interest in entrepreneurship. The purpose of this study is to examine the role of motivation in mediating the effect of entrepreneurial knowledge and self-efficacy on students' entrepreneurial interest. This research employs a quantitative method using path analysis to test the relationships between variables. Data were obtained from questionnaires distributed to students using a purposive sampling technique. The results of the study indicate that entrepreneurial knowledge and self-efficacy do not directly influence entrepreneurial interest. However, both entrepreneurial knowledge and self-efficacy affect motivation, and motivation, in turn, influences entrepreneurial interest. Motivation is capable of mediating the influence of entrepreneurial knowledge and self-efficacy on entrepreneurial interest. The implication of this research is that entrepreneurship learning should be made more interactive through hands-on practice and mentoring in order to increase students' motivation. Future researchers may consider other variables such as attitude, innovation, social support, family environment, and social media.

Keywords: Entrepreneurial Interest, Entrepreneurial Knowledge, Motivation, Self-Efficacy.

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INTRODUCTION

Indonesia is currently experiencing a demographic bonus, where the productive age population dominates more than 64% of the total population. However, this opportunity is accompanied by significant challenges, particularly the high unemployment rate and the limited availability of quality job opportunities. Entrepreneurship is widely recognized as a strategic alternative to address these issues and stimulate sustainable economic development (Saberi & Hamdan, 2018; Rahim & Basir,

2019). According to data from the Ministry of Cooperatives and SMEs, Indonesia's entrepreneurial ratio remains at 3.35%, which is below the 4% threshold considered ideal for a developed country.

Over the past decade, numerous studies have investigated the factors that influence entrepreneurial interest, particularly among university students. Entrepreneurial knowledge has consistently been found to positively correlate with entrepreneurial interest, as it shapes one's understanding of business opportunities and risk management (Indriyani & Subowo, 2019; Abdullah & Septiany, 2019). Similarly, self-efficacy has been widely studied as a psychological driver that boosts an individual's confidence in initiating business ventures (Yanti, 2019; Wijaya et al., 2015). Motivation is also regarded as a crucial mediating force that connects knowledge and confidence with entrepreneurial behavior (Munawar & Supriatna, 2018; Lubis, 2018).

However, inconsistencies remain in the findings of previous studies. While some studies confirm significant direct effects of knowledge and self-efficacy on entrepreneurial interest (Kurnia et al., 2018; Aini & Oktafani, 2020), others report non-significant or indirect effects, where motivation serves as a mediator (Putry et al., 2020; Sa'adah & Mahmud, 2019). In fact, certain studies contradict each other entirely—some affirming the significance of motivation and self-efficacy (Hartini et al., 2022), while others reject them (Adam et al., 2020; Julindrastuti & Karyadi, 2022). These discrepancies create a clear research gap that calls for further exploration.

Unlike most prior studies that examined these variables in isolation or as direct predictors, this study proposes a more comprehensive model by positioning motivation as a mediating variable between entrepreneurial knowledge and self-efficacy with entrepreneurial interest. This novelty not only addresses the research gap but also enriches the theoretical framework by integrating the three variables into a single mediation model, providing a clearer picture of how student entrepreneurship can be fostered.

Moreover, this study is contextually significant, as it focuses on students of the Institute of Technology and Business Widya Gama Lumajang (ITB WIGA Lumajang), one of the largest institutions in East Java that integrates entrepreneurship into its vision, mission, and academic structure. With entrepreneurship embedded in its curriculum and student organizations, ITB WIGA Lumajang provides a meaningful setting to examine how these factors interact in shaping entrepreneurial interest.

Therefore, the objective of this study is to examine the direct and indirect effects of entrepreneurial knowledge and self-efficacy on entrepreneurial interest, with motivation acting as a mediating variable in the case of students at ITB WIGA Lumajang.

METHODS

This study applied a quantitative research approach using path analysis to examine the direct and indirect relationships between entrepreneurial knowledge, self-efficacy, motivation, and entrepreneurial interest. The design was explanatory in nature, aiming to test hypotheses and explain causal relationships among the studied variables. The population in this research consisted of all active students at the Institute of Technology and Business Widya Gama Lumajang (ITB WIGA Lumajang) in the 2024 academic year. The total population included students from various undergraduate and postgraduate programs. A purposive sampling technique was used to select respondents who had taken entrepreneurship-related courses or were involved in entrepreneurial activities. The final sample comprised 96 respondents, deemed sufficient to meet the requirements of statistical analysis for this study.

Data collection was conducted using a structured questionnaire that was distributed directly to the selected students. The questionnaire consisted of validated items designed to measure four key

variables: entrepreneurial knowledge, self-efficacy, motivation, and entrepreneurial interest. The instrument was tested for validity and reliability before the full distribution. The data analysis process involved several steps. First, instrument testing was conducted through validity and reliability tests. Second, classical assumption tests were applied, including normality, multicollinearity, and heteroscedasticity tests. Third, path analysis was employed to assess the direct and indirect effects among variables, and the Sobel test was used to confirm the mediation effect of motivation. Finally, the coefficient of determination (R^2) was calculated to determine the strength of the model in explaining the dependent variable.

This methodology allowed for a comprehensive understanding of the causal relationships and mediation mechanisms influencing students' entrepreneurial interest at ITB WIGA Lumajang.

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Item	r-table	r-count	Sig.	Note
Entrepreneurial Knowledge	$X_{1.1}$	0.1986	0,761	0,000	Valid
	$X_{1.2}$	0.1986	0,754	0,000	Valid
	$X_{1.3}$	0.1986	0,680	0,000	Valid
	$X_{1.4}$	0.1986	0,800	0,000	Valid
	$X_{1.5}$	0.1986	0,628	0,000	Valid
	$X_{1.6}$	0.1986	0,573	0,000	Valid
	$X_{1.7}$	0.1986	0,689	0,000	Valid
	$X_{1.8}$	0.1986	0,759	0,000	Valid
	$X_{1.9}$	0.1986	0,705	0,000	Valid
	$X_{1.10}$	0.1986	0,635	0,000	Valid
	$X_{1.11}$	0.1986	0,642	0,000	Valid
	$X_{1.12}$	0.1986	0,475	0,000	Valid
Self-Efficacy	$X_{2.1}$	0.1986	0,722	0,000	Valid
	$X_{2.2}$	0.1986	0,560	0,000	Valid
	$X_{2.3}$	0.1986	0,647	0,000	Valid
	$X_{2.4}$	0.1986	0,703	0,000	Valid
	$X_{2.5}$	0.1986	0,735	0,000	Valid
	$X_{2.6}$	0.1986	0,782	0,000	Valid
	$X_{2.7}$	0.1986	0,604	0,000	Valid
	$X_{2.8}$	0.1986	0,550	0,000	Valid
	$X_{2.9}$	0.1986	0,781	0,000	Valid
	$X_{2.10}$	0.1986	0,652	0,000	Valid
	$X_{2.11}$	0.1986	0,775	0,000	Valid
	$X_{2.12}$	0.1986	0,745	0,000	Valid
Motivation	Z_1	0.1986	0,786	0,000	Valid
	Z_2	0.1986	0,657	0,000	Valid
	Z_3	0.1986	0,733	0,000	Valid
	Z_4	0.1986	0,639	0,000	Valid
	Z_5	0.1986	0,758	0,000	Valid
Variabel	Item	Rtabel	Rhitung	Sig	Ket
Motivation	Z_6	0.1986	0,721	0,000	Valid
	Z_7	0.1986	0,753	0,000	Valid
	Z_8	0.1986	0,756	0,000	Valid
	Z_9	0.1986	0,652	0,000	Valid
	Z_{10}	0.1986	0,631	0,000	Valid

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	Z_{11}	0.1986	0,752	0,000	Valid
	Z_{12}	0.1986	0,687	0,000	Valid
	Z_{13}	0.1986	0,657	0,000	Valid
	Z_{14}	0.1986	0,778	0,000	Valid
	Z_{15}	0.1986	0,752	0,000	Valid
Entrepreneurial Interest	Y_1	0.1986	0,791	0,000	Valid
	Y_2	0.1986	0,765	0,000	Valid
	Y_3	0.1986	0,764	0,000	Valid
	Y_4	0.1986	0,725	0,000	Valid
	Y_5	0.1986	0,622	0,000	Valid
	Y_6	0.1986	0,796	0,000	Valid
	Y_7	0.1986	0,692	0,000	Valid
	Y_8	0.1986	0,673	0,000	Valid
	Y_9	0.1986	0,797	0,000	Valid

Source: Data processed by the researcher (2025)

Based on the table of validity test results, each indicator of the variables Entrepreneurial Knowledge (X1), Self-Efficacy (X2), Motivation (Z), and Entrepreneurial Interest (Y) shows a correlation where the r-count is greater than the r-table and the significance value is less than 0.05. Therefore, all questionnaire items for each variable are declared valid.

Table 2. Reliability Test Results

Variabel	*Cronbach's Alpha*	Standar Reliabilitas	Keterangan
Pengetahuan Kewirausahaan (X1)	0,98	0,6	Reliabel
Self-Efficacy (X2)	0,98	0,6	Reliabel
Motivasi (Z)	0,97	0,6	Reliabel
Minat Berwirausaha (Y)	0,97	0,6	Reliabel

Source: Data processed by the researcher (2025)

Based on the table of reliability test results, the research variables—Entrepreneurial Knowledge (X1), Self-Efficacy (X2), Motivation (Z), and Entrepreneurial Interest (Y)—show Cronbach's alpha (r alpha) values greater than 0.6. Since the obtained r alpha values exceed the established minimum threshold, this indicates that the research instrument in the form of a questionnaire is considered reliable.

Equation 1:

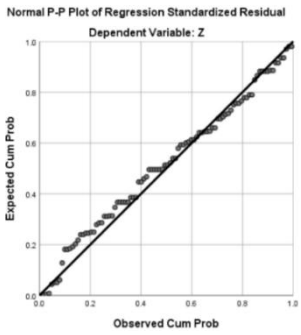

Figure 1. Normality Test Results (X1, X2 → Z)
Source: Data processed by the researcher (2025)

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Based on Equation 1 and the figure showing the results of the normality test for the variables Entrepreneurial Knowledge (X1) and Self-Efficacy (X2) toward Motivation (Z), the data points are distributed around the diagonal line or follow its direction. As a result, the regression model can be considered to meet the normality assumption.

Equation 2:

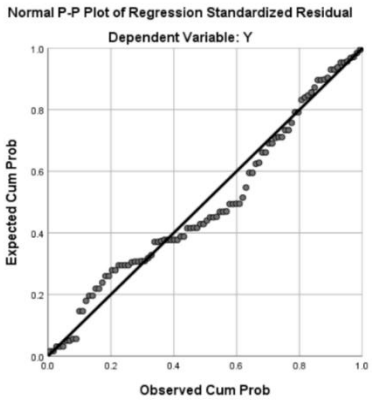

Figure 2. Normality Test Results (X1, X2, Z →Y)
Source: Data processed by the researcher (2025)

Based on Equation 2 and the corresponding figure showing the results of the normality test for the variables Entrepreneurial Knowledge (X1), Self-Efficacy (X2), and Motivation (Z) toward Entrepreneurial Interest (Y), the data points are distributed around or follow the diagonal line. As a result, the regression model can be considered to meet the normality assumption.

Equation 1:

Table 3. Multicollinearity Test Results (X1, X2 → Z)

Variable	Tolerance	VIF
Pengetahuan Kewirausahaan (X1)	0,402	2,489
Self-Efficacy (X2)	0,402	2,489

Source: Data processed by the researcher (2025)

Based on the multicollinearity test results for the variables Entrepreneurial Knowledge (X1) and Self-Efficacy (X2) toward Motivation (Z), the model is considered free from multicollinearity. This is indicated by VIF values less than 10 and Tolerance values greater than 0.1.

Equation 2:

Table 4. Multicollinearity Test Results (X1, X2, Z → Y)

Variabel	Tolerance	VIF
Pengetahuan Kewirausahaan (X1)	0,281	3,559
Self-Efficacy (X2)	0,280	3,573
Motivasi (Z)	0,207	4,820

Source: Data processed by the researcher (2025)

Based on the multicollinearity test results for the variables Entrepreneurial Knowledge (X1), Self-Efficacy (X2), and Motivation (Z) toward Entrepreneurial Interest (Y), the model does not exhibit multicollinearity problems. This is evidenced by VIF values less than 10 and Tolerance values greater than 0.1.

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Equation 1:

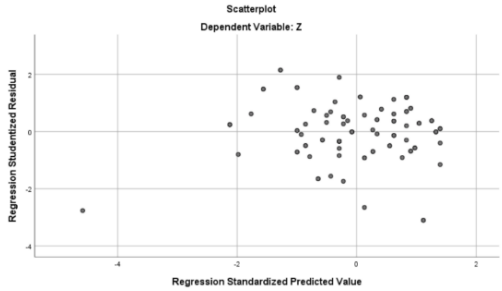

Figure 3. Heteroscedasticity Test Results (X1, X2 →Z)
Source: Data processed by the researcher (2025)

Based on Equation 1 and the corresponding figure, the results of the heteroscedasticity test show that the data points do not form any specific pattern. Therefore, the regression model is considered free from heteroscedasticity.

Equation 2:

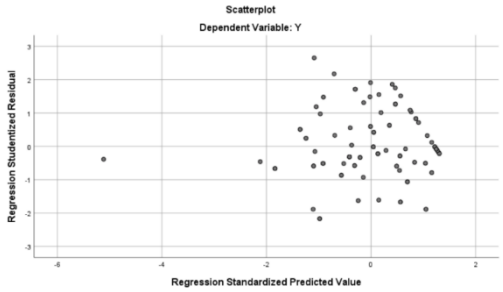

Figure 4. Heteroscedasticity Test Results (X1, X2, Z →Y)
Source: Data processed by the researcher (2025)

Based on Equation 2, the results of the heteroscedasticity test indicate that the data points do not form a clear pattern. This condition suggests that the regression model does not suffer from heteroscedasticity, and therefore, the model is free from significant disturbances.

Model 1:

Table 5. F-Test Results of Model 1 (X1, X2 ke Z)

Model	*Sum of Squares*	df	*Mean Square*	F	Sig.
Regression	5814,917	2	2907,458	177,608	0,000[b]
Residual	1522,417	93	16,370		
Total	7337,333	95			

Source: Data processed by the researcher (2025)

Based on the regression output of Model 1 presented in Table 5 "ANOVA", the variables Entrepreneurial Knowledge (X1) and Self-Efficacy (X2) have a significance value of 0.000 toward the Motivation variable (Z), which is less than 0.05. This indicates that H0 is rejected and H1 is accepted, meaning that variables X1 and X2 jointly have a significant effect on variable Z.

Model 2:

Table 6. F-Test Results of Model 2 (X1, X2, Z ke Y)

Model	*Sum of Squares*	df	*Mean Square*	F	Sig.
Regression	2472,945	3	824,315	164,978	0,000[b]

Residual	459,680	92	4,997
Total	2932,625	95	

Source: Data processed by the researcher (2025)

Based on the regression output of Model 2 presented in Table 6 "ANOVA", the variables Entrepreneurial Knowledge (X1), Self-Efficacy (X2), and Motivation (Z) each have a significance value of 0.000, which is less than 0.05, in relation to the Entrepreneurial Interest variable (Y). This indicates that H0 is rejected and H1 is accepted, meaning that variables X1, X2, and Z simultaneously have a significant effect on variable Y.

Model 1:

Table 7. t-Test Results of Model 1 (X1, X2 ke Z)

Variabel	t	Sig.
Pengetahuan Kewirausahaan (X1)	6,324	0,000
Self-Efficacy (X2)	6,362	0,000

Source: Data processed by the researcher (2025)

Path Coefficients of Model 1:

1. Based on the regression output of model 1 shown in Table 7 “Coefficients,” the significance value of the variable Entrepreneurial Knowledge (X1) toward Motivation (Z) is 0.000, which is less than 0.05. This indicates that H_0 is rejected and Ha is accepted, meaning that X1 has a significant effect on Z.
2. Based on the same regression output in Table 7 “Coefficients,” the significance value of the variable Self-Efficacy (X2) toward Motivation (Z) is also 0.000, which is less than 0.05. This indicates that H_0 is rejected and Ha is accepted, and therefore, X2 has a significant effect on Z.

Model 2:

Table 8. t-Test Results of Model 2 (X1, X2, Z ke Y)

Variabel	t	Sig.
Pengetahuan Kewirausahaan (X1)	-1,419	0,159
Self-Efficacy (X2)	1,957	0,053
Motivasi (Z)	9,693	0,000

Source: Data processed by the researcher (2025)

Path Coefficients of Model 1:

1. Based on the regression output of model 2 presented in Table 8 “Coefficients,” the significance value of the variable Entrepreneurial Knowledge (X1) toward Entrepreneurial Interest (Y) is 0.159, which is greater than 0.05. This indicates that H_0 is accepted and Ha is rejected, meaning that X1 does not have a significant effect on Y.
2. Similarly, the significance value of the variable Self-Efficacy (X2) toward Entrepreneurial Interest (Y) is 0.053, which is also greater than 0.05. This indicates that H_0 is accepted and Ha is rejected, and therefore, X2 does not significantly affect Y.
3. In contrast, the significance value of the variable Motivation (Z) toward Entrepreneurial Interest (Y) is 0.000, which is less than 0.05. This indicates that H_0 is rejected and Ha is accepted, meaning that Z has a significant effect on Y.

Table 9. Sobel Test Results

Variabel	Hasil Uji Sobel
X1 → Z → Y	5,28
X2 → Z → Y	5,30

Source: Data processed by the researcher (2025)

Based on the Sobel test results table, the significance value for Entrepreneurial Knowledge (X1) is 5,28. This value exceeds the critical value of 1,96, indicating that Motivation (Z) is capable of mediating the effect of Entrepreneurial Knowledge (X1) on Entrepreneurial Interest (Y). Meanwhile, the significance value for the Self-Efficacy (X2) variable is 5,30. This value is also greater than 1,96, indicating that Motivation (Z) mediates the relationship between Self-Efficacy (X2) and Entrepreneurial Interest (Y).

Table 10. Coefficient of Determination Test Results

Model	*R Square*
Equation 1	0,793
Equation 2	0,843

Source: Data processed by the researcher (2025)

Based on table 10, the results of the coefficient of determination test show that in Equation 1, the R Square value is 0,793. This indicates that variables X1 (Entrepreneurial Knowledge) and X2 (Self-Efficacy) contribute 79,3% to variable Z (Motivation), while the remaining 20,7% is explained by other variables not included in this study. Meanwhile, in Equation 2, the R Square value reaches 0,843, indicating that variables X1, X2, and Z together contribute 84,3% to variable Y (Entrepreneurial Interest), with the remaining 15,7% influenced by other factors outside the scope of this research.

CONCLUSION

Based on the results of the literature analysis, it can be concluded that the implementation of hybrid working policies plays an important role in improving work-life balance in the digital era. This work model provides flexibility for employees in managing their time and workplace, thereby having a positive impact on job satisfaction, psychological well-being, and productivity.

However, the effectiveness of hybrid working does not occur automatically. Its success is highly influenced by the clarity of organizational policies, support from digital technology, the readiness of human resources, and an adaptive work culture. Without proper management, work flexibility may instead lead to problems such as overworking, blurred boundaries between work and personal life, and an increased risk of burnout.

Therefore, hybrid working can become an effective and sustainable work strategy if it is implemented in a well-planned, structured manner and oriented toward employee well-being, not solely focused on achieving productivity.

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