# The Influence of Barriers on Entrepreneurial Intention Among Students of Business Administration Telkom University

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**Abstract:** *This research aims to find out the Influence of Entrepreneurship Interest Barriers on Entrepreneurship Interests of Telkom UniversityBusiness AdministrationStudents. The methods used in this research are quantitative with a type of descriptive analysis research. Respondents in this study were 322 Telkom University Business Administration Students with sampling methods namely probability sampling and Proportionate stratified random sampling. The results showed that respondents' responses had an influence of 27.2% between the Financial Barrier variable to the Entrepreneurship Interest variable. There is an influence of 21.5% between the Knowledge Barrier variable to the Entrepreneurship Interest variable. There is an influence of 26% between Risk Avoidance variables to entrepreneurship interest variables. There was an influence of 12% between the Fear of Failure variable on the Entrepreneurship Interest variable, and there was an influence of 9.1% between the Stress Avoidance variable on the Entrepreneurship Interest variable. The results of data processing and analysis showed that the Entrepreneurship Interest Barrier contributed simultaneously to Entrepreneurship Interest by 50.3% while the remaining 49.7% was influenced by other factors outside the Entrepreneurship Interest Barrier variable.*

**Keywords:** *Barriers to Entrepreneurship Interest, Entrepreneurial Interest, Entrepreneurship*

## I. INTRODUCTION

### 1.1 Background

Currently, the number of entrepreneurs in Indonesia only reaches 3.5 percent of the population. This ratio is still lower compared to other countries such as Malaysia 5 percent, China 10 percent, Singapore 7 percent, Japan 11 percent, and the U.S. which is 12 percent. Meanwhile, the Government targets that Indonesia can touch the figure of 4 percent of entrepreneurs from the population by 2030 to encourage economic strengthening and Indonesia can become a developed country.

Based on data from the Global *Entrepreneurship Index* 2018, from 137 countries, Indonesia is ranked 94th in entrepreneurship. This position is still lagging behind some other countries in Southeast Asia. Because, Vietnam is in 87th position, the Philippines in 76th position, Thailand is in the 71st position, Malaysia is 58th, Brunei Darussalam is 53rd, and Singapore is 27th.

Self-employment plays an important role in supporting national economic growth. The role *of entrepreneurs* in developing countries such as Indonesia has a lot of positive impacts. The role of

*entrepreneurship* can be in the form of contributing to transforming people's lives, namely by increasing low incomes to higher incomes and from primary sector-based communities to communities based on the service and technology sector (Wim Naude, 2008). There are three positive impacts of *entrepreneurs* in the economy. First, *entrepreneurs* open new types of businesses in the economy. Second, provide employment and absorb labor. Third, increase the *output* per capita nationwide. (Prasetyani, 2020:54)

The Central Statistics Agency (BPS) recorded total unemployment as of August 2020 of 7.07 percent. This number increased by 1.84 percentage points compared to August 2019. Here is an open unemployment rate table based on the highest education completed in the last three years.

Based on the table 1, it shows that one of the most unemployed comes from university graduation. University graduates are in the 5th most position at the open unemployment rate based on the highest education completed. Unemployment has a negative impact on the country's economy and social aspects. The impact on the economy includes lowering people's prosperity, unstable economic growth, lower real

national income, declining economic activity, reduced people's purchasing power, and social and political instability. While the impact of social unemployment is increasing the amount of poverty and increasing criminality, despair, and depression (Basrowi and friends, 2018).

**Table 1. Open Unemployment Rate Based on Highest Education Completed**

| No. | Pendidikan Tertinggi yang Ditamatkan | 2018 | | 2019 | | 2020 | |
|---|---|---|---|---|---|---|---|
| | | Februari | Agustus | Februari | Agustus | Februari | Agustus |
| 1 | Tidak/belum pernah sekolah | 43.740 | 32.315 | 36.422 | 40.771 | 35.761 | 31.379 |
| 2 | Tidak/belum tamat SD | 452.326 | 328.781 | 443.495 | 347.712 | 346.778 | 428.813 |
| 3 | SD | 975.661 | 908.228 | 965.641 | 865.778 | 1.006.774 | 1.410.537 |
| 4 | SLTP | 1.265.421 | 1.142.168 | 1.235.199 | 1.137.195 | 1.251.352 | 1.621.518 |
| 5 | SLTA Umum/SMU | 1.672.601 | 1.945.826 | 1.690.527 | 2.008.035 | 1.748.834 | 2.662.444 |
| 6 | SLTA Kejuruan/SMK | 1.445.340 | 1.752.241 | 1.397.281 | 1.739.625 | 1.443.522 | 2.326.599 |
| 7 | Akademi/Diploma | 304.744 | 223.456 | 274.377 | 218.954 | 267.583 | 305.261 |
| 8 | Universitas | 803.624 | 740.370 | 855.854 | 746.354 | 824.912 | 981.203 |
| | Total | 6.963.457 | 7.073.385 | 6.898.796 | 7.104.424 | 6.925.486 | 9.767.754 |

The Secretary of the Minister of Cooperatives and SMEs (2020) said that universities have an important role to encourage and increase the number of entrepreneurs in Indonesia. So, college graduates should be prepared to be *job creators* instead of *job seekers.* A lack of entrepreneurs can result in a number of jobs that are not comparable to job seekers.

## 1.2 Formulation of the problem

Based on empirical studies that have been presented among researchers have found different results about the relationship and influence of each variable, so the problem of this study: *"The Influence of Barriers to Entrepreneurship Interests On Entrepreneurship Interests of Telkom University Business Administration Students"*

To answer the research problem above, the following problems are formulated:

1) How to barrier entrepreneurship interest towards Business Administration Telkom University students?
2) How the entrepreneurship interest of Business Administration Telkom University students?
3) How is the influence of entrepreneurship interest barriers on the entrepreneurship interest of Business Administration Telkom University students?

## 1.3 Research Objectives

This research aims to test and analyze the relationship between operating research variables, which can be done through empirical testing of the following variables:

1) To find out the obstacles of entrepreneurship interest towards Business Administration Telkom University students

2) To find out the entrepreneurship interest of Business Administration Telkom University students.
3) To find out the influence of entrepreneurship interest barriers on the entrepreneurship interest of Business Administration Telkom University students

## II. LITERATUR

### A. Entrepreneurship

The concept of entrepreneurship was first introduced by an economist in France named Richard Cantillon around 1755. The word *entrepreneurship* itself comes from the word *entrependre* in French which means to do something. Cantillon states that an *entrepreneur* is someone who can afford several factors of production at a certain price, to combine them in a certain form (Bunga &Pentana, 2018).

### 2.1 Entrepreneurial Characteristics

According to Geoffrey Meredith in Kuswara (2017) there are six characters and characteristics *of an entrepreneur,* namely:

**Table 2. Characteristics of Entrepreneur**

| Characteristic | Character |
|---|---|
| Confident and optimistic | Have strong self-confidence, indecency with others, and individuality. |
| Oriented to tasks and results | The need to excel, be profit-oriented, have a strong drive, be energetic, diligent, and steadfast, hard work determination, and initiative. |
| Take risks and love challenges. | Able to take reasonable risks. |
| Leadership | Leadership, adaptable to others, and open to suggestions and criticism. |
| This isinilan | Innovative, creative, and flexible. |
| The future | Have a vision and perspective on the future |

*(Source:* Kuswara, 2017:106)

### 2.2 Principles of Entrepreneurship

Principles*(entrepreneurship)*according to Dhidiek D. Machyudin in Echdar & Maryadi (2019), are:

1. Must be optimistic

2. Ambitious

3. Can read market opportunities

4. Patient

5. Don't despair

6. Don't be afraid of failure

7. The first and second failures are common, let's assume failure is a delayed success.

## 2.3 Entrepreneurial Characteristics

According to Scarborough and Zimmerer in Echdar & Maryadi (2019), entrepreneurial traits include:

1. *Desire for responsibility*, which is the desire is responsible for the efforts that are being pioneered that are actualized through self-re-attitude.

2. *Preference for moderate risk*, which is the tendency to always take moderate risks reflected by decision choices that always avoid risk levels that are too high or too low.

3. *Confidence in their ability to succeed*, which is the belief in his ability to suskes reflected through the motto that failure is nothing but a delayed success.

4. *Desire for immediate feedback*, which is the will to always get feedback that is as soon as possible.

5. *High level of energy*, which is the spirit and drives to work hard to realize his dreams better in the future.

6. *Future orientation,* which is the prospective possession of space and time into the future.

7. *Skill at organizing*, which is the possessing of expertise and skills in organizing resources to create added value.

8. *Value achievement over money*, which is owned by a benchmark.

9. Which is quantitative financial in assessing performance.

## 2.4 Entrepreneurial

According to Meredith in Prasetyaningtyas (2020), entrepreneurs are people who can see, assess opportunities and gather all the resources needed to take advantage of it and take appropriate action, and ensure success that can be achieved.

## 2.5 Barriers to Entrepreneurship Interest

According to Kebaili *et al* (2017), the barriers to entrepreneurship interest consist of seven factors, including:

1. Financial Barriers

Financial barriers can occur from several indicators, namely lack of loans, processes or bureaucratic requirements for loans such as collateral or guarantors. Previous studies in different contexts showed and tested such relationships. According to Ahmad in Kebaili *et al* (2017) in his study of entrepreneurship barriers in Saudi Arabia found that the most common obstacle is the difficulty of getting a loan, even ranked number one with a percentage of 90.96%. Similarly, Robertson *et al* (Kebaili et al,2017) found that financial support was the main obstacle (over 50 percent) in the face of *start-up* activity in the UK.

Despite the importance of the availability of funds as an obstacle to starting a business, some studies have also found that there is no link between the unavailability of funds and entrepreneurship interests. Sandhu *et al* (Kebaili *et al,*2017) found that financial loans and entrepreneurship are negatively related. In addition, Schwarz *et al (Kebaili et al,*2017) in a study conducted on Australian students found that there was no relationship between the availability of funds and entrepreneurship interests.

2. Market Barriers

Barriers to the market can consist of the threat of large competitors controlling the market, unavailability of information, or lack of business networks (Chowdhury, Gird and Bagraim, Wauters and Lambrecht, Pruett *et al,* and Ahmad in Kebaili *et al,*2017). The lack of business networks can be an obstacle because it can be a serious barrier for aspiring entrepreneurs who want to penetrate the market (Chowdhury and Ahmad in Kebaili *t al,*2017).

3. Knowledge Barriers

Previous studies have explained that a lack of knowledge can be a lack of entrepreneurial skills and competencies (Robertson and Pruett in Kebaili *et al* (2017). In addition, lack of knowledge is defined as the inability to predict demand (Chowdhury in Kebaili *et al,*2017), inability to organize people and maintain business and accounting records, and lack of business and marketing knowledge (Ahmad in Kebaili *et al,*2017).

4. Attitude Towards Change

Attitude towards change can be defined as a tendency to accept changes and related challenges. New business activities involve a degree of uncertainty and uncertainty of new business outcomes (Schwarz *et al* in Kebaili et al,2017). Kebaili *et al* (2017) asserts that people with positive behavior towards change are usually more likely to choose to start a new business, and tired of stagnation in a stable and ordinary environment.

5. Risk Avoidance

Previous studies have shown a link between risky attitudes and entrepreneurial interests. Koh in Kebaili *et al* (2017) defines the tendency to take risks as people's tendency to gamble in the context of uncertain decision-making. Starting a new business involves uncertainty that can translate into risk. Pruet *et al* (Kebaili *et al*,2017) distinguish between two types of risk; risk of surgery and initial risk. The first relates to issues about employees (insolvents, workload, and non-fixed income). The second type of risk is a lack of initial capital. Many studies link aversion to risk for entrepreneurial interest (Koh, Pruet, *et al,* Sandhu *et al,* Ferreira *et al,* and Solesvik *et al* in Kebaili *et al,*2017).

6. *Fear of Failure*

As some respondents from Qatar (Kebaili in Kebaili, 2017) pointed out, the problem of business failure and most likely bankruptcy is a serious psychological obstacle to starting a new business. In a conservative society, business failure means losing face in front of family and friends. This is because failure means the person is incompetent, careless, and even immature. Fear of failure can be found especially in societies where people have a high avoidance of uncertainty. For example, in their empirical study of the potential of entrepreneurship among students in Malaysia, Sandhu *et al* in Kebaili *et al* (2017) found a significant negative relationship between fear of failure and entrepreneurship interest.

7. *Stress Avoidance*

Starting and maintaining a new business involves two kinds of stress. First, the stress associated with time commitment and the extra workload required by a new business. In addition, getting involved in a new business involves the hassle of running a business. The second type of stress comes from worries due to irregular income. Setting up and managing a business includes a certain level of uncertainty about the market and economic situation that can cause extra stress to its owners. So, people may avoid starting a new business and instead stick to a stable, stress-free government job. A previous study conducted by Sandhu *et al* in Kebaili *et al* (2017) confirmed a negative relationship between stress avoidance and entrepreneurial avoidance.

**2.6 Entrepreneurial Interest**

Entrepreneurship interest is a person's desire to start having a new business or business. Entrepreneurship interest starts from a person's desire to become an entrepreneur. Interest and willingness in entrepreneurship make a person have a better readiness in the business to be carried out. Planning a new business is part of the dream in one's career and t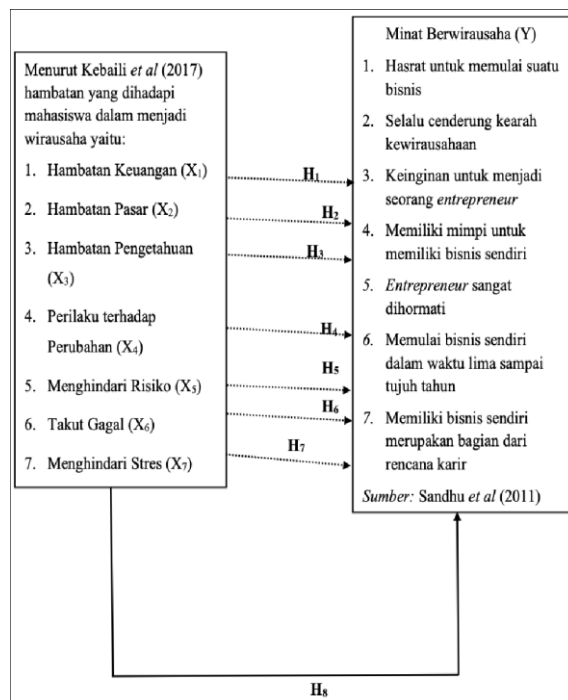he ideas you have always tend towards entrepreneurship. In addition, entrepreneurship interests include a reason to obtain status to be known and respected by others (Sandhu *et al,* 2011)

**2.7 Relationship Barriers to Entrepreneurship and Entrepreneurship Interest**

Kebaili (2015) found that *attitude towards change, risk avoidance, fear of failure, stress avoidance, financial barriers, market barriers,*an d knowledge barriers are considered as *obstacle* to entrepreneurship interest.

So the hypotheses in this study are as follows:

- H1: There is a significant influence of financial *Barriers* (X1) on entrepreneurship interest (Y) Telkom university business administration *students.*

- H2: There are a significant influence of market *Barriers* (X2) on entrepreneurship interest (Y) Telkom university business administration *students.*

- H3: There is a significant influence knowledge *Barriers* (X3) on the entrepreneurship interest (Y) of Telkom University Business Administration *students.*

- H4: There is a significant influence of Attitude towards *Change* (X4) on entrepreneurship interest (Y) of Telkom University Business Administration *students.*

- H5: There is a significant influenceof risk *Avoidance* (X5) on entrepreneurship interest (Y) of Telkom University Business Administration *students.*

- H6: There is a significant influenceof fear *of Failur e* (X6) on the entrepreneurship interest (Y) of Telkom University Business Administration *students.*

- H7: There is a significant influence of *Stress Avoidance* (X7) on entrepreneurship interest (Y)Telkomm university business administration *students.*

- H8: There is an influence of Entrepreneurship Interest Barriers on interest in the entrepreneurship interest of Telkom University Business Administration *students.*

| | Minat Berwirausaha (Y) |
|---|---|
| Menurut Kebaili *et al* (2017) hambatan yang dihadapi mahasiswa dalam menjadi wirausaha yaitu: | 1. Hasrat untuk memulai suatu bisnis |
| 1. Hambatan Keuangan (X$_1$) | 2. Selalu cenderung kearah kewirausahaan |
| 2. Hambatan Pasar (X$_2$) | 3. Keinginan untuk menjadi seorang *entrepreneur* |
| 3. Hambatan Pengetahuan (X$_3$) | 4. Memiliki mimpi untuk memiliki bisnis sendiri |
| 4. Perilaku terhadap Perubahan (X$_4$) | 5. *Entrepreneur* sangat dihormati |
| 5. Menghindari Risiko (X$_5$) | 6. Memulai bisnis sendiri dalam waktu lima sampai tujuh tahun |
| 6. Takut Gagal (X$_6$) | 7. Memiliki bisnis sendiri merupakan bagian dari rencana karir |
| 7. Menghindari Stres (X$_7$) | *Sumber:* Sandhu *et al* (2011) |

## III. RESEARCH METHODS

The type of research that researchers do is descriptive and causality (conclusive) research with a quantitative approach. According to Sugiyono (2018: 11), descriptive research is research conducted to find out the value of independent variables, either one or more variables without making comparisons or connecting between variables with each other. Causality research according to Sugiyono (2017: 8) is a study conducted on a particular population or sampleto testg a predetermined hypothesis. According to Sugiyono (2017: 7) quantitative re, search is a research method based on the philosophy of positivity that will be used to examine populations or samples conducted randomly, data collection using research instruments, quantitative or statistical data analysis to test pre-established hypotheses.

When measuring operational variables in the study, the scale of the tools used was the Likert scale. According to Sugiyono (2017: 93), the Likert scale is used to measure the attitudes, opinions, and opinions of a person or group of people about a particular object or phenomenon that is happening, and that object or phenomenon clearly defined an investigation. variable.

With the Likert scale, the variable to be measured is explained as an indicator variable. Then the variable indicator is used as a starting point to arrange instrument items that can be statements. Each statement item has five answers with a value of 1 to 5 where the value of 1 strongly disagrees and the highest value is 5 strongly agrees.

The sampling technique used in this study is *probability sampling* with *Proportionate stratified random sampling*. According to Sugiyono (2015: 122) *probability sampling* is a sampling technique that provides the same opportunity for each element (member) to be selected as a sample member. *Proportionate Stratified Random Sampling* according to Sugiyono (2015: 124) is a technique used when the population is not homogeneous and proportionately abstracted. In this study, an example is a student of Telkom University Business Administration Program consisting of four generations, namely 2017, 2018, 2019, and 2020.

In this study, the population used was a student of Telkom University's Business Administration Study Program consisting of four generations. An overview of the population is described in Table 3 below:

**Table 3. Number of Students of Telkom University Business Administration Study Program**

| | Sum |
|---|---|
| **Student Class of 2017** | **409** |
| **Student Class of 2018** | **370** |
| **Student Class of 2019** | **397** |
| **Students of the Class of 2020** | **454** |
| **Number of students Business Administration** | **1.630** |

The population for this study is 1,630 people, so the formula used is the Slovin formula because the number of population is known. The number of samples was 322. Using *proportionated stratified random sampling* calculations obtained the following sample proportions:

**Table 4. Proportion of Sample**

| No. | Force | Number of students | Proportion of Sample |
|---|---|---|---|
| 1 | 2017 | 409 | 81 |
| 2 | 2018 | 370 | 73 |
| 3 | 2019 | 397 | 78 |
| 4 | 2020 | 454 | 90 |
| | **Total** | **1630** | **322** |

In this study, primary data used questionnaires, and data sources were obtained from respondents. The questionnaire is a data collection technique that is done by providing a set of questions or written statements to respondents to answer.

In this study, researchers used questionnaires where each question was accompanied by five possible answers that respondents had to choose

from. From the answers obtained, further compiled assessment criteria for each question item. The assessment criteria for each question item are based on percentages. The classical assumption test is a statistical assumption test that must be met in regression analysis, the goal is to find out whether or not a linear regression model determines whether or not a study is present. The study IBM SPSS Statistic 25.

## IV. RESULTS AND DISCUSES

Based on the results of the study, it can be known that the characteristics of respondents in the following table:

### Table 5. Characteristics of Respondents

| Characteristic | Frequency |
|---|---|
| *Angkatan* | |
| 2017 | 81 |
| 2018 | 79 |
| 2019 | 73 |
| 2020 | 90 |
| *Gender* | |
| Man | 124 |
| Woman | 198 |
| *Age* | |
| 17 - 19 years | 105 |
| 20 - 22 years | 212 |
| 23 - 25 years | 5 |
| >25 Years | - |
| *Monthly Allowance* | |
| <Rp1,500,000 | 148 |
| Rp1,500,000 – Rp2,500,000 | 128 |
| Rp2,500,000 – Rp3,500,000 | 40 |
| >Rp3.500.000 | 6 |

The results of descriptive analysis techniques showed that respondents' responses to the entrepreneurship interest barrier variable (X) fell into the category "High" with a percentage value of 72.2%. Based on the results of descriptive analysis, the entrepreneurship interest variable is in the category "Very High" with a percentage of 84%.

### Table 6. Multiple Linear Regression Analys

**Coefficientsnts**[a]

| Type | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 2.511 | 1.545 | | 1.625 | .105 | | |
| | X1 | .524 | .059 | .355 | 8.843 | .000 | .981 | 1.019 |
| | X2 | .124 | .078 | .066 | 1.598 | .111 | .924 | 1.082 |
| | X3 | .503 | .084 | .255 | 5.991 | .000 | .877 | 1.141 |
| | X4 | .155 | .119 | .055 | 1.305 | .193 | .895 | 1.117 |
| | X5 | .566 | .089 | .276 | 6.376 | .000 | .847 | 1.181 |
| | X6 | .331 | .084 | .170 | 3.926 | .000 | .846 | 1.182 |
| | X7 | .205 | .066 | .135 | 3.121 | .002 | .846 | 1.182 |

a. Dependent Variable: Y

Multiple regression analysis is used to test the hypothesis of influence between independent variables on dependents. In this study there are eight variables, namely Financial Barriers, Market Barriers, Knowledge Barriers, Behavior Against Change, Avoidance of Risk, Fear of Failure, Avoiding Stress, Based on the results of data processing, the model of multiple linear regression equations can be formulated as follows $Y = 2.511 + 0.524X_1 + 0.124X_2 + 0.503X_3 + 0.155X_4 + 0.566X_5 + 0.331X_6 + 0.205X_7$.

Based on the regression equation can be described as follows:

1. **Financial barriers (X1) to entrepreneurship interest**

   B1 = 0.524, the value contains the understanding that if X1 (financial barrier) rises by one unit, it will be followed by a decrease in entrepreneurship interest of 0.524 units assuming that the variable financial resistance (X1) is constant.

2. **Market barriers (X2) to entrepreneurship interest**

   B2 = 0.124, the value contains the understanding that if X2 (market barriers) rises by one unit, it will be followed by a decrease in entrepreneurship interest of 0.124 units assuming that the market resistance variable (X2) is constant.

3. **Knowledge barriers (X3) to entrepreneurship interest**

   B3 = 0.503, the value contains the understanding that if X3 (knowledge barriers) rises by one unit, it will be followed by a decrease in entrepreneurship interest of 0.503 units assuming that the variable barrier of knowledge (X3) is constant.

4. **Attitude towards change (X4) towards entrepreneurship interest**

   B4 = 0.155, the value contains the understanding that if X4 (attitude towards change) increases by one unit, it will be followed by a decrease in entrepreneurship interest of 0.155 units assuming that the behavior variable to change (X4) is constant.

5. **Avoiding Risk (X5) to entrepreneurial interest**

   B5 = 0.566, the value contains the understanding that if X5 (avoidance of risk) rises by one, it will be followed by a decrease in entrepreneurship interest of 0.566 units assuming that the risk-averse variable (X5) is constant.

6. **Fear of failure (X6) of entrepreneurial interest**

   B6 = 0.331, the value contains the understanding that if X6 (fear of failure) rises by one unit, it will be followed by a decrease in entrepreneurship interest of 0.331 units assuming that the variable fear of failure (X6) is constant.

7. **Avoid stress (X7) on entrepreneurial interest**

   B7 = 0.205, the value contains the understanding that if X7 (avoiding stress) rises by one, it will be followed by a decrease in entrepreneurship interest of 0.205 assuming that the variable avoids stress (X7) is constant.

### Table 7. t-Test Results

**Coefficients**

| Type | | B | Std. Error | Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 2.511 | 1.545 | | 1.625 | .105 |
| | X1 | .524 | .059 | .355 | 8.843 | .000 |
| | X2 | .124 | .078 | .066 | 1.598 | .111 |
| | X3 | .503 | .084 | .255 | 5.991 | .000 |
| | X4 | .155 | .119 | .055 | 1.305 | .193 |
| | X5 | .566 | .089 | .276 | 6.376 | .000 |
| | X6 | .331 | .084 | .170 | 3.926 | .000 |
| | X7 | .205 | .066 | .135 | 3.121 | .002 |

a. Dependent Variable: Y

The t-table value is 1,967. Based on the table above, the following results are obtained:

1. The Financial Barrier variable has a significant value of 0.000 < 0.05 and t calculated 8,843 > 1,967, then H1 is accepted.
2. Market resistance $(X_2)$ has a significant value of 0.111 > 0.05 and t calculated at 1,598 < 1,967, then H2 is rejected.
3. The knowledge barrier $(X_3)$ has a signification value of 0.000 < 0.05 and t count of 5,991 > 1,967.
4. Behavior to change $(X_4)$ has a signification value of 0.193 > 0.05) and t calculated 1,305 < 1,967, then H4 is rejected.
5. Avoiding risk $(X_5)$ has a signification value of 0.000 < 0.05 and t calculated by 6,376 > 1,967, then H5 is accepted.
6. Fear of failure $(X_6)$ has a signification value of 0.000 < 0.05 and t count of 3,926 > 1,967, then H6 is accepted.
7. Avoiding stress $(X_7)$ has a signification value of 0.002 < 0.05 and t calculated by 3,121 > 1,967, then H7 is accepted.

### Table 8. f Test Results

**ANOVA**

| Type | | Sum of Squares | Df | Mean Square | F | Sig. b |
|---|---|---|---|---|---|---|
| 1 | Regression | 3628.034 | 7 | 518.291 | 45.421 | .000 |
| | Residual | 3583.002 | 314 | 11.411 | | |
| | Total | 7211.036 | 321 | | | |

. Dependent Variable: Y
b. Predictors: (Constant), X7, X1, X2, X3, X4, X5, X6

From the ANOVA test or F test in can the value F count of 31,163 with a signification rate of 0.000 smaller than 0.05 (0.000 < 0.05). This shows that the Barriers to Entrepreneurship Interest together have a positive and significant influence on Entrepreneurship Interest.

### Table 9. Coefficient of Determination

**Model Summary[b]**

| Type | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .709[a] | .503 | .492 | 3.37799 |

a. Predictors: (Constant), X7, X1, X2, X3, X4, X5, X6
b. Dependent Variable: Y

From the *output* results, SPSS shows the *summary model* table for the value of $R^2$ of 0.443 = 50.3% variable influence $X_1$ (Financial Barrier), $X_2$ (Market Barrier), X3 (Knowledge Barrier), X4 (Attitude Towards Change), X5 (Risk Avoidance), X6 (Fear of Failure), X7 (Stress Avoidance), simultaneously on variable Y (Student Entrepreneurship Interest), and 49.7% were affected by other variables outside of the study.

## V. KESIMPULAN

Based on the results of research and discussion about the influence of brand ambassadors on buying intentions in the previous chapter, several conclusions can be drawn. Researchers hope to

answer the questions asked in the study. Here's the conclusion:

1. Based on the percentage of answer scores from Telkom University Business Administration *Students,* all variables of Entrepreneurship Interest Barriers fall into the category of "High" with a percentage of 72.2%. The highest percentage of scores from the Entrepreneurship Interest Barrier variable is in the Knowledge Barrier which means a lack of business practices and marketing practices carried out by students. Avoiding stress scored the lowest.

2. From the results of data processing obtained all responses from Telkom *University* Business Administration students to the variable Entrepreneurship Interest fall into the category "Very High" with a percentage of 84%. The highest percentage of Entrepreneurship Interest variables is in the indicator "Having my own business is part of my career plan" which Telkomtelkom *university* students, especially business administration students, have a very high entrepreneurship interest because being an entrepreneur is a plan of their career. While the lowest score is on the indicator "Entrepreneur is highly respected".

3. Simultaneously the Barrier of Entrepreneurship Interest has a significant influence on Entrepreneurship Interest by 50.3% while the remaining 49.7% is influenced by other factors outside of this study, namely external factors such as the family environment. Partially, Entrepreneurship Interest Barriers consisting of Financial Barriers, Knowledge Barriers, Risk Avoidance, Fear of Failure, and Avoiding Stress have a positive and significant effect on Entrepreneurship Interests. Financial Barriers have the highest influence of 27.2% on Entrepreneurship Interest.

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