

# The Influence of Family Environment, Social Media Utilization, Confidence, Motivation on Entrepreneurial Interest in Generation Z in Mataram City

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## ABSTRACT

Entrepreneurs play a major role in the growth of the economy and the fair distribution of money in a nation. The nation is clearly a developed economy if the number of entrepreneurs in the nation is growing and staying constant. Since Generation Z is now the largest generation, if their human resources are competitive and productive, they will play a significant role in society. The purpose of this study is to examine the effects of generation Z's familial environment, motivation, confidence, and use of social media on their interest in entrepreneurship. The generation Z population of Mataram City is the subject of this investigation. The most recent data from 2022 indicates that a sample of 100 respondents was employed, along with quantitative research methodologies, questionnaires for data gathering, and IBM SPSS for data processing. There were 27 test instruments used in the testing, which included multiple linear regression analysis tests, classical assumptions, validity, reliability, and determination coefficients (R<sup>2</sup>). In this study, the simultaneous F test and the partial t test were used to evaluate the hypothesis. (1) The study's findings indicated that social media usage, confidence, motivation, and aspects of the family environment all had a partial impact on Generation Z's interest in starting a business in Mataram City. (2) The use of social media, motivation, self-assurance, and family environment all had an impact on entrepreneurial desire at the same time.

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## 1. INTRODUCTION

The population of Indonesia, based on data from the Central Statistics Agency (BPS), is projected to be 278.8 million people in 2023. This number increased by 1.1% compared to last year which was 275.7 million people. Global competition in the increasingly fierce world of labor, inversely proportional to the limited availability of jobs, has resulted

in the unemployment rate in Indonesia remaining high. According to figures from the Central Statistics Agency (BPS), there were 212.59 million working-age individuals in Indonesia in August 2022, out of a total population of 208.54 million. The working-age population is defined by the Central Statistics Agency as those who are 15 years of age or older, and the labor force is made up of those who are of working age who are

employed or who have a job but are temporarily unemployed.

Based on data from the Central Statistics Agency, the number of young people aged 15-19 years in NTB reached 70,843. Many Generations Z have completed their education both from the high school and university levels. The current paradigm is that their college graduates are more focused on finding jobs, not creating jobs, where this will trigger a gap in the number of high school and college graduates in the absorption of human resources. (Yurita Sari, 2023) He said that Generation Z is more prepared to find a job such as participating in the selection for civil servants, teachers or company employees, rather than preparing themselves to open a new business who then becomes an entrepreneur.

In fact, with the presence of various types of business activities, it can absorb a lot of labor along with business growth so that it can revive the wheels of the economy.

Mataram City is one of the Madya Cities in West Nusa Tenggara Province that has the potential to contribute to economic growth in West Nusa Tenggara Province. Mataram City has an important role in growing small businesses such as micro, small, and medium enterprises (MSMEs) in Mataram City. The contribution of this MSME sector to economic growth in Mataram City is very large, and as one of the leading sectors. These MSMEs are able to absorb a large number of workers.

Based on the data above, Mataram City is the city that has the largest number of entrepreneurial actors from districts/cities in the province of West Nusa Tenggara. When viewed from the daily activities of the community, it is possible to be entrepreneurial. Moreover, the city of Mataram is included in the category of education city so that this city has a large number of generation Z. The generation refers to people born between 1997 and 2012. Data released by BPS Generation Z aged 15-19 years is 70,843 people, this indicates that Mataram City has opportunities for entrepreneurship.

McMullen & Shepherd (2016) stated that factors that affect interest. From the description above, it is concluded that there is still low interest in Mataram City youth to entrepreneurship, especially among undergraduate graduates. So from various efforts made to foster an entrepreneurial spirit, especially from changing the mindset from being interested in looking for a job to opening an entrepreneurial opportunity. Judging from the background, entrepreneurial interest can be caused by the environment, the use of social media, self-awareness and entrepreneurial motivation in generation Z and future generations to be able to become an entrepreneur. So, the author will raise the problem with the title of the research: "(The Influence of the Environment, Social Media Utilization, Confidence, Motivation on Entrepreneurial Interest in Generation Z in Mataram City)".

## 2. LITERATURE REVIEW

For example, Richard Cantillon (1775) described entrepreneurship as the task itself. An entrepreneur purchases items now at one price and resells them later at a variable price. Thus, this concept emphasizes a person's sense of danger or uncertainty more.

Coulter & Robbin, 2004. Regardless of the resources being used, entrepreneurship is the process by which an individual or group of individuals uses coordinated efforts and opportunities to produce value that grows to fulfill wants and desires via innovation and originality. Frank Knight. An entrepreneur attempting to forecast and resolve market shifts. The emphasis of this presentation is on the part of entrepreneurs in managing market dynamics volatility. It is mandatory for an employer to carry out all fundamental management duties, including oversight and direction.

What motivates entrepreneurs is their desire, passion, and readiness to work hard to fulfill their basic requirements without worrying about taking unnecessary risks. This is known as entrepreneurial interest (Anggraeni, 2015).

One of the key members of the economic school that became known as the classical school was Adam Smith (1729–1790). In this instance, economic growth is initiated by the efficient distribution of human resources, as per Smith's classical theory. Physical capital formation is only required to maintain economic growth after it has begun. Put another way, efficient use of human resources is a prerequisite for economic expansion.

An individual's environment can be a physical, environmental, or social phenomenon that has an impact on their growth. (Yusuf 2012), A family is a group of people who live separately but have a socio-biological relationship through marriage, birth, or adoption. They also pooled resources to work toward a common goal (Bryant & Dick in Doriza, 2015)

Confidence is a unique and valuable part of life. In addition, entrepreneurial interest is also determined by the confidence factor. Mardiyatmo (2011) said that confidence is the basic trait of an entrepreneur. An entrepreneur is very confident in his abilities so that he will not hesitate in determining his attitude and taking a decision on something.

According to Chukwuma (2014: 56), motivation is the process through which the need persuades a person to engage in a series of behaviors that result in the achievement of a specific goal. goals that, if achieved, will satisfy or meet these needs, while according to Hasibuan (2014: 219) motivation is the provision of impetus that arouses a person's work spirit, causing them to want to work together, work efficiently, and be integrated with all efforts to achieve satisfaction.

One factor that can help explain a person's behavior is motivation which is a basic psychological process. One of the key elements in achieving goals is motivation. Humans have a natural drive or force, which has to do with motivation. Humans who are invisible from the outside have motivation. People are motivated to act in a variety of ways to achieve a specific goal. (According to Basrowi 2014)

### Hypothesis Formulation

Based on the basis of previous theories and research, the formulation of the hypothesis is as follows: "It is suspected that Environmental Variables, Social Media Utilization, Confidence, and Motivation have a Positive and Significant Effect on Entrepreneurial Interest (Y) in Generation Z in Mataram City.

### 3. METHODS

Based on the type of problem studied, the technique used in this study is the Associative Quantitative research method. The author collects historical data related to the problem to be studied. (Russiandi, et al 2016), associative quantitative research is research that aims to determine the relationship between two or more variables. With this research, a theory will be built that can function to explain, predict and control a phenomenon. The population in this study is the number of residents of Mataram City who are working-age residents and are included in Generation Z whose data was obtained from the Mataram City Population and Civil Registration Office in 2021, as many as 70,843 people. The sample is a part that represents the population, taken according to the characteristics and characteristics of the population. To determine the number of samples taken, which will later be given a questionnaire to obtain the required data, the Slovin formula can be used, with the number of populations already known as follows (Priyono, 2008):

Based on the data obtained, the number of Generation Z in the city of Mataram is 70,843 people, the number of samples for the study uses a margin of error of 10%, so the number of samples studied is < 99.85, which is 100 generation Z samples. To determine the respondents selected as a sample was determined by Purposive Sampling. The researcher selected the sample based on the characteristics of the sample members as follows:

- 1) Generation Z Society
- 2) People who have businesses or;

- 3) People who have entrepreneurial parents or;
- 4) People who have an interest in entrepreneurship

**Identification And Classification of Variables**

Based on the problems that have been raised, the variables used by the researcher can be identified as follows:

- 1) Entrepreneurial interest (Y)
- 2) Family Ward (x1)
- 3) Social Media Utilization (X2)
- 4) Confidence (x3)
- 5) Motivation (x4)

Based on the identification of the variables above, the following variables can be classified:

- 1. Entrepreneurial Interest (Y)

Entrepreneurial Interest is the level of interest of Generation Z in Mataram City in 2024 in entrepreneurship. A person's desire to work independently or run their own business so that they can be more independent and not depend on others, is measured using the Likert scale.

- 2. Influence of Family Environment (X1)

The Influence of Generation Z Family Environment in the city of Mataram in 2024 who have a view of entrepreneurial interest as a career choice is the first and main education for parents to educate including older brothers, uncles, and even aunts in the household, Children's growth and development in the family setting are significantly influenced by the family. Interest in entering the same sector might be influenced by prior experience in the field of entrepreneurship within the family, as shown by a Likert scale.

- 3. Social Media Influencers (X2)

The Influence of Social Media is what assesses the extent to which students feel that Social Media can Influence the interest of

Generation Z in Mataram City in 2024 can Influence student interest generated by Gen Z skills using social media flat forms such as You Tube, Whatsapp, Instagram, Facebook, Google, and other flat forms It is important to consider that social media is not only a tool for communication, but also a source of inspiration, information, and connections that can shape students' views on entrepreneurial opportunities. to find ideas and use them into an effective tool for entrepreneurship, which is measured using the Likert scale.

- 4. Confidence (x3)

Self-confidence is an individual's positive attitude that enables him to develop positive judgments, both towards himself and the environment/situation he faces.

- 5. Motivation (x4)

Motivation is a person's encouragement or desire to do a desire or effort in order to achieve the desired goal, such as the encouragement or desire of students to carry out the entrepreneurial process to achieve their goals.

**4. RESULTS AND DISCUSSION**

*4.1 Results of the Classic Assumption Test*

**1. Normality Test**

A data analysis method called "normality testing" is used to ascertain whether the distribution in a regression model is normal. The residual value can be regarded as normal if it is around the normalized mean.

This study utilized the Kolmogorov-Smirnov normality test, a statistical test for decision-making, which indicates that the data balance is normally distributed if the value of Asymp.Sig (2-tailed) is larger than 0.05 (sig > 0.05). (Ghozali, 2018).

**Table 1 Results of the One-Sample Kolmogorov-Smirnov Test Normality Test**

N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.19440448
Most Extreme Differences	Absolute	.054
	Positive	.051
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>

Source: Appendix 18

The data acquired is normally distributed, as indicated by the significance value of  $0.200 > 0.05$  in table 1 Normality test findings.

## 2. Multicollinearity Test

The multicollinearity test is defined as a data analysis decision used in a regression model to find out whether there is a correlation between variables or whether there is a correlation between decision variables. The multicollinearity test was conducted on more than one independent variable. Multicollinearity occurs when decisions have a very low or very high

correlation in the relationship between decision variables. Therefore, eputu occurs multicollinearity, so it must be solved by analyzing the causal decision. Multicollinearity can be detected by looking at the VIF (Variance Inflation Factor) value. If the tolerance value is greater than 0.1 ( $> 0.1$ ) and the VIF value is less than 10 ( $< 10$ ), multicollinearity will not occur. On the other hand, multicollinearity is detected if the tolerance value is less than 0.1 ( $< 0.1$ ) and the VIF value is greater than 10 ( $> 10$ ) (Suliyanto, 2011)

**Table 2 Multicollinearity Test Results**

Model	t	Sig.	Collinearity Statistics	
			Tolerance	VIF
1 (Constant)	3.996	<.001		
Lingkungan Keluarga	5.293	<.001	.406	2.464
Pemanfaatan Media Sosial	1.730	.087	.232	4.307
Kepercayaan Diri	.559	.577	.142	7.029
Motivasi	.530	.597	.153	6.547

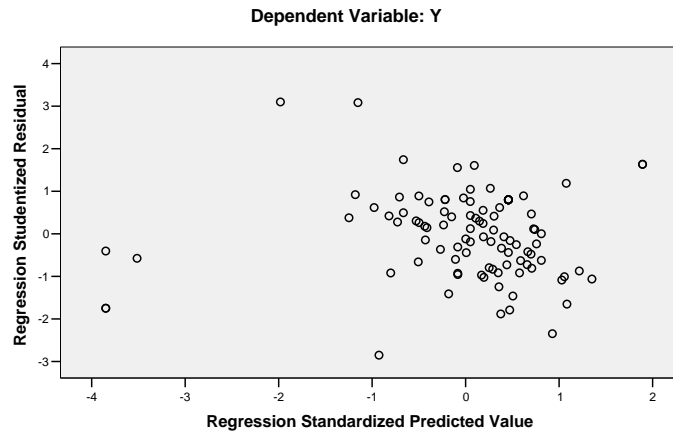
a. Dependent Variable: Minat Berwirausaha

Source: Appendix 19

As can be seen from Table 2 multicollinearity test results, all of the variables have VIF values less than 10 ( $< 10$ ), with the Family Environment variable having a value of 2.464, the Social Media Utilization variable having a value of 4.307, the Self-Confidence variable having a value of 7.029, and the Motivation variable having a value of 6.547. From the tolerance value, the Family Environment variable was 0.406, the Social Media Utilization variable was 0.232, the Confidence variable was 0.142, the Motivation variable was 0.153 where all variables had a greater tolerance value. By 468The decision to test multicollinearity, it was concluded that there was no multicollinearity in the regression model.

## 3. Heterokedasticity Test

The Heteroskedacity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. If the variance from the residual of one observation to another is fixed, then it is called homoskedaness and if it is different, it is called heteroskedaness. A good regression equation If heteroscedacity does not occur. The heteroscedacity test in this study was carried out by looking at scatterplot graphs, if the data distribution is irregular and does not form a certain pattern, then heteroscenty does not occur. The following are the results of the heteroscenty test of this study can be seen in figure 2



Source: Appendix 20

Figure 1 Heteroscedacity Test Results

It is possible to conclude from Figure 1 that there is no heteroscedasticity in this study and that the regression model can be used to analyze the variables of family environment, social media utilization, confidence, and motivation because the scatterplot graph's distribution of irregular points does not form a specific pattern.

4.2 Hypothesis Test Results

1. Multiple Linear Regression Analysis

Multiple linear regression is used to determine the direction and how strongly the independent variable affects the dependent variable (Ghozali, 2018). So this study is to test how much the variables of motivation, personality, religiosity, and family environment affect entrepreneurial interest.

Table 3 Multiple Linear Regression Test Results Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.800	1.793		4.350	.000
	X1	.604	.103	.680	5.837	.000
	X2	.072	.204	.865	8.988	.039
	X3	.189	.130	.556	4.557	.011
	X4	.276	.165	.774	6.432	.022

a. Dependent Variable: Y

Source: Appendix 21

Based on table 3, the regression analysis model can be obtained as follows:

$$Y = 7,800 + 0,604X_1 + 0,072X_2 + 0,189X_3 + 0,276X_4 + e$$

Information:

Y = Entrepreneurial Interest

a = Konstanta

X<sub>1</sub> = Family Environment

ε = Error

X<sub>2</sub> = Social Media Utilization

β<sub>1-4</sub> = Regression Coefficient

X<sub>3</sub> = Confidence

X<sub>4</sub> = Motivation

Explanation of the results of the multiple linear regression equation

as follows:

a. Konstanta (a) = 7,800

This indicates that 7,800 people are interested in entrepreneurship if the family environment (X<sub>1</sub>), social media use (X<sub>2</sub>), confidence (X<sub>3</sub>), and motivation (X<sub>4</sub>) are all zero.

b. Coefficient b<sub>1</sub> = 0.604X<sub>1</sub> (family environment)

As a result, the coefficient value of 0.604 indicates that if there is a shift in family

support of 1%, then generation Z will see a 60.4% rise in entrepreneurship.

c. Coefficient  $b_2 = 0.072X_2$  (social media utilization)

Accordingly, the number of 0.072 indicates that for every 1% variation added to the social media utilization characteristics in entrepreneurship, generation z will become more entrepreneurial by 0.72%.

d. Coefficient  $b_3 = 0.189X_3$  (confidence)

Accordingly, the number of 0.189 indicates that for every 1% fluctuation in the confidence factor of entrepreneurship, generation Z will see an increase in entrepreneurship of 18.9%.

e. Coefficient  $b_4 = 0.276X_4$  (motivation)

This indicates that the number of 0.276 indicates that there will be a 27.6% rise in generation Z's entrepreneurship for every 1% change added to the incentive variables in entrepreneurship.

**2. Test F (Simultaneous Test)**

The F test yields the following results, which are used to determine if the model utilized in this study is workable. Additional examination of whether or not to test the hypothesis, where the model is considered viable for further analysis if the significance value is less than 0.05 and not feasible if the significance value is greater than 0.05. The test results for F are shown in the table below.

**Table 4 Test Results F (Simultaneous Test)**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1970.691	4	492.673	46.392	.000 <sup>a</sup>
	Residual	1008.869	95	10.620		
	Total	2979.560	99			

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

Source: Appendix 22

Based on table 4 above, the F value is 46,392 and the F table value is 2.46. With a significance level of 0.000 ( $46,392 > 2.46$ ) indicating a value of  $0.000 < 0.05$ , it can be concluded that this study's regression model is suitable for further development. Therefore, in Mataram City, generation Z's interest in entrepreneurship is greatly influenced by a number of factors at the same time, including the family environment, usage of social media, motivation, and confidence.

**3. T Test (Partial Test)**

The impact of each unique X variable on the Y variable is examined using the t-test. The computed t and the table t at the real level = 0.05 are compared to conduct the t-test. If the t-calculation result is larger than the t-table ( $t_{cal} > t_{table}$ ) or if the significant value is less than 5% ( $Sig < 0.05$ ), the t-test is considered to have a significant impact. Table 5 below shows the 1,985 Hasi from the test that were used in this investigation.

**Table 5 Results of T Test (Partial Test)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.800	1.793		4.350	.000
	X1	.604	.103	.680	5.837	.000
	X2	.072	.204	.865	8.988	.039
	X3	.189	.130	.556	4.557	.011
	X4	.276	.165	.774	6.432	.022

a. Dependent Variable: Y

Source: Appendix 23



Based on table 5 above, the partial hypothesis testing to see the influence of the independent variable on the bound variable is:

- a. The impact of the family environment (X1) on the inclination towards entrepreneurship. The family environment variable (X1) has a sig. 0.000 value less than 0.05 (0.000<0.05), indicating a partly significant influence of the family environment variable on entrepreneurial desire.
- b. How social media use (X2) affects interest in entrepreneurship. The social media usage variable (X2) indicates that the value of sig. 0.039 is less than 0.05 (0.039<0.05), which indicates that the social media usage variable influences entrepreneurial interest to some extent.
- c. The relationship between entrepreneurial desire and self-confidence (X3). The value of sig is

displayed via the confidence variable (X3). A partial significant relationship exists between the self-confidence measure and entrepreneurial motivation when 0.011 is less than 0.05 (0.011<0.05).

- d. How motivation (X4) influences desire in starting a business. The value of sig is displayed via the motivation variable (X4). The fact that 0.022 is less than 0.05 (0.022<0.05) indicates that entrepreneurial desire is somewhat influenced by the motivation component.

**4. Determination Coefficient Test (R<sup>2</sup>)**

The Determination Coefficient (R<sup>2</sup>) test measures how far the model is able to explain dependent variables. In table 4.21 the coefficient of Determination (R<sup>2</sup>) is explained as follows:

**Table 6 Determination Coefficient (R<sup>2</sup>) Test Results**

Model Summary <sup>a</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.813 <sup>a</sup>	.661	.647	3.25878	.661	46.392	4	95	.000	1.452

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

Source: Appendix 24

Table 6, which presents the results of the determination coefficient test (R<sup>2</sup>), indicates that the data in this study have an Adjusted R Square of 0.647, or 64.7%, for the dependent variable (entrepreneurial interest). This indicates that the independent variables (family environment, social media utilization, confidence, and motivation) have a 64.7% influence on the dependent variable, or that the variation of the independent variables in the model (family environment, social media utilization, confidence, and motivation) was able to explain 64.7% of the variation of the dependent variable (12,7%). While other factors not covered in this study affected or provided an explanation for the remaining 35.3%.

**DISCUSSION**

An examination of the effects of the family environment, social media usage, confidence, and motivation on entrepreneurial interest in Mataram City was conducted in order to give a summary of the research findings.

**1. The Influence of Family Environment on Entrepreneurial Interest in Generation Z in Mataram City.**

Coefficients of output The t-count value of the t-test result was 5,837, which was higher than the t-table value of 1,985 (5,837>1,985), according to the findings. 0.000 is less than 0.05 at the significance threshold (0.000 < 0.05). This demonstrates that the entrepreneurial desire is positively and



significantly impacted by the family environment variable. The family environment has a favorable and significant impact on Generation Z's entrepreneurial ambition in Mataram City, as the null hypothesis is rejected. According to Suhendra Eka et al.'s research from 2022, "The Influence of Motivation, Personality and Family Environment on the Entrepreneurial Interest of the Gampong Sidoda Community in Langsa Lama District" is a study that is consistent with the findings of this one. The t test of motivation variables has a positive and significant effect on entrepreneurial interest in Sidodadi Village, Langsa Lama District.

The significance of the home environment in predicting entrepreneurial desire stems from the fact that it is the initial setting in which a person is taught all they want to know throughout their formative years. An interest in business will be fostered along with its growth if the home environment is full of entrepreneurs. This study also demonstrates how respondents' interest in entrepreneurship is influenced by having an entrepreneurial familial environment.

### **2. The Effect of Social Media Utilization on Entrepreneurial Interest in Generation Z in Mataram City.**

Coefficients of output According to the findings, the t-count value of the t-test result was 0.334, which was higher than the t-table value of 1.985 ( $0.334 > 1.985$ ). 0.039 is less than 0.05 at the significance threshold ( $0.039 < 0.05$ ). This demonstrates that there is a favorable and noteworthy correlation between the variable of social media utilization and entrepreneurial desire. The usage of social media has a positive and significant impact on Generation Z's entrepreneurial interest in Mataram City, indicating the rejection of the null hypothesis. The study's findings are consistent with earlier research published in 2020 under the title Listiawati, dkk. "The Effect of Entrepreneurship Learning and the Use of Social Media on Entrepreneurial Interest in FKIP UNS Students" which is the result of the

t-test of the variable of social media utilization has a positive and significant effect on entrepreneurial interest to FKIP UNS Students.

One thing that might stimulate someone's interest in business is using social media. The study's target audience for social media use is students who use it widely enough to draw in a large number of enthusiasts. The findings of a study conducted by Alfaruk (2016) indicate that social media use has an impact on an individual's interest in entrepreneurship. The interest in entrepreneurship to entrepreneurship through social media would be strong through the fullest utilization of social media. A person who can make good use of social media will trigger someone to be more enthusiastic in opening a business because social media can make it easier to start a business with a very wide reach, easy promotion and can be accessed anywhere at any time.

### **3. The Effect of Self-Confidence on Entrepreneurial Interest in Generation Z in Mataram City.**

Coefficients of output the t-count value of the t-test result was 1,522, which was higher than the t-table value of 1,985 ( $1,522 > 1,985$ ), according to the findings. 0.011 is less than 0.05 at the significance threshold ( $0.011 < 0.05$ ). This demonstrates that there is a positive and substantial relationship between the self-confidence variable and entrepreneurial desire. The zero hypothesis was therefore disproved, indicating that self-confidence positively and significantly influences Generation Z's interest in entrepreneurship in Mataram City.

We may thus infer that untluk stimulates and boosts students' interest in entrepreneurship by first requiring each person to have a self-assured demeanor that supports them in pursuing their goals, including an interest in entrepreneurship. Previous study by Purwo Jadmiko et al. indicates that self-confidence positively affects interest in entrepreneurship.

#### 4. The Effect of Motivation on Entrepreneurial Interest in Generation Z in Mataram City.

The t-count value of the t-test result was 0.134 and higher than the t-table value of 1.988 70, according to the output of the coefficients of results ( $0.134 > 1.988$ ). 0.022 is less than 0.05 at the significance threshold ( $0.022 < 0.05$ ). This demonstrates that entrepreneurial desire is positively and significantly impacted by the motivation component. The null hypothesis was therefore disproved, indicating that motivation significantly and favorably influences Generation Z's interest in Mataram City as an entrepreneurial destination.

According to Suhendra Eka et al.'s research from 2022, "The Influence of Motivation, Personality and Environment on the Entrepreneurial Interest of the Gampong Sidoda Community in Langsa Lama District" is a study that is consistent with the findings of this one. The entrepreneurial desire in Sidodadi Village, Langsa Lama District, is positively and significantly impacted by the motivating variables tested by the t test. Internal encouragement to do actions in order to accomplish a goal is known as motivation. The person won't take action if they don't have this drive.

Another reason for entrepreneurial motivation is the desire or drive to launch a firm, which is bolstered by resources that are readily available and original, creative ideas that present chances for success (Tarmiyati, 2017). This study also demonstrates the motivations of Mataram City's Generation Z, which influence their interest in

entrepreneurship. It is not recommended that the participants in this research pursue entrepreneurship as a career or hobby if they are not motivated to do so.

#### 5. CONCLUSION

The research and discussion in Chapter IV provided the basis for this study's conclusion, which identified the following factors that affect Generation Z in Mataram City: social media use, familial environment, confidence, and motivation:

1. In Mataram City, generation Z's entrepreneurial interest is greatly influenced by the variables of family environment, social media use, confidence, and motivation in an entrepreneurial interest that act simultaneously (sama-sama).
2. In Mataram City, generation Z's interest in entrepreneurship is positively and significantly influenced by their familial environment.
3. Generation Z's interest in entrepreneurship is positively and significantly impacted by social media use in Mataram City.
4. Self-assurance significantly and favorably affects generation Z's enthusiasm in entrepreneurship in Mataram City.
5. In Mataram City, generation Z's interest in entrepreneurship is positively and significantly impacted by motivation.

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