THE INFLUENCE OF ENTRPRENEURIAAL KNOWLEDGE, SOCIAL SKILLS AND SELF-EFFICACY IN COMMITMENT TO RUNNING A BUSSINESS IN COVID-19 PANDEMIC PERIOD (CASE STUDY OF MAHASISWA WIRAUSAHA MANDIRI UNIVERSITAS NEGERI JAKARTA)

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ABSTRACT:

This is a study on the influence of entrepreneurial knowledge, social skills, and self-efficacy on commitment to running a business during the COVID-19 pandemic (case study of independent entrepreneurial students at the Jakarta State University). This study aims to determine the influence exerted by entrepreneurial knowledge, social skills on entrepreneurial commitment directly or through influencing factors, namely self-efficacy. In particular, this study uses the classical assumption test, requirements analysis test and path analysis. Empirical results show entrepreneurial knowledge, social skills and self-efficacy have an effect on entrepreneurial commitment. Further analysis reveals that entrepreneurial knowledge and social skills affect entrepreneurial commitment through self-efficacy. The regression equation means that if the Entrepreneurial Knowledge variable increases by one unit, the Entrepreneurial Commitment will increase by 0.205 or by 20.5%. Furthermore, if Social Skills are increased by one unit, then Entrepreneurial Commitment will increase by 0.465 or 46.5%. Furthermore, if Self-efficacy increases by one unit, then Entrepreneurial Commitment will increase by 0.258 or by 25.8%. The regression equation means that if the Entrepreneurial Knowledge variable increases by one unit, then Self-efficacy will increase by 0.647 or 64.7%. Furthermore, if Social Skills increase by one unit, then Self-efficacy will increase by 0.306 or by 30.6%.

Keywords: Entrepreneurial knowledge; Social skills; self-efficacy; Entrepreneurial Commitment; Path Analysis

INTRODUCTION

Unemployment is still one of the problems that the government continues to pay attention to. Unemployment continues to increase every year. This is indicated by school graduates who are not working or are looking for work inversely proportional to the number of available business fields. Thus, the government needs to look for alternatives by providing training with the aim that people of productive age can independently run businesses according to their abilities.

By looking at these conditions, the government provides several incentives for a better society and can earn income. One of the efforts made is to provide a stimulus to carry out entrepreneurial activities. This is because there are many positive impacts that can be obtained by running the realm of entrepreneurship. Impacts such as welfare become one thing that is very visible with the running of entrepreneurship. With entrepreneurship, it is expected to reduce the unemployment rate which of course will continue to increase every year. With entrepreneurship too, people will learn how to continue to innovate so that their business can continue to run, so that independent and creative souls will be born to face the challenges that come their way.

Entrepreneurship is the process of designing a new business or running an existing business starting on a small scale (Ratten, 2020). Entrepreneurs are a vital source of the country's economy. They improve the economy by introducing innovative technologies, services, products and products providing new opportunities and jobs that contribute to the economy (Liu et al. 2020).

Figure1.1 growth of MSMEs in Indonesia in 2011 – 2020

source: Ministry of MSMEs RI and the Indonesian Central Statistics Agency (data processed)
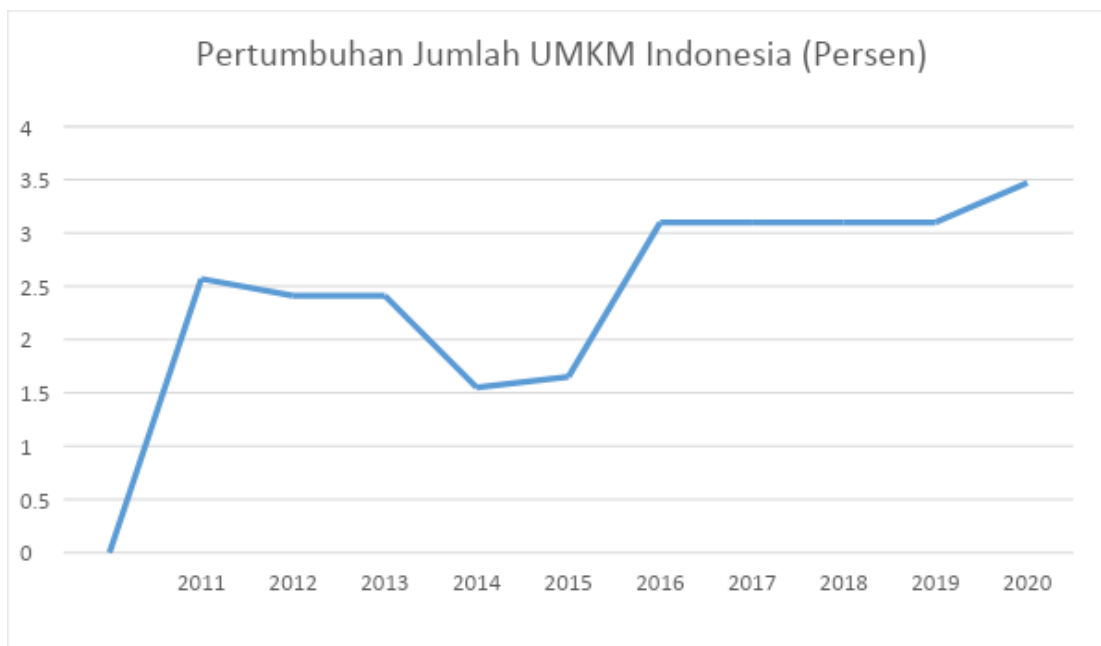
Based on the table above, the level of MSMEs or entrepreneurs running in Indonesia continues to increase. And the highest increase can be seen in 2016 with a percentage of 3.1%. Where the increase from the previous year was 1.45% from the total percentage obtained in 2015. This can be caused by the large number of people who are aware of entrepreneurship.

Entrepreneurial activities do not escape the attention of the soul possessed by these business actors. An entrepreneur must have an attitude that is superior to ordinary people who are not entrepreneurs. Because an entrepreneur must be able to face risks in the future and must also have wisdom in making decisions about the choices that are in front of him later.

Entrepreneurial performance will be better if it is based on entrepreneurial-oriented attitudes and behaviors, such as: self-efficacy and high entrepreneurial commitment. In line with that: the desire to achieve good performance is indicated by the existence of self-efficacy and achievement motivation to achieve success, which cannot be separated from the role of a strong commitment, to become an entrepreneur or entrepreneur (Thomas WY Man et al., 2005: 466-467).

Commitment will encourage a person to work consistently with a sincere heart to maintain the values and goals to be achieved to achieve success (Sahabuddin, 2013). Siddiqoh and Alamsyah (2017) state that the commitment of entrepreneurs has an important role in improving the business performance of entrepreneurs. The high performance of the entrepreneur will affect the company's business performance.

Social skills are the ability to interact and behave socially and effectively, build and maintain positive relationships, make responsible decisions and handle challenging situations with confidence and proper self-control. An individual who has good social skills has the ability to make social choices that strengthen their relationships with others and facilitate success in their lives. Social skills are important for an individual to behave in society according to his culture.

Mussen, at al (Lismayanti, 2008) states that Social Skills is a term used by psychologists to refer to moral actions that are expressed culturally, such as sharing, helping someone in need, cooperating with others, and expressing sympathy.

Bandura (1977; in Irawati, 2018) defines self-efficacy as a person's belief in his or her ability to complete a job. Phillips and Gully (1997; in Sahertian, 2010: 159) state that self-efficacy is a person's belief in his capabilities to organize and carry out activities that require the achievement of a certain level of performance.

Self-efficacy is a person's belief in his ability to deal with and solve problems, and the belief that he can organize and complete a job in order to achieve a certain level of performance. Self-Efficacy is an individual's belief or belief about his ability to mobilize motivation, cognitive resources in thinking strategies, and ways of acting needed to successfully carry out tasks in certain contexts (Luthans, 2006). This belief in the individual will control his thoughts, feelings and behavior. The process of entrepreneurship failure and its rise is certainly an experience that is lived by an individual that requires the individual's belief that he is capable of carrying out his duties and becoming a successful entrepreneur.

High confidence in their abilities and the need for achievement are very important personality factors in increasing entrepreneurial intentions. Belief in ability and need for achievement according to Luk, (1992) are personality characteristics and are the most influential factors on business performance.

Lestari and Wijaya stated that entrepreneurship education is a learning process to change students' attitudes and mindset towards choosing an entrepreneurial career. Students who have taken entrepreneurship courses will have intrinsic value and entrepreneurial characteristics that will increase their interest and love for the world of entrepreneurship. (Lestari, Retno B. and Wijaya, 2012)

As stated by Susan (2009) that to be a successful entrepreneur, one must have a strong commitment. Commitment is the key to being a successful entrepreneur. Having a full commitment to his business, the prospective entrepreneur must be ready with all his heart and soul in what he is doing and really believe in the product or service produced, and be prepared to work for a long time.

However, the current situation in the world is very different from previous years due to the Covid-19 pandemic. To deal with the crisis from covid-19 an entrepreneurial orientation to deal with environmental problems and changes is urgently needed. Entrepreneurial orientation refers to the 'corporate-level behavioral characteristics of engaging in product innovation

markets, promoting innovative behavior within companies, undertaking risky ventures and being the first to generate proactive innovation. (Wang and Altinay 2012, 4).

The impact of the COVID-19 pandemic is on MSMEs in Indonesia, based on data from the ministry of cooperatives which illustrates that 1,785 cooperatives and 163,713 Micro, Small and Medium Enterprises (MSMEs) are affected by the coronavirus (COVID-19) pandemic. Most of the cooperatives affected by COVID-19 are engaged in daily necessities, while the MSME sector is the most affected, namely food and beverages. The Ministry of Cooperatives and MSMEs said that cooperatives engaged in services and production were also the most affected by the COVID-19 pandemic. Cooperative managers feel the decline in sales, lack of capital, and hampered distribution. Meanwhile, the MSME sector that was shaken during the COVID-19 pandemic apart from food and beverages, was also the creative industry and agriculture.

DATA AND METHODOLOGY

Data

Data in this study to provide an overview in determining the results carried out in the research process in the field. To obtain the data needed in the research process, researchers used research instruments in the form of questionnaires or questionnaires. This questionnaire consists of 31 items with five alternative answers.

The questionnaire was created and distributed via a google form with the link https://forms.gle/T4R4RFLZYZBFL5KL9 to 137 respondents consisting of independent entrepreneurial students at the State University of Jakarta. 30 respondents were used to test the research instrument, while the results of the 137 respondents' answers were used to test the research that became the sample of this study.

Population is a collection of all possible people, objects, and other sizes, which are the object of attention or a collection of all objects of concern (Suharyadi & Purwanto, 2011). The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2013). Based on some of these opinions, it can be concluded that the population is a collection that has certain characteristics and qualities that have been selected for research. The population in this study were independent entrepreneurial students at the State University of Jakarta, amounting to 213 students.

This research will be conducted at the State University of Jakarta on students who are included in UNJ's Independent Entrepreneurial Students (class of 2017-2020). The study was conducted in June 2022. The population in this study were students who already had a business with a total of 100 students.

Table 3.1 Independent Entrepreneurial Student Population at Jakarta State University

Type of Business	Number of
Food & Beverages	80
Service	18
Product	76
Digital Startup	10
Unidentified	29
	213

Source: Vice Chancellor for Student Affairs and Alumni, State University of Jakarta (data processed)

According to Sugiyono (Sugiyono, 2009) sample is part of the number and characteristics of the population. To determine the number of samples, the Krecjie table was used. This study

uses a sampling technique by means of Proportional Random Sampling. In proportional random sampling, each class in the population has the opportunity to be a sample. The sample was determined by Isaac Michael's table with an error rate of 5%. The following is the number of samples taken:

Table 3.2 Sample Distribution

Type of Business	Number of	Samples
Food & Beverages	80/213 x 137	51
Service	18/213 x 137	12
Product	76/213 x 137	49
Digital Startup	10/213 x 137	6
Unidentified	29/213 x 137	19
	213	137

Source: Vice Chancellor for Student Affairs and Alumni Affairs, State University of Jakarta (processed data)

Based on table 3.2, it can be seen that the results of the calculation of the research sample are 137 students from a population of 213 independent entrepreneurial students.

Methodology

This research uses quantitative research methods with survey methods using questionnaires. The data analysis technique used is multiple regression analysis. According to Sugiyono (Sugiyono, 2015) quantitative research methods are research data in the form of numbers and data analysis using statistics. So in this study will be related to data - data in the form of numbers and theory testing and perform analysis using statistical stages.

The analytical method used is the path analysis method. Used to analyze the pattern of relationships between variables. This model is used to determine the direct or indirect effect of a set of independent variables (exogenous) on the dependent variable (endogenous) Sani and Maharani (2013:74)

The path coefficient (path) is a standardized regression coefficient, namely the regression coefficient calculated from a database that has been set in default (Z-score). This analysis was assisted with the help of SPSS v16 software, with the provisions of the F test at Alpha = 0.05 or p 0.05 as the significance level of F (sig. F) while for the T test the significance level of Alpha = 0.05 or p 0, 05 which appears the code (sig.T) where it is used to see the significance of the indirect effect of the independent variable on the dependent variable Sani and Maharani (2013:74).

EMPIRICAL RESULTS

Path Analysis Path analysis

Technique is used to examine the contribution shown by the path coefficients in each path diagram. The test also uses path analysis to determine whether or not there is a personal and indirect influence between exogenous variables using endogenous variables, intervening variables on endogenous variables, and exogenous variables on endogenous variables through intervening variables, and the effect is significant or not. The path analysis technique was performed using SPSS. There are two sub-structures of path analysis in this study.

a. Path Analysis Sub-Structure 1
1. Correlation Value of Sub-Structure 1

In the path analysis of Sub-Structure 1 there are Entrepreneurial Knowledge (X1) and *Social Skills* (X2) variables as independent variables and self- *efficacy*(X3) as the

dependent variable being tested. To see the correlation value between the independent variables and the dependent variable as follows:

Table 4. 17 Correlation Sub Structure 1

Correlations

		Entrepreneurial Knowledge (X1)	Social Skills (X2)	Self-efficacy (X3)	Entrepreneurial Commitment (Y) Entrepreneurial
Knowledge (X1)	Pearson Correlation	.888	1.865**	.396**	Sig**
	. (2-tailed)		.000	.000	.000
	N	137	137	137	137
Social Skills (X2)	Pearson Correlation	.865**	1.852	.319**	Sig**
	. (2-tailed)	.000		.000	.000
	N	137	137	137	137
Self-efficacy (X3)	Pearson Correlation	.888**	.852**	1	.366**
	Sig. (2-tailed)	.000	.000		.000
	N	137	137	137	137
Entrepreneurial Commitment (Y)	Pearson Correlation	.396**	.319**	.366**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	137	137	137	137

**. Correlation is significant at the 0.01 level (2-tailed).

2. **Coefficient of Determination Test (R2) Sub-Structure 1**

The coefficient of determination (R2) test is used to determine how far the model's ability to explain variations in exogenous variables affect endogenous variables can be seen in the following table:

Table 4. 18 Coefficient of Determination (R2) Sub-Structure 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.347a	.121	.101	3,542

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

The value of R Square (Coefficient of Determination) obtained is 0.121, it can be interpreted that the contribution of Entrepreneurial Knowledge, *Social Skills* and *Self-efficacy* to Entrepreneurial Commitment is 12.1%. The magnitude of the influence of other variables is also called error, the error value can be calculated using the formula e = (1 − e1= (1 .) = (1 − 0.121) = 0.879So, the amount of Entrepreneurial Commitment variable (Y) which is not influenced by Entrepreneurial Knowledge (X1), *Social Skills* (X2) and *Self-efficacy* (X3) variables is 0.879.

3. **Hypothesis Testing T test Sub-Structure Path Analysis 1**

The t test is a test that aims to determine whether the independent variables partially or individually have an effect on the dependent variable.

Table 4. 19 Sub Structure T Test 1

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Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,629	1,870		2,476	,014
X1	,093	,024	,205	3,898	,000
X2	,383	,043	,465	8,886	,000
X3	,261	,052	,258	4,986	,000

a. Dependent Variable: Entrepreneurial Commitment (Y)

The significance value of the Entrepreneurial Knowledge Variable is 0.000 (<0.05) and the Tcount is 3.898 with a positive regression coefficient of 0.205, so it can be concluded that the Entrepreneurial Knowledge Variable has a significant positive effect on the Entrepreneurial Commitment Variable. (H1 Accepted)

The significance value of *Social Skills* 0.000 (<0.05) and the Tcount is 8.886 with a positive regression coefficient of 0.465, so it can be concluded that the *Social Skills* has a significant positive effect on the Entrepreneurial Commitment Variable.

The significance value of *the Self-efficacy* 0.000 (<0.05) and the Tcount is 4.986 with a positive regression coefficient of 0.258, so it can be concluded that the *Self-efficacy* has a significant positive effect on the Entrepreneurial Commitment Variable.

Based on the path diagram, structural equations can be made and the path diagram for the Sub-Structure 2 model can be drawn as follows

$Y = \rho yx1.X1 + \rho yx2.X2 + \rho y3.X3 + \varepsilon3$

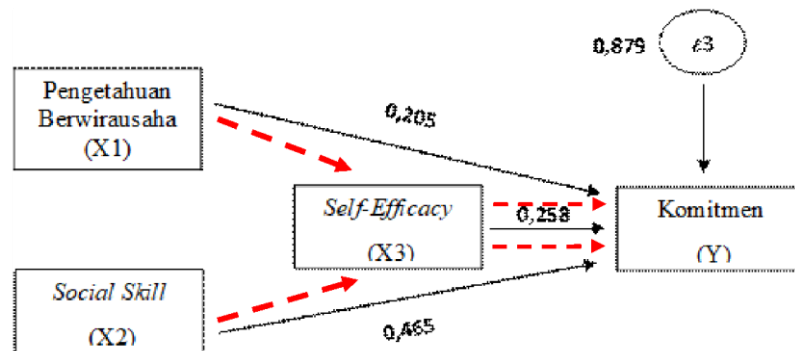$Y = 0,205.X1 + 0,465.X2 + 0,258.X3 + 0,879$

Figure 4. 2 Sub-Structure Diagram 1

The regression equation has a meaning, if the Entrepreneurial Knowledge variable increases by one unit, then the Entrepreneurial Commitment will increase by 0.205 or by 20.5%. Furthermore, if the *Social Skills* increases by one unit, then the Entrepreneurial Commitment will increase by 0.465 or 46.5%. Furthermore, if the *Self-efficacy* increases by one unit, then Entrepreneurial Commitment will increase by 0.258 or by 25.8%.

4. **Hypothesis Testing F Test Path Analysis Sub-Structure 1**

The F test can be seen in the Anova table which provides information on the influence of Entrepreneurial Knowledge (X1), *Social Skills* (X2) and *Self-efficacy* (X3)

variables simultaneously on Entrepreneurial Commitment (Y) variable. The results of the F test can be seen as follows:

Table 4.20 F Test Sub Structure 1
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228,720	3	76,240	6,076 ,	001b
	Residual	1668,740	133	12,547		
	Total	1897,460	136			

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

The significance value obtained is 0.001 (<0.05) and F count is 6,076 Entrepreneurial Knowledge, *Social Skills* and *Self-efficacy* significantly on Entrepreneurial Commitment.

b. Path Analysis Sub-Structure 2
1. Correlation Value Sub Structure 2

In path analysis Sub-Structure 2 there are Entrepreneurial Knowledge (X1) and *Social Skills* (X2) variables as independent variables and self- *efficacy*(X3) as the dependent variable being tested. To see the correlation value between the independent variables and the dependent variable as follows:

Table 4. 21 Correlation Sub Structure 2
Correlations

		Entrepreneurial Knowledge (X1)	*Social Skills* (X2)	*Self-efficacy* (X3)
Entrepreneurial Knowledge (X1)	Pearson Correlation	1	.865**	.888**
	Sig. (2-tailed)		.000	.000
	N	137	137	137
Social Skills (X2)	Pearson Correlation	.865**	2	1.852**
	Sig.-tailed)	.000		.000
	N	137	137	137
Self-efficacy (X3)	Pearson Correlation	.888**	.852**	1
	Sig. (2-tailed)	000	.000	
	N	137	137	137

**. Correlation is significant at the 0.01 level (2-tailed).

2. Coefficient of Determination Test (R2) Sub-Structure 2

The coefficient of determination test (R2) is used to determine how far the model's ability to explain variations in exogenous variables affect endogenous variables can be seen in the following table:

Table 4. 22 Coefficient of Determination (R2) Sub-Structure 2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.842ª	.709 .705	1.707		a

. Predictors: (Constant), X2, X1

The value of R Square (Coefficient of Determination) obtained is 0.709, it can be interpreted that the contribution of Entrepreneurial Knowledge and *Social Skills* on *Self-efficacy is* 70.9%. The magnitude of the influence of other variables is also called error, the error value can be calculated using the formula e = (1 – e1= (1 0.709) = 0.291. So, the magnitude of the *Self-efficacy* (X3) which is not influenced by Entrepreneurial Knowledge (X1) and *Social Skills*(X2) variables is 0, 291.

3. Hypothesis Testing T Test Sub-Structure Path Analysis 2

The t test is a test that aims to determine whether the independent variables partially or individually have an effect on the dependent variable.

Table 4. 23 T-Test Sub Structure 2
Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	7,960	1,768		4,502	.000	
X1	.390	.032	.647	12,077	.000	
X2	.381	.067	.306	5,716	.000	a

. Dependent Variable: X3

Based on the t-test table that the significance value of Entrepreneurial Knowledge and *Social Skills* is 0.000 <0.05, it can be concluded that Entrepreneurial Knowledge and *Social Skills* have a direct and significant effect on the *Self-efficacy*. Based on the path diagram, a structural equation can be made and a path diagram for the Sub-Structure 2 model can be drawn as follows:

$X3 = \rho.X1 + \rho.X2 + \varepsilon1$
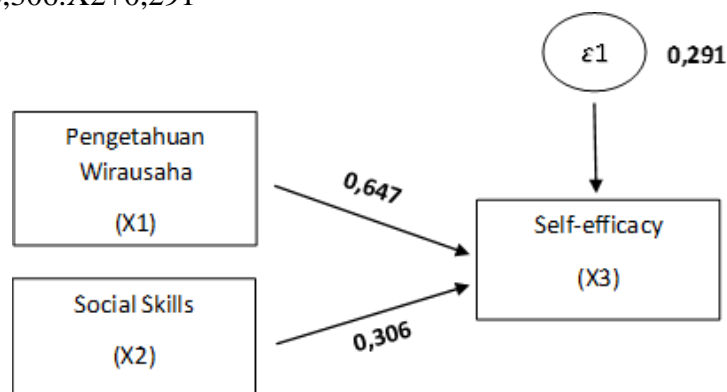$X3 = 0,647.X1 + 0,306.X2 + 0,291$

Figure 4. 2 Sub Structure Diagram 2

The regression equation has meaning, if the Entrepreneurial Knowledge variable increases by one unit, then *Self-efficacy* will increase by 0.647 or equal to 64.7%. Furthermore, if the *Social Skills* increases by one unit, then *Self-efficacy* will increase by 0.306 or by 30.6%.

4. Hypothesis Testing F Test Path Analysis Sub-Structure 2

The F test can be seen in the Anova table which provides information on whether or not there is influence of the simultaneous Digital Literacy variable (X1) on the Self-Efficacy variable (X2). The results of the F test can be seen as follows:

Table 4.24 F Test Sub Structure 2
ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	950,335	2	475,168	163,134	.000ᵇ
Residual	390,307	134	2,913		
Total	1340,642	136			

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

The significance value obtained is 0.000 (<0.05) and the calculated F is 163.134, so it can be concluded that the Entrepreneurial Knowledge and *Social Skills* variables have a significant effect on *the Self-efficacy*.

DISCUSSION

There is a direct positive and significant effect of entrepreneurial knowledge on the commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta. This means that the deeper the student's entrepreneurial knowledge will also affect their commitment to running a business. And based on the results of this study, the biggest indicator that affects entrepreneurial knowledge is good communication skills.

There is a direct positive and significant effect of social skills on the commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta. This means deeper social skills students will also affect their commitment to running a business. And based on the results of this study, the value of Sig. The linearity of Social Skills is 0.000 <0.05, so it can be concluded that the relationship between the social skills (X2) and Entrepreneurial Commitment (Y) in this study has a linear relationship.

There is a positive and significant effect of self-efficacy on commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta. This means that the deeper ' self-efficacy will also affect their commitment to running a business during the Covid-19 pandemic for independent entrepreneurial students at the State University of Jakarta. And based on the results of this study, that the value of Sig. Linearity of 0.000 <0.05 so it can be concluded that the relationship between the variable self-efficacy (X3) and Entrepreneurial Commitment (Y) in this study has a linear relationship.

There is a positive and significant influence of entrepreneurial knowledge on self-efficacy. This means that the deeper students' entrepreneurial knowledge, the higher their self-efficacy will. And based on the results of this study, the biggest indicator that affects entrepreneurial knowledge is good communication skills.

There is a positive and significant effect of social skills on self-efficacy. This means that the deeper students' entrepreneurial knowledge, the higher their self-efficacy will. And based on the results of this study, the biggest indicator that affects social skills is Relationship Skills. This illustrates that every student who runs the business is able to establish relationships with

other parties. The relationship that is built can be in the form of relationships with employees, partners and consumers.

There is a positive and significant influence of entrepreneurial knowledge on commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta through self-efficacy.

There is a positive and significant effect of social skills on the commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta through self-efficacy.

Conclusion

on the analysis and research on the effect of knowledge of entrepreneurship, Social Skills and Self-efficacy towards the commitment to running entrepreneurship during the covid-19 pandemic (case study of independent entrepreneurial students at Jakarta State University), the researchers can conclude:

Entrepreneurial knowledge affects commitment to running a business during the Covid-19 pandemic in students independent entrepreneur, State University of Jakarta. This means that the deeper students' entrepreneurial knowledge will affect their commitment to running a business.

Social skills affect the commitment to running a business during the Covid-19 pandemic for independent entrepreneurial students at the Jakarta State University. This means that the deeper social skills will affect their commitment to running a business.

Self-efficacy has an effect on commitment to running a business during the Covid-19 pandemic for independent entrepreneurial students at the State University of Jakarta. This means that the deeper ' self-efficacy will affect their commitment to running a business.

Entrepreneurial knowledge has a positive influence on self-efficacy. This means that the deeper the entrepreneurial knowledge of students, the more they will have an effect on the level of self-efficacy they have.

Social skills have a positive influence on self-efficacy. This means that the deeper the social skills student of self-efficacy they have.

Entrepreneurial knowledge has a positive effect on commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta where this influence is given through self-efficacy.

Social skills have a positive effect on commitment to running a business during the Covid-19 pandemic on independent entrepreneurial students at the State University of Jakarta where this influence is given through self-efficacy.

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