THE INFLUENCE OF MOTIVATION, ENTREPRENEURIAL CREATIVITY AND BUSINESS INNOVATION TOWARDS THE INTEREST OF GENERATION Z STUDENTS IN STARTUP BUSINESS IN JEMBER DISTRICT

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ABSTRACT

Purpose : The development of technology and information is one of the causes of the emergence of creative ideas in business development, one of which is startup businesses. Startup is a new business model that uses technology in its operations. According to MIKTI, the number of Generation Z dominates the average number of startup business employees with a total of 49.60% and founders at 15.20% with details of 80.80% of employees and 53.10% being bachelor's degree graduates.
Research purposes. These are: 1. To find out the influence of motivation on generation z students' interest in starting up business in Jember Regency 2. To find out the influence of entrepreneurial creativity on generation z students' interest in starting up business in Jember Regency 3. To find out the influence of business innovation on generation z students' interest in starting up business in Jember Regency 4. To determine the influence of motivation, entrepreneurial creativity and business innovation on generation z students' interest in starting up business in Jember Regency.
Research methods: The population used in this research was 1,603 active students at the Faculty of Computer Science, Jember University, with a sample of 102 people. The data collection method uses a questionnaire and data analysis uses multiple linear regression with validity testing, reliability testing, classical assumption testing and hypothesis testing. Research results: temporary assumption that the variables motivation, creativity and business innovation entrepreneurial creativity influence the interest of generation z students in startup business in Jember Regency.

Keywords: Motivation, Entrepreneurial Creativity, Business Innovation, Business Interest, Startup.

I. INTRODUCTION

The development of technology and information is one of the reasons why many people use the internet in their daily lives. According to reports We Are Social, the level of individuals using the internet in Indonesia is currently approaching 213 million people as of January 2023. Based on data released by APJII (Association of Indonesian Internet Service Providers) in 2023, the contribution of internet users consists of 51.19% men and 48.81% women. The development of the internet at this time is also the cause of its emergence Creative ideas in developing the business world, one of which is business startups. A startup is defined as a new venture or business model that uses technology in its operations and is supported by careful planning.

In Indonesia, As of June 2023, at least 2,483 startup businesses have been established and have made Indonesia succeed in occupying first place, dominating the number of startups in the Southeast Asia region. Of the many startup businesses that have been established in Indonesia,

the general public only knows a few startup brands that are well-known on television and social media, such as Gojek, BukaLapak, Tokopedia, OVO, Traveloka and several other brands that are classified as top brands.

Based on data published by the Indonesian Society of Creative Technology and Informatics Industries (MIKTI), the majority of startup businesses in Indonesia are spread acrossin the Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) areas with a total of 481 startup businesses,Two regions in East Java are Malang district with 115 startups and Surabaya with 51 startups, followed by Bandung district with 93 startups, Yogyakarta with 85 startups, Makassar with 61 startups, Denpasar with 59 startups, Solo with 50 startups, Medan with 48 startups and Pekanbaru with 38 startups. Of the many startup businesses that already exist in several regions in Indonesia, the startup businesses in Jember Regency are still relatively minimal compared to two other regions in East Java such as Malang and Surabaya which have managed to enter the ranks of cities

with the highest number of startup businesses in Indonesia. Based on several sources integrated with DISKOMINFO, the number of startup businesses in Jember Regency currently only amounts to 7 (seven) businesses consisting of the brands Bawain, RK Bukadir, Kode Koding, The Skills, Void Entreprise, SangatMurah.com and Rootpixel.

According to the Indonesian Society of Creative Technology and Informatics Industries (MIKTI), the z generation dominates the average number of employees in startup businesses in Indonesia with a total of 49.60% and 15.20% succeeding in becoming founders of startup businesses. Generation z is a group of individuals born between 1997-2000 who are currently entering the development phase of early adolescence, living side by side with technology and entering the workforce. The Jember Regency Central Statistics Agency noted that in 2022, the number of residents classified as Generation Z, currently aged 15-29 years, will be around 585,508 thousand people, divided into 15-19 year old, 192,412 thousand

people, 20-24 year old, 200,614 people. thousand people and aged 25-29 years as many as 192,482 thousand people.

One of the groups currently classified as generation Z and familiar with technology are students who are currently at the final level of education, namely tertiary level, where according to MIKTI there are as many as 80.80% of employees and 53.10% of founders in startup businesses. Bachelor's degree graduate. Several factors can influence an individual's interest in carrying out various activities such as opening a business, one of these factors is motivation. Motivation is an internal force such as personal needs and goals as well as external forces such as appreciation and recognition within a person which can then influence individual behavior to achieve the desired goals. With motivation, every task and work carried out and the hopes to be achieved will be fulfilled. To build a business, of course, it is not enough to just rely on motivation, this also needs to be accompanied by creativity in entrepreneurship or entrepreneurial creativity.

*Entrepreneurial creativity*or creativity in entrepreneurship is a person's ability to generate new ideas and thoughts in solving a problem or entrepreneurial solution. Creativity is defined as the result of thoughts and ideas which are then developed and improved. Creativity and new ideas do not only make startup businesses stick to one field but can spread to other fields and provide different innovations in the business world. Apart from having creativity in entrepreneurship, another step that must be taken by generation Z students is to apply these ideas in the form of business innovation which can determine the success of the business (Made & Adhella, 2021).

II. LITERATURE REVIEW
Motivation

Motivation is understood as a driving force that drives a person to carry out a behavior (Fauzan. et al., 2023). The more a person understands the motivation that drives him to carry out an activity and makes it more consistent, the higher the achievement he will get. Pandji Anoraga in his book entitled "Work

Business innovation is defined as a process of changing the work or

ideas carried out by a businessman so that they can be used as opportunities for sale. This means that if someone wants to achieve success in their business then they have to create something different both in terms of products and services.

Based on the description of the background to the problem above, the aim of this research is to determine the influence of motivation, entrepreneurial creativity and business innovation on the interest of Generation Z students in starting a startup business in Jember Regency (Case Study of Jember University Fasilkom Students).

Psychology" argues that entrepreneurial motivation is something that creates enthusiasm or encouragement for work and is also called a driver of work enthusiasm where the strength and weakness of motivation can determine a person's achievement (Anoraga, 2014). Another opinion regarding motivation was also expressed by

Hamzah B Uno who stated that motivation is a hypothetical concept of an activity that is influenced by a person's perception and behavior and occurs when a person has the desire and willingness to carry out an action to achieve a goal (Hamzah, 2006). Motivation is one of the factors in a person's success in becoming an entrepreneur, where the higher the motivation, the greater the success that will be achieved.

Entrepreneurial Creativity

*Entrepreneurial creativity*or entrepreneurial creativity is the ability possessed by an economic actor to produce a new and unique product in seeing opportunities and creating something that has never existed before for himself and for others (Griffin. & Moorhead, 2013). Conny Semiawan believes that entrepreneurial creativity is the ability to create a new product, which means that it does not need to be entirely new but only parts of the product (Hamzah, Kasmawati and Sonata, 2022). Creativity according to Rusdiana is a method for presenting new ideas, processes that can be

expanded and improved and become a vital source of strength in competition due to changes in the environment (Rusdiana, 2020).

Business Innovation

*Business innovation*or business innovation means an individual or company's efforts to continue to develop and introduce new ideas related to the products or services of a business. Zimmerer believes that business innovation is a process of creating something or new things in a business (Scarborough & Cornwall, 2016). According to Hendro, business innovation is one of the main pillars to support market growth and maintain the market so that businesses stay alive (survive) but innovation also starts from an idea of advancing business and the enthusiasm of an entrepreneur who doesn't want his business to be mediocre (Rifa'i and Hunsiah , 2022); (Setianingrum, 2023) .

Interest in Business

Interest is defined as a psychological symptom that causes an individual to feel happy about the target object, which gives rise to an

individual's interest in carrying out activities to achieve goals. Business has the meaning of a business activity carried out by one or several people providing goods or services to then be bought and sold with the aim of making a profit. Purnomo stated that business interest is a person's attitude in conducting business with strong will, honesty, self-confidence, responsibility, patience and creativity (Abdullah, 2019) Another opinion regarding business interest was also expressed by Subandono who stated that business interest is an interest in creating a business which includes the stages of organizing, being able to bear risks and being able to develop a business (Oktaviani, 2020).

III. RESEARCH METHODS

This research uses quantitative methods with a descriptive approach (Soegiyono, 2011). This research used an online questionnaire distributed via Google Form aimed at active Fasilkom students with a total population of 1,603 people and the sample used was 102 people who were selected using a purposive sampling technique with the criteria used being active Fasilkom students.Class of 2019-2022, aged around 19-25 years, familiar with the use of technology and computers and have participated in a digital startup program.This research uses multiple linear regression data analysis with validity testing, reliability testing, classical assumption testing and hypothesis testing using SPSS version 17 software (Zahriyah et al., 2021) .

IV. RESEARCH RESULTS AND DISCUSSION

1. Descriptive statistics

Table 1. Descriptive Statistics

Variable	N	*Minimum*	*Maximum*	*Mean*	*Std. Deviation*
X1 Motivation	102	14	30	23.98	3,314
X2 E Creativity	102	9	30	24.44	3,542
X3 Business Innovation	102	13	30	24.62	2,863

X4 Business Interests	102	27	60	49.51	5,890
Valid N	102				

In the descriptive statistics table 1, N is defined as the number of respondents where in this study the N value is 102 which indicates that the respondents used were 102 people. The descriptive statistics table also contains minimum values, maximum values, mean and standard deviation.

2. Validity test

Table 2. Validity Test

Variable	Items	r count	Variable	Items	r count	r count
X1 Motivation	X1.1	0.470	**X2 E. Creativity**	X2.1	0.627	Sig value
	X1.2	0.577		X2.2	0.614	0.00
	X1.3	0.588		X2.3	0.669	0.00
	X1.4	0.547		X2.4	0.546	0.00
	X1.5	0.543		X2.5	0.677	0.00
	X1.6	0.537		X2.6	0.578	0.00
Variable	Items	r count	**Variable**	Items	r count	Sig value
X3 Business Innovation	X3.1	0.371	**Y Interest in Startup Business**	Y1	0.571	0.00
	X3.2	0.458		Y2	0.521	0.00
	X3.3	0.496		Y3	0.386	0.00
	X3.4	0.645		Y4	0.561	0.00
	X3.5	0.755		Y5	0.498	0.00
	X3.6	0.598		Y6	0.541	0.00
				Y7	0.456	0.00
				Y8	0.539	0.00
				Y9	0.634	0.00
				Y10	0.530	0.00
				Y11	0.613	0.00
				Y12	0.511	0.00

Research instrument items can be said to be valid if the value of rcount > r table (0.1946) and the significance value is <0.05. The rcalculated value for the motivation variable (0.470-0.588), the rcalculated value for the entrepreneurial creativity

variable (0.546-0.677), the rcalculated value for the business innovation variable (0.371-0.755) and the rcalculated value for the business interest variable (0.386-0.634). It can be seen that the calculated r value for all variables

is > rtable 0.1946, which indicates that all research items are said to be valid.

3. Reliability Test

Table 3. Reliability Test

Items	Cornbach's Alpha	Limitation	Information
Motivation (X1)	0.709	0.60	Reliable
Entrepreneurial Creativity(X2)	0.748	0.60	Reliable
Business Innovation(X3)	0.719	0.60	Reliable
Business Interests (Y)	0.731	0.60	Reliable

The Cornbach's Alpha value for each variable is > 0.60, where the Cornbach's Alpha value for the motivation variable (X1) is 0.709, the entrepreneurial creativity variable (X2) is 0.748, the business innovation variable (X3)

is 0.719 and the business interest variable (Y) is 0.731. This shows that all question instruments for the variables used can be said to be reliable.

4. Normality test

Table 4. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
<		102
Normal Parameters, b	Mean	,0000000
	Std. Deviation	4,19607513
Most Extreme Differences	Absolute	,055
	Positive	,037
	Negative	-,055

Statistical Tests	,055
Asymp. Sig. (2-tailed)	,200c,d

The significance value stated in the Asymp-Sig (2-tailed) section is 0.200 > 0.05, which indicates that all data or variables used are normally distributed.

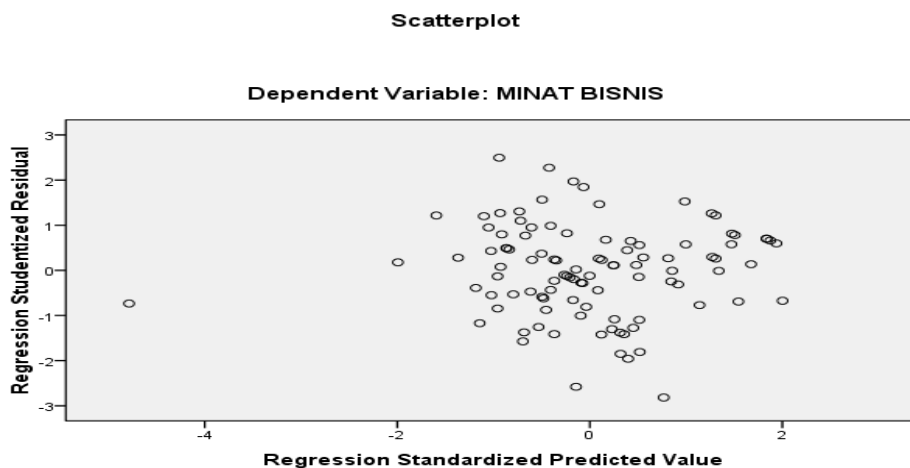5. Multicollinearity Test

Table 5. Multicollinearity Test

Model	Tolerance	VIF
X1 Use of Social Media	,728	1,373
X2 Economic Literacy	,601	1,663
X3 Self Efficacy	,612	1,634

Table 5 shows that there is no multicollinearity in this study as evidenced by the Tolerance value > 0.10 and the VIF value < 10 for all research variables.

6. Heteroscedasticity Test

The results of the heteroscedasticity test using Scatterplot can be seen that the pattern obtained is spread randomly and is above, below and around the number 0 on the studentized residual regression axis. This indicates that there are no symptoms of heteroscedasticity and can be continued to the next testing

stage because the heteroscedasticity assumption has been met.

7. T Test

Table 7. T Test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	**T**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	12,801	4,103		3,120	,002
	X1	,131	,158	,070	,826	,411
	X2	,674	,154	,405	4,366	,000
	X3	,695	,189	,338	3,670	,000
a. Dependent Variable: Y1						

In table 7, the results of the t test (partial test) for the first hypothesis have a value of 0.411 > 0.05, which indicates that the motivation variable has no effect on the interest of Generation Z students in starting a startup business in Jember Regency. The results of this research are in line with research conducted (Rizky Adam et al., 2020); which states that motivation has no effect on student entrepreneurship, but the findings of this research are not in line with the findings of previous research conducted by Aisyatul Widad, Muhammad Izzudin and Rusdiyanto (Widad Az et al., 2023). There are several factors regarding motivation that can create differences in motives within individuals which cause someone not to be motivated to do business, including multiple motivations where in every action a person does not actually only have one goal.

The results of the t test (partially) for the second hypothesis have a value of 0.00<0.05, which indicates that the variable entrepreneurial creativity influences the interest of generation z students in starting up business in Jember Regency. The results of this research are in line with research conducted by Yentisna and Alfin Alvian

(Alvian, 2021) and Tri Dewi Nur Hidayah, Jeni Susyanti and Arini Fitria Mustapita (Ekonomi & Unisma, 2022) which stated that the creativity variable partially influences students' interest in building a startup. The findings of this research also support the theory of creativity put forward by Conny Semiawan which states that creativity is an attempt to create new products or services but does not change the whole. Where creativity in entrepreneurship can improve a business that is run.

The results of the t test (partially) for the second hypothesis have a value of 0.00<0.05, which indicates that the business innovation variable has an influence on generation z students' interest in doing startup business in Jember Regency. This research is in line with research conducted by Muhammad Irvan and Mudatsir (Irvan, 2022) and Indria Suka Sektiyaningsih, Hardinawati and Siti Aisyah which stated that innovation influences interest in entrepreneurship (Sukma Sektiyaningsih & Aisyah, 2020). The findings of this research support the business innovation theory put forward by Zimmerer which states that business innovation is a process of creating something new in a business. Where innovation in business is expected to increase productivity and the services provided in a business.

8. F Test

Tabel 8. F Test

ANOVAᵃ						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1725,178	3	575,059	31,691	,000ᵇ
	Residual	1778,312	98	18,146		
	Total	3503,490	101			
a. Dependent Variable: Y1						
b. Predictors: (Constant), X3, X1, X2						

The F test table (simultaneously) shows that the value of fcount (31.691) > f table (2.70) which means that the variables motivation, entrepreneurial creativity and business innovation simultaneously influence the interest of generation z students in startup business in Jember Regency.

9. Multiple Linear Regression Test

Tabel 9. Multiple Linear Regression Test

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,801	4,103		3,120	,002
X1	,131	,158	,070	,826	,411
X2	,674	,154	,405	4,366	,000
X3	,695	,189	,338	3,670	,000
a. Dependent Variable: Y1					

Based on the results of the multiple linear regression test, the following regression model was found:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mathcal{E}$$

$$Y = 12{,}801 + 0{,}131 X_1 + 0{,}674 X_2 + 0{,}695 X_3 + \mathcal{E}$$

The constant value α = 12.801, meaning that α as a constant has a positive value. The positive sign on the constant indicates that there is an influence between the variables motivation, entrepreneurial creativity and business innovation on the interest variable of generation z students in startup business in Jember Regency.

10. Koefisien Determinasi Test

Tabel 9. Koefisien Determinasi Test

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,702a	,492	,477	4,260
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y1				

The Adjusted R Square value is 0.477. So it can be concluded that the variables Motivation (X1), Entrepreneurial Creativity (X2) and Business Innovation (X3) together have an influence of 47% on the variable Business Interest (Y). Meanwhile, the remaining 53% is influenced by other variables outside the research.

V. CONCLUSION AND RECOMMENDATIONS

5.1   Conclusion

The motivation variable partially has no effect on generation z students' interest in doing startup business in Jember Regency, but the entrepreneurial creativity and business innovation variables have a partial effect on generation z students' interest in starting startup business in Jember Regency. The variables motivation, entrepreneurial creativity and business innovation simultaneously influence the interest of generation z students in startup business in Jember Regency.

5.2 Recommendations

The limitation of this research is that the sample is limited to one particular group, namely students in one faculty. In order to provide more accurate conclusions, future research needs to add a wider sample and add other variables that have the potential to contribute to Generation Z's interest in starting a startup business

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