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**The Effect of Resilience and Creativity on Entrepreneurial Interest in Students of the Online Business and Marketing Expertise Program at SMK Negeri 1 Barabai**

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A B S T R A C T

***This study aims to determine the effect of resilience and creativity on the interest in entrepreneurship in students of the Online Business and Marketing skills program at SMK Negeri 1 Barabai. The research method used in this study is an associative method with a quantitative approach. The research subjects consisted of 119 respondents, namely from class X and XI in the Online Business and Marketing expertise program, the data collection technique used in this study was using an online questionnaire with a sampling technique using a simple random sampling technique, then data analysis in this study used a technique classical assumption test analysis, multiple linear analysis, and hypothesis testing. 3,004and sig = 0.003 with t count > 1.986 and sig t < 0.05. There is a positive and significant influence between creativity on students' interest in entrepreneurship, which is obtained by t arithmetic4,924and sig = 0.000 with t count > 1.986 and sig t < 0.05. Meanwhile, there is a positive and significant influence between resilience and creativity on students' interest in entrepreneurship, namely the calculated F value of 49,744 and sig = 0.000, with a sig F value <0.05.***

***Keywords : Resilience, Creativity, Interest in Entrepreneurship.***

**INTRODUCTION**

The important role of entrepreneurship for a country is to support an increase in the level of the economy, through superior entrepreneurs so that they are able to create new businesses while at the same time being able to attract individuals to become prospective entrepreneurs, it is even expected to create new jobs for job seekers with the aim of reducing the number of existing unemployment (Ruswati, 2018: 38). Entrepreneurship is expected to be a way to increase the competitiveness of a nation, by increasing the quality and quantity and number of entrepreneurs it will be very useful for the country because the presence of superior entrepreneurs will be able to make the country's economy more prosperous and stronger (Sugiarto et al., 2015: 226).

Aprilianty, (2012: 312) said that Vocational High Schools (SMK) have great opportunities in order to help develop the economic system in a country, by utilizing the stages of youth development and providing entrepreneurship education to students so they can increase their interest in entrepreneurship. (Hidayah, et al, 2018: 4) states that cultivating interest in entrepreneurship among students can be one of the efforts to reduce unemployment in Indonesia. However, if you look at the reality on the ground, interest in entrepreneurship among vocational students is still relatively low, there are still many graduates from vocational schools who end up unemployed.

Based on the results of a report by the Central Bureau of Statistics for South Kalimantan Province, in August 2020, it was noted that the number of unemployed had increased by 9.01 percent at the Vocational High School level which made graduates from Vocational High Schools (SMK) the most graduates who became unemployed, followed by high school graduates. and University. According to (Aprilianty, 2012: 313) the learning process carried out in Vocational Schools has not been able to fully help build the potential character of an entrepreneur in Vocational High School students. Even though with the opportunity to build students' entrepreneurial spirit, it will also increase student interest in entrepreneurship with the aim of reducing the high unemployment rate among vocational graduates.

Wijaya (2007: 118) in (Vemmy, 2012: 119) mentions several things that can result in a lack of interest in vocational students for entrepreneurship after they graduate, including fear of taking risks, fear of failure, lack of self-confidence, lack of capital, motivation lacking, and there is no desire to try independently. In fact, one of the basics in building a business is to have self-confidence if they have the ability to be able to adapt and be able to survive in difficult situations, with self-motivation based on what they believe is objectively true and able to adapt to failure. or known as resilience.

Reivich and Shatté (2002) in (Nafiati & Mulyani, 2020: 3) define resilience as the ability possessed by an individual when he faces difficult times to be able to rise, survive and adapt to these conditions. Resilience can affect a person's interest in entrepreneurship due to opening a business. new then the individual must have self-confidence and be optimistic that the business he creates will be successful, with a strong motivational drive so that he can deal with unexpected situations such as failure in running his business.

In addition, another factor that can act as a foundation for becoming an entrepreneur is the creativity possessed by students. Because, with high creativity, students are expected to be able to grow new ideas to open their businesses, and with high creativity they are expected to be able to foster students' interest in entrepreneurship (Istiqomah et al., 2018: 54). With creativity, an entrepreneur can create innovative ideas that can compete with other entrepreneurs.

SMK Negeri 1 Barabai is a Vocational High School that participates in developing its students' interest in entrepreneurship. One way to do this is through an entrepreneurship education learning program. In addition to students being equipped with knowledge about entrepreneurship material, this program also provides provisions to students through entrepreneurial practices. With this entrepreneurship education subject program, it is hoped that students will have basic knowledge about entrepreneurship and have entrepreneurial skills. This research is specifically aimed at the Online Business and Marketing skills program based on the experience conducted at Barabai 1 Public Vocational School, students in the Online Business and Marketing skills program show that this skills program has a close relationship with entrepreneurship.

Based on interviews that were conducted at SMK Negeri 1 Barabai to one of the Entrepreneurship Education teachers, the results can be presented that students have good enthusiasm for entrepreneurship learning subjects, but students still have low interest in entrepreneurship to run their own businesses, this can caused by a lack of encouragement for entrepreneurship, lack of experience, lack of capital, and not having the product you want to create. Based on the results of these interviews, it was found that the creativity of students in creating a product can be said to be good but only in the form of food products that already exist but are created in the latest form, then in the practice of selling in entrepreneurship education, students sell more items that are easy to obtain such as selling pens and headscarves, students do not have the innovation to make the latest business ideas when doing entrepreneurial practices and only follow instructions from the teacher. Whereas according to Sumara & Andarini, 2019: 23) argues that an entrepreneur needs creativity to be able to issue new ideas or ideas in entrepreneurship so that he is able to compete with other competitors who issue the same products or services as his business. In the interview, it was found that there were only a few students who were self-employed, more students chose to work and continue their education to the next level.

This research is supported by previous research conducted by Lucky Fahmi et al., (2021) which shows that resilience partially has a positive and significant influence on students' interest in entrepreneurship, if widespread resilience is provided then the level of interest in entrepreneurship will be high. The results of research conducted by Alim Istiqomah et al., (2018) show that the higher the creativity possessed by class X students, the greater their interest in entrepreneurship will also increase.

Based on the background described above, the authors are interested in conducting further research to find out whether there is a positive relationship between resilience and creativity on entrepreneurial interest in Barabai 1 Public Vocational High School students with the Online Business and Marketing expertise program.

**RESEARCH METHODS**

The method used in this study is an associative method using a quantitative approach. The sampling technique used by researchers is using the Slovin formula with an error rate of 5%. The sampling method used in this study used a simple random sampling technique. While the data collection technique used is using questionnaires and documentation, the population in this study were all students of Barabai 1 State Vocational School, Online Business and Marketing expertise program, starting from class X to middle class XI and who had received entrepreneurship subjects, totaling 119 students. Analysis of the data used in this study using the analysis techniques of classical assumption test, multiple regression analysis, and hypothesis testing.

**RESULTS & DISCUSSION**

Based on the results of the research analysis that has been carried out, the following results can be stated:

***Classic assumption test***

*Normality test*

The normality test is used to test whether there are residual variables that have a normal distribution in the regression test. In order for the residual values ​​to be normally distributed, the residual variable must have a significance value of >0.05. The following is the result of the Kolmogorov-Smirnov test.

|  |
| --- |
| **One-Sample Kolmogorov-Smirnov Test** |
|  | Unstandardized Residuals |
| N | 92 |
| Normal Parameters, b | Means | .0000000 |
| std. Deviation | 1.33742654 |
| Most Extreme Differences | absolute | 063 |
| Positive | 063 |
| Negative | -.040 |
| Test Statistics | 063 |
| asymp. Sig. (2-tailed) | .200c,d |
| a. Test distribution is Normal. |
| (Source: Primary data processed in 2022) |

**Table 1.** One sample Kolmogorov-Smirnov

Based on the results of the Kolmogorov-Smirnov one sample test using SPSS calculations, it can be seen that the significance value of the residual variable is 0.200 > 0.005. So it can be concluded that the residual values ​​are normally distributed.

*Multicollinearity Test*

The following prerequisite tests are the results of the multicollinearity test in this study as follows at Table 2.

**Table 2**. Multicollinearity Test

**Coefficientsa**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 |  | Unstandardized Coefficients |  | Standardized Coefficient |  |  |  Collinearty Statistics |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Model | B | Std.Error | Betas |  T | Sig | Tolerance |  |  | Sig |  |  |  |  |  |  |  |  |  |  |
| 1 (Constant)Resilience (X 1)Creativity (X2) | 13,719.282.249 | 2,626094051 | .299.490 | 5,2243,0044,924 | .001.003.000 | .537.537 |  |  | 18631863 |  |  |  |  |  |  |  |  |  |  |

1. Dependent Variable: Interest in Enterpreneurship (Y)

Based on the table above, the calculation of the Tolerance value can be seen that the results show a Tolerance value of > 0.01, which is equal to 0.537 so that it can be interpreted that there are no symptoms of intercorrelation between the independent variables. Meanwhile, if you look at the VIF (Variance Inflantion Factor) calculation, it shows that each variable has a VIF value of 1,863 or VIF <10. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in this regression analysis model.

*Heteroscedasticity Test*

Heteroscedasticity is a situation where a variance is not constant. In order to detect the presence or absence of heteroscedasticity, the test was carried out using the Glajser method so that a sig-t value of 0.05 could be compared. The following is how to determine the heteroscedasticity analysis in the regression model.

**Table 3.** Heteroscedasticity Test

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | Q | Sig. |
| B | std. Error | Betas |
| 1 | (Constant) | 4,400 | 1,495 |  | 2,943 | .004 |
| Resilience (X1) | -.094 | 053 | -.246 | -1,751 | 083 |
| Creativity (X2) | H6.005 | .029 | .023 | .167 | .868 |
| a. Dependent Variables: RES2 |
| (Source: Primary data processed in 2022) |

Based on the heteroscedasticity analysis performed using the Glajser method in SPSS calculations, it can be seen that the results of the significance value of resilience are 0.083 > 0.05 and the results of the significance value of creativity are 0.868 > 0.05. Looking at these results, it can be concluded that there is no heteroscedasticity problem or there is no deviation from the classical assumption of heteroscedasticity.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is an analysis used to determine whether there is influence or not between the independent variables, namely resilience and creativity with the dependent variable, namely entrepreneurial interest. Seeing based on the formulation of the problem and the hypothesis that has been determined then the analysis calculations are carried out using data processing with the SPSS program, the results of the analysis are obtained as follows Table 4.

**Table 4.** Multiple Linear Regression Analysis

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | Q | Sig. |
| B | std. Error | Betas |
| 1 | (Constant) | 13,719 | 2,626 |  | 5,224 | .000 |
| Resilience (X1) | .282 | 094 | .299 | 3,004 | 003 |
| Creativity (X2) | .249 | 051 | .490 | 4,924 | .000 |
| a. Dependent Variable: Interest in Entrepreneurship (Y) |
| (Source: Primary data processed in 2022) |

Based on the results table for calculating multiple linear regression analysis using the SPSS program, the results can be described as follows: Y = 13.719 + 0.282X1 + 0.249X2.

Looking at the multiple linear regression analysis equation above, it can be explained as follows: (1) The constant value (a) of 13,719 states that if the independent variables namely resilience (X1) and creativity (X2) are not included in the study, then there is an increase in the variable interest of 13.719%, (2) The value of the regression coefficient for variable X1 is 0.282 stating that for every addition of 1 to the resilience variable, the variable interest in entrepreneurship will increase by 0.282 or 28.2%, (3) The value of the regression coefficient for variable X2 is 0.249 states that for every addition of 1 to the creativity variable, the value of interest in entrepreneurship will increase by 0.249 or 24.9%.

**Hypothesis testing**

*Partial Test (t test)*

The partial test (t test) is used to find out how far the independent variable influences independently in explaining the variation of the dependent variable. The results of the partial test (t test) in the study used calculations with the SPPS as follows at Table 5.

|  |
| --- |
| (Source: Primary data processed in 2022) |

**Table 5.** Partial (T test)

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | Q | Sig. |
| B | std. Error | Betas |
| 1 | (Constant) | 13,719 | 2,626 |  | 5,224 | .000 |
| Resilience (X1) | .282 | 094 | .299 | 3,004 | 003 |
| Creativity (X2) | .249 | 051 | .490 | 4,924 | .000 |
| a. Dependent Variable: Interest in Entrepreneurship (Y) |
| (Source: Primary data processed in 2022) |

The results of the partial test (t test) in this study can be seen in the results of the analysis above, with a t table value of 1,986. Based on the table above, the results of the partial test (t test) can be obtained as follows:

1. Based on the table, it can be stated that t count on the resilience variable is equal to3.004 together with a significance level of 0.003. Based on this analysis, it can be said that the resilience variable (X1) has a significant influence because the t count > t table is 3.004 > 1.986 with a significance value of 0.003 <0.05. From these results it can be concluded that the resilience variable has a significant influence on students' interest in entrepreneurship.
2. Based on the table it can be stated that the t count in the creativity variable is 4.924 along with a significance level of 0.000. Based on this analysis, it can be said that the creativity variable (X2) has a significant influence because the t count > t table is 4.924 > 1.986 with a significance value of 0.000 <0.05. From these results it can be concluded that the Creativity variable has a significant influence on students' interest in entrepreneurship.

*Simultaneous Test (Test F)*

The simultaneous test is used to determine how much influence the independent variables have, namely resilience and creativity simultaneously on the dependent variable, namely interest in entrepreneurship. as for the simultaneous test (f test) in this study as follows Table 6.

**Table 6.** Simultaneous Test (Test F)

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | Df | MeanSquare | F | Sig. |
| 1 | Regression | 181,956 | 2 | 90,978 | 49,744 | .000b |
| residual | 162,773 | 89 | 1829 |  |  |
| Total | 344,728 | 91 |  |  |  |
| a. Dependent Variable: Interest in Entrepreneurship (Y) |
| b. Predictors: (Constant), Creativity (X2), Resilience (X1) |
| (Source: Primary data processed in 2022) |

Based on the results of the calculations through the ANOVA test above, the calculated F value of Freg is 49,744 which is then consulted with Ftable. Based on the results above, it can be explained that the f calculated Freg value is 49,744 > 3.10 with a significance level of 0.000 <0.05. Thus, it can be concluded that the variables of resilience and creativity together influence students' interest in entrepreneurship.

*Determination Coefficient Test (R2)*

The coefficient of determination test is used to measure how far the ability of the independent variables in the regression model is able to explain the dependent variable. Values ​​on the coefficient of determination range between zero and one (0 ≥ R2 ≥ 1). If the value of the coefficient of determination is close to 1, then the ability of the independent variable to explain the dependent variable will be stronger.

**Table 7.** Determination Coefficient Test (R2)

|  |
| --- |
| **Summary models** |
| Model | R | R Square | Adjusted R Square | std. Error of the Estimate |
| 1 | .727a | .528 | .517 | 1.35237 |
| a. Predictors: (Constant), Creativity (X2), Resilience (X1) |
| (Source: Primary data processed in 2022) |

Based on the calculation results above, it can be seen that the value of the coefficient of determination in this study is 0.517. From these results it can be interpreted that the variation of the independent variable has the ability of 51.71% in explaining the related variables, while the remaining 100% - 51.7% = 48.3% is explained by variables other than resilience and creativity variables. As for this study, it has a standard error of the estimate (SEE) value of 1.35237, this means that the regression model can predict the dependent variable.

**Discussion**

1. The Effect of Resilience on the Entrepreneurial Interests of Students of the Online Business and Marketing Expertise Program at SMK Negeri 1 Barabai.

Based on the results of the research conducted, it was found that there was a positive and significant influence on the interest in entrepreneurship in students of the Online Business and Marketing skills program at SMK Negeri 1 Barabai. This is indicated by the results of the partial test (t test) obtained by t arithmetic3,004and sig = 0.003. Because the value of t count > 1.986 and sig t < 0.05, it can be said that there is a positive and significant influence between the resilience variable on students' interest in entrepreneurship. The higher the resilience that students have, the higher the interest in entrepreneurship.

The results of this study are in accordance with the results of research conducted by Lucky Fahmi, et al. (2021) which shows that resilience partially has a positive and significant influence on the interest in entrepreneurship of students of the Malang Islamic Faculty of Economics and Business with a resilience variable value of 4.119 and a significance of 0.000 > 0.05, so it can be concluded that if resilience continues to be increased then the level of interest in entrepreneurship will be high.

2. The Effect of Creativity on Entrepreneurial Interests of Students of the Online Business and Marketing Expertise Program at SMK Negeri 1 Barabai.

Based on the results of the description of the creativity variable, it can be seen that creativity in students of the Online Business and Marketing expertise program at Barabai 1 State Vocational School has a good influence on students' interest in entrepreneurship.

Based on the results of the research conducted, it was found that there was a positive and significant influence on the interest in entrepreneurship in students of the Online Business and Marketing skills program at SMK Negeri 1 Barabi. This is indicated by the results of the partial test (t test) obtained by t arithmetic4,924and sig = 0.000. Because the t count > 1.986 and sig t < 0.05, it can be said that there is a positive and significant influence between the creativity variable on students' interest in entrepreneurship. The higher the creativity that students have, the higher the interest in entrepreneurship.

The results of this study are in accordance with the results of research conducted by Alim Istiqomah, et al. (2018) which shows that the higher the creativity possessed by class X students of SMK Cut Nya' Dien Semarang, the interest in entrepreneurship will also increase. This research is supported by a descriptive analysis of the variable creativity on students' interest in entrepreneurship which shows an average score of 35.63% and is included in the high category. The results of the descriptive analysis are able to provide the implication that the more students have high creativity, the greater their interest in entrepreneurship will increase.

3. The Effect of Resilience and Creativity on the Entrepreneurial Interests of Students of the Online Business and Marketing Expertise Program at SMK Negeri 1 Barabai.

Resilience and creativity together have a positive and significant influence on the interest in entrepreneurship in students of the Online Business and Marketing skills program at SMK Negeri 1 Barabai. This is proven by the results of testing using the F test which obtained a calculated F value of 49,744 and sig = 0.000. Because sig F < 0.05, it can be concluded that there is a positive and significant influence between resilience and creativity on the interest in entrepreneurship in students of the Online Business and Marketing skills program at SMK Negeri 1 Barabai.

Resilience has a coefficient (b1) of 0.282, meaning that for every 1% addition of the resilience variable, there will be an increase in entrepreneurial interest by 28.2%. Furthermore, creativity has a coefficient (b2) of 0.249, meaning that for every 1% addition of the creativity variable, there will be an increase in entrepreneurial interest by 24.9%. This can be interpreted that the higher the resilience and creativity of students, the interest in entrepreneurship will also increase. Conversely, the lower the resilience and creativity of students, the lower the interest in entrepreneurship.

Based on the test results of multiple linear regression analysis, it shows that the coefficient of determination (R2) is 0.517 or 51.7%. Looking at these results, it can be said that 51.7% of students' interest in entrepreneurship in the Online Business and Marketing skills program is influenced by resilience and creativity, while the remaining 48.3% is influenced by other variables not examined in this study.

**CONCLUSION & SUGGESTION**

**Conclusion.** Based on the results that have been done, the data obtained can be drawn the following conclusions:

1. There is a positive and significant impact of resilience on the interest in entrepreneurship of students of the Online Business and Marketing skills program at SMK 1 Negeri Barabai. This is indicated by the calculated t value3,004 and a sig value of 0.003 where sig t < 0.05. This means that the greater the resilience that students have, the greater the interest in entrepreneurship.
2. There is a positive and significant influence of creativity on the interest in entrepreneurship of students of the Online Business and Marketing skills program at SMK Negeri 1 Barabai. This is indicated by the calculated t value4,924and a sig value of 0.000 where sig t < 0.05. This means that the greater the creativity that students have, the greater the interest in entrepreneurship.
3. There is a positive and significant influence between resilience and creativity on the interest in entrepreneurship of students of the Online Business and Marketing skills program at SMK Negeri 1 Barabai. This is indicated by the results of the F test, which obtained a calculated F value of 49,744 and a sig of 0.000 where sig F <0.05. The coefficient of determination (R2) is 0.517, which means that 51.7% of students' interest in entrepreneurship can be explained by the variables of resilience and creativity. While the remaining 48.3% is influenced by other variables not examined in this study.

**Suggestion.** Based on this research, it is hoped that schools will continue to assist students in increasing their resilience and creativity, thereby increasing students' interest in entrepreneurship. Future research is expected to be able to describe how resilience and creativity can influence students' interest in entrepreneurship.

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