

THE EFFECT OF INCOME, NETWORKING, AND E-COMMERCE ON THE INTEREST TO BE AN ENTREPRENEUR

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ABSTRACT

There is a gap between employment and vacant jobs in Indonesia. It is a problem that needs to be solved. The Indonesian government keeps trying to solve the problem by encouraging the youths to be entrepreneurs. The purpose of the study is looking the affected factors of entrepreneurs. Previous research stated that income was a dominant factor to be an entrepreneur and to create and make company growth, the network was the key while E-commerce could facilitate all business processes to the world.

The hypotheses of the research are higher income expectations, networking, and e-commerce affect positively the interest to be entrepreneurs. The research method is multiple regression. Data are collected by distributing questionnaires to 160 college students. The data passed the validity and reliability. The F test result showed that the model passed. R^2 stated that 41.9% of the model was explained by the variables. The regression result showed that higher income, networking, and e-commerce positively and significantly affected the interest to be entrepreneurs. Based on the result, the variables should be socialized to encourage unemployment to be entrepreneurs.

Keywords: *entrepreneur, income, networking, e-commerce*

ABSTRAK

Adanya kesenjangan antar jumlah angkatan kerja dan lapangan pekerjaan masih menjadi masalah utama di Indonesia. Pemerintah terus berupaya mencari jalan keluar untuk menyelesaikan masalah tersebut. Salah satunya adalah dengan memotivasi generasi muda untuk menjadi wirausahawan. Tujuan penelitian adalah untuk mengetahui faktor-faktor yang mempengaruhi menjadi wirausaha. Penelitian sebelumnya menyatakan bahwa pendapatan adalah faktor dominan untuk menjadi pengusaha dan menciptakan dan membuat pertumbuhan perusahaan, jaringan adalah kunci sementara dan *e-commerce* dapat digunakan sebagai media proses bisnis ke seluruh dunia.

Hipotesis penelitian ini adalah ekspektasi pendapatan yang lebih tinggi, jaringan, dan *e-commerce* berpengaruh positif terhadap minat berwirausaha. Metode penelitian yang digunakan adalah analisis regresi berganda. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 160 mahasiswa. Data lolos uji validitas dan reliabilitas. Hasil uji F menunjukkan model lolos. Nilai koefisien determinasi (R^2) menyatakan bahwa 41,9% minat untuk menjadi wirausahawan dipengaruhi oleh variabel pendapatan, jaringan dan *e-commerce*. Hasil pengujian hipotesis menunjukkan bahwa pendapatan, jaringan dan *e-commerce* berpengaruh positif signifikan terhadap minat berwirausaha.

Kata Kunci: wirausaha, pendapatan, jaringan, e-commerce

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1. INTRODUCTION

Indonesia has a population that continues to grow. Central Bureau of Statistics shows that Indonesia has 275.77 million in 2022. The number has increased by 1.13% compared to the population in 2021 which was 272,68 million people (IGID, 2023). The increase in population triggers the increase in the work-age population which is 209.42 million with employed in 135.30 million people in Indonesia (BPS, Berita Resmi Statistik 7 November 2022, 2022). There is unemployment that should be solved.

There are many Indonesians who are unemployed because they are just waiting for job vacancies and fail to get the job they want. Unemployment has not been overcome. The open unemployment rate was 5.86% (8.42 million people) in August, 2022 (BPS, 2022). The bachelor's unemployment rate has increased from 5.34% to 6.22% (Sawitri & Ajar, 2016). Data taken from World Bank showed that the number of unemployed was 15.9 million (6.6%) which 3.1% came from bachelor (Kaijun & Sholihah, 2015).

Employment is dominated by staff (37,66%), entrepreneurs (22.04%), entrepreneurs with part-timer staff (14.62%), and others (25.68%) from 135.30 million workers in Indonesia (BPS, Berita Resmi Statistik 7 November 2022, 2022). The government encourages Indonesians to be an entrepreneur. Indonesia has enormous natural resources. If we could manage the natural resources in good terms then the unemployment number could be reduced. The economy of Indonesia is getting better.

The Indonesian youth should play an active role to make the Indonesian economy better. They could create products and jobs. Instead of being an employee, their mindset could be changed to be an entrepreneur that creates jobs. Successful entrepreneurs are influenced by internal and external factors. Internal factors are willingness within a person to do something, such as intention, willingness, ability, and the courage to take risks. External factors come from outside, such as the environment, economy, and education.

Nitu-Antonie & Feder (2015) stated that influence factors to be entrepreneurs are psychological characteristics such as attitudes and subjective norms that will lead to the chosen career in the future. Tjahjono, Kurnianto, Maryati, & Fauziah (2013) stated that personality will influence subjective norms, which based on risk will determine the will to do something including being an entrepreneur.

An entrepreneur is a person who is able to destroy market equilibrium and then establish a new market equilibrium and take advantage of these changes (Ziemnowicz, 2013). This statement underlines that entrepreneurs could make a better economy by establishing a new market balance by creating new demand. In the past, people thought that entrepreneurship was a gift from born and done by experience. It couldn't be learned and taught. Now entrepreneurship is something that can be learned and taught (Suyana, 2006). Being an

entrepreneur is an option to solve the problem because there are positive impacts on several aspects of life such as social, cultural, and political aspects (Hisrich & Peter, 2002). Becoming an entrepreneur gets various benefits such as the direction of life, profit, contribution to the social environment, and famous (Zimmerer & Scarborough, 1996). Being an entrepreneur can create new jobs and reduce unemployment in Indonesia.

Higher income is an attraction to being an entrepreneur compare to being an employee (Suhartini, 2011) (Suharti & Sirine, 2002). As an entrepreneur that owned businesses, they can set profit as they wish. Currently, e-commerce is growing rapidly which supports getting products and services easily. The presence of e-commerce is very close to the community, especially among Indonesian teenagers. E-Commerce (Electronic Commerce) is a process of transaction of buying and selling that uses electronic devices such as telephone and internet. Not only to sell and buy but e-commerce can be used as a means of influencing people by displaying interesting products and advertising on the platform. It will make it easier to promote.

John C. Maxwell in his book *Talent is Never Enough* (2007) argues that talent is just an opportunity, but to be successful it must be trained to find the right door. But more than that, talent and potential must move to find the door. The author believes that Indonesia has a lot of smart people and an entrepreneurial spirit, but the talent is overshadowed and does not find the right door because it is not well trained.

An entrepreneur is not only creating products but has to promote them. Promotion is creating, offering, dan trading with others (Kotler & Keller, 2008). Promotion means networking with others, such as suppliers, employees, and customers. Entrepreneurs need to have good networking with others. The purpose of the study is to look at the affected factors to be an entrepreneur. The result of funding could be feedback from the government to socialize teenagers to be entrepreneurs. Being entrepreneurs could contribute to Indonesia's economy.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Entrepreneur

Entrepreneurship is an activity that has an economic value to taking initiative, analyzing social and the economy, and accepting risk and failure (Hisrich & Peter, 2002). Entrepreneurs can be learned and taught even to someone who has the talent about it. Hisrich & Peter (2002) stated that entrepreneur was born in the 18th century with new inventions such as steam engines, spinners, and early-generation sewing machines. The main goal of entrepreneurship is the growth and expansion of organizations through innovation and creativity. Zimmerer & Scarborough (1996) stated that entrepreneurs are people who create a new business with risk and uncertainty for making a profit and growth by recognizing opportunities and combining the resources necessary.

The entrepreneur has to invent something new or put value added to products or services. It means that an entrepreneur has the ability to create something new that is different from others (Drucker, 2015). Entrepreneurs should exploit resources and reinvent to be something saleable. The end goal is to gain profit using the opportunity. The entrepreneur is a challenging profession and risky (Matthew, Hayward, & Shepherd, 2006). Being an entrepreneur has a bigger opportunity to grow and expand compare to being an employee. Some reasons to be an

entrepreneur because want to be CEO, follow the idea, pursue the dream, get unlimited income, and continue the family legacy that has built the business before.

Mc Graith & Mac Millian (2000) stated there are seven basic characteristics that needed to have by entrepreneurs as follow:

- a. Action Oriented. An entrepreneur doesn't like to put off a chance and let the opportunity pass by. He didn't wait for the uncertainty go, but just do it. They have a desire to act immediately or have a very high sense of urgency despite being in a state of incompetence. They think that risk should be faced, not avoided.
- b. Simple Think. They try to simplify complexity problems. They have knowledge but don't want to think technically or complexly. They see the problem clearly and solve it step by step.
- c. Seek New Opportunities. Looking for new opportunities in new business or taking it in the same field. New business means doing from zero and adding the business line. Take new opportunities in the same field dealing with new models, designs, materials, energy, packaging, or production cost. They can get profit from new business or new ways of doing business.
- d. Pursue opportunities with high discipline. An opportunity not only comes, but must be created, opened, and clarified. Since entrepreneurs must be risk-friendly, they must have high discipline. They are expected to finish their work immediately The Opportunity is related to time, the opportunity today will not come at another time. Each idea must be compiled thoroughly and consider the entire value chain.
- e. Take the best chance. Entrepreneurs should be able to read opportunities and quickly take chances, but a true entrepreneur will take the best opportunities. The interesting measure is in the economic values, a brighter future, the achievement, and the resulting changes. All of those are success measurement. Success is a function of the success of choosing business, employees, business partners, and so on.
- f. Focus on execution. Entrepreneur not only thinks and plans his business in wishful thinking, but they must be able to execute what they hope. "Human beings with an entrepreneurial mindset execute — that is, to take the act of realizing what's on the mind rather than analyzing new ideas to death." (Mc. Graith, Gunter, & McMillan, 2000). They are also adaptive to the situation and difficulty.
- g. Focusing everyone to manage the business. An entrepreneur is not working alone. He will use others from the company or outside. He is able to manage people, build a network, lead, motivate, and good communication.

Reducing risk with data, information, and technical skills. Entrepreneur deal with risk so they should have analytical skills toward data and facts. Getting the right information to support making decisions.

2.2 Income Expectation

Getting a higher income compared to an employee is a factor to be an entrepreneur. This lead to positive thinking. People are doing self-talk for 55.000 – 60.000 times (Deepak M.D, 1992). By doing self-talk about getting higher income and a better economy, the entrepreneur will have the motivation to do it. A person will be interested to be an entrepreneur because the income expectations he earns are higher than being an employee. A person with higher income expectations than working as an employee becomes an attraction to become an entrepreneur.

Research conducted by Suhartini (2011) examined factors that influence students' interest in being self-employed. His research showed that there was a significant positive influence between income factors, feelings of pleasure, family environment, and education on self-employed interests, with the dominant factor being income.

2.3 Ability to Build Network

Entrepreneurship requires to establish network with others, because basically humans cannot live alone, as well as a business. This is supported by Greeve (2003) that entrepreneurs need information, capital, skills, and labor to start and run a business. Information and things are obtained from other parties, so that entrepreneur can build network with others determines the ease of finding these sources of business. Social relations are relationships between individuals with each other, individuals influence other individuals or vice versa, so there are reciprocal relationships such relationships can be between individuals with individuals, individuals with groups or groups with groups (Walgito, 2010).

The ability to build a network as a skill to maintain good relationships with other parties. The more network you have will make it easier to develop a business. Networking is very influential on the speed development of business (Uman, 2011). If we have many networks then more products will be sold. Effective networking is hard work that takes time and needs an understanding from each member that the results they will get in the long run (Meshel & Douglas, 2005).

Building networks with various parties becomes very important because it will make it easier for companies to access information, resources, markets, and technology (Gulati, Nohria, & Zaheer, 2000). Establishing an effective network also requires understanding the characteristics of the members. The most important standards to do network are respect, integrity, and better service (Meshel & Douglas, 2005). Doing networking need good communication. Here are five qualifications to do good communication (Priyatna, 2009).

- a. Ability to communicate. Business communication will need the ability to have a good community. The ability to choose the way to communicate will determine the quality of networking with others.
- b. Ability to organize. To do effective business communication, someone has to master to organize other or situation. Someone who has this ability will easy to make good network.
- c. Ability to get on with people. Sociability is also a fundamental condition in conducting business communication, because someone who is more sociable with others will be better at establishing relationships with others.
- d. Personality integrity. A person who wants to have a good ability to communicate business must have an honest and professional personality. Because basically, everyone doesn't want to be let down.
- e. Imagination. Another condition for someone to be able to do good business communication is to have a strong imagination. This ability is very necessary to understand the other party while communicating.

Bhattacharyya (2010) revealed that to create and make a company grow, networking is the key. Entrepreneurs should use it both formally and informally to diversify their business. Many networking owned by someone should be utilized as much as possible to make the business of entrepreneurs grow.

2.4 E-Commerce

Electronic Commerce (E-Commerce) is a means to entrepreneurs to reach their consumers so they know and easy to contact. E Commerce is trading process through electronic tool such as phone and internet. E-Commerce is not only trading online but cover all business process from research and development, promotion, selling, shipping, service, and parment from customer using support from worldwide supplier. E-Commerce depend on internet and information technology to support the system (Mujiyana, 2013).

E-Commerce helps seller to promote products online and give many advantages. Everyone can easily choose product, easy to do transaction, and can choose from luxury to daily products. There is no closing time in online trading. E-Commerce creates new way to do transaction. Everyone can join in the e-commerce and being entrepreneur. The new way doing business in e-commerce creating many opportunities and business could grow and expand to the world easily. E-commerce is not only about selling and buying but far beyond that. Rahmidani (2015) defined e-commerce from several prespectives:

a. Communication Perspective. E-commerce is the delivery of information, products/services, or payments using telephone lines, computer networks or other electronic means. The existence of e-commerce helps facilitate the dissemination of information and services provided to customers.

b. Business Process Perspective. E-commerce is a technology application for business automation and value chain. Now business has to be managed with internet-based technology either partially or all aspects. Business is faster and easier.

c. Service Perspective. E-commerce is a tool that fulfills the need of companies, customers, and management. Service costs is reducing while the quality products improving and faster service. The service is more reachable by customers.

d. Online Perspective. E-commerce is dealing with trading product and service by providing information cross company and nations. The transaction can be done in real-time.

E-commerce could facilitate all business processes from research and development, marketing, sales, shipping, after-sales service, and payment from third parties around the world. Maryama (2013) defined e-commerce based on the characteristics as follows:

a. Business to Business. Business related to other business. The outcome of a company becomes the input for other companies. The main characteristic of business-to-business is data exchange repeatedly and periodically with uniform format data. The common model is peer-to-peer with processing done by both companies.

b. Business to Consumer. Businesses whose activities are intended to fulfill customers' needs. The characteristics of the service users are based on customer demand. The company will provide services beyond the need of customers. The client-server approach is often used. One is a data provider while the other is a client (data recipient).

Hypotheses Formulation

The Effect of Income Expectations and Interests to be an Entrepreneur

Income expectation is the hope to get a higher income through entrepreneurship, then it will encourage someone to become an entrepreneur (Adhitama, 2014). Before starting to become an entrepreneur, they will look at some of the entrepreneurs who have been successful before, and they will expect that their income will be like even more than those successful

entrepreneurs. Entrepreneurship will get amazing benefits (Zimmerer & Scarborough, 1996). The income received by entrepreneurs is not limited, depending on how hard work or effort they do.

This unlimited income will increase a person's interest in entrepreneurship, especially for teenagers who are still active and productive. Income expectation is a person's expectation to earn income in the form of goods or money that can be used to consume. Income expectation is one of the factors that influence a person's interest in entrepreneurship. The income expectation is high and unlimited). If someone has an expectation of getting a high income by becoming an entrepreneur, then they will have a strong interest and drive to start entrepreneurship.

Someone who becomes an entrepreneur wants a higher income than being an employee. the higher the expected income through entrepreneurship, the higher someone's interest in starting entrepreneurship. Entrepreneurs will have the opportunity to earn unlimited income. Based on the description above, the hypothesis is formulated as follows:

H1: High-income expectations have a positive effect on the interest to be entrepreneurs.

The Effect Ability To Build a Network And The Interest In Becoming An Entrepreneur

Humans are created as individuals and social creatures. Individual means how he is able to survive. Meanwhile, as social beings, every human being needs other people to interact and establish social relations. Social relations are relationships between individuals that arise due to social interaction. An entrepreneur needs to communicate with others and build a network with customers, suppliers, employee, and other parties. Networking is an important factor in all companies, especially in competitive world (Lukiastuti, 2012).

Entrepreneurs who have good networks will easy to deal with problems in a turbulent economy. They can cooperate with other parties to get the best supporting. Bhattacharyya (2010) stated that creating a network with other parties is the foundation to be an entrepreneur. Someone who has a good network has the confidence to start a business. Based on the premise, then the hypotheses will be:

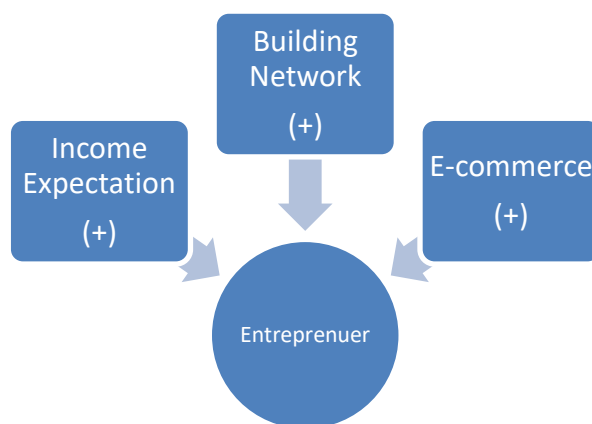
H2: The ability to build a network have a positive effect on the interest to be entrepreneurs.

The Effect Of E-Commerce And Interest In Becoming Entrepreneur

E-commerce is a tool to facilitate transactions and the expand business. It can be seen the current phenomenon, that now a business can be advertised, offered, innovated and developed easily through existing technology. This convenience will make prospective entrepreneurs interested in starting their business. The existence of e-commerce affects a person's interest in entrepreneurship (Yadewani & Wijaya, 2017). From the consumer side, e-commerce makes it easier for them to access information about a product and buy it because they don't have to go to stores.

Meanwhile, from the producer side, they can easily offer their products and make their products known to consumers and potential consumers. The convenience felt by consumers and producers will certainly increase the income of entrepreneurs. This makes prospective entrepreneurs interested in starting their businesses. Based on this description, the authors formulate the following hypothesis:

H3: E-commerce has a positive effect on the interest to be an entrepreneur

Figure 1: Research Model**Figure 1: Research Model**

3. RESEARCH DESIGN

3.1 Population and Sample

The population is a collection of individuals with predetermined qualities and characteristics (Nazir, 1993). Sample is the number and characteristics possessed by the population (Sugiyono, 2002). The population of this study were all students in Yogyakarta as productive teenagers. The purposive sampling technique is used. Purposive Sampling is a technique of determining the sample with certain considerations (Sugiyono, 2002). Meanwhile, according to Hair states that the appropriate sample size is 100-200 samples (Ferdinand, 2002). Data are collected by distributing questionnaires to 160 college students in 2022. The standard error chosen is 5%.

This study uses primary data (self-report data), in the form of opinions, attitudes, experiences, or characteristics of a person or group of people who are the subject of research. Primary data is data taken directly from respondents that are collected specifically and relate directly to the problems studied (Indriantono and Supomo, 1999). Primary data for this research is data collected directly from respondents through questionnaires.

3.2 Research Variables

This study wants to examine the extent to which the desire to become entrepreneurs in teenagers (as the dependent variable). That is influenced by independent variables, namely high income expectations, the ability to build network and the existence of e-commerce.

3.3 Operational Definition

Income Expectations

Income is income earned in the form of money or goods. Entrepreneurship provides income that is used to meet the needs of life. Getting higher income lead to interest being entrepreneur (Suhartini, 2011). Income expectations are thoughts or beliefs about getting economic value from the activities of a business. Entrepreneur has the thought that the income that will be obtained from entrepreneurship will be higher than being an employee. This income

expectation is formulated in the following dimensions: unlimited income and higher income from employees.

Ability to build network

Relationships are reciprocal situation with individuals in an environment. In the world of entrepreneurship, an entrepreneur must interact with many parties, especially customers, suppliers, and employees who are partners for the sustainability of a business. A network will be formed when there is contact between individuals or groups, where they influence each other and need each other. The ability to expand the network is defined in the following dimensions: communication skills, organizing skills, sociability, and integrity.

E-commerce

E-commerce is the process of buying and selling products, both in the form of services and information, which is carried out electronically using computer technology and internet networks. The International Trade Organization (World Trade Organization / WTO) also provides an explanation of e-commerce, namely the production, advertising, selling-buying, and transfer of products/services through an unlimited number of telecommunications networks online (internet). This will make it easier for entrepreneurs to carry out transactions and develop businesses. The influence of the rise of e-commerce is formulated in the following dimensions: understanding of e-commerce and ease of transaction and business development.

3.4 Model Testing and Hypothesis Testing Procedures

Testing the Validity and Reliability of the Instrument

A validity test is used to measure the validity of a questionnaire. The aim is to test whether the statement items in the questionnaire measure the variables to be tested. Reliability test is used to determine the extent to which a measurement result remains consistent, if two or more measurements are taken with the same measuring instrument for the same symptom. One of the reliability tests can be calculated by calculating Cronbach's Alpha which shows consistency of respondents in responding to all items that represent the measurement of a variable. Sekaran (2000) categorizes Cronbach's Alpha values as follows:

Cronbach's Alpha 0.8-1.0 :	Good Reliability
Cronbach's Alpha 0.6-7.9 :	Accepted Reliability
Cronbach's Alpha >0.6 :	Poor Reliability

Analysis Method

Hypothesis tested using the technique of Multiple Regression Analysis (Multiple Regression Analysis) and processed using SPSS 16. Multiple Regression Analysis (Multiple Regression Analysis) is generally used to test the effect of two or more independent variables on the dependent variable with a scale of interval or ratio measurement. in a linear equation.

4. RESULT AND DISCUSSION

4.1 Descriptive Analysis

The demographic characteristics of respondents as follows:

Table 1. Gender Demographic

Item	Frequencies	Percentage
Men	43	26.9%
Women	117	73.1%
Total	160	100%

Source by processed data

The majority of respondents are women with 73.1% while men are only 26.9%.

Table 2. Age Demographic

Age (Years)	Frequencies	Percentage
16-20	18	11.3%
21-25	112	70.0%
26-30	13	8.1%
>30	17	10.6%
Total	160	100%

Source by processed data

4.2 Validity and Reliability Test

Validity Test

The validity is tested using SPSS 16. Before testing the level of validity, the data obtained must pass the KMO test first and is shown by the following table:

Table 3. KMO Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	1681.677
	Df	160
	Sig.	0.000

Source by processed data

The result table shows that KMO significance level is 0.000 or less than 0.05. This shows that the tested data is feasible to be tested for the validity of the next step.

Table 4. Validity Test

	Component			
	1	2	3	4
EP1			0.689	
EP2			0.774	
EP3			0.679	
EP4			0.727	
EP5			0.796	
MI1				0.699

MI2				0.786
MI3				0.771
MI4				0.713
CO1		0.658		
CO2		0.809		
CO3		0.853		
CO4		0.788		
CO5		0.698		
RE1	0.690			
RE2	0.734			
RE3	0.762			
RE4	0.848			
RE5	0.766			

Source by processed data

We could be stated that all items placed at one column in matrix component with each value is more than 0.6. These positions showed that all items are valid and represent the variables.

Reliability Test

Instrument could be stated reliable from Cronbach’s Alpha as shown below:

Table 5. Reliability Test

No	Variable	Cronbach's Alpha	Item
1	Income Expectation	0.852	Good
2	Network	0.855	Good
3	E-commerce	0.870	Good
4	The Interest in Entrepreneur	0.847	Good

Source by processed data

All items are more than 0.6 value of Cronbach’s Alpha. These could be stated that all items are reliable and the questionnaires are consistent. The data in this study are valid and reliable. This means that the questionnaire used is able to measure what should be measured and can be used for further research. Previously, the researcher proposed several indicators measuring variables, but after being tested, only the indicators that were attached were valid and reliable.

4.3 Model Test

The F significant value in the table is 0.000 which is below the alpha value 0.05. This means that the three independent variables (income expectations, the ability to build a network, and the existence of e-commerce) are partially able to influence the dependent variable (the interest in entrepreneurship). The result table shows an R square of 0.419 or 41.90%. This means that the three variables of interest in entrepreneurship are influenced by income expectations, the ability to build a network, and the existence of e-commerce 41.90%, the remaining 58.10% is influenced by other variables outside the variables studied.

4.4 Hypotheses Test

Data are processed using SPSS 16 to test the hypotheses. The results are shown below:

Table 6. Hypotheses Test

No	Variabel	B Coeficient	Sig Value	F sig	Item	Adjusted R Square
	Constant	0.583				
1	Income Expectations	0.852	0.000	0.000	accepted	0.419
2	Building Network	0.855	0.002		accepted	
3	E-commerce	0.870	0.013		accepted	

Based on the result table, the regression equation is as follow:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$IE = 0.583 + 0.852 EP + 0.855 BN + 0.870 EC + e$$

IE: Interest in Entrepreneur

EP: Income Expectation

BN: Building Network

EC: E-commerce

e: error

The equation describes the three variables EP, BN, and EC have positive effects on the IE variable. The higher the income expectation, the ability to build relationships, and the increasing presence of e-commerce will be the higher a person's interest in becoming an entrepreneur. All of these variables are able to influence individually someone to be an entrepreneur someone who has high-income expectations when becoming an entrepreneur affects their interest to be an entrepreneur, the first hypothesis (H1) is accepted. Someone who has good network skills has an effect on interest to be an entrepreneur, then the second hypothesis (H2) is accepted. The existence of e-commerce also affects a person's interest to be an entrepreneur, so the third hypothesis (H3) is accepted.

DISCUSSION

Based on hypothesis testing, it can be concluded that all proposed hypotheses are accepted because all independent variables have a significance alpha value of less than 5%. This shows that the variables of income expectations, ability to build relationships and the existence of e-commerce have positive effects on a person's interest to be an entrepreneur. Someone has an expectation that income from being an entrepreneur will generate higher income than being a worker. A person has the ability to build good networking, he will feel that his business is easy to market, thereby increasing his confidence to become an entrepreneur. Likewise, supported e-commerce which makes it easier for a business to be marketed will make someone interested in entrepreneurship. Of the three independent variables, the income expectation variable is the variable that has the most significant effect on the variable interest in entrepreneurship.

The result finding align with Adhitama (2014) that stated the higher income expectation will encourage someone to become an entrepreneur (Adhitama, 2014). The same result on networking strengthens Bhattacharyya (2010) that stated creating a network with other parties is the foundation to be an entrepreneur. While e-commerce results support Yadewani & Wijaya (2017) that stated the existence of e-commerce affects a person's interest in entrepreneurship (Yadewani & Wijaya, 2017).

The result is based on the majority of college students and fresh graduates who are open toward the world and will to work hard because in the youth. They will embrace being an entrepreneur. This is a positive side that should be encouraged and socializing in Indonesia so that the unemployed will take the opportunity to be entrepreneurs. It the end will help to solve the problem in Indonesia.

5. CONCLUSION

Based on the tests that have been carried out, it can be concluded that the variables of income expectations, ability to build a network, and e-commerce have positive and significant effects on the variable interest in entrepreneurship. A person will be interested to be an entrepreneur because the income expectations the earns are higher than being an employee. Someone who has a good network has the confidence to start a business. The existence of e-commerce affects a person's interest in entrepreneurship The entrepreneurs could make a better economy by establishing a new market balance by creating new demand. Being an entrepreneur can create new jobs and reduce unemployment in Indonesia.

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