



The influence of financial technology and financial management knowledge on students' entrepreneurial interest at Bengkulu university

Andreansyah Ahmad Yusufi¹, Sri Adji Prabawa²

^{1,2}Faculty of Economics and Business, Bengkulu University, Indonesia

ARTICLE INFO

Article history:

Received Jan 27, 2024

Revised Feb 04, 2024

Accepted Feb 22, 2024

Keywords:

Entrepreneurial Interest;
Financial Management
Knowledge;
Financial Technology.

ABSTRACT

Difficulty finding employment is a problem that has not been resolved to date. Therefore, there is a need for awareness to create one's own jobs, so that the unemployment rate can be reduced. This research aims to determine the relationship between financial technology and financial management knowledge on the entrepreneurial interest of Bengkulu University students. This research uses quantitative methods with primary data. The population of this study were Bengkulu University students, and the sample used in this study was 190 samples. Data testing in this research used the help of SmartPLS software. The results of this research show that H1 is accepted, while H0 is rejected, indicating that financial technology (X1) and financial management knowledge (X2) influence students' entrepreneurial interest (Y). Furthermore, the results also show that financial technology (X1) and financial management knowledge (X2) contribute 66.8% to students' entrepreneurial interest (Y). the remaining 33.2% was influenced by other factors that were not examined in this study.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Andreansyah Ahmad Yusufi,
Fakultas Ekonomi dan Bisnis,
Universitas Bengkulu, Indonesia,
Jl. Bumi ayu 6, Kel. Bumi ayu, Kec. Selebar, Sumatera, Bengkulu 38211
Email: Andreyusufi123@gmail.com

1. INTRODUCTION

At times like this, getting a job is very difficult. It is not surprising why many young people now become unemployed after graduating. Such as those who graduated from junior high school, high school, and even those who have a bachelor's degree. This is caused by intense competition in getting jobs and many people competing to get a job, without them thinking about creating their own jobs, for example starting an entrepreneur. Technological innovation, a driving force for economic development and growth, is the main weapon for young entrepreneurs to fight against the times and build a competitive track record (Lerner & Nanda, 2020).

One of the factors causing many undergraduate graduates to be unemployed is the lack of awareness for them to create their own jobs (Wardana & Pratiwi, 2016). Believes that entrepreneurial interest is a person's inner tendency to be interested in

creating a business that will organize, manage, bear risks and develop the business that has been created (Rahmadi & Heryanto, 2016).

The more technology develops, of course it makes a business more advanced, for example nowadays the emergence of online businesses which can be done online either through social media, television, e-commerce, etc. This is of course very helpful for society, especially young entrepreneurs, to find business opportunities, get jobs, etc. A phenomenon that occurs where micro, small and medium enterprises (MSMEs) in Indonesia provide good benefits for Indonesia's economic growth. Facts show that MSMEs in Indonesia contribute IDR 8,400 billion to Gross Domestic Product (GDP), equivalent to 60% of the total IDR 14,000 billion of Indonesia's GDP in 2018 (Hartomo, 2019). The cure for the unemployment problem is an interest in entrepreneurship among young people such as students (Osakede et al., 2017).

One form of technological development currently occurring is fintech (financial technology). At this time we have seen together the occurrence of industrial revolution 4.0. The thing that is most visible when the industry is currently developing is financial technology which is widely used by MSMEs (Herdinata & Kohardinata, 2017). It can be seen that fintech can also be a form of technological development in the financial sector which refers to modern technology. Developments in financial technology help people borrow money to start micro businesses, which generally encourages wider access to financial services, creates more jobs and increases income (Appiah-otoo & Lagu, 2021). Fintech emerged because of problems occurring in society that the financial industry could not overcome due to various obstacles. Therefore, fintech innovation aims to introduce practicality, ease of access, comfort and economical costs (Hadad, 2017).

The existence of fintech will certainly make people's work easier and the community will be greatly helped by the existence of technology-based financial services. shows that an economic perspective must be taken into account when analyzing consumer information reception so that the use of technology becomes more effective and productive (Shao, 2011). Fintech can help society, especially students, in creating jobs. The existence of fintech can reduce the financing gap for small businesses by introducing new business models based on information technology, as well as improving existing financial services (Najib et al., 2021). For example, currently people are more familiar with electronic trading or e-commerce, where trading is carried out online either via the internet, applications, websites and other networks.

Financial knowledge is considered important because it is a necessity for people to avoid various financial problems. Sufficient financial literacy can have a positive influence on a person's financial behavior, such as managing and allocating their finances appropriately (Robb & Woodyard, 2011). Students who want to start entrepreneurship also really need knowledge about financial management so they can manage their business activities well, so that the business they want to run can continue to compete and not experience failure. financial knowledge will be able to influence students to start entrepreneurship (Agung et al., 2022). Therefore, in maintaining a business, capital is not only an important role so that a business can continue to survive, but knowledge in managing finances well is also needed in order to reduce the risks that can occur in a business. Many people think that businesses run by students are small businesses just to earn extra pocket money, but if the business is pursued seriously with good management, it is possible that a business that was initially small can continue to grow and become a large business. Because of financial literacy Both will be able to increase the income of a business (Susanti et al., 2018). A good business does not only focus on maintaining profits, but must also be able to manage these profits so that they increase and develop. Financial knowledge will certainly help entrepreneurs plan their business finances better (Handayani et al., 2022). So, knowledge of financial management is considered very important as initial capital for students who are starting to become entrepreneurs. In the research carried out (Dwinta & Cinthia, 2010) states

that the financial knowledge a person has will influence their financial management. Therefore, financial knowledge is needed as a basis for making financial decisions when running a business (Novianti & Salam, 2021).

Entrepreneurs are human resources who have creative, innovative, dynamic and proactive abilities towards existing challenges (Ayuningtias & Ekawati, 2017). Entrepreneurs who have better or even more knowledge will certainly have a competitive advantage compared to other entrepreneurs. According to (Hartono & Halim, 2014) Entrepreneurs must be able to use their knowledge to recognize or create business opportunities. Literature studies show that entrepreneur knowledge and management knowledge have a significant and direct positive influence on innovation and company performance. Knowing about financial management knowledge is very important because, to run a business, you need skills in financial knowledge which can encourage someone to want to start a business. (Agung et al., 2022) Providing information about entrepreneurship to students can motivate them to start entrepreneurship. The knowledge gained in education can also foster students' interest in entrepreneurship (Yadewani & Wijaya, 2017). With the knowledge they have, it is not impossible that an entrepreneur will be able to easily use fintech-based applications that can help them in running their business. (nur kholid et al., 2020) emphasized that small businesses are greatly helped and benefit a lot from adopting fintech-based applications, such as making financial reports, getting funds, etc.

The gap found in previous research is that the research conducted by (Kristianti & Dewi, 2022) had a fairly wide population reach, where the respondents were from one university, but for the research I conducted, I tried to focus on student respondents who were in the economics and business faculties, this is I did this so that there would be no inequality in responses from respondents because if I also distributed questionnaires to students outside the economics and business faculty, it is possible that the financial management knowledge obtained by these students would not be as great.

It is hoped that the research I conducted will be of benefit to readers in broadening their knowledge, especially for young people to broaden their knowledge and be able to continue to compete in the current era of digitalization.

Seeing the high competition in getting jobs, which increases the unemployment rate, encourages researchers to find out how financial technology and financial management knowledge influence students' entrepreneurial interest. This research is aimed at students who are still studying, so that it can be seen through the application of the knowledge they have gained, as well as to see how students think while studying. The problem formulation in this research is to see whether there is an influence of financial technology and financial management knowledge on students' entrepreneurial interest.

2. RESEARCH METHODS

The research method used in this research is a quantitative research method, in this research there is hypothesis testing. The quantitative method in this research is data collection carried out using questionnaires and data analysis carried out statistically using statistical data processing software. This type of research is used with the aim of researching certain samples and populations, collecting data using research instruments, quantitative data analysis, which aims to describe and test predetermined hypotheses (Sugiyono, 2013).

The population in this study were active students at Bengkulu University, according to (Sugiyono, 2015) Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that have been determined by research to be studied and conclusions drawn. The sampling technique used in this research was convenience sampling. According to (Sekaran, 2006), convenience sampling

is the collection of information from members of the population who agree and are willing to provide that information. Therefore, anyone who is willing to provide the required information with the researcher, either directly or indirectly, can be used as a sample in this research if the respondent is suitable as a data source.

In collecting data for this research, we will use a questionnaire using a measurement scale. The scale used is a Likert scale, where using a Likert scale can be used to measure respondents' answers. The Likert scale can determine agreement with questions consisting of 5 points. The following are the Likert scale statement points: STS = strongly disagree, TS = disagree, RG = undecided, S = agree, SS = strongly agree.

Data collection in this study used a direct or self-administered data collection method, a distribution method by distributing questionnaires to obtain information from respondents. The distribution of the questionnaire was carried out using an online method to respondents either through social media, such as WhatsApp, Instagram, as well as assistance from their closest friends in distributing the questionnaire. In this research I used quantitative analysis with the help of SmartPLS software to find out what results were given by respondents.

3. RESULTS AND DISCUSSIONS

The results of this research can be used using SmartPLS software to analyze research data. The first stage of this analysis involves testing the external model of the research construct. Outer model analysis is used to test the validity and reliability of the latent variable construct. Validity is seen by examining the factor loading values, where an indicator is considered valid and strong if the coefficient exceeds 0.6 (Chin, 2014). This criterion applies to all factor loading values on the latent variables in this study. For more details, you can see the loading factor values in the picture

Based on the picture, we can see that the factor loading of all indicators is above 0.6. So, it can be concluded that all the indicators used in this research are valid. The highest loading factor value can be interpreted as the indicator that makes the most significant contribution to each variable.

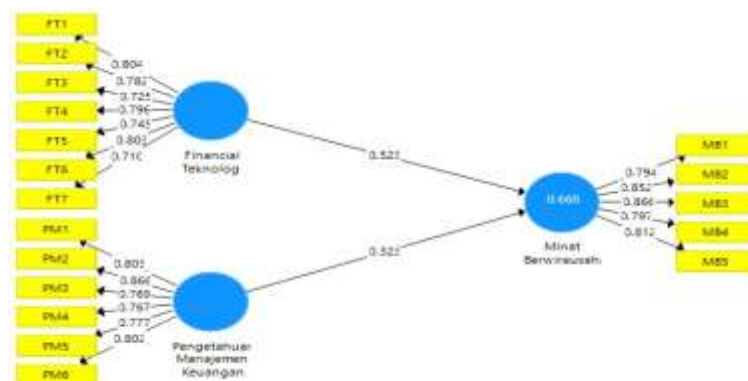


Figure 1. Outer Loading Value

Apart from validity tests, there are also reliability tests where reliability tests can be measured by examining Cronbach's alpha values and composite reliability. If the Cronbach's alpha value exceeds 0.6 (Risher, 2018) and the Composite Reliability value exceeds 0.7 (Risher, 2018), then it can be stated that the construct used is reliable. If seen, the Cronbach's alpha for all variables shows that all the variables used in this research, namely financial technology and financial management knowledge on students' entrepreneurial interest at Bengkulu University, can be considered reliable, because the total value exceeds 0.7.

Table 1. Validity and Reliability Test

Variable	Indicator	Factor loadings	Cronbach's alpha	Composite Reliability	AVE	Status
Financial technology	FT1	0.804	0.883	0.909	0.589	Valid & Reliable
	FT2	0.782				Valid & Reliable
	FT3	0.725				Valid & Reliable
	FT4	0.796				Valid & Reliable
	FT5	0.747				Valid & Reliable
	FT6	0.803				Valid & Reliable
	FT7	0.71				Valid & Reliable
Financial Management Knowledge	PM1	0.903	0.885	0.913	0.637	Valid & Reliable
	PM2	0.866				Valid & Reliable
	PM3	0.769				Valid & Reliable
	PM4	0.767				Valid & Reliable
	PM5	0.777				Valid & Reliable
	PM6	0.802				Valid & Reliable
Interest in entrepreneurship	MB1	0.794	0.882	0.914	0.680	Valid & Reliable
	MB2	0.852				Valid & Reliable
	MB3	0.866				Valid & Reliable
	MB4	0.797				Valid & Reliable
	MB5	0.812				Valid & Reliable

Source: Primary data processed (2023)

Next, after ensuring that all research indicators are declared valid, an analysis of the inner model will be carried out. In this analysis the coefficient of determination (R-squared or R²) is used as a reference to assess the extent to which variations in the dependent variable can be explained by variations in the independent variables in the regression model, with the R² value ranging from 0 to 1. If the value is close to 1 then the model can be considered better. effective in explaining variations in existing data. Based on the table, the R² value of interest in entrepreneurship is 0.668, which means that 66.8% of the variation in interest in entrepreneurship can be explained by variations in the independent variables used in this research, namely financial technology and financial management knowledge.

Table 2. r square and r adjusted

	r square	r square adjusted
interest in entrepreneurship	0.668	0.665

3.2 Hypothesis testing

Hypothesis testing aims to determine whether a hypothesis can be accepted or rejected. This analysis is based on an assessment of the path coefficient at a significance level of 5% which indicates a probability level of significance of 0.05. Looking at the table, the significance value shown by the p-value for the influence of Financial Technology and Financial Management Knowledge is 0.000 and 0.004 respectively, where the value is 0.05. So, based on these results H1 and H2 are accepted.

Table 3. Hypothesis testing

Variable	original sample (o)	mean (m)	deviation	t statistics (O/STDDEV)	P value	information
Financial technology (X1) - > Interest in Entrepreneurship (Y)	0.523	0.525	0.099	5,288	0,000	Significant
Financial Management Knowledge (X2) - > Interest in Entrepreneurship (Y)	0.323	0.327	0.111	2,291	0.004	Significant

3.3 Discussion

Based on the results above, it can be seen that these results are in line with research conducted by (Siagian, 2023) where management knowledge has a significant effect on students' entrepreneurial interest. Then research conducted by (Apriyadi et al., 2023) shows that financial technology has a significant and valid effect on students' entrepreneurial interest, where in this research there are several factors that influence students' entrepreneurial interest based on fintech, such as crowdfunding, blockchain, and mobile payment. It can be seen from the results of this research that financial technology influences students' interest in entrepreneurship, therefore the need to foster students' interest in starting entrepreneurship is considered very important, moreover, this entrepreneurship will certainly add new job opportunities for students to pursue.

On the other hand, a person's knowledge is also very much needed in starting a business. The knowledge that a person has will certainly really help them in managing their business finances. This is considered important because many business failures occur due to one factor being the entrepreneur's lack of ability to manage their business finances. Therefore, good financial management knowledge will be very useful for them in managing their business, especially if this knowledge is combined with technology-based financial applications, it is not impossible that the business they will run will grow faster.

4. CONCLUSION

Based on research findings, financial technology and financial management knowledge have a big impact on students' entrepreneurial interest at Bengkulu University. Another finding is that the hypothesis test gave H1 and H2 results that were accepted. Analysis of the efficiency of determination shows that financial technology (X1) and financial management knowledge (X2) contribute jointly by 66.8%. The remaining 33.2% is influenced by other factors that have not been examined in this study. It is hoped that these results can be followed up with further research on fintech and financial management knowledge, especially in Indonesia where research related to this topic is still very important to research. From the results of the research found above, it is clear that these students are quite interested in getting involved in the world of business, but often the obstacle they face is a lack of funds, therefore the need for university attention to create programs for young entrepreneurs among students. For further research, the researcher hopes that there will be more research like this, because from the data that the researcher obtained, there is still very little research that discusses how financial technology and knowledge of financial management can influence students' interest in entrepreneurship.

REFERENCES

- Agung, Ramadhan, T., & Destiani, R. D. (2022). Pengetahuan Manajemen Keuangan Bisnis Terhadap Niat Mahasiswa Bisnis Digital dalam Berwirausaha. *ADI Bisnis Digital Interdisiplin Jurnal*, 3(1), 59–62. <https://doi.org/10.34306/abdi.v3i1.755>
- Appiah-otoo, I., & Lagu, N. (2021). *Dampak Fintech terhadap Pengentasan Kemiskinan: Bukti dari Tiongkok*.
- Apriyadi, R., Candy, C., & Nainggolan, F. (2023). Intech Ecosystem As Influencer of Young Entrepreneurial Intentions. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(2), 1715–1732. <https://doi.org/10.31955/mea.v7i2.3258>
- Ayuningtias, H. A., & Ekawati, S. (2017). Faktor-faktor yang mempengaruhi minat berwirausaha pada mahasiswa fakultas ekonomi universitas tarumanagara. *Jurnal Ekonomi*, 20(1), 49–71. <https://doi.org/10.24912/je.v20i1.307>
- Chin, W. W. (2014). *The Partial Least Squares Approach to Structural Equation Modeling*. January 1998.
- Dwinta, I., & Cinthia, Y. (2010). Pengaruh Locus Of Control, Financial Knowledge, Income Terhadap Financial Management Behavior. *Jurnal Bisnis Dan Akuntansi*, 12(3), 131–144.

- Hadad, S. (2017). Knowledge Economy: Characteristics and Dimensions. *Management Dynamics in the Knowledge Economy*, 5(2), 203–225. <https://doi.org/10.25019/MDKE/5.2.03>
- Handayani, M. A., Amalia, C., & Sari, T. D. R. (2022). Pengaruh Pengetahuan Keuangan, Sikap Keuangan dan Kepribadian Terhadap Perilaku Manajemen Keuangan (Studi Kasus pada Pelaku UMKM Batik di Lampung). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(2), 647–660. <https://doi.org/10.37676/ekombis.v10i2.2262>
- Hartomo. (2019). *UMKM Sumbang Rp.8.400 Triliun ke Perekonomian Nasional pada 2018*. Economy.Okezone.Com. <https://www.google.com/amp/s/economy.okezone.com/amp/2019/06/19/320/2068296/umkm-sumbang-rp8-400-triliun-ke-perekonomian-nasional-pada-2018>
- Hartono, H., & Halim, E. (2014). The Impact of Knowledge Management and Entrepreneur's Knowledge on Innovation and Firm Performance. *The Winners*, 15(2), 108. <https://doi.org/10.21512/tw.v15i2.624>
- Herdinata, C., & Kohardinata, C. (2017). *Pengaruh Regulasi dan Kolaborasi Terhadap Literasi Keuangan dalam Upaya Penerapan Financial Technology pada Usaha Kecil dan Menengah*. 2016, 135–139.
- Kristianti, N. M. M. A., & Dewi, G. A. K. R. S. (2022). Pengaruh Pendidikan Kewirausahaan, Literasi Keuangan, Lingkungan Keluarga Dan Love Of Money Terhadap Minat Mahasiswa Dalam Berwirausaha. *JIMAT (Jurnal Ilmiah Mahasiswa Akuntansi)*, 13(4), 1–12.
- Lerner, J., & Nanda, R. (2020). *Venture Capital's Role in Financing Innovation: What We Know and How Much We Still Need to Learn*. 34(3), 237–261.
- Najib, M., Ermawati, W. J., Fahma, F., Endri, E., & Suhartanto, D. (2021). *Inovasi Terbuka*.
- Novianti, M., & Salam, A. (2021). Pengaruh Pengetahuan Keuangan, Sikap Keuangan dan Kepribadian terhadap Perilaku Manajemen Keuangan Pelaku UMKM Di Moyo Hilir. *Jurnal Manajemen Dan Bisnis*, 4(3), 18–26.
- nur kholid, M., Alvian, S., & Tumewang, yunice karina. (2020). 72 Determinants of Mobile Accounting App Adoption By. *Journal of Accounting and Strategic Finance Vol.3 No.1 June 2020*, Pp. 52–70. ISSN, 3(1), 52–70.
- Osakede, U. A., Lawanson, A. O., & Sobowale, D. A. (2017). *Entrepreneurial interest and academic performance in Nigeria: evidence from undergraduate students in the University of Ibadan*. <https://doi.org/10.1186/s13731-017-0079-7>
- Rahmadi, A. N., & Heryanto, B. (2016). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BERWIRAUSAHA PADA MAHASISWA PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI UNIVERSITAS KADIRI. *Jurnal Ekonomi Universitas Kadir*, 1(2), 16.
- Risher, J. (2018). *When to use and how to report the results of PLS-SEM*. December. <https://doi.org/10.1108/EBR-11-2018-0203>
- Robb, C. A., & Woodyard, A. S. (2011). *Financial Knowledge and Best Practice Behavior*. 205, 60–70.
- Sekaran, U. (2006). *Metodologi Penelitian untuk bisnis* (4th ed., Vol. 1). Salemba Empat.
- Shao, xiuyan. (2011). Working Papers on Information Systems Consumer Acceptance and Use of Information Technology : Adding consumption theory to UTAUT2. *Social Influence*, 11(2011).
- Siagian, N. F. (2023). Peran Kecerdasan Emosional dalam Memediasi Pengaruh Pengetahuan Manajemen terhadap Minat Berwirausaha Mahasiswa. *Jurnal Ekonomi, Akutansi Dan Manajemen Nusantara (JEAMA)*, 1(2), 97–102.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D* (19th ed.). ALFABETA.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Susanti, A., Ismunawan, ., Pardi, ., & Ardyan, E. (2018). Tingkat Pendidikan, Literasi Keuangan, dan Perencanaan Keuangan terhadap Perilaku Keuangan UMKM di Surakarta. *Telaah Bisnis*, 18(1), 45–56. <https://doi.org/10.35917/tb.v18i1.93>
- Wardana, I. M., & Pratiwi, Y. (2016). *BERWIRAUSAHA MAHASISWA FAKULTAS EKONOMI DAN BISNIS Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Kesulitan untuk mendapatkan pekerjaan menimbulkan banyak pengangguran di Indonesia (Mahanani , 2014). Pengangguran dan kemiskinan*. 5(8), 5215–5242.
- Yadewani, D., & Wijaya, R. (2017). Pengaruh e-Commerce Terhadap Minat Berwirausaha. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 1(1), 64–69. <https://doi.org/10.29207/resti.v1i1.6>