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The Influence of Motivation, Self-Efficacy, and Social Media Utilization on Business Interest Among Generation Z Students in the Business Administrasion Program at UPN "Veteran" Jawa Timur

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ABSTRACT

This study aims to identify and analyze the influence of Motivation, Self-Efficacy, and the Social Media Utilization on the Entrepreneurial Interest of Generation Z among Business Administration students at UPN "Veteran" East Java. This research applies a quantitative method with an associative approach. The data analysis technique used is multiple linear regression analysis, with a total sample of 76 students collected through direct questionnaires. The sample was selected using a non-probability sampling method with a saturated sampling technique. The research findings indicate that, simultaneously, Motivation, Self-Efficacy, and the Social Media Utilization have a positive and significant influence on the Entrepreneurial Interest of Generation Z among Business Administration students at UPN "Veteran" East Java. Partially, Motivation and Self-Efficacy have a positive and significant effect, while the Social Media Utilization does not significantly impact Entrepreneurial Interest. Based on these findings, the study program and university can implement more strategic policies to enhance the Entrepreneurial Interest of Generation Z students in Business Administration at UPN "Veteran" East Java. This study provides theoretical implications by expanding knowledge about the relationships between variables, as well as practical implications that can serve as a reference for universities in optimizing students' Entrepreneurial Interest.

INTRODUCTION

Indonesia is experiencing a demographic bonus, where the number of productive age population (15-64 years) is greater than the non-productive age. This has the potential to increase the national economy, but also poses challenges such as increasing poverty rates if human resources are not managed properly. Therefore, developing a quality young generation is very important to increase their competitiveness.

Currently, the ratio of entrepreneurs in Indonesia is still low compared to other ASEAN countries. With a large productive population, Indonesia has the opportunity to increase the number of entrepreneurs, especially in the creative economy sector. Generation Z, which dominates the population by 31.99%, has innovative and technology-literate characteristics, which can be used to foster interest in doing business.

Several factors that influence Generation Z's interest in doing business include motivation, self-efficacy, and use of social media. Strong motivation drives the courage to start a business, one of the factors that attracts students and Generation Z to become entrepreneurs is motivation. While self-efficacy is related to a person's belief in their ability to do business, students who have low self-efficacy tend to have a lack of self-confidence and do not dare to take

risks to start a business. Social media plays an important role in business, social media is also an important tool in digital marketing to promote services or products to be known by the wider community.

The reason this study discusses and selects the variables of motivation, self-efficacy, use of social media and interest in doing business in Generation Z is based on the Journal of Wardani et al. (2024) entitled "Entrepreneurship Education in Awakening the Entrepreneurial Spirit for Generation Z" which states that Generation Z faces various problems that cause decreased motivation and lack of self-confidence (Self-Efficacy) in interest in doing business. This study also focuses on the business interests of Generation Z Business Administration students at UPN "Veteran" East Java because based on research by Kaffamwarni et al. (2024), Business Administration students have a better basic knowledge of entrepreneurship than other study programs, such as understanding in pioneering and developing a business. Therefore, the author is interested in further studying students in this study program located in Surabaya, East Java.

Based on initial observations of Business Administration students at UPN "Veteran" East Java, it was found that many of them have an interest in doing business, but are influenced by a lack of motivation to do business, a lack of support that strengthens self-confidence, and a lack of targeted strategies and in-depth knowledge about the effective use of social media for business. Referring to the problems that have been explained, the author is interested in conducting research on Generation Z Students of the Business Administration Study Program at UPN "Veteran" East Java with the title: "The Influence of Motivation, Self-Efficacy, and Social Media Utilization on Generation Z Business Interests in Business Administration Students at UPN "Veteran" East Java".

LITERATURE REVIEW

Human Resources

According to Veithzal Rivai in Fahmi Fikri (2024), human resources refer to individuals who possess the readiness, willingness, and ability to contribute to the achievement of organizational goals. Additionally, Rivai positions human resources as one of the input components, alongside other elements such as capital, raw materials, machinery, and technology. These inputs go through a management process to produce outputs in the form of products or services that support the achievement of the company's objectives. From the perspectives mentioned above, it can be concluded that human resources play a crucial role in an organization as the primary driver in achieving its goals.

Motivation

According to Djali (as cited in Julyantrhry, 2021), motivation is an internal process within an individual that drives the formation of goal-oriented behavior. Motivation can be understood as a driving force that compels a person to act or behave in various aspects of life, such as working, studying, or competing in sports. Motivation is one of the key factors influencing success in business, as the primary motivation for someone to become an entrepreneur is often the desire to be their own boss. Understanding what motivates an individual, as well as the driving factors behind starting a business, can help them make better decisions regarding entrepreneurship and determine whether the present moment is the right time to start a new venture.

One of the factors influencing students' and Generation Z's interest in entrepreneurship is motivation. As a crucial element that encourages individuals to take the leap into business, motivation is essential for students and Generation Z. This motivation refers to intrinsic motivation, which originates from within the individual. Intrinsic motivation serves as a driving force that encourages individuals to continuously explore their potential, seek opportunities, innovate, and develop creativity to achieve their desired goals.

Goal Setting Theory (GST) suggests that strong motivation toward goal achievement forms the foundation for taking action in any endeavor. Individuals will strive to overcome obstacles and continue to persevere in reaching their goals, even when faced with various challenges (Robbins, 2003:48).

Self Efficacy

According to Munawar (2019), self-efficacy is an individual's internal evaluation of their ability to perform a task, whether in terms of correctness or their capability to meet established requirements. Alwisol (2019) defines self-efficacy as an individual's perception of their ability to function effectively in a

specific situation. Self-efficacy is closely related to a person's belief in their capability to complete tasks or achieve desired goals.

According to Gadaam (as cited in Jaya & Seminari, 2016), self-efficacy can be measured through indicators such as confidence in managing a business, leadership in human resource management, mental resilience in entrepreneurship, and the belief in succeeding through business. Self-efficacy is also a person's belief that they can successfully complete a task or handle challenging situations. Students with low self-efficacy tend to lack confidence and are hesitant to take risks in starting a business.

Social Media Utilization

The use of social media is not limited to individuals but is also adopted by institutions, businesses, and even government agencies. In this era of globalization, the ease of accessing information enables businesses to grow and be established through the utilization of social media. One way to expand a business is by leveraging digital marketing techniques to promote products or services to a broader audience.

Social media plays a crucial role in business. According to Yong & Hassan (2019), social media contributes to increasing sales, which in turn supports business success. Similarly, Puspitarini & Nuraeni (2019) state that social media can foster and enhance business performance. By utilizing social media, product marketing becomes more accessible, allowing businesses to better understand consumer habits.

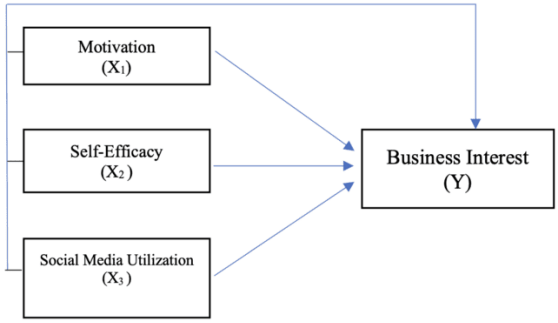
Social media offers numerous benefits for its users, particularly in business. Some of these advantages include ease of use, free access to social media platforms, simple management, direct interaction between businesses and consumers, and the ability to reach a wider market.

Business Interest

According to Fu'adi (in Djoko Setyo, 2020) defines business interest as a combination of interest, desire, and commitment to exert maximum effort in meeting life's needs. This definition emphasizes the mental resilience of business people in facing risks and the ability to turn failure into learning. Meanwhile, Nur Anita, et al. (2020) business interest can be defined as a person's tendency and internal drive to create and develop business or business activities based on personal desires, without any coercion from other parties. A person's awareness and interest in business can be seen in the activity of studying, understanding, and being involved in the business. Activities driven by interest tend to be successful because they are carried out with a sense of pleasure without any coercion.

Framework

Figure 1. Research framework



Description:
X = Independent Variables, namely Motivation, Self-efficacy, and Social Media Utilization
Y = Dependent Variable, namely interest in doing business

METHOD

Reserch Design

This study uses a quantitative method with a multiple linear regression approach to analyze the influence of independent variables on dependent variables. This research design is causal, which aims to test the causal relationship between Motivation, Self-Efficacy, and Social Media Utilization on Business Interest.

Population and Sample

The population in this study were business administration students of UPN "Veteran" East Java class of 2021. The sampling technique used was the purposive sampling method, which is selecting respondents based on certain criteria that are in accordance with the research objectives. The number of samples used was 76 students, which was calculated based on the Slovin formula or other relevant methods to ensure data representation.

Data Collection Methods

The data used in this study were obtained through a questionnaire distributed to UPN "Veteran" East Java Students Class of 2021. This questionnaire consists of several indicators that have been tested for validity and reliability to measure each research variable. In addition, this study also uses observation and interview methods to obtain additional information regarding conditions in the research object.

Data Analysis Method

The collected data were analyzed using multiple linear regression analysis with the help of statistical software, namely SPSS version 30. Validity and reliability tests were carried out to ensure the accuracy of the research instrument. In addition, classical assumption tests were also carried out, such as normality, heteroscedasticity, multicollinearity, and autocorrelation tests to ensure that the regression model meets statistical requirements. Hypothesis testing was carried out using the t-test (partial) and F-test (simultaneous) with a significance level of $\alpha = 0.05$.

RESULT

Validity Test Results

According to Sahir (2022), Validity Test is a test of research instruments to measure the extent to which respondents understand the questions asked by the researcher. Validity testing is carried out to ensure that the questionnaire is able to measure the variables studied accurately. In this study, the validity test was analyzed using SPSS (Statistical Product and Service Solutions) version 30 for macbook. The validity test in this study used the correlation method in the form of Pearson product moment correlation with the formula from Sugiyono (2020) in Sahir (2022). The results of the validity test on the indicators of each independent variable and dependent variable are presented as follows.

Table 1. Validity Test Result

Variable	Indicator	r calculated	r table	Desciption
Motivation (X1)	X1.1	0.641	0.190	Valid
	X1.2	0.527	0.190	Valid
	X1.3	0.615	0.190	Valid
	X1.4	0.610	0.190	Valid
	X1.5	0.719	0.190	Valid
	X1.6	0.679	0.190	Valid
	X1.7	0.566	0.190	Valid
	X1.8	0.747	0.190	Valid
Self-Efficacy (X2)	X2.1	0.687	0.190	Valid
	X2.2	0.562	0.190	Valid
	X2.3	0.604	0.190	Valid
	X2.4	0.580	0.190	Valid
	X2.5	0.634	0.190	Valid
	X2.6	0.706	0.190	Valid
	X2.7	0.650	0.190	Valid
	X2.8	0.766	0.190	Valid
Social Media Utilization (X3)	X3.1	0.591	0.190	Valid
	X3.2	0.625	0.190	Valid
	X3.3	0.716	0.190	Valid
	X3.4	0.564	0.190	Valid
	X3.5	0.462	0.190	Valid
	X3.6	0.535	0.190	Valid
	X3.7	0.615	0.190	Valid
	X3.8	0.603	0.190	Valid
Business Interest (Y)	Y1.1	0.702	0.190	Valid
	Y1.2	0.616	0.190	Valid
	Y1.3	0.741	0.190	Valid
	Y1.4	0.685	0.190	Valid
	Y1.5	0.676	0.190	Valid
	Y1.6	0.826	0.190	Valid
	Y1.7	0.491	0.190	Valid
	Y1.8	0.578	0.190	Valid

Based on the results of data processing in the validity test above, the calculated r value is greater than the r table. Thus, each variable in this study is declared valid.

Reliability Test Results

Reliability testing aims to ensure that the measuring instrument used in this study is accurate. According to Sahir (2022) Reliability is expressed in numerical form, generally in the form of a coefficient, where higher values indicate more consistent or reliable data. In addition, reliability testing is also used to assess the consistency of the statements or questions used. To measure reliability, researchers used SPSS (Statistical Product and Service Solutions) version 30 for Macbook. This reliability test uses the Cronbach's Alpha method which measures the relationship between the total score of odd and even statement items as quoted from Sugiyono (2012) in Sahir (2022). The test results are as follows:

Table 2. Reliability Test Result

Variable	Aplha Value (r calculated)	Cronbach's Alpha min	Description
Motivation (X1)	0.783	0.60	Reliabel
Self-Efficacy (X2)	0.788	0.60	Reliabel
Social Media Utilization	0.702	0.60	Reliabel
Business Interest (Y)	0.821	0.60	Reliabel

Based on the results of the data processing above, the alpha value for the Motivation variable (X1) is 0.783, the Self-Efficacy variable (X2) is 0.788, the Social Media Utilization variable (X3) is 0.702, and the Business Interest variable (Y) is 0.821. Thus, each variable in this study is considered reliable because its value exceeds the minimum limit of 0.60.

Normality Test Results

According to Ghozali (2018) the normality test aims to determine whether the residual value is normally distributed or not. In this study, the Kolmogorov-Smirnov statistical test was used to test whether the data was normally distributed. Data is considered normally distributed if the significance value is more than 0.05.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			76
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.33912025
Most Extreme Differences	Absolute		.084
	Positive		.046
	Negative		-.084
Test Statistic			.084
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.191
	99% Confidence Interval	Lower Bound	.180
		Upper Bound	.201

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

It can be seen that the significance value is 0.200. Therefore, it can be concluded that the results of the normality test indicate that the data is normally distributed because the value is greater than 0.05.

Multicollinearity Test Results

According to Ghozali (2018) Multicollinearity test is used to determine whether there is a correlation between independent variables in regression. To detect symptoms of multicollinearity can be seen from the VIF (Variance Inflation Factor) value. The VIF value should not be more than 10, because if it is more than that, multicollinearity will occur. Here are the test results:

Table 4. Multicollinearity Test Results

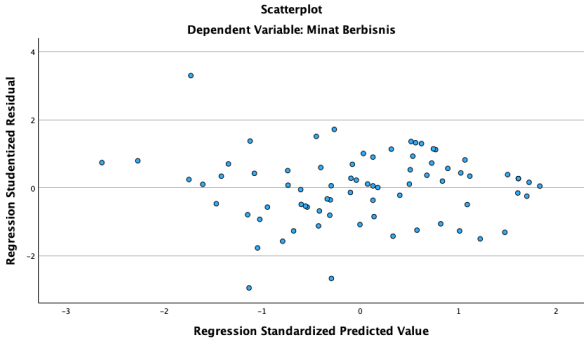
Variable	Tolerance	VIF	Description
Motivation (X1)	0.705	1.419	Non Multicollinearity
Self-Efficacy (X2)	0.708	1.412	Non Multicollinearity
The Influence of Media Sosial (X3	0.985	1.015	Non Multicollinearity

Based on the results in the table above, the tolerance and VIF (Variance Inflation Factor) values for the Motivation variable (X1) are 0.705 and 1.419, the Self-Efficacy variable (X2) is 0.708 and 1.412, and the Social Media Utilization variable (X3) is 0.985 and 1.015. Based on these results, the multicollinearity test shows that there are no symptoms of multicollinearity in each independent variable in this study. This means that the standard error may be larger, because all variables have tolerance values greater than 0.10 and the VIF value does not exceed 10, according to the established criteria.

Heteroscedasticity Test Results

According to Ghozali (2018) the heteroscedasticity test is used to identify differences in residual variation between observations in a regression model. The heteroscedasticity test can be applied by analyzing the point pattern on the regression scatter diagram. This method involves observing the scatter diagram graph between the standardized predicted values (ZPRED) and the studentized residuals (SRESID). The results of the heteroscedasticity test are presented below.

Table 5. Heteroscedasticity Test Result



Based on the results of the graph, it shows that the points are spread above, below, or between the value 0. In addition, the points do not form a pattern or are grouped at one point. The results show that there is no heteroscedasticity in this regression model. Therefore, there is no similarity between the variants in this study and the regression model used to conduct this study is suitable for use.

Autocorrelation Test Results

According to Ghozali (2018) the correlation test is used to determine whether there is a relationship between the disturbance error in period t and period t-1 (previously) in the linear regression model. In this study, the correlation test using an analysis method called the Durbin-Watson test (DW Test) is used to determine whether autocorrelation exists in this study. The following are the results of the correlation test in this study.

Tabel 6. Autocorrelation Test Result

Model Summary[b]					
Model	R	R Squere	Adjusted R Squere	Std. Error of the Estimate	Durbin-Watson
1	0,710[a]	0,505	0,484	2.38735	2.127
a. Predictors : (Constant), Motivation, Self-Efficacy, and Utilization of Social Media					
b. Dependent Variable : Business Interest					

From the data listed above, the value of the autocorrelation test is 2.127. Based on the Durbin Watson decision-making provisions, it was found that N = 76, then du <d<4 – du = 1.5467 <2.127 <2.896. So it can be concluded that this study does not have autocorrelation.

Multiple Linear Regression Analysis Test Results

According to Ghozali (2018), multiple linear regression is a statistical technique that aims to analyze the extent to which a number of independent variables can influence a dependent variable. Linear regression analysis is usually used to identify relationships and measure the level of influence of independent variables on dependent variables. The following are the results of the regression test presented in the following table.

Tabel 7. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.003	5.037		.199	.843
	X1	.530	.109	.482	4.883	<.001
	X2	.313	.103	.299	3.037	.003
	X3	.129	.108	.100	1.193	.237

a. Dependent Variable: Y

Based on the regression results, it can be concluded that the constant value (α) is 1.003, which indicates that if all independent variables (motivation, self-efficacy, and utilization of social media) are worth 0, then the interest in doing business will be worth 1.003. The regression coefficient (β1) for Motivation is 4.883, which means that every 1 unit increase in Motivation will increase the interest in doing business by 4.883 units. Meanwhile, the regression coefficient (β2) for Self-Efficacy is 3.037, which indicates that every 1 unit increase in Self-Efficacy will increase the interest in doing business by 3.037 units. The regression coefficient (β3) for Social Media Utilization is 1.193, which means that every 1 unit increase in Work Discipline will decrease business interest by 1.193 units. Thus, Motivation and Self-Efficacy have a positive influence on Business Interest, while Social Media Utilization has a negative influence.

T-Test Results

According to Ghozali (2018) the t-test is known as a partial regression test, a statistical method that is useful for examining the influence of each independent variable on the dependent variable individually. In this study, also known as a partial test, the independent variables Motivation (X1), Self-Efficacy (X2), and Social Media Utilization (X3) were analyzed separately. In addition, these independent variables were also tested against the dependent variable, namely Social Media Utilization (Y). The results of the study showed that the calculated t value was greater than the table t value. The results of the t test are as follows:

Tabel 8. T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.003	5.037		.199	.843
	X1	.530	.109	.482	4.883	<.001
	X2	.313	.103	.299	3.037	.003
	X3	.129	.108	.100	1.193	.237

a. Dependent Variable: Y

Based on the table, it can be concluded that Motivation (X1) has a positive and significant effect

on Business Interest (Y), as indicated by a significance value of 0.001 <0.05 and a calculated t value of 4.883> t-table 1.667, so H1 is accepted. Self-Efficacy (X2) has a positive and significant effect on business interest (Y), as indicated by a significance value of 0.003 <0.05 and a calculated t value of 3.037> t-table 1.667, so H2 is accepted. Meanwhile, Social Media Utilization (X3) has a negative and insignificant effect on business interest (Y), with a significance value of 0.237 <0.05 and a t-count value of 1.193> t-table 1.667, so H3 is rejected. Thus, motivation and self-efficacy contribute to increasing business interest, while social media utilization tends to decrease business interest, although the effect is not statistically significant.

F-Test Results

According to Ghozali (2018) the F test is used to evaluate the extent to which independent variables simultaneously affect the dependent variable. This test is conducted to determine whether the three independent variables simultaneously have a significant impact on the dependent variable. The F test in this study aims to test the influence of independent variables, namely Motivation (X1), Self-Efficacy (X2), and Social Media Utilization (X3), simultaneously on Business Interest (Y). The results of the F test are shown as follows:

Tabel 9. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	418.310	3	139.437	24.465	<.001[b]
	Residual	410.361	72	5.699		
	Total	828.671	75			

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

Based on the test results, the F test significance value was obtained at 0.001, which is smaller than the significance level of 0.05 which has been set as the basis for decision making. The calculated F value is 24.465, while the F table is 2.732, so the calculated F (24.465)> F table (2.732). From these results, it can be concluded that the variables Motivation (X1), Self-Efficacy (X2), and Social Media Utilization (X3) together or simultaneously have a significant effect on Business Interest (Y).

Results of Determination Coefficient

According to Ghozali (2018), the coefficient of determination (Adjusted R^2) value is used to evaluate the extent to which an analysis equation is suitable for use in further proof and to measure the ability of independent variables to explain dependent variables. The following are the values of the coefficient of determination that have been determined:

Tabel 10. Results of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.505	.483	2.38735

b. Predictors : (Constant), Motivation, Self-Efficacy, and Utilization of Social Media

Based on the results obtained, the value of the Determination Coefficient (R^2) is 0.505. This shows that Motivation (X1), Self-Efficacy (X2), and Utilization of Social Media (X3) together contribute 50.5% to the variation in Business Interest (Y). Meanwhile, the remaining 49.5% is influenced by other factors not examined in this study.

DISCUSSION

The Influence of Motivation on the Business Interests of Generation Z Business Administration Students at UPN Veteran Jawa Timur.

The results of the t-test show that Motivation (X1) has a positive and significant effect on the Interest in Doing Business (Y) of Generation Z Business Administration Students at UPN Veteran East Java, with a significance value of 0.001 <0.05 and a calculated t of 4.883> t table 1.667, so H1 is accepted. This research is in line with previous research conducted by Aditya Oei, Greis M. Sendow, and Rudie Y. Lumantow (2022) which states that the higher the motivation, the higher the interest in doing business for students. Several factors that influence the interest in doing business in Generation Z, especially Business Administration students at UPN Veteran East Java, include a strong drive to achieve success, the influence of the surrounding environment, and the need to run a business. In addition, hopes and careful planning for the future, appreciation in the business world, and interest in promising business opportunities are also driving factors. Personal interest in creating and managing a business also plays a role in increasing interest in entrepreneurship among students.

The Influence of Self-Efficacy on Business Interest of Generation Z Business Administration Students of UPN Veteran Jawa Timur.

The results of the t-test show that Self-Efficacy (X2) has a positive and significant effect on the Business Interest (Y) of Generation Z Business Administration Students of UPN Veteran East Java, with a significance value of 0.003 <0.05 and a calculated t of 3.037> t table 1.667, so H2 is accepted. This study is in line with previous research conducted by Fadhila Alya Herdianty (2023) which concluded that the higher the self-efficacy, the higher the students' business interest. The higher the level of Self-Efficacy, the greater the students' self-confidence in starting and managing a business, so it is expected to encourage an increase in the number of young entrepreneurs. The impact of this not only increases business activity among the younger generation, but also plays a role in economic growth and strengthening the Indonesian national economy.

The Influence of Social Media Utilization on the Business Interests of Generation Z Business Administration Students at UPN Veteran Jawa Timur.

The results of the t-test show that the use of social media (X3) has a negative and insignificant effect on the interest in doing business (Y) of Generation Z Business Administration Students of UPN Veteran East Java, with a significance value of 0.237> 0.05 and a calculated t of 1.193 <t table 1.667, so H3 is rejected. The results of this study are similar to the study conducted by Putri Chindya and Putri Kemala Dewi Lubis (2024) which stated that the use of social media does not have a significant effect on interest in doing business. The results of this study indicate that although social media plays a role in providing access to business information, market opportunities, and digital marketing strategies, its impact on the interest in doing business of Generation Z, especially Business Administration students of UPN Veteran East Java, is not directly significant. Social media can function as a means of gaining business insight and inspiration, but the level of influence on a person's decision to start a business can vary.

The influence of motivation, self-efficacy, and social media utilization on the business interests of Generation Z Business Administration Students at UPN Veteran Jawa Timur.

The results of the F test show that Motivation (X1), Self-Efficacy (X2), and Social Media Utilization (X3) simultaneously have a significant effect on Business Interest (Y) of Generation Z Business Administration Students of UPN Veteran East Java, with a significance value of 0.001 <0.05 and F count 24.465 ≥ 2.732, so the hypothesis is accepted.

This study is in line with previous findings, such as research conducted by Aditya Oei, Greis M. Sendow, and Rudie Y. Lumantow (2022) which shows that high motivation can increase business interest, as explained by Tadu et al. (2024), has a negative impact on productivity, where the lower the burnout level, the higher the employee productivity. In addition, Segoro & Pratiwi (2021) also found that work discipline contributes positively to productivity. Self-efficacy, such as research conducted by Fadhila Alya Herdianty (2023) which concluded that the higher the self-efficacy, the higher the interest in business of students. In addition, Putri Chindya and Putri Kemala Dewi Lubis (2024) also found that social media has a positive and significant impact on interest in business.

Thus, Generation Z Business Administration Students of UPN "Veteran" East Java will have a high interest in business if they have high motivation, a high level of self-efficacy, and good use of social media. These three factors together play an important role in increasing interest in business.

CONCLUSION

Based on the results of the t-test, it is known that the calculated t value is greater than the t table and significant, so it can be concluded that Motivation has a positive and significant effect on the Business Interest of Generation Z Business Administration Students of UPN Veteran East Java, or in other words, H1 is accepted. Thus, Motivation (X1) partially influences the Business Interest (Y) of students.

Based on the results of the t-test, it is known that the calculated t value is greater than the t table and significant, so it can be concluded that Self-Efficacy has a positive and significant effect on the Business Interest of Generation Z Business Administration Students of UPN Veteran East Java, so H2 is accepted.

Therefore, Self-Efficacy (X2) has a partial effect on the Business Interest (Y) of students.

Based on the results of the t-test, it is known that the calculated t value is smaller than the t table and is not significant, so it can be concluded that the Use of Social Media does not have a significant effect on the Business Interest of Generation Z Business Administration Students of UPN Veteran East Java, so H3 is rejected. Thus, the Utilization of Social Media (X3) does not have a significant effect on the Business Interest (Y) of students.

Based on the results of the F test, it is known that the calculated F value is greater than the F table and is significant, so that the variables Motivation (X1), Self-Efficacy (X2), and Utilization of Social Media (X3) simultaneously have a significant effect on the Business Interest (Y) of Generation Z Business Administration Students of UPN Veteran East Java, or in other words, H4 is accepted. Thus, the combination of Motivation, Self-Efficacy, and Utilization of Social Media provides a significant contribution to increasing the Business Interest of students

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