

## **GENERATION Z INTEREST OF ENTREPRENEURSHIP IN PADANGSIDIMPUAN CITY**

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### **ABSTRAK**

Tujuan dilakukannya penelitian ini adalah untuk mengukur besar pengaruh aktualisasi diri, lingkungan keluarga, media sosial, dan situasi pandemi secara parsial dan simultan terhadap minat generasi Z dalam berwirausaha di kota Padangsidempuan. Untuk metode penelitian yang digunakan adalah penelitian kuantitatif dengan populasi sebanyak 555 orang dan sampel sebanyak 233 orang yang diperoleh dengan menggunakan rumus taro yamane. Teknik analisis data menggunakan aplikasi (statistical product and service solutions) SPSS versi 20. Adapun hasil penelitian yang diperoleh yaitu secara parsial variabel aktualisasi diri, lingkungan keluarga berpengaruh positif signifikan terhadap minat generasi Z dalam berwirausaha di Kota Padangsidempuan. Sedangkan variabel media sosial berpengaruh negatif tidak signifikan terhadap minat generasi Z dalam berwirausaha di Kota Padangsidempuan. Kemudian situasi pandemic berpengaruh positif tidak signifikan terhadap minat generasi Z dalam berwirausaha di Kota Padangsidempuan. Secara simultan variabel aktualisasi diri, lingkungan keluarga, media sosial, dan situasi pandemi berpengaruh terhadap minat generasi Z dalam berwirausaha di Kota Padangsidempuan.

**Kata Kunci:** Generasi Z, Minat, kewirausahaan

### **ABSTRACT**

This research aimed to partially and simultaneously measure the influence of self-actualization, family environment, social media, and the pandemic situation on Generation Z's interest in entrepreneurship in the city of Padangsidempuan. For the research method used is quantitative research with a population of 555 people and a sample of 233 people obtained using the Taro Yamane formula. The data analysis technique uses the SPSS version 20 application (statistical product and service solutions). The research results obtained are that partially self-actualization variables, family environment have a significant positive effect on the interest of Generation Z in entrepreneurship in the city of Padangsidempuan. Meanwhile, the social media variable has no significant negative effect on the Z generation's interest in entrepreneurship in Padangsidempuan City. Then the pandemic situation had no significant positive effect on Generation Z's interest in entrepreneurship in Padangsidempuan City. Simultaneously the variables of self-actualization, family environment, social media, and the pandemic situation affect Generation Z's interest in entrepreneurship in Padangsidempuan City.

**Keywords:** Generation Z, Interest, Entrepreneurship

Naskah diterima :19-01-2022,Naskah direvisi :20-03-2023, Naskah dipublikasikan : 31-03-2023

### **INTRODUCTION**

Along with technological advances that provide a lot of convenience in doing business, opening up opportunities for doing business, developing various businesses, and even being able to be involved in the economic development of a nation or country. Nowadays, Generation Z is taking part in encouraging economic development. They are starting to invade our world of

work, and this generation has started to become the subject of public talk (Putri & Christiana, 2020).

Many Generation Z are interested and are starting to enter the business world through digital platforms to make it easier for them to do business. Moreover, in 2020 around 89.45 percent of Generation Z have mastered digital technology (internet) in entrepreneurship. Where from 89.45 percent of business owners who use the internet, the majority have high school education/equivalent and below as much as 62.69 percent, followed by those with bachelor/equivalent education as much as 26.76 percent (Karnadi, 2021).

Meanwhile, in the city of Padangsidempuan, many Generation Z have started businesses, such as the many stands that young people beside the road set up. They are not even from the working age group, but most of them are even still in school (high school or equivalent). They make business as a side job. And on social media, Generation Z also expresses their various marketing arts to attract consumers.

The use of digital technology makes it easier for Generation Z in entrepreneurs. Based on the figure below, which was obtained from data in Department of Cooperatives, Small and Medium Enterprises, Industry and Trade of Padangsidempuan City, there has been an increase in the number of Generation Z who are entrepreneurs in the city of Padangsidempuan as follows :



Source: data from the Department of Cooperatives, Small and Medium Enterprises, Industry and Trade of Padangsidempuan City for 2019-2021 which has a NIB

**Figure 1.**

Number of Generation Z who are entrepreneurs in Padangsidempuan City

From the data above, it can be concluded that the number of entrepreneurs aged 15-24 years and over from 2019 to 2021 continues to increase. This can be seen from 2019 to 2020, an increase of 456 entrepreneurs. And from 2020 to 2021, there will be an increase of 56 entrepreneurs.

Based on the researcher's initial observations, many of the Z generation who range in age from 15-24 years have joined the entrepreneurship. One example is the establishment of a beverage vendor stand around the Padangsidempuan State Islamic Institute campus, where the founders are 18 years old and still in high school. Then supported by the data of Padangsidempuan BPS above, the entrepreneurial population starts from ages 15-24 years. This means that there are factors that encourage Generation Z to be more interested in entrepreneurship. It can be seen from the increasing number of entrepreneurs aged 15-24 years (Badan Pusat Statistik, 2021).

Then we also found that there were several studies on the interest of Generation Z in entrepreneurship. The study by Anggraini Puji Lestari (2019) stated that there is a positive and significant influence between entrepreneurial knowledge on student entrepreneurial interest, there is a positive and significant influence between self-actualization and student entrepreneurial interest. There is also a positive and significant influence between

entrepreneurship knowledge and self-actualization on the entrepreneurship interest of the students.

Peri et al. (2020) were limiting only three factors studied, namely the social and family environment, innovation and creativity, and the technological environment. For the results obtained factors that affect the interest, significantly affect and the changes along the interest to be able to entrepreneurship. It means that if the level of influence of the three variables can be obtained by students, the higher the level of interest in entrepreneurship.

Moreover, a study by Listiawati et al. (2020) stated that there is a significant positive effect of entrepreneurship learning on interest in entrepreneurship, there is a significant positive influence on the use of social media on interest in entrepreneurship, and there is a significant positive effect on entrepreneurship learning and the use of social media together on interest in entrepreneurship.

A study conducted by Indriyani et al. (2022) regarding the analysis of the factors that influence the student entrepreneurship during the covid pandemic, it was stated that the pandemic that hit Indonesia had changed learning activities into online learning. And this makes students have a lot of free time that they can do for various things, one of which is entrepreneurship. Coupled with the pandemic, some parents have to lose their jobs due to the enactment of Large-Scale Social Restrictions (PSBB) so as to motivate students to become entrepreneurs whose results will help the family economy. It was concluded that this pandemic period was one of the factors that influenced student entrepreneurship (Putri & Christiana, 2020).

In addition, a study conducted by Nanda & Saifuddin (2021) showed that the interest in entrepreneurship was higher during this pandemic. This was because students want to implement their entrepreneurship knowledge and then open new jobs to help people affected by the pandemic. Being an entrepreneur can also develop your abilities and potential in managing finances and this is considered much better than being an employee during a pandemic like today.

From these reasons and strengthened by previous studies, we will conduct research on four factors of interest in entrepreneurship including self-actualization factors, family environment, social media, and pandemic situations that will be studied in Generation Z. The purpose of this study is to measure the influence of self-actualization, family environment, social media, the pandemic situation partially and simultaneously on the interest of Generation Z in entrepreneurship in the city of Padangsidimpuan.

## **LITERATURE REVIEW**

### **Entrepreneurial Interest**

According to the Great Indonesian Dictionary (KBBI), interest is defined as a high heart tendency towards something. Interest is also defined as a tendency to give attention and action to the person, activity, or situation that is the object of the interest along with a sense of pleasure (Rahman Saleh, 2004).

Entrepreneurship as one of the main sectors in improving the economy. Entrepreneurs are people who dare to take risks in opening a business with various opportunities (Kasmir, 2011).

In a business context, an entrepreneur can be defined as a person who creates a new business and is able to face risks and uncertainties with the aim of gaining profit and growth, identifying opportunities that exist in resources and taking advantage of these opportunities (Zimmerer & Scarborough, 1996).

According to Indriyani et al. (2022), interest in entrepreneurship is a desire, interest, and willingness to work hard in trying so as to be able to fulfill his life needs without any fear of risk and failure that will occur.

From some of the definitions above, the author can conclude that the interest in entrepreneurship is the willingness to work hard in trying and readiness to accept all risks that will occur to achieve business goals.

#### Factors Driving Interest in Entrepreneurship

Suryana (2007) explained that there are several reasons why someone is interested in entrepreneurship, namely: (a) Financial reasons, which is to earn a living, become rich, seek additional income, and as a guarantee of financial stability. (b) The social reasons, are to gain prestige/status, to be known and respected, to be an example for people to be imitated by others, and to be able to meet many people. (c) The reason for the service, for example to create jobs, upgrade, and help improve the community's economy. (d) The reasons for self-fulfillment, are to be superior/independent, to achieve something desired, to avoid dependence on others, to be more productive, and to use personal abilities.

Apart from these factors, interest in entrepreneurship is also influenced by the environment and education patterns obtained from parents.

#### Self-actualization

According to Indriyani et al. (2022), self-actualization is the highest development of all talents possessed. Which means the fulfilment of all qualities and capacities. Self-actualization is also included in the improvement of self-maturity. When a person grows up, self-actualization will develop, marked by a shift in actualization pressure from a physiological to a psychological perspective.

The indicators for self-actualization are: (a) Correct perception of reality, (b) Accept the yourself, others, and a good environment, (c) Spontaneity, (d) Focus on achieving targets, (e) Autonomy, (f) Closeness to other individuals, (g) Comfortable and solid, (h) Have a sense of humor and can joke. In the results of Astuti (2021), it was also found that there was a positive and significant effect of self-actualization on interest in entrepreneurship.

#### Family environment

In the family environment, one of the factors that form a child's future is parents, for example in terms of choosing a job. A child will become an entrepreneur will not be separated from the support of parents or family. If the family or parents provide positive support, the child's interest in entrepreneurship will grow. Meanwhile, if the family or parents do not provide support, the child's interest in entrepreneurship will not grow (Oktarina et al., 2019).

In the study of Komsu Koranti, it was stated that the background of parents also influenced the children's entrepreneurial interest. This can be seen from students who have entrepreneurial parents will have a higher interest in entrepreneurship than those who are not entrepreneurship. The condition of parents can be used as a figure for the selection of children's work. Thus, encouragement from parents or from the family environment greatly affects children's entrepreneurial interest (Koranti, 2013).

There are three main things that affect a person's development in his life, namely: (a) Family function, (b) Attitudes and treatment of parents towards children, (c) Economic status. And this is used as an indicator in the family environment (Astuti, 2021).

#### Social media

In the study by Anggraini Puji Lestari (2019) it is stated that social media is an online media that can be used to communicate, participate, and create something new that is developing in the community. Social media is also one of the media used for self-expression, online business, or online marketing. For this reason, with the presence of social media, it is expected to be able to increase one's interest in entrepreneurship.

The researchers can draw the conclusion that social media is a way of connecting between individuals by using information technology networks. The indicators that can be used as values in social media are: (a) Methods of communication, (b) Access, (c) Utilization

According to Hafidz (2016), there are three dimensions of social media, namely:  
(a) Trust, is a belief or attitude in his actions that does not cause anxiety or doubt in interacting. (b) Easily accessible, namely the ease of obtaining benefits that can be used by anyone without exception. (c) Responsiveness is the willingness to help or assist and provide a service in a timely manner.

#### Pandemic Situation

A pandemic is a time when the Covid-19 virus spreads which has an impact on human life. This includes changes to the learning system carried out online (Online learning). This means that there is a reduction in the number of face-to-face learning carried out at various levels of education which makes Generation Z who are still in school feel that they have a lot of free time that can be used for various things, for example for entrepreneurship (Astuti, 2021).

The indicators used in the assessment of the pandemic situation are: (a) Utilization, (b) Income, (c) Business development, (d) Switch marketing media

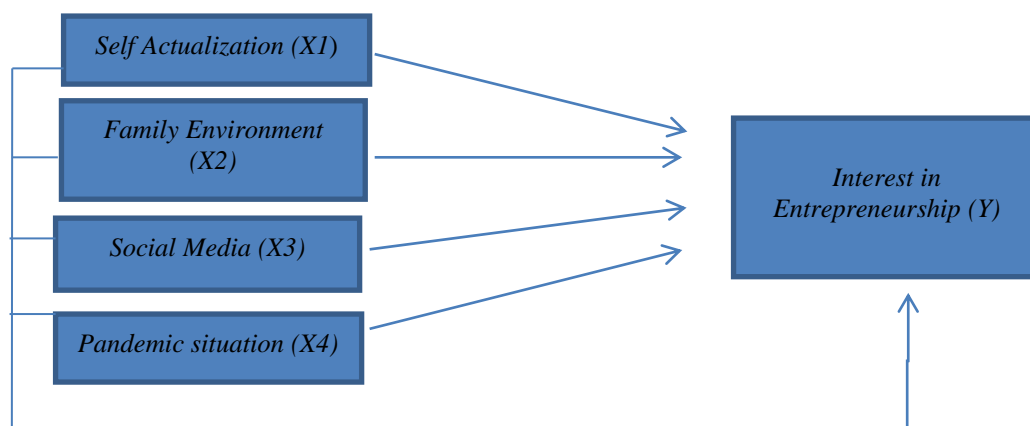
In the study of Taufik & Ayuningtyas (2020) it was stated that for micro traders such as street vendors and mobile traders, the pandemic had an impact on visits and orders from consumers. For this reason, there is a shift in marketing strategy that is carried out, namely with an online system so that shopping with an online system becomes a trend and increases.

#### Generation Z

According to the Ministry of Trade, the so-called Generation Z are young people who were born in the 1995-2000s and whose development is heavily influenced by technology (Sakitri, 2021).

There are three main characteristics of urban Z generation, namely confidence (self-confidence), creative (thinking to develop ideas or ideas), and connected (personal good at socializing). They are also actively surfing in the communities they follow and on social media and internet (Zulkifli & Khatami, 2022).

The framework of thinking in this research can be seen in the image below:



**Figure 2.**  
Framework of thinking

#### METHODS

The type of research conducted is a quantitative research. The variables used in this study are self-actualization (X1), family environment (X2), social media (X3), pandemic situation (X4) as independent variables and entrepreneurial interest (Y) as the dependent variable. In this study, the population to be studied was 555 entrepreneurs who had a Business Identification

Number (NIB) in Padangsidempuan City. The sample size is determined by the Taro Yamane formula (Agung, 2011). So for the sample set at 233 respondents.

The research instrument used was a questionnaire with the stages of distributing questionnaires to respondents, then the results of the answers to the questionnaire were measured using a Likert scale.

**Table 1.**  
Likert Scale Measurement

Indicator	Mark
Strongly agree	5
Agree	4
Disagree	3
Do not agree	2
Strongly Disagree	1

The total number of questions given to be answered by respondents is 39 items. The data analysis technique used is multiple regression using the SPSS version 20 software. Prior to the multiple linear regression test, the quality of the research instrument was tested, namely validity and reliability tests. Then, the data quality test was carried out, namely the classical assumption test (normality test, multi-collinearity, heteroscedasticity, coefficient of determination). Then the next step is to test the hypothesis, namely partial and simultaneous tests and multiple linear regression analysis.

## RESULTS AND DISCUSSION

### Results of Data Analysis Test

#### Validity and Reliability Test

After testing the validity and reliability, all 39 questions were declared valid and reliable.

Classic assumption test

Normality test

**Table 2.**  
Results of Analysis with Normality Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		233
Normal	Mean	,0000000
Parameters, b	Std. Deviation	1.68407208
Most Extreme	Absolute	,037
Differences	Positive	0.029
	Negative	-,037
Kolmogorov-Smirnov Z		,558
asymp. Sig. (2-tailed)		,915

Source: Data Processed with SPSS 20 Year 2021

From table 3 above, the results for the significance of the data can be obtained which can be seen in the asymp.sig column. (2-tailed) of 0.915 means that it is greater than 0.05 so that the data is normally distributed.

### Multicollinearity Test

The results of the analysis can be seen in the following table.

**Table 3.**  
Results of Analysis with Multicollinearity Test  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9,926	1.351		7,349	,000		
Self-Actualization (X1)	,354	0.046	,543	7,777	,000	,505	1,979
Family Environment (X2)	,115	0.055	,129	2,077	,039	,637	1,570
Social Media (X3)	-,015	,041	-,026	-,365	,716	,493	2.028
Pandemic Situation (X4)	,038	,036	,078	1.040	,299	,443	2,256

Source: Data Processed with SPSS 20 Year 2021

From the table above, the tolerance value of the independent variable  $> 0.10$  means that there is no multicollinearity.

### Heteroscedasticity test

The results of the analysis can be seen in the following table.

**Table 4.**  
Result of Analysis with Heteroscedasticity Test of Glejser . Model  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,107	,822		2,562	,011
Self-Actualization (X1)	-,013	,028	-,044	-,470	,638
Family Environment (X2)	-,052	,034	-,126	-1,530	,127
Social Media (X3)	0.016	0.025	0.060	,641	,522
Pandemic Situation (X4)	,009	,022	0.040	,410	,682

Source: Data Processed with SPSS 20 Year 2021

From the table above, the significance value  $> 0.05$ , there is no heteroscedasticity.

### Test of determination coefficient

The results of the analysis of the determination coefficient ( $R^2$ ) can be seen in the adjusted R Square in the table below.

**Table 5.**

Result of Analysis with Coefficient of Determination Test ( $R^2$ )

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,662a	,438	,428	1,695

Source: Data Processed with SPSS 20 Year 2021

Based on table 5 above, the Adjusted R Square value is 0.428 which indicates that the self-actualization variable (X1), family environment variable (X2), social media variable (X3), and the pandemic situation variable (X4) 42.8 percent are able to influence or explains the variable of interest in entrepreneurship (Y), while the remaining 57.2 percent is influenced or explained by other variables not discussed in this study. This result shows a moderate variable relationship because it has the correlation interval of 0.40-0.599, which is 0.428.

Hypothesis testing

t-test (Partial)

The following results of the t-test or partial analysis can be seen in the following table:

**Table 6.**

Results of Analysis with t Test (Partial)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,926	1.351		7,349	,000
Self-Actualization (X1)	,354	0.046	,543	7,777	,000
Family Environment (X2)	,115	0.055	,129	2,077	,039
Social Media (X3)	-,015	.041	-,026	-,365	,716
Pandemic Situation (X4)	,038	,036	,078	1.040	,299

Source: Data Processed with SPSS 20 Year 2021

t table =  $t(\alpha/2; nk-1) = t(0.025; 228) = 1.971$ . So based on the table of analysis results above, the following values are obtained:

**Table 7.**

T-Test Results (Partial) Variable X to Variable Y

Variable X	Y . variable	t Count	t Table	Significant Value	Significant Level	Description
Self-Actualization (X1)	Entrepreneurial Interest	7,777	1,971	0.000	0.05	Take effect
Family Environment (X2)		2,077	1,971	0.039	0.05	Take effect
Social Media (X3)		-0.365	1,971	0.716	0.05	No effect
Pandemic Situation (X4)		1.040	1,971	0.299	0.05	No effect

Source: Data Processed with SPSS 20 Year 2021

From the table above, it can be concluded that the self-actualization variable (X1) and the family environment variable (X2) have an effect on the interest in entrepreneurship (Y),



and the social media variable (X3) and the pandemic situation variable (X4) have no effect on the interest in entrepreneurship (Y).

1) f test (Partial)

The results of the f test analysis or simultaneous test are presented in the following table:

**Table 8.**  
Results of Analysis with f Test (Simultaneous)  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	510,517	4	127,629	44,436	,000b
Residual	654.865	228	2,872		
Total	1165,382	232			

Source: Data Processed with SPSS 20 Year 2021

f table =  $f(k; nk) = f(4; 229) = 2.253$ . So based on the table above, the results show that f count is  $44,436 > f$  table is 2.253 and a significance value of  $0.000 < 0.05$  significance level. So it can be concluded that the variable X, namely Self-Actualization (X<sub>1</sub>), Family Environment (X<sub>2</sub>), Social Media (X<sub>3</sub>), and Pandemic Situations (X<sub>4</sub>) have a simultaneous effect on Variable Y, namely Entrepreneurial Interest.

Multiple Linear Regression Test

The results of the multiple linear regression analysis are presented below the Unstandardized Coefficients column in column B as follows:

**Table 9.**  
Multiple Linear Regression Analysis Results  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,926	1.351		7,349	,000
Self-Actualization (X1)	,354	0.046	,543	7,777	,000
Family Environment (X2)	,115	0.055	,129	2,077	,039
Social Media (X3)	-,015	.041	-,026	-,365	,716
Pandemic Situation (X4)	,038	,036	,078	1.040	,299

Source: Data Processed with SPSS 20 Year 2021

Based on the table above, the equation of multiple linear regression analysis in this study is obtained as follows:

From the regression equation above, it can be concluded that:

- (a) The constant value ( $\alpha$ ) has a positive value of 9.926 which indicates that when the variables of self-actualization, family environment, social media, and pandemic situations are 0, then the entrepreneurial interest in generation Z is 9.916.
- (b) The coefficient value of the self-actualization variable ( $b_1$ ) is 0.354 which indicates that if the self-actualization variable increases by 1 unit, the interest in entrepreneurship in generation Z will increase by 0.354. Because the coefficient value is positive, it can be interpreted that there is a positive relationship between the self-actualization variables and the interest of Generation Z in entrepreneurship.
- (c) The coefficient value of the family environment variable ( $b_2$ ) is 0.115 which indicates that if the

family environment variable increases by 1 unit, the interest in entrepreneurship in generation Z will increase by 0.115. Because the coefficient value is positive, it can be interpreted that there is a positive relationship between family environment variables and Generation Z interest in entrepreneurship. (d) The coefficient value of the social media variable (b3) is -0.015 which indicates that if the social media variable increases by 1 unit, the interest in entrepreneurship in Generation Z will increase by -0.015. Because the coefficient value is negative, it can be interpreted that there is no positive relationship between social media variables and Generation Z's interest in entrepreneurship. (e) The coefficient value of the pandemic situation variable (b4) is 0.038, which indicates that if the pandemic situation variable increases by 1 unit, the interest in entrepreneurship in Generation Z will increase by 0.038. Because the coefficient value is positive, it can be interpreted that there is a positive relationship between the variables of the pandemic situation and the interest of Generation Z in entrepreneurship.

### **Discussion of Research Results**

(a) The effect of self-actualization on the interest of Generation Z in entrepreneurship Based on the results of the partial test that has been carried out on the self-actualization variable, it has a positive and significant effect on Generation Z's interest in entrepreneurship. This is in line with previous research by Indriyani et al. (2022) which stated that there was a positive and significant influence between self-actualization and interest in entrepreneurship. Based on the results of the analysis that Generation Z in Padangsidempuan City is an entrepreneur because of the desire to actualize themselves. The form of self-actualization of Generation Z in Padangsidempuan City in entrepreneurship is marked by the increased activity of Generation Z in participating in various training activities in the field of entrepreneurship, both carried out by the government and private institutions. On the other hand, the entrepreneurship interest of Generation Z in Padangsidempuan City are also triggered by the spirit of motivation and a strong willingness which arise from themselves. (b) The influence of the family environment on the interest of Generation Z in entrepreneurship. Based on the results of the partial test that has been carried out on the family environment variable, it has a positive and significant effect on the interest of Generation Z in entrepreneurship. This is in line with the theory and previous research of Oktarina et al. (2019) which stated that there was a positive influence of the family environment on the interest in entrepreneurship. Based on the results of the analysis in this study, Generation Z in Padangsidempuan City is an entrepreneur because of positive support from family or parents. This is marked by the emergence of interest in entrepreneurship of Generation Z in Padangsidempuan City due to the direct involvement of Generation Z by parents and families in entrepreneurship. On the other hand, the interest of Generation Z in entrepreneurship in Padangsidempuan City are also influenced by the economic factor from the family and the high expectation and the willingness of them to change and improve the economic status of the family to be better. (c) The influence of social media on the interest of Generation Z in entrepreneurship. Based on the results of the partial test that has been carried out on the social media variable, it has no positive and significant effect on the interest of Generation Z in entrepreneurship. This is not in line with previous research by Listiawati et al. (2020) which stated that there was a significant positive effect from using social media in entrepreneurial interest. Based on the results of the this study analysis, there are still many Generation Z in Padangsidempuan City who have not been able to utilize social media in entrepreneurship. This is marked by the lack of knowledge of Generation Z in Padangsidempuan City in the use of technology, especially the use of features provided by social media platforms. Then the uncompleteness of technological equipment needed to market and personal branding products owned by Generation Z. (d) The influence of the pandemic situation on Generation Z's interest in entrepreneurship. Based on the results of the partial test that has been carried out on the pandemic situation variable, it has no significant effect on the interest of Generation Z in entrepreneurship. This is not in line with Taufik & Ayuningtyas (2020) previous theory and

research which stated that the pandemic situation was one of the motivations of Generation Z in entrepreneurship. Based on the results of the this study analysis, there are still many Generation Z in Padangsidempuan City who have not been able to make the pandemic situation a stepping stone in entrepreneurship. This is based on the fact that many people in Padangsidempuan City, especially Generation Z, do not believe that the COVID-19 pandemic is a threat to health, which causes it to have no effect on the business activities they run.

## CONCLUSION

Based on the results of the analysis and interpretation of the data that has been carried out partially, the results of the self-actualization variable have a significant positive effect on the interest of Generation Z in entrepreneurship in Padangsidempuan City. Family environment variables significantly positively affect the Z generation's interest in entrepreneurship in Padangsidempuan City. Meanwhile, the social media variable has no significant negative effect on the Z generation's interest in entrepreneurship in Padangsidempuan City. Then the pandemic had no significant positive effect on Generation Z's interest in entrepreneurship in Padangsidempuan City. Simultaneously the variables of self-actualization, family environment, social media, and the pandemic affect Generation Z's interest in entrepreneurship in Padangsidempuan City.

Generation Z is expected to be able to take advantage of increasingly sophisticated information technology in increasing interest in entrepreneurship, considering that entrepreneurship is an important factor in improving the economy of the family and the country. Researchers suggest that they continue to hold entrepreneurship outreach and training for generation Z in order to support and support their interest in entrepreneurship. Because the current generation Z is one of the generations that trend in building a business, especially in the City of Padangsidempuan.

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