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How does Creative Industry Innovation affect Entrepreneurial Interest Mediated by Student Entrepreneurial Motivation?

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ABSTRACT

This study investigates the impact of creative industry innovation on the entrepreneurial interest of University of Makassar students, with entrepreneurial motivation as a mediator. According to the latest survey on creative economy, this industry has shown significant growth in its contribution to national GDP. However, entrepreneurial interest is still considered low among students, despite having great potential. Through regression analysis, the findings show that creative industry innovation has a positive and significant influence on entrepreneurial interest among students, both directly and through entrepreneurial motivation as a mediator. The implications of these findings are the need for increased understanding and awareness of the importance of innovation in promoting entrepreneurial interest among students, by involving various parties such as educational institutions, government, and the creative industry.

Keywords: Creative Industry Innovation, Entrepreneurial Interest, Entrepreneurial Motivation

1. INTRODUCTION

The development of the creative industry in Indonesia's economy continues to have a significant impact on economic growth. According to the latest survey by BPS (2024) on creative economy, the contribution of creative industry GDP is mainly from the sub-sectors of food and beverages (45.20%), fashion (19.80%), and handicrafts (17.50%). The sub-sector of visual communication design is still showing rapid growth, with a growth rate of 12.50%, followed by music (8.90%), animation video (7.80%), and architecture (7.70%). The current value of creative industry exports is IDR 95 trillion, contributing 10.50% to the total national export value, with an absorption of 6.2 million workers. Data from the Creative Economy Agency (2024) shows that the creative industry's GDP currently ranks 5th among the 10 main industries.

Based on data on the contribution of the creative industry to GDP, the average growth rate is 5.20% in 2024, reaching IDR 940 trillion. The creative industry currently contributes 8.70% to Indonesia's national economy. During the period 2021-2023, the value of creative industry exports increased by an average annual growth rate of 15%, reaching IDR 250 trillion. It is expected that in 2025, the creative industry can contribute 12% to Gross Domestic Product (Setyanti, 2020).

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An entrepreneur with a creative spirit can currently develop industries in this field due to numerous opportunities emerging. Demographic bonuses are one of these opportunities. By 2030, it is estimated that the number of productive-age population will be above 40%, and 27% of them will be young people with an age range of 16-30 years old. These young people have the potential to become a creative class.

Another opportunity is the development of digital lifestyle, where access to technology and information has reached more than 90% of Indonesia's population. The increase in middle-class population also becomes an opportunity for developing the creative industry. By 2030, it is estimated that 135 million Indonesians will have a net income above US$3,600 as consumers in the creative industry. This increase in consumption is related to the increasing demand for creative products in global markets, particularly products based on media and ICT (content industries). This is supported by our existing assets such as international cultural heritage and natural wealth and beauty as "raw materials" in the creative industry (Mulyandi & Puspitasari, 2018).

Currently, entrepreneurship has become a trend among young people. Many young people are competing to start their own businesses. Motivation is the right term to explain the driving force and what motivates human behavior, meaning what can motivate someone to do something. Entrepreneurial motivation is different for each individual - it can come from within and from their environment.

According to Darmawati, entrepreneurship has become a trend among young people to prove themselves to their parents and family. Increasing entrepreneurship can be done in various ways, but the first step is to increase public awareness and knowledge about entrepreneurial interest.

According to Mustafa, entrepreneurial interest is a focus on entrepreneurship because of a sense of pleasure and a desire to learn more, know more, and prove oneself further. Entrepreneurial interest can arise due to knowledge and information about entrepreneurship, entrepreneurial interest among students today is actually quite high, but there are several factors that cause the loss of intention and interest to start a business, such as lack of capital, fear of failure, and loss (Aini & Oktafani, 2020).

Based on the background described above, the problem formulated in this research is to investigate whether there is an influence of innovative products in the creative industry on entrepreneurial interest among students at one of the educational institutions, Universitas Negeri Makassar, with Entrepreneurial Motivation as the intervening or mediating variable.

Entrepreneurship also supports a positive relationship between entrepreneurial activity and economic growth. Entrepreneurial intention is defined as the process of gathering information that can be used to achieve goals in forming a business. According to Wijaya. The high number of unemployed graduates indicates that the education process at universities has not touched on real-life problems in society. Universities have not been able to produce graduates who are able to create in limited circumstances (Melinda et al., 2023).

2. METHOD

a. Location and Time of Research

The research data collection and research time is on May 15, 2024, and the location is the campus of Universitas Negeri Makassar, focusing on students from all faculties and departments

b. Population and Sample

The population is a generalization area consisting of objects and subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions from (Ariyanti, 2018). The population of this study is the students of

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Universitas Negeri Makassar who are exposed to creative industry products and have an interest in entrepreneurship.

The sample used in this study is based on the formula developed by Hair et al (1998), which is to multiply the number of indicators by 5 to 10. Therefore, the sample size in this study is at least 50 (10 indicators multiplied by 5) and at most 100 (10 indicators multiplied by 10). With this sample size, the research focuses on students from various faculties and departments as respondents (Yulita & Hidajat, 2021).

c. Operational Definition of Variables

1) Independent Variable (X)

The independent variable in this study is innovation in the creative industry, which is defined as a series of ideas or concepts created to produce solutions for individuals.

2) Dependent Variable (Y)

The dependent variable in this study is entrepreneurial interest, which is defined as a tendency to like something and have a commitment to pursue it in the future.

3) Intervening Variable (Z)

The intervening variable in this study is entrepreneurial motivation, which is something that drives and directs someone to take action or engage in business activities as an effort to achieve what they desire.

4) Indicators of Variables

The measurement of innovation in the creative industry uses three indicators: (1) enjoyment of creative things, (2) desire to create something different from others, and (3) enjoyment of trying new things. The measurement of entrepreneurial interest uses four indicators: (1) desire for independent work, (2) desire for challenge, (3) desire for income that is fluctuating but not small, and (4) desire to create something new. Motivational entrepreneurship is measured using indicators developed by Sardiman (2007:83), namely: (1) persistence in facing tasks, (2) perseverance in facing difficulties, (3) boredom with routine tasks, and (4) problems.

d. Data Collection Method

In this study, data was collected using a survey method that relies on primary data. The survey was conducted using a questionnaire designed to gather information related to innovation in the creative industry, entrepreneurial motivation, and entrepreneurial interest. The questionnaire used was a closed-ended questionnaire, where respondents were asked to rate statements using a Likert scale from 1 to 5 (1 = strongly disagree, 5 = strongly agree) (Ariyanti, 2018).

e. Instrument Uji

1) Validity Test

The validity test is used to test the validity of the instrument used in this study. An instrument is considered valid if it can accurately measure the variables being studied with precision. Validity also indicates how well the statements in the instrument match the concept being measured.

2) Reliability Tes

The reliability test is used to evaluate the consistency of an instrument or measurement tool in measuring phenomena that are the same when conducted at different times. According to Sugiyono (2014:348), instrument reliability refers to the ability of an instrument to provide consistent results when used repeatedly to measure the same object.

f. Data Analysis Method

1) Classical Assumption Test

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a) Normality Test

The normality test is one part of the classical assumption test or data analysis requirements, which means that before we can conduct actual analysis, the research data must be tested for normal distribution. If the table test of normality using the Kolmogorov-Smirnov test yields a value > 0.05, then the data has a normal distribution.

b) Multicollinearity Test

The multicollinearity test aims to determine whether there is correlation between independent variables (free variables). A good regression model should not have correlation between independent variables. The criteria for making decisions are: If the tolerance value > 0.10 and VIF value < 10, then there is no multicollinearity. If the tolerance value < 0.10 and VIF value > 10, then there is multicollinearity test.

c) Heteroscedasticity Test

According to Ghozali (2012:139), the heteroscedasticity test aims to determine whether there is inequality in residual variance from one observation to another. If residual variance remains constant from one observation to another, then it is called homoscedasticity, and if it varies it is called heteroscedasticity. The decision-making criteria are: If the probability value is greater than alpha (sig > 0.05), then there is no heteroscedasticity. If the probability value is less than alpha (sig < 0.05), then there is heteroscedasticity.

2) Multiple Linear Regression Analysis

This test aims to determine whether there is a relationship between independent variables and dependent variables in the regression model, whether positive or negative, and also to predict the value of dependent variables when independent variables increase or decrease.

3) Coefficient Determination Test

The coefficient determination test (R2) is used to evaluate how well a model can explain variations in dependent variables. The value of coefficient determination ranges from zero to one. According to Ghozali (2012), there are limitations in using R Square due to many researchers recommending using Adjusted R Square values because Adjusted R Square can adjust itself when adding irrelevant independent variables.

4) Hypothesis Testing

Hypothesis testing is a procedure that produces conclusions about accepting or rejecting a hypothesis. The hypothesis plays a key role in research because it helps guide the research process. With a hypothesis, research has a clear focus and direction.

a) Partial t-Test

The partial t-test uses t-statistics for partial regression coefficients to determine whether each independent variable has a significant effect on dependent variables. If the probability value (p-value) is greater than 0.05, then the hypothesis is rejected, which means that the independent variable does not have a significant effect on the dependent variable. If the probability value (p-value) is less than 0.05, then the hypothesis is accepted, which means that the independent variable has a significant effect on the dependent variable.

b) F-Test (simultaneous):

The F-Test is used to evaluate the existence of relationships between independent variables and the dependent variable in the regression model. The analysis of the F-Test is done by comparing the calculated F-value with the table F-value. Before comparing the two values, it is also necessary to determine the confidence level at 95%.

c) Hypothesis testing for linear regression (moderation) analysis

This is used to determine whether there is a relationship between the moderating variable and the independent variables, strengthening or weakening their relationships with the dependent variable.

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3. RESULTS AND DISCUSSION

a. Result

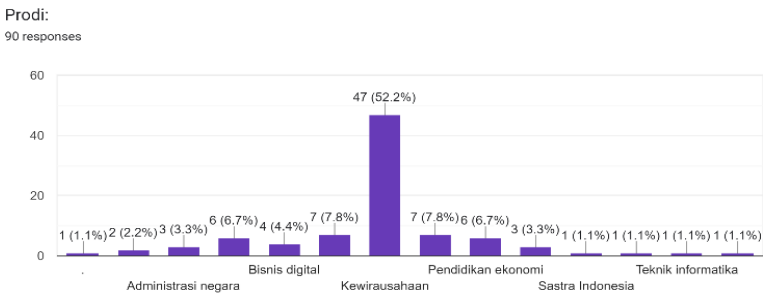

Figure 2: Diagram of Respondent's Original Program
Source: Raw data from Google Form.

The bar diagram above shows the percentage of respondent's original program that participated in the questionnaire survey. The programs that contributed to the research are entrepreneurship, digital business, economics education, Indonesian literature, public administration, Arabic language education, and information technology, with entrepreneurship program being the largest contributor, accounting for 52% or 47 people, plus 44 others from other departments.

1) Instrument Testing

From the 90 respondents who became the research sample, an instrument testing was conducted using statistical tests with SPSS version 26. The instrument testing results are as follows:

Table 1. Validity Testing Results

R-Hitung	R-Tabel
0,488	0.1745
0,588	0.1745
0,563	0.1745
0,664	0.1745
0,634	0.1745
(X)	
0,490	0.1745
0,549	0.1745
0,569	0.1745
0,634	0.1745
(Y)	
0,502	0.1745
0,620	0.1745
0,633	0.1745
0,576	0.1745
0,690	0.1745
0,550	
(Z)	

Source: Data processed from SPSS 29

Based on the data processed, the results show that the R-hitting value is greater than the R-table value, indicating that all instruments, including variables X, Y, and Z, can be considered valid. There are some statements from each variable that have been processed and tabulated to be matched with the available R-table with a significance level of 0.05 or 5%.

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2) Classic Assumption Testing

a) Normality Test

Table 2.
Creative Industry Innovation on Entrepreneurship Motivation

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			90
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,78090560
Most Extreme Differences	Absolute		,084
	Positive		,084
	Negative		-,084
Test Statistic			,084
Asymp. Sig. (2-tailed)[c]			,140
Monte Carlo Sig. (2-tailed)[d]	Sig.		,116
	99% Confidence Interval	Lower Bound	,108
		Upper Bound	,124

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Data processed from SPSS 29.

The table test of normality using the Kolmogorov-Smirnov test above shows a value of sig > 0.05, which is 0.116 > 0.05, so it can be concluded that the data is normally distributed.

b) Multicollinearity Testing

Table 3. Equation Creative Industry Innovation on Entrepreneurship Motivatio

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	9,583	2,313		4,143	<,001		
	Inovasi Industri Kreatif	,602	,096	,557	6,293	<,001	1,000	1,000

a. Dependent Variable: Motivasi Berwirausaha

Sources: Data processed from SPSS 29.

Table 4. Equation 2 Creative Industry Innovation and Entrepreneurship Motivation on Entrepreneurship Interest

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	4,826	1,240		3,891	<,001		
	Inovasi Industri Kreatif	,256	,056	,419	4,539	<,001	,690	1,450
	Motivasi Berwirausaha	,212	,052	,374	4,060	<,001	,690	1,450

a. Dependent Variable: Minat Berwirausaha

Sources: Data processed from SPSS 29.

Based on the data, the decision-making criteria are as follows: 1) If the tolerance value is > 0.10 and the VIF (Variance Inflation Factor) value is < 10, then the data does not exhibit multicollinearity. 2) If the tolerance value is < 0.10 and the VIF value is > 10, then the data exhibits multicollinearity.

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Therefore, the results of the multicollinearity test can be obtained as follows: Equation 1 has a tolerance value of 1.0 > 0.10 and a VIF value of 1.0 < 10, so it can be concluded that the data in Equation 1 does not exhibit multicollinearity. Equation 2 has a tolerance value of 0.69 > 0.10 and a VIF value of 1.45 < 10, so it can be concluded that both equations do not exhibit multicollinearity.

c) Heteroskedasticity Testing

Table 5. Equation 1 Testing for Heteroskedasticity between Innovation Industry and Abs_Res1

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,353	1,594		,849	,398
	Inovasi Industri Kreatif	-,003	,066	-,005	-,044	,965

a. Dependent Variable: Abs_Res1

Sources: Data processed from SPSS 29.

Table 6. Equation 2 Testing for Heteroskedasticity between Creative Industry Innovation and Entrepreneurship Motivation and Abs_Res2

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-,265	,740		-,357	,722
	Inovasi Industri Kreatif	,064	,034	,241	1,904	,060
	Motivasi Berwirausaha	-,025	,031	-,100	-,795	,429

a. Dependent Variable: Abs_Res2

Sources: Data processed from SPSS 29.

Based on the table above, the decision-making criteria are as follows: 1) If the probability value is greater than the alpha value (sig. > 0.05), then there is no heteroskedasticity phenomenon. 2) If the probability value is less than the alpha value (sig. < 0.05), then there is a heteroskedasticity phenomenon.

The results of the equation show that Equation 1 produces a sig. value of 0.965 > 0.05, indicating that Equation 1 does not exhibit heteroskedasticity. For Equation 2, the results show a sig. value of 0.6 and 0.429 > 0.05, indicating that Equation 2 does not exhibit heteroskedasticity.

3) Hypothesis Testing

a) Analysis of Regression 1

Table 7. Partial t-Test Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,627[a]	,393	,386	,953

a. Predictors: (Constant), inovasi industri kreatif

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,608[a]	,369	,362	,972

a. Predictors: (Constant), motivasi berwirausaha

Sources: Data processed from SPSS 29.

From the data, it can be seen that the adjusted R-square value shows the coefficient of determination or variance explained by the independent variable (variable x) in relation to the dependent variable (variable y). The adjusted R-square value for the variable innovation industry creative is 0.386, indicating that only 38.6% of variable y can be explained by variable x, and variable motivation entrepreneurship has an impact of 36.2%, with the remaining 25% explained by other factors.

Table 8. Partial t-Test Model 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,826	1,240		3,891	<,001
	inovasi industri kreatif	,256	,056	,419	4,539	<,001
	motivasi berwirausaha	,212	,052	,374	4,060	<,001

a. Dependent Variable: minat berwirausaha

Sources: Data processed from SPSS 29.

The decision-making criteria for the t-test are: 1) If the sig. value is < 0.05 or the t-hitting value is > t-table, then there is an effect of variable x on variable y. 2) If the sig. value is > or the t-hitting value is < t-table, then there is no effect of variable x on y. 3) t = [a; (df = n-k)] with a probability of 5% = 0.05.

From the data, it can be seen that the sig. value for the variable innovation industry creative is less than 0.05, specifically 0.01 < 0.05, and the t-hitting value is 4.539, which is greater than the t-table value of 1.66256. Therefore, it can be concluded that there is an effect of the independent variable (innovation industry creative) on the dependent variable (entrepreneurship interest).

Similarly, for the variable motivation entrepreneurship, the sig. value is also less than 0.05, specifically 0.01 < 0.05, and the t-hitting value is 4.060, which is greater than the t-table value of 1.66256. Therefore, it can be concluded that there is an effect of the independent variable (motivation entrepreneurship) on the dependent variable (entrepreneurship interest).

As a result, hypotheses H1 and H2 are accepted, considering that there is a partial effect between the X and Y variables, namely: the innovation industry creative has a positive and significant effect on entrepreneurship interest, and motivation entrepreneurship has a positive and significant effect on entrepreneurship interest.

b) Simultaneous F-Test

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Table 9. Model 3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64,494	2	32,247	41,772	<,001[b]
	Residual	67,162	87	,772		
	Total	131,656	89			

a. Dependent Variable: minat berwirausaha

b. Predictors: (Constant), motivasi berwirausaha, inovasi industri kreatif

Sources: Data processed from SPSS 29.

The decision-making criteria for the F-test are: 1) If the sig. value is less than 0.05, and the F-hitting value is greater than the F-table value, then there is a simultaneous effect of the independent variable on the dependent variable, 2) If the sig. value is greater than 0.05, and the F-hitting value is less than the F-table value, then there is no simultaneous effect of the independent variable on the dependent variable, 3) N = 90, k = 3, Level of significance = 5%. Df1 = k-1 = 3-1 = 2 and df2 = n-k = 90-3 = 87.

From the data, it can be seen that the sig. value obtained is 0.01, which means that 0.01 < 0.05. And the F-hitting value is 41.772, which is greater than the F-table value of 3.101. Therefore, it can be concluded that there is a simultaneous effect of the independent variables (innovation industry creative and motivation entrepreneurship) on the dependent variable (entrepreneurship interest).

From the above results, it can be concluded that hypothesis H3 is accepted, considering that innovation industry creative and motivation entrepreneurship have a significant effect on entrepreneurship interest.

4) Regression Analysis 2

Table 10. Moderation Variables Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,702[a]	,493	,481	,876

a. Predictors: (Constant), xz, inovasi industri kreatif

Table 11. Moderation Variables Model 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,930	1,354		7,337	<,001
	inovasi industri kreatif	,044	,095	,072	,469	,640
	xz	,009	,002	,638	4,132	<,001

a. Dependent Variable: minat berwirausaha

Sources: Data processed from SPSS 29.

From the data, it can be seen that the variable X*Z (the interaction between independent variables innovation industry creative and motivation entrepreneurship) has a t-hitting value of 4.132, which is greater than the t-table value of 1.66256 with a significance level of 0.01

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(moderated). This means that motivation entrepreneurship (Z) is a moderator in the relationship between innovation industry creative (X) and entrepreneurship interest (Y).

Therefore, it can be concluded that hypothesis H4 is accepted, considering that there is a significant and interactive effect of variable X (innovation industry creative) moderated by variable Z (motivation entrepreneurship) in strengthening its relationship with dependent variable Y (entrepreneurship interest).

b. Discussion

1) The effect of innovation industry creative on entrepreneurship interest

The results of the linear regression test show that there is a positive and significant effect of the variable (X) innovation industry creative on the variable (Y) entrepreneurship interest. This is indicated by the sig. value of the variable innovation industry creative being less than 0.05, specifically 0.01 < 0.05, and the t-hitting value being 4.539, which is greater than the t-table value of 1.66256. Therefore, it can be concluded that hypothesis H1 is accepted, considering that there is a positive and significant effect of the variable (X) innovation industry creative on the variable (Y) entrepreneurship interest.

2) The effect of motivation entrepreneurship on entrepreneurship interest

The results of the linear regression test show that there is a positive and significant effect of the variable (Z) motivation entrepreneurship on the variable (Y) entrepreneurship interest. This is indicated by the sig. value being less than 0.05, specifically 0.01 < 0.05, and the t-hitting value being 4.060, which is greater than the t-table value of 1.66256. Therefore, it can be concluded that hypothesis H2 is accepted, considering that there is a positive and significant effect between the variable (Z) motivation entrepreneurship and the variable (Y) entrepreneurship interest.

3) The simultaneous effect of innovation industry creative and motivation entrepreneurship on entrepreneurship interest

The results of the F-test show that the sig. value obtained is 0.01, which means that 0.01 < 0.05. And the F-hitting value is 41.772, which is greater than the F-table value of 3.101. Therefore, it can be concluded that hypothesis H3 is accepted, considering that there is a simultaneous effect of the independent variables (innovation industry creative and motivation entrepreneurship) on the dependent variable (entrepreneurship interest).

4) The mediating effect of motivation entrepreneurship on innovation industry creative and entrepreneurship interest

The results show that the variable X*Z (the interaction between independent variables innovation industry creative and motivation entrepreneurship) has a t-hitting value of 4.132, which is greater than the t-table value of 1.66256 with a significance level of 0.01 (moderated). This means that hypothesis H4 is accepted, considering that the variable motivation entrepreneurship (Z) is a mediator in the relationship between innovation industry creative (X) and entrepreneurship interest (Y).

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

This study reveals that innovation industry creative has a positive effect on entrepreneurship interest among students at Universitas Negeri Makassar, with motivation entrepreneurship playing a mediating role in this relationship. This finding provides an

important contribution to understanding the factors that shape entrepreneurship interest among students, particularly in the context of creative industries. The practical implications of this study are that it is essential to develop education and training programs that emphasize the role of innovation and motivation in promoting entrepreneurial spirit in academic settings, so that students can develop their entrepreneurial potential more effectively in the future

b. Suggestion

Based on this study's findings, it is recommended to increase students' understanding and awareness of the importance of innovation in creative industries as one factor that drives entrepreneurship interest. Educational institutions, particularly Universitas Negeri Makassar, can strengthen their curriculum and entrepreneurial development programs to emphasize increasing creativity, innovation, and entrepreneurial motivation. In addition, collaboration with local creative industries can provide valuable practical experience for students to develop their entrepreneurial skills and knowledge. Furthermore, government support and other stakeholders' involvement are necessary to create a conducive environment for creative industries and entrepreneurial ecosystems on campus and in surrounding communities.

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