

# Shariapreneur Interest: Analysis of Sharia Business Knowledge and Motivation (Studies on Students of The Islamic Economics Study Program, Bandung City)

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**Abstract:** *One of the requirements for a country to change its status to a developed country is the number of entrepreneurs who reach 2% of the total population who are in productive age. However, currently, the total entrepreneurship in Indonesia is still at 0.7% of the total productive age population. As the largest Muslim country globally, there is only 0.18% of the total number of Indonesian Muslim entrepreneurs. The purpose of this study was to determine the high interest of students to become shariapreneurs. The research method used is the descriptive method with a quantitative approach. The population in this study were students of the Islamic economics study program at the State University of Bandung. The samples taken in this study were 251 people. The data analysis technique used is Multiple Linear Regression. Furthermore, in the results of this study, Islamic business knowledge has a positive and significant effect on shariapreneur interest and motivation, which has positive and significant results on shariapreneur interest. Researchers hope that the results of this study can provide benefits to various parties in increasing the interest of shariapreneurs in Islamic economics study program students in the State University of Bandung City.*

**Keywords:** *Sharia Business Knowledge, Motivation, Shariapreneur Interests*

## 1 INTRODUCTION

David Mc Clelland said that one requirement to change toward a developed country is the number of entrepreneurs reaching 2% of the total population who are productive age (Kuntowicaksono, 2012). As reported from (katadata, 2019), total entrepreneurship in Indonesia is still on the numbers 0,7% from total productive age. This figure is very far behind several neighboring countries, such as Singapore, Malaysia, and Thailand (Jayanti, 2019). Meanwhile, according to M. Syarkawi Rauf as Chairman of the KPPU (Business Competition Supervisory Commission), reported (Republika, 2017) that in 2017 the number of entrepreneurs in Indonesia ranged from 1.6 to 1.8 percent of the total population in Indonesia. This number is still far from the minimum limit of 2%. Through the Ministry of Industry, the government is trying to target the target of creating 20,000 new entrepreneurs and the development of 1,200 small and medium industrial centers or can be called IKM (detikFinance, 2016).

Head of BPS Kecuk Suhariyanto said, the increase in a number of jobs is not proportional to the increase in the workforce, which causes an increase in the number of unemployed in Indonesia (Kompas, 2017). This condition then caused many universities graduates and other educational institutions not absorbed by employment opportunities. The following is data released by the Central Statistics Agency (BPS) regarding labor conditions in Indonesia as of February 2020:

**Table 1.**  
**The Condition of Labor in Indonesia as of**  
**February 2020**

No	Information	Number/Million People
1	Working Age Population	199,38
2	Workforce	137,91
	Worker	131,03
	Unemployment	6,88
3	Not the Labor Force	61,47

*Source: BPS 2020*

Based on Table 1 above, it can be seen that the unemployment rate in Indonesia is 6 million people out of the total workforce of 137,91 million, indicating that the level of unemployment problems in Indonesia is still relatively large. Of course, this is a threat to the economy, and the solution needs to be addressed.

One of the efforts made by policymakers in overcoming this problem is by fostering entrepreneurial activities in the community (Ministry of Home Affairs, 2013). Because by fostering entrepreneurial activities, a pattern of job creation will be formed. However, in reality, the Chairman of the Business Competition Supervisory Commission (KPPU), M Syarkawi Rauf, explained that entrepreneurial activities in Indonesia have not been able to make a positive contribution to the problems of unemployment and social welfare. This is because people's interest in entrepreneurship in Indonesia is still meager (Tempo.co, 2016).

Furthermore, the problem in Indonesia is the low number of Muslim entrepreneurs. Based on data from Forbes, it states that of the 50 wealthiest people in Indonesia, only 8 are Muslims, and 42 are non-Muslims (Kusuma, 2017). Even in Indonesia's top 15 wealthiest people, there is only 1 Muslim based on data from Forbes (Suaraislam. id, 2020). In the research results from the Indonesian Business Incubator Association (AIBI), there is only 0.18 percent of the total number of Indonesian Muslim entrepreneurs. Indonesia is a country with the largest Muslim population globally, reaching 203 million people (Juliana, 2017). This number should reflect a large number of Muslim entrepreneurs as well. In addition, when viewed from historical facts, Islam entered Indonesia through the Muslim trade route. Because as in Islamic economics, entrepreneurship is one of the noble suggestions for humans to work.

Being an entrepreneur is not born from birth but can be trained. One of the places to train or educate someone to be an entrepreneur is a university. However, unfortunately, they often prefer to find work rather than build a business on the grounds of fear of failure and so on (Pradana & Safitri, 2020). This is in line with the study results (Hendrawan & Sirine, 2017), where one of the variables does not affect because the research sample students are still afraid of the risk of bankruptcy.

Chairperson of the Indonesian Young Entrepreneurs Association (HIPMI), Bahlil Lahadalia, said the data he researched was that there were around 5 million students in Indonesia, only 4% of students chose to become entrepreneurs, 83% became employees, and the rest became politicians (Merdeka, 2017). This is in line with what Gusti Muhammad Hatta said, where one of the reasons for the low number of entrepreneurs is because most scholars and people of productive age have more desire to become civil servants than to become entrepreneurs (Nurwahidah, 2019).

Besides that, another problem from entrepreneurship in Indonesia is that most business models are developed still refer to conventional models that do not include religion as one of the basic principles of entrepreneurship (Juliana, 2017).

Research (Ita, 2014) says that if we want to follow the concept outlined by Islamic guidance as a religion that is present to glorify mankind on this earth, absolutely the Indonesian people will be able to answer all these welfare problems by immediately creating Muslim *entrepreneurship* in Indonesia. This is supported by research results (Juliana, 2017) which reveal that *shariapreneurs* affect social welfare.

When viewed in this reality, it is essential to increase student interest, especially Islamic economics students, in Islamic entrepreneurship. To develop the potential of young entrepreneurs, it can be done through the growth of entrepreneurial activities in universities. Higher education institutions with a large number of

students are potential human resources, places for the emergence and creation of new entrepreneurs through startup (Yaqien, Raharjo, & Gutama, 2018). Entrepreneurial interest does not grow by itself. One of the factors that can foster entrepreneurial interest in previous research is entrepreneurial knowledge and motivation. Entrepreneurial knowledge is very supportive of entrepreneurial values, especially for students, so it is hoped to foster a business spirit for entrepreneurship (Hendrawan & Sirine, 2017). This reveals that entrepreneurial knowledge is an influential factor in increasing interest in entrepreneurship. This expression is supported by the results of research conducted by (Suyitno, 2013), (Roxas, 2014), (Anggraeny & Harnanik, 2015), and (Hidayat & Alhifni, 2017), which reveal that entrepreneurial knowledge has a positive and significant influence on interest. Entrepreneurship. However, research conducted by (Trisnawati, 2014) revealed that entrepreneurial knowledge did not affect interest in entrepreneurship.

Furthermore, based on several studies that have been carried out, motivation also affects the interest in entrepreneurship. This is in line with the results of research conducted by (Nurikasari 2016) (Kurniawan, Khafid, & Pujjati, 2016) and research (Aidha, 2016), which revealed that motivation has a positive and significant effect on interest in entrepreneurship. However, research conducted by (Hendrawan & Sirine, 2017) and (Rosmiati, Junias, & Munawar, 2015) revealed that motivation does not have a positive and significant effect on interest in entrepreneurship.

## 2. LITERATURE REVIEW

### ***Shariapreneur Interest***

Entrepreneurship in the Islamic perspective is an aspect of life grouped into buying and selling problems (*mu'amalah*), namely problems that are horizontal between humans and will still be held accountable in the afterlife (Juliana, Adib, & Fathir, 2019).

According to (Makhrus & Cahyani, 2017), Shariapreneur means all types of activities in the building, leading, managing, taking risks, and becoming business owners according to Islamic teachings. Then according to (Juliana, Rahayu, & Wardhani, 2020) shariapreneur is an effort to encourage the presence of business practices that spread Islamic values in all forms of business activities, this is due to the existence of humans as caliphs on earth and created by God to always worship- Him.

Not many shariapreneurs have researched and expressed their specific meaning. In a general definition, interest in entrepreneurship becomes the theoretical basis for understanding shariapreneur interests. According to Krueger and Carsrud (Siswadi, 2013), the understanding of entrepreneurial interest is that interest in entrepreneurship is the best predictor of entrepreneurial behavior. Interest in entrepreneurship arises because it is preceded by knowledge and information about entrepreneurship which is then continued in a participating activity to gain experience where the desire to carry out these activities arises (Ulfa & Maftukhatusolikhah, 2015).

For this reason, based on the development of the concept of entrepreneurial interest associated with the notion of shariapreneur, the researcher concludes that shariapreneur interest is an impulse that arises because he feels interested, happy, and desires to create a business by striving to present business practices that spread Islamic values and explore the factors of production based on Sharia in the corridor of Islamic business ethics. The indicators used for shariapreneur interest by adopting general entrepreneurial dimensions expressed by Zimmerer, Scarborough & Wilson in (Novianto, 2017) and (Novitasyari, Setiawati, & Rahmawati, 2017) include:

1. Become a shariapreneur actor
2. Be creative
3. Taking risks
4. Islamic business ethics
5. Feeling happy being a shariapreneur

### ***Sharia Business Knowledge***

Knowledge is the ability that humans have to capture, remember, repeat, produce information so that the brain will work and store that information in memory (Hendrawan & Sirine, 2017). Furthermore, according to Notoadmodjo in (Wawan & Dewi, 2016) knowledge is the result of "knowing," and this happens

After a person senses a particular object, from these definitions, it can be concluded that knowledge is the human ability to recognize, study and remember objects in the human brain.

Furthermore, according to Hughes and Kapoor (Misbach, 2017), the definition of business is an organized business activity to produce and trade goods and services to get benefits in fulfilling all the things needed in society and institutions.

Meanwhile, Sharia is a law or rule based on Islamic teachings (Misbach, 2017). So it can be concluded that the Sharia business is an individual business activity that aims to make a profit and fulfill the needs of those who adhere to the rules of Islamic law. As for other opinions regarding sharia business, such as the opinion (Yusanto & Widjajakusuma, 2014) that sharia business can be understood as a series of business activities in its various forms which are not limited to the amount (quantity) of ownership of assets (goods / services) including profit, but are limited in the way utilization of assets (there are halal and haram rules). Thus, it can be concluded that sharia business knowledge is an intellectual that has been studied, acquired, and owned by an individual who is useful for innovating and plunging into the world of sharia-based business.

The indicators used for Islamic business knowledge by adopting dimensions of entrepreneurial knowledge according to Mustofa in research (Hendrawan & Sirine, 2017) and (Anggraeny & Harnanik, 2015) are:

1. Compiling a business proposal;
2. Analyze business opportunities
3. Formulate solutions to problems

### **Motivation**

Motivation is a very influential factor in determining what he wants and tries to make his desire come true (Hendrawan & Sirine, 2017). Motif, in English, "motive" means movement or moving. So motivation is seen as a psychic impulse that moves and provides direction for human behavior based on meeting needs (Basrowi, 2018). Then according to (Sarosa, 2015) motivation is a drive from within an individual which causes the person to do one thing, including becoming a young entrepreneur. Then, according to (Alma, 2016) motivation is the intention to do something. Motivation plays an important role in achieving specific goals in order to increase productivity.

The role of motivation in entrepreneurship, especially motivation to succeed in entrepreneurship, is very important. In motivation, there are a number of motives that will drive the achievement of success or success (Wisesa & Indrawati, 2016). This is supported by a statement from (Ie & Visantia, 2013) which states that the success of a business is influenced by several variables, one of which is motivation. Then according to (Koranti, 2013) having high motivation is one of the things needed in supporting students to become entrepreneurs and face existing obstacles. The dimensions of motivation, according to (Rusdiana, 2018) are:

1. Rational-intellectual motivation;
2. Material motivation;
3. Emotional-social motivation.

## **3. RESEARCH METHODS**

The method used in this research is the quantitative method. The research design used in this study is a hypothesis testing design. So this research design will be more appropriate to use causality. The population in this study were students of the Islamic economics study program at PTN Kota Bandung, including UPI, UIN Bandung, and UNPAD, totaling 677 people from 3 generations. Based on the Slovin formula, a sample of 251 people was obtained. The sampling technique used refers to non-probability sampling with the type of sample used, namely purposive sampling, which is selecting "purposive samples" where the researcher already knows that the information needed can be obtained from a group (Ferdinand, 2014). Then the data collection method used was a questionnaire. The instrument used in this study used a semantic scale assessment. With a score range of 1-7, where the respondent indicates the extent to which each adjective describes the object. Furthermore, the sampling time was carried out from August 2020 to September 2020. Furthermore, the measurement categories are as follows:

**Table 2**  
**Category Measurement Scale**

Scale	Category
$X > (\mu + 1,0\sigma)$	High
$(\mu - 1,0\sigma) \leq X \leq (\mu + 1,0\sigma)$	Medium
$X < (\mu - 1,0\sigma)$	Low

Source: (Azwar, 2006)

The data analysis technique used is multiple linear regression analysis and was assisted by data processing tools through the SPSS Statistics 23 program.

## 4. RESULTS AND DISCUSSION

### Overview of Respondents

Respondents in this study were students of the Islamic economics study program PTN Kota Bandung with a sample of 251 people. This section will describe the characteristics of the respondents based on the findings in the field conducted by the researcher.

#### 1. Characteristics of Respondents by Origin of the University

**Table 3**  
**Characteristics of Respondents by Origin of the University**

No	University	Amount	Percentage
1	Universitas Islam Negeri Sunan Gunung Djati (UIN)	83	33%
2	Universitas Padjajaran	83	33%
3	Universitas Pendidikan Indonesia	85	34%
<b>TOTAL</b>		<b>251</b>	<b>100%</b>

Characteristics of respondents based on university origin in Table 3 above can be seen that respondents in this study were spread across 3 universities, namely the University of Education of Indonesia as many as 85 people or 34%, then Padjadjaran University as many as 83 people or 33% and finally UIN as many as 83 people or 33%. Based on this, it can be seen that each respondent per university has an almost even distribution of data, and there are no respondents per university who dominate the data distribution.

#### 2. Characteristics of Respondents by Generation

**Table 4**  
**Characteristics Based on Generation**

No	Generation	Amount	Percentage
1	2016	87	35%
2	2017	80	32%
3	2018	84	33%
<b>TOTAL</b>		<b>251</b>	<b>100%</b>

Based on Table 4, the respondents in this study came from 2016, 2017, and 2018. The highest generation was from the 2016 generation, which was 87 people or 35%, then the 2018 generation was 84 people or 33%, and finally, the 2017 generation was 80 people or 32%.

### 3. Characteristics Based on Age

**Table 5**  
**Characteristics Based on Age**

No	Age	Amount	Percentage
1	17-19	28	11%
2	20-22	219	87%
3	23-25	4	2%
<b>TOTAL</b>		<b>251</b>	<b>100%</b>

Based on Table 5, respondents in this study were dominated by the age range of 20-22 years, namely as many as 219 people or as many as 87%, then the age range of 17-19 years with a total of 28 people or 11% and finally the age range of 23-25 as many as 4 people or 2%.

### 4. Characteristics Based on Gender

**Table 6**  
**Characteristics Based on Gender**

No	Gender	Amount	Percentage
1	Man	129	51%
2	Woman	122	49%
<b>TOTAL</b>		<b>251</b>	<b>100%</b>

Based on Table 6, respondents between men and women are not much different, only a difference of 7 people. 122 women or 49% and 129 men or 51%.

### Sharia Business Knowledge

According to calculation of field result data, It can be seen that the variable Sharia business knowledge of each respondent tends to be in the high category with a percentage of 79% or as many as 198 students. While in the medium category it was 17% or as many as 43 students and in the low category it was 4% or as many as 10 students. Thus it can be said that the role of Islamic business knowledge has a large enough proportion of a student's interest to become a shariapreneur.

### Motivation

Based on the results of the calculation of field data, it can be seen that the motivation variable of each respondent tends to be in the high category with a percentage of 91% or as many as 229 students. While in the medium category it was 7% or 17 students and in the low category it was 2% or as many as 5 students. Thus it can be said that the role of motivation has a fairly large proportion of a student's interest in becoming a shariapreneur.

### Hypothesis Test

#### 1. Partial Testing (Test t)

Partial testing aims to determine what kind and extent the influence of the independent variable on the dependent variable. Uji t (Test t) is done by comparing the results of t count with the t table. Testing through the t-test was carried out with a significance level of 5% or 0.05 at a confidence level of 95% and a degree of freedom ( $df = n - k = 251 - 2 = 249$ ) so that the t table value was 1.969537. The following are the results of the SPSS Multiple Linear Regression output for the t-test:

**Table 7**  
**Multiple Linear Regression Test Results (t-Test)**

Variable	t Table	T Count	Significance
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Sharia Business Knowledge	1,969537	8,819	,000
Motivation	1,969537	9,827	,000

Based on Table 7, it can be seen that the results of the t-test in this study can be explained as follows:

a. Sharia Business Knowledge Variable (X1)

The hypothesis is:

$H_0: \beta = 0$ , Sharia business knowledge variable does not have a partially significant effect on the shariapreneur interest variable.

$H_1: \beta \neq 0$ , Sharia business knowledge variable has a partially significant effect on the shariapreneur interest variable.

In the Sharia business knowledge variable with a significance level of 95% ( $\alpha = 0.05$ ). The significance number (P-value) on the shariapreneur interest variable is  $0.000 < 0.05$ . On the basis of this comparison, then  $H_0$  is rejected or means that the Sharia business knowledge variable significantly influences the shariapreneur interest variable.

b. Motivation Variable (X2)

The hypothesis is:

$H_0: \beta = 0$ , the motivation variable does not have a partially significant effect on the *shariapreneur* interest variable.

$H_1: \beta \neq 0$ , the motivation variable partially significantly affects the *shariapreneur* interest variable.

On the motivation variable with a significance level of 95% ( $\alpha = 0.05$ ). The significance number (P-value) on the motivation variable is  $0.000 < 0.05$ . Based on this comparison, then  $H_0$  is rejected, or it means that the motivation variable has a significant influence on the shariapreneur interest variable.

2. Simultaneous Testing (Test f)

Simultaneous testing (F test) aims to determine the influence the independent variable has on the dependent variable simultaneously. Testing is done by comparing the results of F count with F table. Testing through the F test is carried out with a significance level of 5% or 0.05 at a confidence level of 95% and the degree of freedom ( $df_1 = k-1 = 2-1 = 1$ ) and ( $df_2 = nk = 251-2 = 249$ ) so that the F table value is 3.879075. The following are the results of the SPSS Multiple Linear Regression output for the f test:

Table 8

Multiple Linear Regression Test Results (Test f)

Dependent Variable	Predictors	F Table	F Count	Significance
Shariapreneur Interest	Sharia	3,87907	246,18	,000
	Business Knowledge	5	3	
	Motivation			

The hypothesis for the f Test is as follows:

$H_0: \beta = 0$ , the variable Sharia business knowledge and motivation does not have a significant effect simultaneously on the variable interest in shariapreneur.

$H_1: \beta \neq 0$ , the variable Sharia business knowledge and motivation simultaneously have a significant effect on the interest variable of shariapreneur.

Based on Table 8 above, the results of the f test show that all independent variables (Sharia business knowledge and motivation) have a significant effect simultaneously on the shariapreneur interest variable at the 5% accurate level as seen from the Sig. Smaller than the critical value of 0.05 where 0.00 and the F value of 246.183, which is greater than F table 3.879075 also confirm that the results of the F test are to accept  $H_1$ , namely the variables of Islamic business knowledge and motivation has a significant effect simultaneously on the variable interest of shariapreneurs.

### 3. Determination Coefficient Test (r Test)

The coefficient of determination shows the percentage (%) of the effect of all independent variables on the dependent variable. R<sup>2</sup> values range from zero to one (0 < R<sup>2</sup> < 1). A value close to one indicates that the independent variable provides almost all the information needed to predict the variation in the dependent variable and vice versa. The following are the results of the SPSS output for the coefficient of determination test.

**Table 9**  
**Determination Coefficient Test Results**

<i>Predictors</i>	<i>R Square</i>	<i>Adjusted R Square</i>
Sharia Business Knowledge Motivation	,665	,662

Based on Table 9 above, it can be seen that the R square value is 0.665. This means that the independent variables (Sharia business knowledge and motivation) can simultaneously influence the dependent variable (shariapreneur interest) by 66.5%, while other variables outside the research influence the remaining 33.5%.

#### Interpretation Model Testing Results

Multiple Linear Regression is carried out using the SPSS application and has an output in the form of an equation or research model, which can then be interpreted in the research carried out. The results can be seen as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Then the results are as follows:

$$Y = 16,385 + 0,605X_1 + 0,737X_2 + e$$

Meaning:

16,385 : As a constant, if all independent variables (X<sub>1</sub>, X<sub>2</sub>) are considered zero, then the shariapreneur interest is 16,385 units.

0,605X<sub>1</sub> : If Sharia business knowledge increases by one unit, then the interest in shariapreneur will increase by 0.605 units.

0,737X<sub>2</sub> : If the motivation has increased by one unit, the interest in shariapreneur will increase by 0.737 units.

e : Error.

#### Discussion of Research Results

##### 1. Variable Levels of Sharia Business Knowledge and Motivation

This study indicates that the variable of Islamic business knowledge on shariapreneur interest has a significant effect. This is based on calculating the score for the Sharia business knowledge variable in the high category. Then in the results of the calculation of scores for the variable of Islamic business knowledge per individual where there are 198 people in the high category, then there are 43 people in the medium category, and only 10 people in the low category. The high category in the Sharia business knowledge variable is an individual who has high Sharia business knowledge to become an entrepreneur by following Sharia rules, so that one day the individual will choose to become a shariapreneur.

In several previous studies that gave similar results, such as research conducted by (Anggraeny & Harnanik, 2015) where the results on entrepreneurial knowledge were in the high category, which means that the sample in his research already had good entrepreneurial knowledge. That way, we will understand more about the characteristics in the world of entrepreneurship. Furthermore, research (Hidayat & Alhifni, 2017) also shows the results of entrepreneurial knowledge in the high category. Furthermore, the results of this study indicate that the motivation variable on shariapreneur interest has a significant effect. This is based on the calculation of the score for the motivation variable which falls into the high category. Then in the results of the calculation of the score for the motivation variable per individual where there are 229 people in the high



category, then there are 17 people in the medium category, and there are only 5 people in the low category. The high category in the motivation variable is an individual who has a high self-drive to become an entrepreneur who follows Sharia rules so that he will choose to become a shariapreneur.

In several previous studies that gave similar results, such as research conducted by (Kurniawan, Khafid, & Pujiati, 2016) where the results on entrepreneurial motivation were in the high category, which means that the sample in his study had high entrepreneurial motivation. That way, each individual has the drive to be entrepreneurial. Furthermore, in research (Nurikasari, 2016) and (Aidha, 2016), their research on entrepreneurial motivation variables is also in the high category.

#### 2. The Effect of Knowledge of Sharia Business on Shariapreneur Interests

Based on the processed SPSS output results, the results of the t count for the Sharia business knowledge variable on shariapreneur interest are 8,819. Based on this, it can be concluded that the Sharia business knowledge variable has a significant effect because the t count has exceeded the t table value of 1.969537. Since t is a positive number, the influence of the Sharia business knowledge variable is positive. The significance value for the Sharia business knowledge variable is less than 0.05, which means that the influence of the Sharia business knowledge variable is significant. These results are in line with the results of research conducted by (Anggraeny & Harnanik, 2015) and (Hidayat & Alhifni, 2017) which state that entrepreneurial knowledge has a positive and significant impact on entrepreneurial interest.

#### 3. The Effect of Motivation on Shariapreneur Interests

Based on the processed SSS output results, the result of t count for the motivation variable for shariapreneur interest is 9,827. Based on this, it can be concluded that the motivation variable has a significant effect because the t count has exceeded the t table value of 1.969537. Because t is a positive number, the influence of the motivation variable is positive. The significance value for the motivation variable is less than 0.05, which means that the influence of the motivation variable is significant. These results are in line with the results of research conducted by (Kurniawan, Khafid, & Pujiati, 2016), (Nurikasari, 2016), and (Aidha, 2016) which states that motivation has a positive and significant impact on entrepreneurial interest.

#### 4. The Effect of Sharia Business Knowledge and Motivation on Shariapreneur Interests

Based on the results of the processed SPSS output, the results of the f test show that all variables of Sharia business knowledge and motivation have a significant effect simultaneously on the variable of shariapreneur interest at the 5% actual level as seen from the Sig. smaller than the critical value of 0.05 where the result is 0.00 and the calculated F value of 246.183 which is greater than the F table 3.879075 also confirms that the f test results are accepting H1, namely the variables of Islamic business knowledge and motivation have a significant effect simultaneously on the variable shariapreneur interest.

## 4 CONCLUSION

Islamic business knowledge in students of the Islamic economics study program in Bandung is in the high category. This means that the Sharia business knowledge possessed by the respondent supports the interest of shariapreneurs. Then the level of motivation possessed by respondents is in the high category. This can be due to students having a solid self-drive to become shariapreneur.

Sharia business knowledge is proven to positively and significantly influence shariapreneur interest in students of the Islamic economics study program in Bandung. Thus the more significant the influence of Islamic business knowledge, the higher the interest of Islamic economics study program students at State University of Bandung City to become shariapreneurs. Furthermore, motivation also has a positive and significant influence on shariapreneur interest in students of the Islamic economics study program in Bandung. So thus, the higher the influence of motivation, the higher the interest of Islamic economics study program students at State University of Bandung City to become shariapreneurs.

Simultaneously, Sharia business knowledge and motivation have a positive and significant influence on the shariapreneur interest variable in students of the Islamic economics study program at State University of Bandung City.

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