

Examining Entrepreneurial Knowledge, Entrepreneurial Readiness and Its Influence on Peer Interactions

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Abstract

Investigation to assess entrepreneurial awareness in readiness for entrepreneurship and peer engagement among students of Batanghari Jambi University. This research approach is a quantitative technique with a research design as a fundamental component that must be in place prior to initiating the research process. The findings of this research represent innovative endeavors aimed at generating something novel, adding value, offering advantages, creating employment opportunities, and are advantageous for others. Thus, it can be inferred that enhancing interactions and relationships that facilitate the learning process is crucial, and families are anticipated to be more engaged and capable of supporting their children's entrepreneurial endeavors, allowing for a greater contribution from the family to positively impact the business activities undertaken, including both financial and non-financial support

Keywords: *Examining Entrepreneurial Knowledge, Entrepreneurial Readiness, Peer Interactions.*

INTRODUCTION

The overall condition of a person that makes him ready to give a response/answer in a certain way to a situation. Adjustment of conditions at a certain time will affect or the tendency to give a response. Conditions include at least 3 aspects, namely: (1) physical, mental and emotional conditions; (2) needs, motives and goals; and (3) skills, knowledge and other understanding that has been learned. Arguing that "readiness is a level of development of maturity or adulthood that is beneficial for practicing something". There are two aspects of readiness, namely: (1) maturity, and (2) intelligence. This maturity is a process, and when an adequate limit is reached for a person or a certain function in carrying out their duties, it is also the right time to get training and lessons. Maturity forms the nature and strength within oneself to react in a certain way, which is called "readiness". The more mature a person is, the more independent and responsible they will be, able to control a wider environment. A person's readiness is the characteristics and personal strengths that develop, allowing people to adapt to their environment and be able to solve the problems they face. What has been achieved by a person in the past will have meaning for their current activities, and what has happened now will contribute to the individual's readiness in the future (Dian Theodora, 2016)".

Until now, the concept of entrepreneurship is still developing and continuously being developed. Entrepreneurship arises when an individual dares to develop new businesses and ideas. Entrepreneurship is the ability to create something new and different through

creative thinking and innovative action to create opportunities (Hutabarat, 2023).

The ability to manage something that already exists within a person to be utilized and improved so that it will be useful in the future. One of the creative efforts that is built on innovation to produce something new, has added value, provides benefits, creates jobs and the results are useful for others. Creative and innovative abilities that are used as the basis, tips, and resources to find opportunities for success. To become an entrepreneur through a process, namely starting from changing yourself, mindset and how to do or do something. The process of becoming an entrepreneur is diverse, for example, it occurs because it is formed through formal/informal education, training, workshops, special training, special education such as management, business, accounting, entrepreneurship and others (Asriati, 2020).

Adolescence is a difficult time for a child, not only because of the physical changes that make children restless but also the change in status from childhood to a teenager. Usually children tend to live in groups and want to live in freedom in an effort to find their identity. "Peer interaction is the first social environment where adolescents learn to live with other people who are not members of their family."

Peer environment is an interaction with people who have the same age and status". The high intensity of meetings between students in schools has a major influence on the teaching and learning atmosphere. Peers are able to provide motivation as well as a constructive atmosphere when in class. Students also feel more comfortable studying or asking questions about lesson material with peers because if they ask the teacher, usually a fear will arise (Murniatiningsih, 2017). Stating that peer interaction is the first social environment where adolescents learn to live with other people who are not members of their family.

One of the factors of learning discipline comes from social factors, the social factors in question are associations with peers at school and in the community". If a student associates with friends who have good learning styles, other students can be influenced to follow their learning styles (Rosmiati & Hutabarat, 2019).

Judging from several opinions of the experts above, peers are a group of people of the same age and status who want a free life in an effort to find their identity. Usually this group is formed in adolescence and greatly influences a student's behavior because peers are the first environment known to a person after family.

LITERATURE REVIEW

The most important activities involving the brain are included in the cognitive domain. In the cognitive domain there are six levels of thinking processes, the six levels are knowledge, understanding, application, analysis, synthesis, and assessment. In the discussion of this research, the level that will be discussed is the level of knowledge. A person's ability to recall events that have been experienced, without expecting the ability to use them. Knowledge includes memories of things or events that have happened, learned, stored in memory and explored when needed (Rosmiati & Saputra Hutabarat, 2021).

Meanwhile, according to Djaali (2007: 77) "knowledge is one of the cognitive factors which is the ability to memorize, remember something or repeat information that has been absorbed or captured". Until now, the concept of entrepreneurship is still developing and continues to be developed. Entrepreneurship arises when an individual dares to develop new businesses and ideas. According to the Ability to create something new and different through creative thinking and innovative action to create opportunities. The ability to manage something that already exists in a person to be utilized and improved so that it will be useful in the future (Rustantono et al., 2024).

One of the creative efforts built on innovation to produce something new, has added value, provides benefits, creates jobs and the results are useful for others. Creative and innovative abilities that are used as the basis, tips, and resources to find opportunities for success (Senduk, 2016).

Entrepreneurial knowledge is a person's ability to produce something new through creative thinking and innovative action, so that they can create ideas or opportunities and can be utilized properly. Entrepreneurial knowledge can be obtained through entrepreneurship education. Entrepreneurship material can be delivered according to the existing curriculum. The curriculum includes entrepreneurship education that studies the values, abilities and behavior of a person in creating and innovating. In addition, the quality of theoretical lessons to improve entrepreneurial knowledge or with direct practice in the field of business (Sumatera et al., 2024) and (Pratama & Effendi, 2021).

RESEARCH METHOD

In research activities, a fundamental component that needs to be present before initiating the research process is the research design. This study is quantitative in nature, implying that it investigates events that have taken place in order to identify the factors that might lead to the occurrence of these events based on historical data (Sugiyono, 2015). In this research, the investigator aims to assess the impact of peer interaction and entrepreneurial knowledge on the entrepreneurship readiness of students at Batanghari Jambi University.

RESULTS AND DISCUSSION

RESULT

Entrepreneurial knowledge can shape the mindset, attitude, and behavior of students to become true entrepreneurs, thus directing them to choose entrepreneurship as a career choice (Rustantono et al., 2024). There are still many students who do not pay attention to teachers when explaining lessons and the entrepreneurial practices carried out in schools are still limited, because the school environment is still far from the business environment owned by the local community, thus affecting entrepreneurial readiness (Devadas & Dharmapala, 2021).

The overall condition of a person that makes him ready to respond/answer in a certain way to a situation. Adjusting conditions at a certain time will affect or tend to respond. Conditions include at least 3 aspects, namely: (1) physical, mental and emotional conditions; (2) needs, motives and goals; and (3) skills, knowledge and other understandings that have been learned".

Becoming an entrepreneur through a process, namely starting from changing yourself, mindset and how to do or do something ". The process of becoming an entrepreneur is diverse, for example, it occurs because it is formed through a formal/informal education process (training, workshops, special training, special field education such as management, business, accounting, entrepreneurship and others). In order to provide entrepreneurial readiness, peer interaction is very much needed by students during their studies (Rosaline, 2018).

The peer environment is an interaction with people who have similarities in age and status. The high intensity of meetings between students at school has a major influence on the teaching and learning atmosphere. Art or behavior, nature, characteristics, and

character of a person who realizes innovative ideas into the real world creatively. Thinking something new (creativity) and acting to do something new (innovation) in order to create added value in order to be able to compete with the aim of creating individual and community prosperity (Marham & Rusmono, 2021).

In addition to entrepreneurial knowledge, work readiness is very necessary in creating jobs. Readiness is the willingness to respond or react. This willingness arises from within a person and is also related to maturity. The overall condition of a person that makes him ready to respond/answer in a certain way to a situation (Ramos, 2018) and (Hutabarat et al., 2023).

Adjustment of conditions at a certain time will affect or the tendency to respond. Based on several explanations of factors that influence peers, the family environment is considered important in influencing student learning outcomes. For this reason, these factors will be studied further in this study. The factors studied are very broad, namely extrinsic factors and intrinsic factors. While in the study, the factors studied were narrowed down to 3 variables, namely peers, entrepreneurial readiness and entrepreneurial knowledge (Saputra Hutabarat, 2017) and (Suwanan & Allya, 2023).

DISCUSSION

The Influence of Peer Interaction and Readiness for Entrepreneurship For the formulation of the problem, the coefficient for the peer interaction quality variable is 0.944 or can be expressed as a linear equation = 0.944 (X1). In the table, the t-count value is 19.806 compared to the t table $dk = n - 1 = 47$, then the t table = 1.6779 with sig = 0.00, then H_0 is rejected, in other words, peer interaction has an effect on entrepreneurial readiness, this means that H_1 is accepted.

The magnitude of the contribution of peer interaction to entrepreneurial readiness is known from the Standardized Coefficient Beta of 94.4%. This means that peer interaction has an effect on entrepreneurial readiness of 94.4% and the remaining 5.6% is explained by other factors. Peer groups are the first social environment where adolescents learn to live with other people who are not family members. With peer interaction, it can provide insight among friends, so that entrepreneurial readiness is created (Dharmayana et al., 2012).

The Influence of Entrepreneurial Knowledge and Readiness for Entrepreneurship For the formulation of the problem, the coefficient for the entrepreneurial knowledge variable is 0.873 or can be expressed as a linear equation = 0.873. In the table, the t value is 14.550 compared to the t table $dk = n - 1 = 47$, then the t table is 1.6779, with sig = 0.00, then H_0 is rejected, in other words, entrepreneurial knowledge has an effect on entrepreneurial readiness (Indriyani et al., 2022).

This means that H_2 is accepted. The magnitude of the influence of entrepreneurial knowledge on entrepreneurial readiness is known from the Standardized Coefficient Beta of 87.3%. This means that entrepreneurial knowledge has an effect on entrepreneurial readiness of 87.3% and the remaining 12.7% is explained by other factors. The Influence of Peer Interaction, Entrepreneurial Knowledge and Readiness for Entrepreneurship For the formulation of the problem in the results of the study conducted on the third hypothesis, a significant influence is known $R^2 = 0.896$ while $r_{table} = 0.284$. Thus, it can be concluded that H_0 is rejected and H_a is accepted, namely there is a significant influence between peer interaction and entrepreneurial knowledge on entrepreneurial readiness at Batanghari Jambi University with a magnitude in the Regression Equation of 89.6%.

A person who has entrepreneurial readiness can certainly be influenced by peer interaction with entrepreneurial knowledge, the peer environment is an interaction with people who have similarities in age and status". The high intensity of meetings between students in schools has a major influence on the teaching and learning atmosphere. Peers are able to provide motivation as well as a constructive atmosphere when in class.

Students also feel more comfortable studying or asking about lesson material with peers because if they ask the teacher, usually a fear will arise (Allen, 2003). Peers are a group of people of the same age and status who want a free life in an effort to find their identity. Usually this group is formed during adolescence and greatly influences a student's behavior because peers are the first environment a person knows after family (Yati et al., 2024) and (Chang, 2014).

CONCLUSION

Based on the analysis conducted, the researcher aims to present a few conclusions as follows: 1) It is crucial to enhance interaction and relationships that facilitate the learning process, and families are encouraged to be more involved and capable of supporting the entrepreneurial endeavors of their children. A more engaged family can foster and positively impact the entrepreneurial activities undertaken, contributing both financially and in other supportive ways. 2) As future entrepreneurs, they must sustain the leadership qualities they possess, as these traits promote their business success.

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