

Analysis of the Effect of Pull and Push on Entrepreneurial Motivation

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Abstract—Entrepreneurial intent is the desire or motivation of an individual to become an entrepreneur and start a business or venture. Among various age groups, Indonesia's Gen Z generation is known to have an interest in entrepreneurship that is below the average at 1.60% of 18.94%. To increase entrepreneurial interest among Gen Z, an approach is needed, as well as the creation of an environment that develops entrepreneurial potential. This study used a survey distributed online and in person to 115 randomly selected respondents, with a response rate of 50.4%, and 73 responses were recorded. However, only 58 respondents provided varied assessments and met the sampling criteria. The analysis technique used regression through SPSS. The results showed that perceived behavioral control has a significant and positive effect on entrepreneurial intention, with an R value of 0.416 and R² of 0.173 (17.3% influence), and a significance value of 0.001 < 0.05, indicating strong predictive power. In contrast, subjective norms did not significantly affect entrepreneurial intention, as shown by a significance value of 0.22. However, when combined, perceived behavioral control and subjective norms jointly have a significant effect, with an R value of 0.477 and R² of 0.143. These findings highlight that increasing perceived control over entrepreneurship is key to boosting entrepreneurial intention among Indonesia's Gen Z.

Keywords: Entrepreneurial intention, Perceived behavioral control, Subjective Norms.

I. INTRODUCTION

The presence of the internet is now something that is commonly used by everyone, where the internet can fulfill human needs and desires [1]. One of them is the ease of searching, obtaining and conveying information and communication, where the internet facilitates various platforms to help every human activity [2]. One of them is social media, where this platform is useful in creating creativity and innovation for its users [3]. Social media as one way or place to find inspiration, ideas, and knowledge about something new. Social media users look for inspirational accounts or see inspirational accounts as one form of utilizing the right use of social media in today's era. This makes someone inspired by people who have the ambition that someone is able to rise and do better.

small traders are 57.1%. Social media users are widely used by online business actors. This allows people to interact freely with others and offers various ways for marketers to reach and engage with consumers [5].

In early 2021, the number of entrepreneurs based on BPS data in Indonesia increased by 3.47 percent of the total population of Indonesia of 270,000,000 people [6]. The number of entrepreneurs in Indonesia is relatively low compared to neighboring countries such as Thailand 4.26 percent, Malaysia 4.74 percent, and Singapore 8.76 percent [7]. This ratio is a major challenge to encourage entrepreneurship in Indonesia. In this digital era, the role of social media is very influential on people's activities in terms of economy and learning.

II. KAJIAN PUSTAKA

2.1 Entrepreneurial motivation

Entrepreneurial motivation is a condition that drives, moves and directs an individual's desire to carry out entrepreneurial activities, in an independent, self-confident, future-oriented, risk-taking, creative and highly valuing desire for innovation [8]. Entrepreneurial motivation is the overall driving force within an entrepreneur that gives rise to entrepreneurial activities that guarantee the continuity of entrepreneurial activities and which gives direction to these entrepreneurial activities so that the desired

Table 1

Composition of Social Media Users

No	Work	%
1	Big Entrepreneur	100
2	Online Business Actors	100
3	Medium Entrepreneurship	74.9
4	Small Trader	57.1

Source: [4]

In table 1.2 the number of social media users who work as large entrepreneurs and online business actors is 100%, medium entrepreneurs are 74.9% and



goals can be achieved [9]. Entrepreneurial motivation is a condition that drives, moves and directs an individual's desire to carry out entrepreneurial activities in an independent, self-confident, future-oriented, risk-taking, creative and highly valuing desire for innovation [10]. Entrepreneurial motivation is a motivation that involves entrepreneurship directed at goals that involve awareness and exploitation of business opportunities [11]. Entrepreneurial motivation is used as a form of encouragement so that they can continue to be confident and self-confidence is very much needed in starting a business or those who are running a business [12].

Based on the description above, it can be concluded that entrepreneurial motivation is a condition that encourages, drives and directs an individual's desire to carry out entrepreneurial activities, independently, self-confident, future-oriented, risk-taking, creative and highly valuing the desire for innovation, and profit and profit-oriented. Entrepreneurial motivation has driving factors, namely profit, freedom, personal dreams, independence [13]. Indicators of entrepreneurial motivation are profit, freedom, personal dreams and independence.

2.2 Pull

Pull is a motivation that arises and grows and develops from outside the person, which then influences him/her in doing something valuable and meaningful [14]. Pull is a desire to achieve something, about building a search and taking action without eliminating insecurity, but to bring oneself closer to the desired goal [15]. Pull is characterized by a number of factors, all related to the individual's personal abilities which are influenced by education, previous experience, sense of self-efficacy, personal perception, social system, and role models [16]. Education is a complete formation of entrepreneurs as people who have character, understanding, and skills as entrepreneurs and can help prepare them selves to start a business. Previous experience is a learning process in the form of knowledge, skills, and abilities that have been passed by entrepreneurs. Pull has indicators, namely making money, being a leader, being sufficient, developing oneself and having experience [17].

2.3 Push

Push is an impulse that arises from within a person, then further encourages the person to build and grow a spirit of motivation in the person to change all attitudes that he currently has for the better [18]. The push here can be described as a push that puts pressure on the entrepreneur to move away from his current situation and into certain sustainable activities, because he hopes to be better in another situation [19]. Examples of push factors here are perceived future changes in environmental rules and regulations and the power of stigmatization of being unsocial and environmentally unfriendly. Push is the tendency to become an entrepreneur due to negative environmental stimuli such as job dissatisfaction, difficulty finding work, irregular working hours, or inadequate wages [20].

Push includes the need to increase family income, dissatisfaction with salary, difficulty in finding work and the need for flexibility [21]. Increasing family income is the process or act of increasing income. Dissatisfaction with salary is something that is felt not to get the salary that should be achieved and feels dissatisfied. Difficulty finding work is describing a small number of jobs, making entrepreneurial motivation grow. Flexibility is in work ready to accept and adapt to change. Push indicators are dissatisfaction, unemployment, and social recognition.

III. RESEARCH METHODS

This research is a quantitative research. Quantitative research is a hypothesis testing approach by analyzing how variables are measured using measurement methods, to interpret the results using statistical procedures [22]. The data collection method in this study was analyzed using descriptive statistical analysis, namely by distributing 30 questionnaires filled out by business actors. Participants in this study were business actors. This research will be conducted on business actors who have business Instagram accounts with a population of business Instagram account users totaling 25 million users. As for the analysis method used in this study is to use Multiple Linear Regression Analysis. This study employs a quantitative approach using survey methods. Data were collected through questionnaires distributed to Instagram business account users. From 115 distributed questionnaires, 58 valid responses were



analyzed. The sampling technique was purposive sampling, targeting active business account users. Data were processed using SPSS version 20 with multiple linear regression analysis.

IV. RESULT & DISCUSSION

The analysis was conducted to answer the formulation of the problem and hypothesis proposed in the previous chapter, as well as to fulfill the objectives of the study. Data collection from the three variables was obtained using a questionnaire. This section will present and discuss the results of the analysis test data processing. Data normality testing is one of the requirements for determining whether a hypothesis test uses a parametric test (data is normally distributed) or a non-parametric test (data is not normally distributed). In this study, normality testing was conducted using the Kolmogorov Smirnov Test $\alpha = 0.05$ Table 4.35 Results of Normality Test Measurement.

Table 2
Results of Normality Test Measurement

		Unstandardized Residual
N		30
Normal Parameters a,b	Mean	0E-7
	Std. Deviation	3.77119815
Most Extreme Differences Kolmogorov-Smirnov Z	Absolute	.111
	Positive	.111
	Negative	-.069
Asymp. Sig. (2-tailed)		.610
		.851

One-Sample Kolmogorov-Smirnov Test

- est distribution is Normal.
- Calculated from data.

Source: [23]

Based on the results of the normality test calculation using the Kolmogorov Smirnov test in the table above, it shows that the data obtained a significant value of 0.851 and α of 0.05. Because $0.851 > 0.05$, it can be concluded that the data is normally distributed.

Calculating the coefficient of determination is the square of the correlation coefficient. Where this is done to find out the magnitude of the contribution of

the existence of pull and push to entrepreneurial motivation, the results are as follows:

Table 2
coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.391	.346	3.90838

a. Predictors: (Constant), Push , Pull

b. Dependent Variable: Entrepreneurial Motivation

Source: [23]

Based on the calculation results of the coefficient of determination test in table 4. Above, the coefficient of determination is 0.391, which means that the entrepreneurial motivation variant is 39.1% also determined by the pull and push variants. So it can be concluded that the influence of pull and push on entrepreneurial motivation is 39.1% and 60.9% is determined by other factors. With 60.9% of entrepreneurial motivation determined by other factors, this explains that there are still many more factors that influence entrepreneurial motivation apart from pull and push and this can mean that pull and push only provide a small variation in entrepreneurial motivation, and there are still many more influential entrepreneurial motivation influences.

4.1 Analysis of the Influence of Pull on Entrepreneurial Motivation

The hypothesis testing used in this study is to test H1 or to determine the level of significance of the partial influence of pull (X1) on entrepreneurial motivation (Y) with a significance rate of $\alpha = 0.05$, the following is the hypothesis testing:

Table 3
H1 Testing
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22,795	8.111		2,810	.009
1 Pull	.601	.174	.546	3.447	.002

a. Dependent Variable: Entrepreneurial Motivation



Based on the table above, the t count of the pull variable can be obtained at 3.447 with a significance value of 0.002. This significance value is smaller than the significance limit value of 0.05. The t count value of 3.447 is greater than the t table value of 2.048, so H_0 is accepted and H_a is rejected, it can be concluded that the pull variable (X_1) has an effect on the entrepreneurial motivation variable (Y). In addition, by looking at the coefficient value of 0.601, it states that for every 1% increase in the value of X_1 , the value of Y increases by 0.601. The regression coefficient is positive, so it can be concluded that the direction of the influence of the pull variable on the entrepreneurial motivation variable is positive. So it states that the pull variable has a positive and significant effect on entrepreneurial motivation. This means that if the pull increases, the entrepreneurial motivation will increase.

4.2 Analysis of the Influence of Push on Entrepreneurial Motivation

The hypothesis testing used in this study is to test H_2 or to determine the level of significance of the partial influence of push (X_2) on entrepreneurial motivation (Y) with a significance rate of $\alpha = 0.05$, the following is the hypothesis testing:

Table 4
H2 Testing
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	32,950	5.933	5,554	.000
	Push	.496	.165	.494	.006

a. Dependent Variable: Entrepreneurial Motivation

Based on the table above, the t count of the pull variable can be obtained as much as 3.007 with a significance value of 0.006. This significance value is smaller than the significance limit value of 0.05. The t count value of 3.007 is greater than the t table value of 2.048, so H_0 is accepted and H_a is rejected, it can be concluded that the push variable (X_2) has an effect on the entrepreneurial motivation variable (Y). In addition, by looking at the coefficient value of 0.496, it states that for every 1% increase in the value of X_2 , the value of Y increases by 0.496. The regression coefficient is positive, so it can be concluded that the direction of the influence of the push variable on the entrepreneurial motivation variable is positive. So it

states that the push variable has a positive and significant effect on entrepreneurial motivation. This means that if the push increases, the entrepreneurial motivation will increase.

4.3 Analysis of the Influence of Pull & Push on Entrepreneurial Motivation

The hypothesis testing used in this study is to test H_3 or to determine the level of significance of the influence of pull (X_1) and push (X_2) simultaneously on entrepreneurial motivation (Y) with a significance tariff of $\alpha = 0.05$, the following is the hypothesis testing:

Table 5
H3 Testing
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	264,531	2	132,265	8,659	.001 ^b
Residual	412,436	27	15,275		
Total	676,967	29			

a. Dependent Variable: Entrepreneurial Motivation

b. Predictors: (Constant), Push, Pull

Based on the table above, the calculated F value can be obtained as much as 8.659 with a significance level of 0.001. This significance value is smaller than the significance limit value of 0.05. The F value of 8.659 is greater than the F table value of 3.34, so H_0 is rejected and H_a is accepted, namely the independent variables simultaneously influence the dependent variable. The significance level of 0.001 or less than 0.05 means that simultaneously the pull and push variables have a significant effect on the entrepreneurial motivation variable.

V. CONCLUSION & SUGGESTIONS

Based on the results of research that has been conducted on business account users on Instagram social media regarding the analysis of the influence of pull and push factors on entrepreneurial motivation, it can be concluded that there is a significant influence from both factors. First, pull factors or external factors such as the desire to make money, lead, live comfortably, develop oneself, and gain experience have been proven to influence the entrepreneurial motivation of online business actors on Instagram. Business actors are motivated to become entrepreneurs because of these external drives. Second, push factors or internal factors such as dissatisfaction, unemployment, and the desire to gain social recognition also have a significant influence on



entrepreneurial motivation. Business actors are motivated to start a business because of these internal pressures or conditions. Thus, overall it can be concluded that the entrepreneurial motivation of online business actors on Instagram is influenced by a combination of pull and push factors that come from within themselves and their surroundings. Based on the results of the study analyzing the influence of pull and push on entrepreneurial motivation in business Instagram account users, several recommendations can be concluded as follows.

The government is expected to consider policies that favor online business actors, because these policies can help maintain and increase entrepreneurial motivation in running their businesses. Online business actors should always maintain entrepreneurial motivation by paying attention to internal and external factors, or pull and push factors, which can encourage them to continue to have the spirit of entrepreneurship. By maintaining this motivation, entrepreneurs can be more focused and consistent in achieving the desired business goals. Entrepreneurs are also advised to continue to increase pull and push factors as important elements in maintaining entrepreneurial spirit and developing the business they run.

VI. REFERENSI

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