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Analysis of Factors Influencing Entrepreneurial Decisions From an Islamic Perspective

**Rafi Difta Ramadhan^{1*}, Hilda Monoarfa², Ripan Hermawan³, Tokhirjonov
Jamshid Giyosjon⁴**

^{1,2,3}Indonesian Universitas Pendidikan Indonesia, Bandung, Indonesia.

⁴Tashkent State University of Economics, Tashkent, Uzbekistan

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Abstract

Purpose – To analyze the factors that influence entrepreneurial decisions from an Islamic perspective (case study of Muslim generation z in DKI Jakarta).

Methodology - This study uses a quantitative approach method with descriptive techniques. The analysis technique used is Structural Equation Modeling-Partial Least Square- (SEM-PLS) with a sample of 242 Muslim generation z in DKI Jakarta.

Findings - The results of the study concluded that the variables of e-commerce utilization and family environment have a significant positive effect on entrepreneurial interest. Meanwhile, the use of social media has no effect on entrepreneurial interest. The results of other studies also show that entrepreneurial interest mediates entrepreneurial decisions..

Implication -Write down the implications of the research, which can be theoretical or practical implications.

Originality - This article presents a qualitative research approach with an in-depth analysis of the implementation of the PPDB zoning policy in Bandung City, which has not been studied in a focused manner before. Then offers a new perspective on the implementation of education policies by highlighting the challenges and strategies of stakeholders in a specific local context.

Keywords: Entrepreneurial Decision, Entrepreneurial Interest, E-commerce, Social Media, Family Environment, Generation Z, DKI Jakarta.

*Corresponding author: Hilda Monoarfa (hildaborman@upi.edu)

1. INTRODUCTION

The entrepreneurship rate in Indonesia is still lower than several other ASEAN countries when compared to the population (Siddiq et al., 2020). As of 2022, the percentage of entrepreneurship in Indonesia is 3.18 percent, while Singapore has a percentage of 8.76 percent, Malaysia 4.74 percent, and Thailand 4.26 percent of its total population (Supriyanto, 2022). Aziz explained that the best community is a community that has a large number of entrepreneurs (Juliana et al., 2019). This aims to encourage entrepreneurial spirit among students and create jobs in the future (Moslem et al., 2018). Developed countries are characterized by a high number of entrepreneurs and business actors (Romdhoni et al., 2022). However, in Indonesia people's motivation to get involved in business and entrepreneurship is still low. In addition to the low motivation to become an entrepreneur, one of the factors that hinders the growth of business and entrepreneurship in Indonesia is the problem of government bureaucracy (Juliana et al., 2025; Kurjono et al., 2024). Bureaucratic problems ranging from the licensing process to bankig policies are still challenges faced by entrepreneurs (Dewi, 2023; Kurjono et al., 2025).

Based on data from the Central Statistics Agency (BPS), as of August 2022, the number of unemployed university graduates reached 4.80 percent of the total workforce of 143.72 million people. The following is the state of employment in Indonesia from August 2019 to 2022. Many new entrepreneurs have emerged in the capital city (Asikin, 2023).

Tabel 1 Indonesian Employment Situation as of August 2019-2022 (Million Souls)

No	Status Condition	August 2019	August 2020	August 2021	August 2022
1.	Working Age Population	201.19	203.97	206.70	209.42
2.	Workforce	135.86	138.22	140.15	143.72
	Work	128.76	128.45	131.05	135.29
	Open Unemployment	7.10	9.77	9.10	8.42
3.	Not in the Workforce	65.33	65.75	66.55	65.69
	School	15.95	15.35	15.60	15.35
	Taking care of household	40.95	40.96	41.24	40.96
	Other	8.43	9.44	8.38	9.43

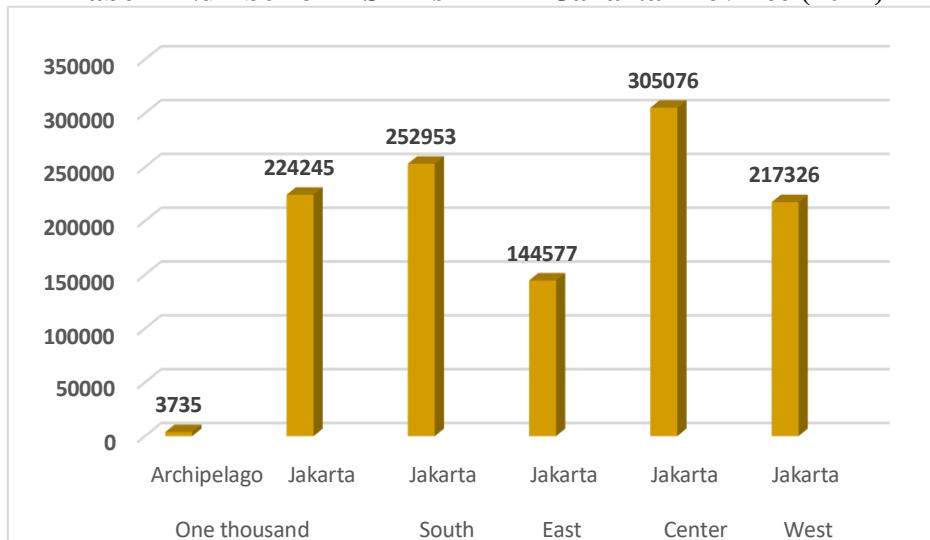
(Source: <https://bps.go.id>, 2022 edited by the author)

Based on the data listed in table 1. provided by the Central Statistics Agency for the period 2019-2022, it can be seen that the number of people working in Indonesia has increased annually by 1.82 percent. This increase continues to increase from year to year. In addition, the Labor Force Participation Rate (TPAK) also increased by 0.24 percent. The data also shows that the Open Unemployment Rate (TPT) in August 2022 reached 8.42 percent, a decrease of 0.68 percentage points compared to August 2021 (BPS, 2021).

Since the pandemic entered Indonesia in March to early August, there has been a 75% decline in the turnover of Micro, Small and Medium Enterprises (MSMEs). This situation has encouraged economic actors to innovate in order to carry out economic activities while still complying with government regulations in an effort to prevent the spread of the virus (Wijaya, 2021; Khatimah, 2021). It is undeniable that MSMEs in Indonesia are one of the main drivers of the economy (Abu Muslim Al-Khaulani, 2022).

Head of the BI DKI Jakarta Representative Office Arlyana Abubakar said that currently there are 64.2 million MSMEs contributing to GDP reaching 61.07 percent. Many new entrepreneurs have emerged in the capital city (Asikin, 2023). The following is data on the level of MSMEs spread across DKI Jakarta.

Tabel 2 Number of MSMEs in DKI Jakarta Province (2022)



(Source: <https://jakarta.bps.go.id>, 2023 edited by the author)

Graph 1. shows the number of MSMEs in the Seribu Islands is the smallest, only 3,735 or around 0.32% compared to the others. Meanwhile, West Jakarta ranks first with 305,076 MSMEs or around 26.50% (BPS, 2022).

DKI Jakarta is one of the cities in Indonesia that offers the best potential for young entrepreneurs. This city has been recognized as a suitable area for running a business for the younger generation (Wahyuni, 2018). According to the Chairman of HIPMI Jaya, Andi Indra Rukman, the business ecosystem in Jakarta is very supportive of creating new businesses. With a turnover of more than 70%, Jakarta offers broad potential to develop new businesses by looking at existing opportunities carefully (Asikin, 2023).

DKI Jakarta has a diversity of business sectors, ranging from finance and technology to creative and culinary industries. This provides opportunities for entrepreneurs to explore various sectors according to their interests and expertise (Kemenparekraf, 2023).

There is great hope for the younger generation, especially generation z, to be a source of inspiration in creating new jobs through the businesses they establish. Generation z has special characteristics, including optimism and high motivation in achieving personal ambitions (Mahmoud et al., 2021). They are also a literate generation and have economic behavior that tends to be digital-based (Persada et al., 2019). Generation z grows and develops in families with various structures, with the use of technology and self-actualization being their top priorities.

The advancement of information technology in the business world greatly helps entrepreneurs in carrying out their businesses, information technology shares information in a precise, fast, and accurate manner, of course this provides convenience in doing business. Current technological developments are

sophisticated and modern, but in reality they have not been utilized optimally for entrepreneurial activities (Sahroh, 2018).

Islam never prevents its people from developing themselves and being progressive and modern (Mahri et al., 2023). On the contrary, Islam provides strong support for its people to conduct research and experiments in various fields, including in the development of communication technology (Lubis, 2021; Pratomo et al., 2025). Islam respects scientific values and teaches its people to use knowledge and technology wisely for the benefit of humanity and Muslims themselves. In this context, technology can collaborate with Islam to provide broad benefits for all people (Budianto et al., 2021).

From an Islamic perspective, entrepreneurship is seen as a life that is grouped into mu'amalah problems, problems that coincide with horizontal ties between humans and will always be accounted for in the afterlife.

There are several problematic phenomena regarding the interest or decision to become an entrepreneur from an Islamic perspective, namely that many Muslim individuals still lack sufficient knowledge and understanding of the concept and principles of entrepreneurship from an Islamic perspective (Bahri, 2018), many family members choose to work as Civil Servants (PNS) or work in a place with a fixed monthly income. On the other hand, the profession of an entrepreneur is considered full of challenges, requires creativity, and has an uncertain income (Juliana et al., 2020), supporting infrastructure such as access to sharia financing, limited Islamic entrepreneurship education and training institutions, and the lack of adequate facilities and infrastructure for Islamic entrepreneurship (Nurani, 2019), and the lack of successful role models or inspiration in Islamic entrepreneurship can be inhibiting factors for Muslim individuals in developing interest and motivation to become entrepreneurs in accordance with vales (Maulana, 2019).

2. LITERATURE REVIEW

Entrepreneurial Decisions

A decision is a choice taken from several choices to be implemented. Decision making is a series of actions taken by individuals to overcome the problems faced and then choose the alternative that is considered the most reasonable and appropriate to the existing situation. The decision to become an entrepreneur is the result of a choice made by an individual with full awareness and purpose, therefore it is very important to analyze how entrepreneurial decisions are made by individuals. This decision is a crucial first step in creating a new business.

Entrepreneurship in an Islamic perspective can be understood as part of life that is included in mu'amalah, which involves issues related to horizontal relationships between individuals and will be accounted for in the afterlife. The entrepreneurial spirit revealed in the verses of the Qur'an, such as Hud: 61, Al-Mulk: 15, and Al-Jumu'ah: 10, shows that humans are ordered to advance prosperity on Earth and direct it in a better direction, while also being tasked with seeking blessings (Anggadwita et al., 2019). Islam is a holistic and comprehensive religion, providing guidance for various aspects of human life, including entrepreneurship, development, agriculture, industry, science, and trade. This reflects that Islam is not only a rigid religion, but is very inclusive and can adapt to various contexts (Juliana et al., 2017). This perspective is clearly different from the conventional entrepreneurial view that adopts a capitalist pattern, where the economic approach is not related to religious values. This a proach is sometimes referred to as secularism, which means the separation of religion from everyday life, with placing religion only in the personal dimension (Juliana et al., 2017).

According to research by Kusumaningtyas et al., (2009), the indicators that influence decision making are: entrepreneurial decisions, namely internal factors consisting of (interest, self-empowerment, and motivation), external factors consisting of (husband's role and capital sources). Meanwhile, in Saadah's research, (2017) indicators of entrepreneurial decisions are influenced by intuition, experience, facts, authority, rationality.

Interest in Entrepreneurship

Interest refers to a high tendency and enthusiasm or strong desire for something. It is a preference and interest in an activity or topic without any external pressure. Another definition explains that interest is a feeling of attraction or relationship with a particular thing or activity without any request or coercion from another party (Gultom, 2021; Nasr et al., 2021). Entrepreneurial interest includes the desire, interest, and readiness to commit and work hard, with a focus on meeting life's needs without feeling fear of risk. This also involves a willingness to continue learning from failure, as well as trying to develop and advance the business that has been created. Interest in entrepreneurship does not only come from internal motivation, but also looking forward in recognizing the potential to establish and develop a business (Aban & Tanusi, 2020).

According to research by Hasan et al. (2021), there are three indicators of interest in entrepreneurship, namely cognition (basic knowledge of entrepreneurship), emotion (feelings of joy, interest, and desire to become an entrepreneur), and conation (belief and effort to become an entrepreneur). Meanwhile, in the research (Munawar & Supriatna, 2020), the indicators used were business paths rather than working for other people, entrepreneurial careers, and planning to start a business.

Utilization of E-Commerce

The definition of e-commerce according to Kotler et al in (Pramiswari & Dharmadiaksa, 2017) is utilizing a website to conduct transactions or facilitate the sale of products and services online, it can be used as a means to buy and sell products or services via the internet by utilizing a computer system.

In Islam, e-commerce is considered a new technology that can facilitate economic transactions. Islam does not prohibit the use of e-commerce, even supports it as an effective way of doing business because it allows transactions to be carried out without face-to-face meetings. However, in running e-commerce, a moral perspective must still be considered, especially in terms of the seller's responsibility for the products sold (Samad, 2019).

According to research by Nurabiah et al. (2021), the indicators contained in e-commerce are easy to access, easy transactions, fast and safe service processes, and e-commerce capital is not too high.

Utilization of Social Media

According to Kotler and Keller (2012), social media is a platform that allows the exchange of information in the form of text, images, audio, and video between individuals and companies. Another opinion conveyed by Shirky states that social media and social software function as tools that expand users' ability to share information, collaborate, and take collective action outside the institutional or organizational framework.

In a study conducted by Saefuloh (2020), there are three indicators of social media benefits variables, namely social media trust, confidentiality and ease of social media. Meanwhile, according to

Myfield (2008) there are six indicators of social media, namely participation, openness, conversation, communication, interconnectedness, skills in using social media.

Family Environment

According to Yusuf (2012) in (Noviantoro & Rahmawati, 2017) the environment is the whole phenomenon (events, situations, or conditions) physical/natural or social that affects individual development. The family is the earliest social group in human life where a person learns and expresses himself as a social being through interaction with members of his group (Wiani et al., 2018).

The family environment plays a very important role in shaping children's behavior and development. The family environment, as the smallest unit in society, consists of family members such as father, mother, children, and other family members (Murniati et al., 2019).

According to Agusmiati and Wahyudin (2019), there are four indicators of family environmental variables, namely how parents educate, relationships between family members, home atmosphere, family economic situation, and cultural background.

3. METHODOLOGY

The approach that will be applied in this research is a quantitative approach. The quantitative approach is a scientific method that involves data in the form of numbers or figures which can be processed using certain formulas and can be analyzed through statistical or mathematical calculations. The purpose of the quantitative approach is to develop a systematic model, theory, or hypothesis related to the phenomenon being or will be investigated (Sekaran & Bougie 2017).

The sampling process is the stage where individuals or objects are selected to be the subject of research. However, in this study, the population size is not yet known, making it difficult to determine the appropriate sample size. Therefore, the purposive sampling method is used as an approach, where sample selection is based on subjective considerations. This method allows for more flexible sample selection according to the researcher's considerations.

The data analysis method applied in this study is Structural Equation Modeling- Partial Least Square (SEM-PLS). The sampling process uses a formula developed by Hair, which sets a minimum sample size of 60 and a maximum sample size of 240. To conduct PLS-SEM analysis on the collected data, the researcher used the SmartPLS 4 program for Windows.

4. RESULTS AND DISCUSSION

Respondent Overview

This study was conducted on Muslim Generation Z in DKI Jakarta who already have businesses. Gen-Z are those born between 1997-2012. A sample of 242 respondents was obtained. Then, in this section, the researcher will describe the characteristics of the respondents based on the findings such as gender, age, last education, occupation, domicile, and average income. These characteristics aim to describe the respondents in the study.

4.1. Characteristics Based on Gender

Based on Figure 3, it can be seen that male and female investors have almost the same proportion with a percentage of 49.6% and 50.4%. Based on these data, it can be concluded that male and female genders have the same tendency.

This is because society and entrepreneurs are increasingly aware of the importance of gender equality and this creates an environment that supports equal participation of men and women in the world of entrepreneurship (Taufik et al., 2022). Changes in society's mindset regarding gender roles have

provided space for women to be more actively involved in entrepreneurial activities without facing social stigma (Khairunnisa et al., 2022).

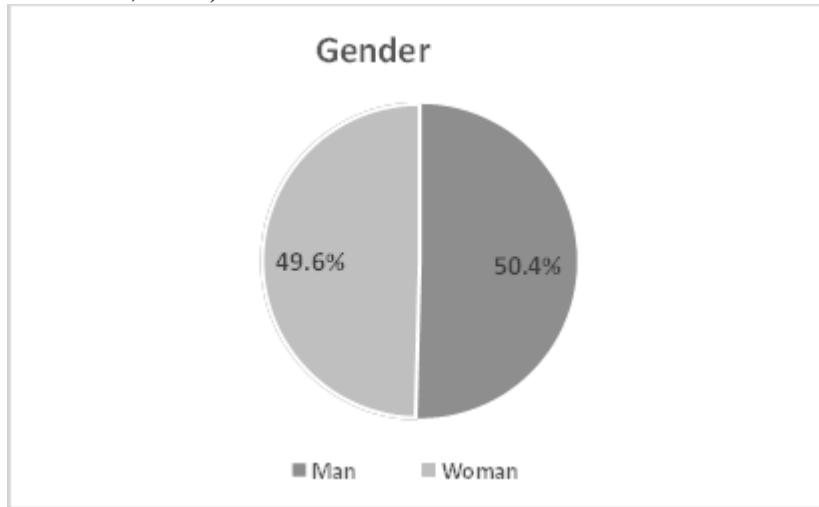


Figure 1 Respondent Characteristics Based on Gender

4.2. Characteristics Based on Age

Based on the data in Figure 2, it can be seen that the majority of respondents are concentrated in the age group > 20 years, with a total of 187 respondents. This can be interpreted that the age range > 20 which is included in generation z has a tendency to make higher entrepreneurial decisions.

This is because according to one psychology expert, psychological maturity that develops after the age of 20 can contribute to the ability to make more mature decisions, including in the context of starting a business (Arini, 2021). In addition, over the age of 20, some individuals may already have family responsibilities that can be an extra motivation to succeed in entrepreneurship (Setiawan Santoso, 2020).

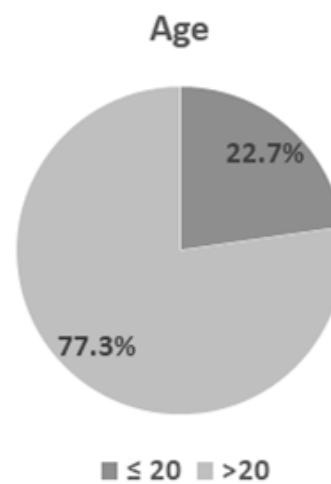


Figure 2 Respondent Characteristics Based on Age

4.3 Respondent Characteristics Based on Last Education

Based on the data in Figure 4, it can be seen that the majority of respondents are dominated by individuals who have a final education of S1/D4, with a total of 147 respondents. This shows that the Muslim generation z in DKI Jakarta with a final education of S1/D4 has a higher tendency to make entrepreneurial decisions.

This is because higher education, especially undergraduate level, provides a deep theoretical foundation in various disciplines, including management, marketing, finance, and human resources and this provides a better understanding of the critical aspects of managing a business (Catio, 2022). Undergraduate education encourages the development of analytical and critical skills needed in evaluating business situations, understanding market trends, and making strategic decisions (Algouzi et al., 2023).

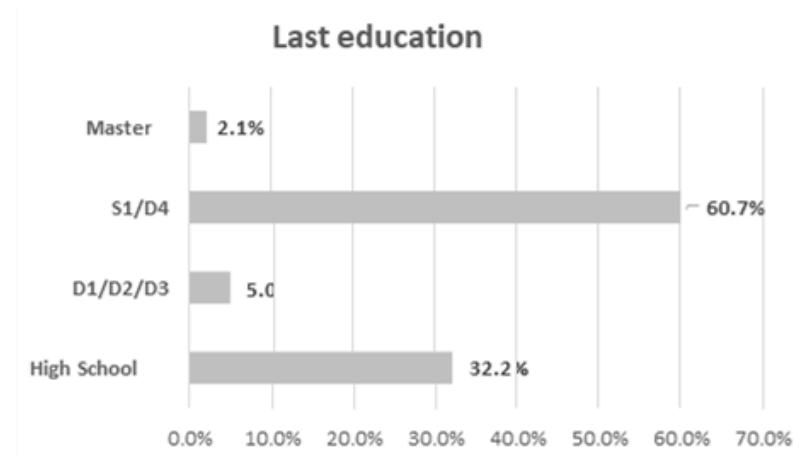


Figure 3 Respondent Characteristics Based on Last Education

4.4 Respondent Characteristics Based on Occupation

Based on Figure 5, it can be seen that the majority of respondents are dominated by individuals with student jobs, with a total of 108 respondents. This means that students and entrepreneurs have a higher tendency to carry out entrepreneurial activities.

This is because the campus provides various facilities and resources that can support business planning and implementation, such as incubation centers, libraries, laboratories, and mentorship from lecturers (Septiana Ayu, 2015). Some study programs involve students in business practice projects, giving them the opportunity to apply theory directly in a real-world context (Sholeh, 2023).

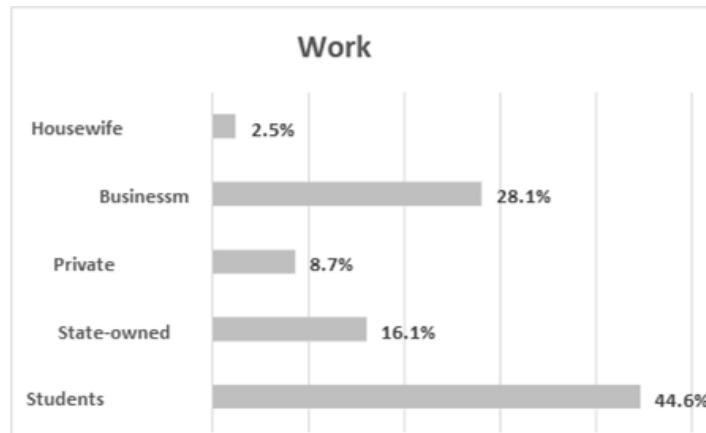


Figure 4 Respondent Characteristics Based on Occupation

4.5 Respondent Characteristics Based on Domicile

Based on Figure 6, it can be seen that the distribution of respondents based on domicile is fairly even. However, statistically, the highest domicile is West Jakarta with 59 respondents.. This is because local government support policies, such as ease of doing business and tax incentives, can attract entrepreneurs to open businesses in various cities in DKI Jakarta (Administrator, 2023). Advances in technology and digital connectivity allow entrepreneurs to manage their businesses remotely, which of course opens up opportunities for them to diversify their business presence in various cities.

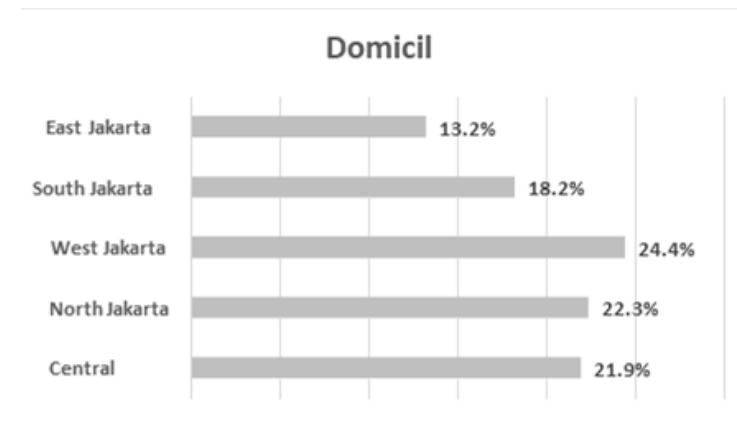


Figure 5 Respondent Characteristics Based on Domicile

4.6 Respondent Characteristics Based on Income

Based on Figure 7, it can be seen that the majority of respondents are dominated by individuals with an average income of IDR 1,000,000 - IDR 3,000,000 with a total of 111 respondents. This can also be seen based on the work background which is dominated by students. Respondents with this average income have a higher tendency to make decisions to become entrepreneurs. This happens because the high unemployment rate and job uncertainty can encourage people with low incomes to switch to

entrepreneurial activities as a way to create financial stability and reduce the risk of unemployment (Mardiyah & Nurwati, 2020).

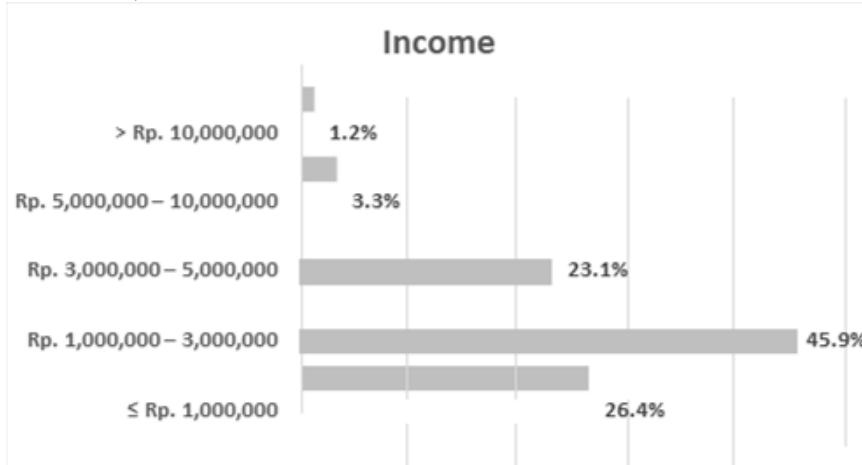


Figure 6 Respondent Characteristics Based on Income General

Data Analysis Exam Results

This test was conducted using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The software used to perform data analysis with PLS-SEM is SmartPLS. The following are the results of the analysis stages using the PLS-SEM method.

Outer Model Testing

Outer model testing is a test conducted to describe how each indicator block relates to its latent variables or in other words, to explain the relationship between latent variables and their indicators.

1. Convergent Validity

Convergent validity is a measurement method used to evaluate the extent to which a measurement is positively related to alternative measurements on the same construct. The level of convergent validity can be seen from the test results on loading factors. An indicator can be said to be valid if the loading factors reach or exceed 0.70 (Hair et al., 2021).

Tabel 3 Loading Factor

	KB	LK	MB	PE	PMS
KB1	0.883				
KB2		0.767			
KB3		0.803			
KB4		0.810			
KB5		0.841			
KB6		0.854			
KB7		0.858			
LK1		0.865			
LK2		0.827			
LK3		0.844			
LK4		0.844			
LK5		0.763			
LK6		0.811			

LK7	0.767
LK8	0.843
LK9	0.797
LK10	0.838
LK11	0.795
LK12	0.844
MB1	0.850
MB2	0.867
MB3	0.874
MB4	0.880
MB5	0.872
MB6	0.878
MB7	0.881
MB8	0.858
MB9	0.894
MB10	0.877
MB11	0.873
PE1	0.826
PE2	0.823
PE3	0.800
PE4	0.845
PE5	0.839
PE6	0.810
PE7	0.796
PE8	0.831
PE9	0.842
PMS1	0.843
PMS2	0.804
PMS3	0.822
PMS4	0.809
PMS5	0.820
PMS6	0.825
PMS7	0.760
PMS8	0.836
PMS9	0.855
PMS10	0.852
PMS11	0.881

Based on the SmartPLS output results, it can be concluded that the indicators in this study have achieved an adequate level of convergent validity. With all indicators having loading factors above 0.70, it can be assumed that all indicators in this study are valid.

2. Discriminant Validity

Discriminant validity refers to the extent to which a concept is truly different from other concepts based on empirical standards. The discriminant validity test is carried out using the Fornell-Lacker Criterion analysis which can compare the correlation between variables or constructs with the square

root of the Average Variance Extracted (\sqrt{AVE}). To consider a prediction to have a good AVE value, the square root value of AVE of each latent variable must be greater than the correlation value between other latent variables. Below is the Fornell-Lacker Criterion table:

Tabel 4 Fornell-Lacker Criterion

	KB	LK	MB	PE	PMS
KB	0.832				
LK	0.682	0.820			
MB	0.823	0.741	0.873		
PE	0.767	0.768	0.838	0.824	
PMS	0.698	0.782	0.738	0.805	0.828

Based on the results of the discriminant validity test in Table 24 through the fornell-lacker criterion, it can be seen that the root of AVE (\sqrt{AVE}) for each construct is greater than the correlation of each construct with other constructs. In other words, the measurement indicators related to the latent construct are collectively better at reflecting the latent construct compared to other latent constructs.

Tabel 5 Heterotrait-Monotrait (HTMT) Value

	KB	LK	MB	PE	PMS
KB					
LK	0.726				
MB	0.865	0.767			
PE	0.818	0.808	0.877		
PMS	0.740	0.818	0.763	0.847	

Based on the results of the HTMT test in Table 25, it shows that all $HTMT < 0.9$, then it can be stated that all constructs have been valid in terms of discriminant validity based on the HTMT calculation. So, based on the results of the two tests above, it can be concluded that all constructs in the measured model meet the validity discrimination.

3. Average Variance Extracted (AVE)

According to Hair et al. (2021) an AVE value exceeding 0.50 or more indicates that on average, the construct explains more than half of the variance of its indicators. Conversely, if the AVE value is less than 0.50, it indicates that on average more variance remains in measurement error than the variance explained by the construct. The following are the AVE values found in this study:

Tabel 6 Average Variance Extracted (AVE) Value

Utilization of E-Commerce	0.679
Utilization of Social Media	0.680
Family Environment	0.673
Interest in Entrepreneurship	0.762
Entrepreneurial Decisions	0.692

Based on the test results in Table 26 shows that all variables in this study have an AVE value of more than 0.5 or more than 50%. Thus it can be concluded that all latent variables in this study are said to be good in representing indicators.

4. Composite Reliability

This test is conducted to ensure that there are no problems related to reliability measurement. The high value of composite reliability indicates the consistency of each indicator in measuring its construct. To test reliability, we can look at the composite reliability and Cronbach's alpha values. The composite reliability and Cronbach's alpha values must exceed 0.70 (Hair et al., 2021). The following are the results of the construct reliability test found in this study:

Tabel 7 Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Utilization of E-Commerce	0.941	0.929
Utilization of Social Media	0.948	0.957
Family Environment	0.956	0.969
Interest in Entrepreneurship	0.969	0.941
Entrepreneurial Decisions	0.926	0.950

Based on Table 4.36 above, the results of SmartPLS processing on each latent variable in this study show that all variables in this study have a Cronbach's alpha and composite reliability value of more than 0.7. Therefore, it can be concluded that all latent variables in this study are said to be reliable and the model built has a very good level of reliability or in other words the measurement indicators related to the latent construct have high consistency in measuring the latent construct.

Inner Model Submission (Structural Model Evaluation)

Inner model testing is done through R-Square (R^2), Multicollinearity, F-Square (F^2), Q-Square (Q^2), and Goodness of Fit (GoF) analysis. The following is an explanation of the test results for each of these test components:

1. R-Square (R^2) Test Analysis

According to Hair et al. (2021), the R^2 result of 0.67 indicates that the model can be categorized as good, a value of 0.33 is categorized as moderate, and a value of 0.19 is categorized as weak. The following are the R^2 test results found:

Tabel 8 Construct Determination Coefficient

	<i>R Square</i>	<i>R Square Adjusted</i>
Interest in Entrepreneurship	0.727	0.724
Entrepreneurial Decisions	0.678	0.677

Based on the results of the determination coefficient test using smartPLS in Table 27. it was found that the R-Square value in the entrepreneurial interest variable was 0.727 and the entrepreneurial decision variable was 0.678. The R-Square value shows that the variables of e-commerce utilization level, social media utilization level, family environment level, and entrepreneurial interest level are able to explain 68% of the entrepreneurial decision variable as a dependent variable, while the remaining 32% is influenced or explained by other factors not included in this research model. According to Hair, the R^2 value of 0.678 indicates that the relationship between the variables in the model has a moderate level of association.

2. Multicollinearity Analysis

Multicollinearity analysis aims to test whether there is a correlation between existing constructs or not. To find out whether multicollinearity occurs in the analysis using the PLS-SEM method, it can be seen from the tolerance value or Variance Inflation Factor (VIF). If the tolerance value is less than 0.20, it can indicate multicollinearity. Conversely, if the VIF value is greater than 5, it can be said that there is a multicollinearity problem. The following are the results of the multicollinearity analysis for this study using the VIF value:

Tabel 9 Variance Inflation Factor

KB	LK	MB	PE	PMS
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KB	
LK	3.009
MB	1,000
PE	3.276
PMS	3.459

Based on Table 28, the results of the Variance Inflation Factor (VIF) test show that all VIF values in this study are less than 5. Thus, it can be concluded that this study does not experience multicollinearity problems.

3. F-Square (F^2) Test Analysis

In PLS-SEM, the F-Square (F^2) value is a measure used to evaluate the strength of the influence of a latent construct on other constructs in the model. The F-Square (F^2) value provides information about the unique contribution of a latent construct to other constructs. The F^2 value is used to determine the goodness of fit of the model. According to Hair et al. (2021) an F^2 value of 0.02 indicates a weak predictor, 0.15 moderate and 0.35 strong at the structural level. The following are the test results for F-Square:

Tabel 10 F-Square (F^2) Test Results

KB	LK	MB	PE	PMS
KB				
LK		0.051		
MB	2.104			
PE		0.430		
PMS		0.006		

Based on the F-Square output results in table 29. It can be seen that the influence of the family environment variable (LK) on entrepreneurial interest (MB) has a weak effect because it has an F-Square value > 0.02 and F-Square < 0.15 , namely 0.051. Meanwhile, entrepreneurial interest (MB) on entrepreneurial decisions (KB) has a strong level of influence because its value is 2.104 or exceeds > 0.35 .

The results show that the variables of e-commerce utilization (PE) and perception of ease of interest in entrepreneurship (MB) have a strong effect because they have an F-Square value > 0.35 with a value of 0.430. Then for the use of social media (PMS) has a weak level on entrepreneurial interest (MB) with a value of 0.006 or > 0.02 and < 0.15 .

4. Q-Square (Q^2) Test Analysis

This test shows the predictive capability of the model and aims to analyze how good the observation value produced by the model is. If the Q-Square value exceeds zero (0) it means that it has a good predictive relevance value, while if the Q-Square value is less than zero (0) it indicates that the model does not have good predictive relevance. The following are the results of the Q-Square test:

Tabel 11 Q-Square (Q^2) Test Results

	Q ² predict	RMSE	MAE
KB	0.593	0.647	0.450
MB	0.708	0.547	0.320

Based on Table 30, it can be shown that the two Q^2 values are 0.593 and 0.708 or in other words exceed zero (0). This indicates that the observation value or predictive relevance value produced by this research model can be said to be good.

5. Goodness of Fit (GoF) Test Analysis

Goodness of Fit testing is used to assess the suitability of the structural model and overall measurement. In data analysis using the PLS-SEM method, the calculation is used manual to get the GoF

value. There are three categories of GoF values, namely 0.1 for the small category, 0.25 for the medium category, and 0.38 for the large category. Here is the formula used to calculate the Goodness of Fit value:

$$\begin{aligned} GoF &= \sqrt{AVE \times R^2} \\ GoF &= \sqrt{0.697 \times 0.703} \\ GoF &= \sqrt{0.490} \\ &= 0.70 \end{aligned}$$

Based on the calculation results that have been done, the GoF value is obtained as much as 0.70 which is higher than 0.38. Therefore, it can be concluded that the model that has been built has a good level of Goodness of Fit. The Goodness of Fit (GoF) value provides an overview of the extent to which the model fits the existing empirical data.

Hypothesis Testing and Discussion

In this study, the level of significance used for hypothesis testing is 5%, so the t-statistic value used is 1.96. There are criteria for accepting or rejecting the hypothesis, namely if the t-statistic > 1.96 , then the hypothesis is accepted, and vice versa. In addition, hypothesis testing also uses probability, where the alternative hypothesis (Ha) is accepted if the P-Values < 0.05 .

Tabel 12 Path Coefficient

Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
LK-> MB-> KB	0.204	0.211	0.094	2.164 0.030
MB->KB	0.823	0.824	0.039	20,990 0.000
PE->MB->KB	0.620	0.613	0.079	7,812 0.000
PMS-> MB-> KB	0.077	0.078	0.076	1,020 0.308

Based on the output path coefficients in Table 31. it can be seen that the variable of e-commerce utilization has a positive and significant influence on entrepreneurial interest. This is evidenced by the t-statistic value of 7.812 which is greater than 1.96 and has a positive value and a significance value at alpha 5% (P-values < 0.05), which is 0.000 which means significant. In addition, the p-value for the e-commerce utilization variable is 0.000 which means it is smaller than 0.05 or significant.

Furthermore, in Table 31, it can be seen that the variable of social media utilization has no influence on entrepreneurial interest. This is evidenced by the t-statistic value of 1.020 less than 1.96 and the significance value at alpha 5% (P-values < 0.05), which is 0.308 which means it is not significant. In addition, the p-value for the variable of social media utilization is 0.000 which means it is less than 0.05 or significant.

Furthermore, in Table 31, it can be seen that the family environment variable has a positive and significant influence on entrepreneurial interest. This is evidenced by the t-statistic value of 2.164 which is greater than 1.96 and has a positive value and a significance value at alpha 5% (P-values < 0.05), which is 0.030 which means significant. In addition, the p-value for the family environment variable is 0.000 which means it is smaller than 0.05 or significant.

Next, in Table 31, it can be seen that the variable of interest in entrepreneurship has a positive and significant influence on the decision to become an entrepreneur. This is proven by the t-statistic value of 20.990 which is greater than 1.96 and has a positive value and a significance value at alpha 5% (P-values < 0.05), which is 0.000 which means significant. In addition, the p-value for the entrepreneurial interest variable is 0.000 which means it is smaller than 0.05 or significant.

5. CONCLUSION

The results of the research on the Analysis of Factors Influencing Entrepreneurial Decisions from an Islamic Perspective can be concluded as follows:

The use of e-commerce has a positive and significant influence on entrepreneurial interest. This is because of the speed, ease of access, and digital literacy through e-commerce emerged as a key driver. These findings provide a basis for policies and training that support entrepreneurial growth in the digital age.

The use of social media has no effect on entrepreneurial interest. This is because social media may not directly motivate individuals to engage in entrepreneurship, but rather other stronger factors play a major role in shaping entrepreneurial interest.

Family environment has a positive and significant influence on entrepreneurial interest. This is because factors such as family support, positive norms towards entrepreneurship, and entrepreneurial experience in the family can consistently increase an individual's interest in engaging in entrepreneurial activities. This underlines the important role of the family environment in shaping a person's entrepreneurial attitudes and intentions.

Entrepreneurial interest has a positive and significant influence on entrepreneurial decisions. This is because the higher a person's level of interest in entrepreneurship, the more likely they are to make a decision to engage in entrepreneurial activities. Factors such as motivation, readiness to face risks, and self-confidence play an important role in shaping entrepreneurial interest, which in turn influences an individual's decision to start and develop their own business.

Author contribution statement

Rafi Difta Ramadhan : Writing, instrument analisys

Hilda Monoarfa : Conceptual, Data analisys

Ripan Hermawan : Literatur review

Tokhirjonov Jamshid Giyosjon : Translator

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