

THE EFFECT OF ENTREPRENEURSHIP COURSE LEARNING OUTCOMES ON THE UNDERSTANDING OF MARKETING CONCEPTS

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ABSTRACT

Understanding the concept of marketing is an important part of entrepreneurship because it supports business strategy. The Entrepreneurship course aims to equip students with knowledge and skills, including an understanding of marketing. The learning outcomes of the Entrepreneurship course serve as an indicator of the success of learning and the students' ability to apply the material obtained. This study aims to determine the influence of learning outcomes in the Entrepreneurship course on the understanding of marketing concepts among students of the Economic Education Study Program, Faculty of Teacher Training and Education (FKIP), Sriwijaya University, class of 2021. The study used a quantitative approach with a causal associative design. The sample consisted of 64 students, and data were collected through documentation, tests, and interviews. Data analysis techniques included descriptive statistics, prerequisite tests, and hypothesis testing. The test results showed that the value of $t_{count} < t_{table}$ or $0.867 < 1.670$, which means H_a is rejected and H_o is accepted. This indicates that there is no significant influence between the learning outcomes of the Entrepreneurship course and the understanding of marketing concepts among students of the Economic Education FKIP Sriwijaya University, class of 2021. The researcher suggests that future studies consider other variables and more diverse data collection methods to obtain more comprehensive results.

Keywords: Learning Outcomes, Entrepreneurship Course, Understanding, Marketing Concept.

INTRODUCTION

Learning outcomes are one of the important indicators in evaluating the success of the learning process. Learning outcomes reflect the abilities acquired by individuals after undergoing the learning process, both in the form of knowledge, attitudes, and skills. Wicaksono and Iswan (2019) stated that learning outcomes are the abilities that a person acquires after following the learning process, and become a benchmark for student success. In addition, Sudjana (2017) emphasized that learning outcomes include overall behavioral changes in the cognitive, affective, and psychomotor domains. In the context of higher education, learning outcomes are not only assessed by academic grades, but also by the extent to which students are able to understand and apply the material that has been studied.

The Economics Education Study Program of FKIP Sriwijaya University organizes various courses in the entrepreneurship cluster such as entrepreneurship courses, business planning, digital marketing, advanced entrepreneurship based locally in South Sumatra, accounting for MSMEs and cooperatives, and creative economy, which receive debriefings in the form of theory in the classroom to improve students' skills and knowledge so that they can be used as capital and enthusiasm to become an entrepreneur. The Entrepreneurship course is designed to foster an entrepreneurial spirit, train business skills, and provide a deep understanding of strategies in managing a business. Mardia (2021) explained that entrepreneurship learning includes aspects of mentality, mastery of concepts, and the application of business practices. In addition to learning outcomes, students' understanding of a concept is also an important element in achieving academic success. Comprehension is a skill that is generally emphasized in the teaching and learning process. According to Benjamin S. Bloom (in Kasanah & Pratama, 2024), *Comprehension* is at a higher level than just

knowledge. Comprehension is not only related to remembering facts, but also includes the ability to explain, explain, interpret, or grasp the meaning and meaning of a concept.

One of the important concepts in entrepreneurship that must be understood by students is the concept *marketing*. *Marketing* or marketing is an important part of a business strategy, which includes planning, pricing, promotion, and distribution of goods or services. Saleh and Said (2019:1) define marketing as a social and managerial process that allows individuals and groups to obtain what they need and want through the creation and exchange of value. Understanding marketing concepts is important because it helps students analyze the market, understand consumer behavior, and design competitive marketing strategies.

Based on the results of the researcher's initial observations on students of the FKIP Economics Education Study Program, Sriwijaya University, class of 2021, it was found that as many as 82.89% of students obtained an A grade in the Entrepreneurship course with an average score of 86.47 which was in the very good category. However, based on the results of the marketing concept understanding test conducted on students of the class of 2021, a Student Achievement Level (TCR) of 57.28% was obtained which is in the sufficient category. This shows that although entrepreneurial learning outcomes are high, the understanding of marketing concepts is not optimal. Therefore, further research is needed to find out whether there is a significant influence between the learning outcomes of the Entrepreneurship course on the understanding of *marketing* concepts in FKIP Economics Education students of Sriwijaya University class of 2021.

RESEARCH METHODS

This type of research uses a quantitative approach with a causal associative design. Where the population in this study is the students of the FKIP Economics Education Study Program, Sriwijaya University, class of 2021, who have taken Entrepreneurship courses, Indralaya classes, and Palembang classes, with a total of 76 students. The sample selection used the proportional random sampling technique, and through the calculation of the Slovin formula at an error rate of 5%, a sample of 64 students was obtained, consisting of 50 students of the Indralaya class and 14 students of the Palembang class.

The data collection methods in this study include documentation, tests, and interviews. Documentation is used to obtain the final score of the Entrepreneurship course from the Participant List and Final Score (DPNA) for the fifth semester in accordance with the Academic Guidelines of Sriwijaya University for 2023/2024. The test was used to measure understanding of *marketing concepts* through 34 multiple-choice questions that have been tested for validity and reliability. In addition, structured interviews were conducted online with seven selected students based on test results, in order to strengthen the test results and provide a deeper understanding of students' ability to understand *marketing* concepts. The data analysis techniques used in this study for the prerequisite test include the normality test, and the linearity test. As for the hypothesis test, it is used to include the product moment correlation test, the determination coefficient (R^2) test, and the t-test (t-test).

RESULTS AND DISCUSSION

As for testing the correctness of the hypothesis that has been formulated, a prerequisite test is carried out first, namely by the data normality test. The results of the data normality test are described in the table below:

Table 1. Normality Test

Variabel	Formula	Dmax	Table
Understanding Marketing Concepts	<i>Kolmogorov-Smirnov</i>	0,080	0,167

(Source: Researcher Data, processed June 2025)

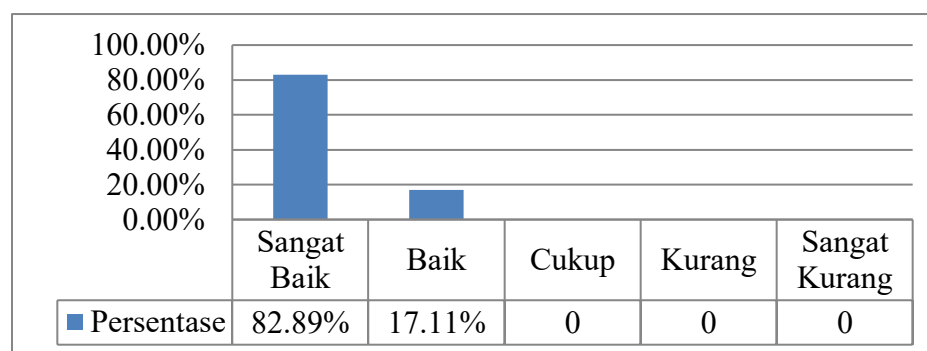
Based on the results of the calculation of the normality test, the results of the marketing *concept understanding* test were obtained $0.080 < 0.167$ or Dmax is smaller than Dtable, meaning that the data is normally distributed.

Table 2. Hypothesis Test

Variabel	Stuttgart	Table	Status
Understanding Marketing Concepts	0,867	1.670	Ho is accepted.

(Source: Researcher Data, processed June 2025)

Based on the results of the analysis of the understanding *of the marketing* concept, a tcount **of 0.867** and a ttable of 1,670 were obtained. Based on these results, which show **the tcount < ttable** so that it can be concluded that Ho is accepted. The following are the learning results of the Entrepreneurship course for students of the FKIP Economics Education Study Program, Sriwijaya University class of 2021:



Graphs 1 Learning Outcomes of Economics Education Students Class of 2021

(Source: Researcher Data, processed June 2025)

Based on the graph above, it can be seen that as many as 63 students obtained an A grade with a percentage of 82.89% in the very good category, then as many as 13 students obtained a B with a percentage of 17.11% in the good category. This shows that the scores obtained by students in the Entrepreneurship course have an average A grade with a score of 86.47 with a very good

category.

Table 3. Criteria for Concept Comprehension Test Results Marketing

Category	Score Interval	Frequency	Percentage
Excellent	$X > 25.51$	18	28,125%
Good	$19.84 < X \leq 25.51$	34	53,125%
Enough	$14.17 < X \leq 19.84$	5	7,81%
Less	$8.50 < X \leq 14.17$	6	9,38%
Very Less	$X \leq 8.50$	1	1,56%
Sum		64	100%

(Source: Researcher Data, processed June 2025)

Based on the results of the marketing concept understanding test for students of the FKIP Economics Education Study Program, Sriwijaya University class of 2021, the results of the very good category were obtained by 18 students with a percentage of 28.125%, the good category as many as 34 students with a percentage of 53.125%, the adequate category as many as 5 students with a percentage of 7.81%, the poor category as many as 7 students with a percentage of 10.94%, and the category is very lacking as much as 1 student with a percentage of 1.56%. With this, it can be concluded that in general, the understanding of the concept of marketing by students is in the good category, with the majority of students at 53.125%.

Based on the indicator, the percentage score of concept understanding *Marketing: on* The interpreting indicator obtained an average percentage of 75% which is included in the good category. The classifying indicator obtained an average percentage of 56.45% which is included in the sufficient category. Meanwhile, the inferring indicator obtained an average percentage of 73.61% which was included in the good category, and the comparing indicator obtained an average percentage of 61.72% which was included in the good category. The average percentage of the four indicators was 66.70%, which is included in the good category.

This data is also in line with previous studies and also shows that learning outcomes are not always directly proportional to comprehension. Research by Restiningtyas & Nugroho (2023) entitled "The Effect of Introductory Accounting Learning Outcomes on the Level of Accounting Understanding of Students of the Faculty of Economics and Business at Satya Wacana Christian University with Learning Motivation as a Moderation Variable" which showed that the results of the study showed that there was no effect of the learning outcomes of the introduction to accounting on the level of accounting understanding and there was no influence of learning motivation on the level of accounting understanding.

Furthermore, it is also in line with the results of Restiani's study (2025) which shows that understanding is influenced by various other factors such as cognitive ability, learning style, teaching methods, learning motivation, previous experience, and a supportive learning environment. Lasene (2023) emphasized that understanding is influenced by intelligence as an internal factor and information delivery as an external factor. Furthermore, if reviewed from Bloom's taxonomy (Kasanah & Pratama, 2024), comprehension is at the second level in the cognitive domain, which not only demands memorization, but also the ability to explain and apply concepts. Therefore, the

understanding of marketing concepts is not only influenced by the learning outcomes of entrepreneurship courses, but also influenced by various internal and external factors that are interrelated in learning process.

CONCLUSION

Based on the results of the research and discussion that has been described above, it can be concluded that there is no significant influence between the learning outcomes of the Entrepreneurship course on the understanding of marketing concepts in students of the FKIP Economics Education Study Program, Sriwijaya University, class of 2021. The relationship between the variables of learning outcomes of the Entrepreneurship course and the variable of understanding of marketing concepts is in the category of very low and is more influenced by other factors outside of the variables of this study

Based on the above conclusions, the researcher suggests that future researchers should consider the study of other variables that have the potential to affect the understanding of marketing concepts, such as learning methods, learning interests, or entrepreneurial practice experience. In addition, it is recommended to involve more than one study program or batch so that the research results are more comprehensive. Researchers are also expected to use more diverse and in-depth data collection methods, such as direct observation or case studies, to obtain a more accurate picture of students' understanding of marketing concepts.

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