

ANALYSIS OF THE ROLE OF HUMAN RESOURCE MANAGEMENT IN IMPROVING EMPLOYEE PERFORMANCE AND ENTREPRENEURIAL INTEREST AMONG STUDENTS OF DARUL 'ULUM ISLAMIC UNIVERSITY OF LAMONGAN

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Abstract

Human Resource Management has a crucial role in improving employee performance and entrepreneurial interest among students, especially at Darul Ulum Islamic University Lamongan. In the midst of the era of globalization, the implementation of efficient HRM can help organizations achieve higher productivity through appropriate policies and practices. This study adopts a quantitative approach by conducting hypothesis testing. Quantitative research methods are scientific methods because they meet scientific standards such as concrete/empirical, objective, measurable, rational, and systematic. This method is called quantitative because the research data is in the form of numbers and analysis using statistics. Entrepreneurial motivation has a positive and significant influence on entrepreneurial interest among students in Lamongan Regency. The results of this study indicate conformity with the partial significance test (t-test) which shows that the Entrepreneurial Motivation variable (X1) has a t-value of $2.345 > 1.96$ and the significance value produced in the t-test is $0.019 < 0.05$, so it can be concluded that H1 is accepted. This means that the increasing or stronger the motivation to become an entrepreneur that is conveyed, the greater the interest of students in Lamongan Regency to become entrepreneurs. The results of this study are expected to be a motivation and guideline for subsequent researchers, so that they can develop this research, either by using other variables that have the potential to influence Entrepreneurial Interest or by choosing more detailed research objects.

Keywords: *human resource management (HRM); employee performance; entrepreneurial interest; entrepreneurial motivation; quantitative research*

A. INTRODUCTION

Human Resource Management (HRM) plays an important role in improving employee performance and entrepreneurial interest among students, especially at the Islamic University of Darul Ulum Lamongan. HRM includes various strategic processes, such as recruitment, training, and performance management, all of which are aimed at optimizing human resource potential. In the era of globalization,

effective HRM implementation can help organizations achieve higher productivity through appropriate policies and practices. (Haryadi & Bahiroh, 2024)

A planned and systematic HRM strategy can improve individual performance in an organization. Research by Garini & Rahman (2024) shows that HRM policies that are in line with organizational goals can provide competitive advantage and result in significant increases in employee productivity. In addition, the use of metrics in HRM management to evaluate employee performance makes it easier to identify areas that need improvement and encourages the development of their abilities. Therefore, active involvement of students in entrepreneurial and organizational activities can improve their organizational skills and entrepreneurial spirit. The positive impact leads to significant personal and professional growth (Karma et al., 2021).

In higher education, especially at Darul Ulum Lamongan Islamic University, the role of HRM is very crucial in improving student performance as future professionals. Efficient HRM not only supports productivity but also increases job satisfaction, which has an impact on individual and organizational performance (Reskiani et al., 2024)(Hutabarat & Lubis, 2025). Employee performance is not only measured by the final results of work, but also by the ability to adapt and innovate. For students, performance can be interpreted as their ability to complete academic tasks and contribute to organizational activities. Research shows that a supportive environment and good management can improve individual student performance (Setyawan, 2021).

Entrepreneurial interest among students is growing along with economic growth and the need for innovation. According to Yusvan dkk., (2024) the intention to become an entrepreneur is influenced by attitudes, subjective norms, and behavioral control. Therefore, it is important for Darul Ulum Islamic University Lamongan to encourage entrepreneurial interest through programs that support student creativity and innovation. There is a significant relationship between good HRM practices and increased performance. shows that companies that implement effective HRM practices can improve employee performance. This is also relevant in the context of education, where good human resource management can improve student academic performance (Indrasari et al., 2019).

Training and development are key elements of HRM that can improve competence and performance. good training programs can help hone skills and knowledge, which in turn improves performance (Fitria & Yanto, 2022). At Darul Ulum Islamic University Lamongan, entrepreneurial training programs can be an effective way to foster entrepreneurial interest among students (Shodikin et al., 2018). A supportive academic environment is very important in improving performance and entrepreneurial interest. This study is in line with that conducted by Hutapea & Hartanto (2025) who stated that support from lecturers and peers can strengthen student engagement, which will contribute to better academic performance. Therefore, creating a supportive atmosphere at Darul Ulum Lamongan Islamic University will encourage students to achieve more.

Invention and creativity are two very important elements in the realm of

entrepreneurship. Building an environment that fosters creativity can increase an individual's potential to innovate. Therefore, it is very important for Darul Ulum Islamic University Lamongan to develop programs that can encourage students to think creatively and innovatively in managing their businesses. Although many opportunities are available, there are still challenges that must be overcome in improving the performance and interest in entrepreneurship among students. stated that the lack of knowledge and entrepreneurial skills is often an obstacle for students to start a business. As a result, there needs to be an effort from the university to provide adequate education and training (Aulia et al., 2024). Information and communication technology also plays an important role in human resource management, the use of technology can increase efficiency in managing human resources. In this digital era, Darul Ulum Islamic University Lamongan needs to utilize technology to support the learning process and development of entrepreneurship among students (Ndruru, S.A.O. & Hutapea, 2022).

This study has great significance both academically and practically, especially in answering the four main problem formulations. First, this study aims to identify human resource management factors that can improve employee performance, which is important for organizational efficiency in a university environment. Second, this study also explores aspects of human resource management that can encourage students to become entrepreneurs, an important step in fostering a spirit of independence among the younger generation. Third, the relationship between employee performance and the development of students' entrepreneurial interests is also analyzed to see the extent to which a productive work environment can inspire students. Finally, this study seeks to formulate implementable solutions to overcome the challenges faced in improving entrepreneurial performance and interests. With this approach, the results of this study are expected to not only contribute to the development of theory in the field of human resource management and entrepreneurship, but also become a strategic basis for the Islamic University of Darul 'Ulum Lamongan in designing policies that support improving the quality of graduates and creating competent young entrepreneurs.

B. LITERATURE REVIEW

1. Human Resource Management (HRM)

Human Resource Management (HRM) is a process that involves planning, organizing, directing, and controlling human resources to achieve organizational goals effectively and efficiently (Subroto et al., 2024). The main functions in HRM such as recruitment, training, development, performance appraisal, and compensation play an important role in improving employee performance (Wardhana, 2014). Good HRM management not only encourages productivity but also creates a work environment that supports innovation and creativity, two important elements in fostering an entrepreneurial spirit among students (Indrasari, 2019). Through systematic training and development, HRM is able to increase employee motivation and competence while providing a positive influence on students through a supportive academic and organizational environment.

Entrepreneurial interest among students is also influenced by the support of educational institutions, especially through programs designed based on HRM principles. According to the theory of planned behavior, entrepreneurial intentions are influenced by attitudes, subjective norms, and perceptions of behavioral control, all of which can be formed through training, seminars, and business incubation (Fitria & Yanto, 2022). Research shows that effective HRM practices can increase commitment and confidence, both in employees and students, in exploring business opportunities. Therefore, Darul Ulum Islamic University Lamongan needs to adopt a holistic and sustainable HRM strategy to improve academic performance and foster an entrepreneurial spirit in the campus environment (Fitria & Yanto, 2022; Indrasari, 2019; Wardhana, 2014).

2. Previous Research

Several previous studies have examined the role of human resource management and factors that influence entrepreneurial interest among students and employees. Abdillah (2024) research highlights the strategic role of universities in improving the quality of human resources (HR) in Indonesia through a qualitative approach. Meanwhile, studies by (Sipakoly, 2019) dan Julindrastuti & Karyadi (2022) show that effective HR management practices, such as training and development, have an impact on improving performance and encouraging students' interest in entrepreneurship. Several other studies focus more on internal and external factors that influence entrepreneurial interest, such as entrepreneurial knowledge, social environment, motivation, and family support (Alwi, 2024; Kurniawati & Hastuti, 2024; Maisharoh, 2020). On the other hand, research on the influence of entrepreneurship education is also widely conducted, as reviewed in studies in 2024 and 2024 which found that the integration of entrepreneurship in the curriculum can foster students' interest in entrepreneurship (Arif et al., 2024; Wardhani & Nastiti, 2023).

Several studies focus more on the influence of a single variable or a combination of variables on entrepreneurial interest, such as the work environment, leadership style, entrepreneurial spirit, and students' productive behavior. In addition, differences are also evident in the methods used; most previous studies used qualitative methods, while others used a quantitative approach with techniques such as distributing questionnaires and regression analysis. However, these studies have not comprehensively connected the role of human resource management in improving employee performance and its indirect impact on entrepreneurial interest among students.

Based on the literature review, a research gap can be identified, namely the absence of research that comprehensively analyzes the relationship between human resource management, improving employee performance, and students' interest in entrepreneurship in one complete framework. Previous studies tend to discuss factors of student entrepreneurial interest or employee performance separately. Meanwhile, this study combines both aspects and places universities as entities that have a strategic role in HR development through optimizing the role

of employees and forming students' entrepreneurial spirit simultaneously. By using a quantitative approach, this study is expected to provide new contributions to the literature and practices in the field of HR management and entrepreneurship education, especially in the environment of the Islamic University of Darul 'Ulum Lamongan.

C. METHOD

This study uses a quantitative method with the main instrument in the form of a questionnaire as a data collection tool in an efficient manner (Subasman & Aliyyah, 2024). The definition based on the Big Indonesian Dictionary (KBBI) is a questionnaire is a research or survey tool consisting of a series of written questions, aimed at obtaining responses from selected groups of people through personal interviews or by post; questionnaire. This questionnaire includes statements related to the independent variable (entrepreneurial interest) and the dependent variable (employee performance) which are assessed using a Likert scale with a score range from 1 (strongly disagree) to 5 (strongly agree). The data obtained from this questionnaire were analyzed using descriptive statistics to describe the level of entrepreneurial interest and employee performance, with indicators such as minimum, maximum, average, and standard deviation values (Sholikhah, 2016).

In data analysis, data quality tests were also used which included validity tests and reliability tests. The validity test aims to measure whether the questionnaire instrument is truly able to reveal what should be measured, while the reliability test is used to measure the consistency of respondents' answers to the same indicators over time. Reliability is tested using Cronbach's Alpha statistics, where the instrument is considered reliable if the alpha value is more than 0.6. This test is important to ensure that the data obtained is suitable for use in further analysis processes to test the relationship between variables in the study.

D. RESULT AND DISCUSSION

Entrepreneurial Motivation has a positive and significant effect on Entrepreneurial Interest in students in Lamongan Regency. In the results of this study, it shows results that are in accordance with the partial significance test (t-test) which shows that the calculated Entrepreneurial Motivation variable (X_1) > the predetermined table value, which is $2.345 > 1.96$ and the significant value produced in the t-test is $0.019 < 0.05$, from these results it can be concluded that H_1 is accepted. This means that the more or better the motivation to become an entrepreneur that is given, the higher the interest of students in Lamongan Regency to become entrepreneurs. Self-Efficacy has a positive and significant effect on Entrepreneurial Interest in students in Lamongan Regency. In the results of this study, it shows results that are in accordance with the partial significant test (t-test) which shows that the calculated Self-Efficacy variable (X_2) > the predetermined t-table value, which is $3.639 > 1.96$ and the significant value produced in the t-test is $0.000 < 0.05$, from these results it can be concluded that H_2 is accepted. This

explains that the higher a person's belief that they can do entrepreneurship, the higher the level of interest in entrepreneurship among students in Lamongan Regency.

The environment has a positive and significant effect on Entrepreneurial Interest in students in Lamongan Regency. In the results of this study, it shows results that are in accordance with the partial significant test (t-test) which shows that the calculated t of the Environment variable (X_3) > the predetermined table value, which is $6.983 > 1.96$ and the significant value produced in the t-test is $0.000 < 0.05$, from these results it can be concluded that H3 is accepted. Based on these results, it can be interpreted that the more conducive the family and social environment, the more it will encourage a person's interest in becoming an entrepreneur compared to not having support from the surrounding environment.

In the view of Human Resource Management, entrepreneurial motivation is needed as a mindset that is alert and agile, a diligent and patient attitude, a hard working attitude, an honest and responsible attitude, a disciplined attitude and a magnanimous attitude to encourage productivity. Students in Lamongan Regency have worked and tried including entrepreneurship to improve their personal economy so that it can be said to be an inseparable part of life.

Students in Lamongan Regency indirectly have the ability to become entrepreneurs. In the view of sharia business, it is also recommended to always be optimistic and confident that they are able to face various problems. The best effort is to do something well and honestly and can create something and take advantage of the opportunities and abilities they have. Entrepreneurship in students in Lamongan Regency has fulfilled the principles of sharia business where in choosing a job, they first pay attention to Islamic aspects such as choosing a job that is halal and does not harm others. Because entrepreneurship is a recommended job if you are able to create new innovations and always work hard and balance worldly and afterlife matters according to what is in the Qur'an and Sunnah.

E. CONCLUSION

Based on the research results and conclusions that have been presented, the author provides several important recommendations. For further researchers, it is hoped that this research can be a reference and motivation in developing further studies, both by adding new variables that influence entrepreneurial interest and by including the perspective of Sharia Business to examine the correlation between entrepreneurial laws and career choices. For the Lamongan Regency Government, it is recommended to increase entrepreneurial insight among generation Z through various motivational methods, such as the formation of a business incubator that can provide practical learning about business planning, market opportunities, and guidance from competent mentors, as well as assisting them in reaching investors to realize their business ideas. Meanwhile, for generation Z itself, who has grown up with advances in technology and social media, they are expected to be able to take advantage of these digital opportunities to start entrepreneurship independently by increasing creativity, innovation, and education in order to be able to create

productive products or services and open up employment opportunities for themselves and others around them.

F. REFERENCES

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