

THE INFLUENCE OF APPLICATION OF THE BASIC CONCEPTS OF PATON AND LITTLETON ON BUSINESS SUSTAINABILITY OF STUDENT ENTREPRENEURSHIP AT UNIVERSITAS NEGERI YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Business entity, continuity of activity, Measured consideration, Cost attach, Effort and accomplishment* dan *Verifiable objective evidence* terhadap Keberlangsungan Usaha Bagi Kewirausahaan mahasiswa Universitas Negeri Yogyakarta. Penelitian ini merupakan penelitian *ex-post facto*, dengan pendekatan kuantitatif. Uji coba instrumen penelitian ini dilakukan terhadap 70 mahasiswa Universitas Negeri Yogyakarta. Uji validitas instrumen menggunakan teknik analisis korelasi product moment dan uji reliabilitas instrumen menggunakan *Cronbach Alpha*. Pengujian prasyarat analisis meliputi uji linieritas, dan uji multikolinieritas. Teknik analisis data yang digunakan yaitu analisis regresi ganda. Hasil penelitian ini menunjukkan bahwa *business entity* dan *effort and accomplishment* berpengaruh positif dan signifikan terhadap Keberlangsungan Usaha Bagi Kewirausahaan mahasiswa Universitas Negeri Yogyakarta. Sedangkan *continuity of activity, measured consideration, cost attach, verified objective evidence* tidak berpengaruh signifikan terhadap Keberlangsungan Usaha Bagi Kewirausahaan mahasiswa Universitas Negeri Yogyakarta.

Kata kunci: Paton, Littleton, Keberlangsungan Usaha

Abstract

This study aims to determine the effect of Business Entity, continuity of activity, Measured consideration, Cost attach, Effort and accomplishment and Verifiable objective evidence of Business Sustainability of Student Entrepreneurship of Universitas Negeri Yogyakarta. This research is ex-post facto, with a quantitative approach. This research instrument trial was conducted on 70 students of Universitas Negeri Yogyakarta. The instrument validity test used the product-moment correlation analysis technique and the instrument reliability test used Cronbach Alpha. The analysis prerequisite test includes a linearity test and a multicollinearity test. The data analysis technique used is multiple regression analysis. The results of this study indicate that business entity and effort and accomplishment have a positive and significant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta. Meanwhile, continuity of activity, measured consideration, cost attach, and verified objective evidence has no significant effect on Business Sustainability for Student Entrepreneurship at Universitas Negeri Yogyakarta.

Keywords: Paton, Littleton, business sustainability

INTRODUCTION

Finance is the most sensitive and impactful part of entrepreneurial activity. Finances must be running and well recorded

to be able to benefit the interested parties.

Therefore, it is necessary to have good control through the application of accounting

standards that can be used to plan, implement and evaluate various kinds of transactions.

According to (Zamzami & Nusa, 2016) before studying the technical preparation of financial statements, you must first understand Accounting Standards. In Indonesia, there are Pillars of Accounting Standards consisting of *Standar Akuntansi Keuangan – Entitas Tanpa Akuntabilitas Publik* (ETAP), Sharia Accounting Standards, and Government Accounting Standards as well as *Standar Akuntansi Keuangan* (SAK) which have adopted many International Financial Reporting Standards. (IFRS). In this study, the author focuses on the application of the basic concepts of Paton and Littleton.

If the company has implemented the application of basic accounting concepts properly, it will facilitate the purpose of financial reporting. Among other things, providing useful information for those who have an adequate understanding of business activities in making investment decisions, as well as facilitating creditors and providing accurate information about their economic resources. The application of accounting is not only needed by agencies or large companies but also by small entrepreneurs or anyone who just wants to start an entrepreneurship. Unfortunately, there are still many people who do not know anything

about the application of basic accounting concepts properly and correctly.

University is a secondary school from high school where everyone who goes on to university hopes to have a better future. Therefore, universities are here to guide students to have academic and professional abilities that can be developed, applied, and able to create new things in the form of jobs, science, technology, art, and new works. Every student who has completed his studies is expected to be able to apply the skills and knowledge he has acquired in carrying out a profession.

Reporting from databoks.katadata.co.id on Sunday (30/05/2022) it turned out that nearly one (1) million unemployed graduates in February 2021. This is indicated by the long queues as soon as PNS vacancies or company vacancies are opened, plus With the education system implemented in Indonesia at that time, it was more focused on preparing students to graduate quickly and get jobs, not preparing students to be able to graduate quickly and create jobs. In addition, many students are too picky and want to work in prestigious places so if this is not achieved they will prefer to be unemployed.

Entrepreneurship is an important thing that can help the economy of a nation, especially for developing countries like

Indonesia. Medium, the number of Indonesian entrepreneurs is still far behind compared to other ASEAN countries. Other countries such as America have a percentage of 12%, Japan at 11%, and Singapore at 7%. This issue is certainly a big concern for the government and in recent years the government with the assistance of academics at universities is promoting efforts to increase the interest in entrepreneurship for university graduates.

A student should not end up being a contributor to the unemployment rate but is expected to be able to use their knowledge or skills to get a job or generate employment. Therefore, Universitas Negeri Yogyakarta encourages their students to also become entrepreneurs by holding entrepreneurship courses that require students to produce works or goods or services that are efficient and have added value and can benefit others and generate profits. In addition, Universitas Negeri Yogyakarta also provides training and financial assistance to students who want to start entrepreneurship through the PMW (Entrepreneurial Student Program) program.

There were 8,296 students involved in PMW with details 6,779 students (82%) from state universities and 1,517 students (18%) from private universities (jurnaldikbud.kemendikbud.go.id). With this number, the average number of students

involved is 36 people per university. At Universitas Negeri Yogyakarta alone in 2019, there were 49 funded and recorded groups spread from various study programs and faculties. This is a breath of fresh air for the entrepreneurial world and the future Indonesian economy if you have young people who dare to have their own business.

Entrepreneurship means having the courage to carry out activities to meet the needs of life so that there are no difficulties or in other words concrete steps in responding to life's challenges with productive activities and using a competency basis for economic activities. An entrepreneur must have managerial skills or profit-maximizing strategies that can be done utilizing time management, communication management, human resource management, marketing management, business ethics, and other things that have not been mentioned.

One of the things that are important and affect the sustainability of a business is the application of its financial records or in terminology, it can be referred to as the application of accounting. Unfortunately, many entrepreneurial beginners do not understand the application of accounting, for example, Universitas Negeri Yogyakarta students who are just starting their business, even though accounting here can act as a financial control tool, assist in decision

making, assist in dealing with third parties, able to monitor business growth, and assist in filling out business financial reports. The application of the Business entity concept is able to clarify controlling the quality of information, and the application of the Continuity of activity concept is able to underlie long-term posts. The application of the concept of Measured Consideration is able to record all transactions that have an exchange rate. The application of Cost attach is the basis for product costing. The application of the concept of Effort and Accomplishment measures business development. The application of the Verifiable objective evidence concept makes the basis for recording based on objective evidence and can be verified.

Based on the background of the above problems, researchers are encouraged to conduct research with the title "The Influence of Application Of The Basic Concepts of Paton and Littleton on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta."

LITERATURE REVIEW

Business Sustainability of Student Entrepreneurship

According to Winarno (2011: 10), "an entrepreneur is someone who is able to generate or create added value through the maturation of his ideas and uniting his

resources and making it happen". Kasmir (2006:16), "entrepreneur is a person who has the courage to take risks to open a business in various opportunities". Sustainability is defined as a form of a verb that describes a condition or condition that is ongoing and continuous, is a process that occurs and eventually leads to the existence or resilience of a situation, abstracted from the *Kamus Besar Bahasa Indonesia*. is a consistent form of the condition of a business, where sustainability is a process of ongoing business both including growth, development, strategies to maintain Business Sustainability and business development where all of this leads to the sustainability and existence of business resilience. In other sources, sustainability is defined as Sustainability is "using, developing and protecting resources in a manner that enables people to meet current needs and provides that future generations can also meet future needs, from the joint perspective of environmental, economic and community objectives." [www. organ.gov](http://www.organ.gov). This means that sustainability is something that is used to develop and protect the resources within it, which allows people to find a way to meet current and future needs, from a combined environmental, economic, and societal perspective. Maintaining, developing, and protecting these resources is the essence of

the sustainability of a business. An important aspect of maintaining is by paying attention to capital, human resources, production, and marketing.

Application of the Basic Concepts of Paton and Littleton

The set of basic concepts put forward by Paton and Littleton (1970) are the basic concepts that were introduced before the sources mentioned earlier. Paton and Littleton's book (P&L), which was first published in 1900, is one of the classic works influence accounting thinking after that. The basic concepts described by the P&L are actually quite complete because they can explain environmental factors and accounting practices that run in a safe manner. The P&L also shows the relationship between one basic concept and another in a coherent manner. You can say that because one basic concept is logically related to another basic concept so as to form a single unit. The paton and littleton concept consists of a business entity, continuity of activity, measured consideration, cost attach, effort and accomplishment, and verifiable objective evidence.

a. Business Entity

Business entity or business entity acts as a separator between a business and its owner with two separate independent entities. This is the basis for the separation

between business money and the owner's transactions. This will minimize errors in taking cash/business goods for personal use. Bookkeeping is done based on the business unit's point of view, not the personal point of view. This concept helps ensure business profits because only business venture profits and expenses are recorded so this greatly affects Business Sustainability of student entrepreneurship. Information and transaction data that are relevant to financial statements will not result in recording errors or obscure basic information that can be omitted (Sinaga, 1994)

b. Continuity of Activity

Continuity of Activity illustrates that an entrepreneurial/business venture must be carried out continuously and continuously for an indefinite period. This assumption is important because it provides a basis for showing the value of assets in a sustainable balance sheet. Simply put, every entrepreneurial endeavor has viability, and continuity of activity greatly influences it. According to Rudianto (2009: 20), the concept of corporate sustainability is a concept that argues that a company will always run in the long term and will not be liquidated in the future. So it can be concluded that a

business is not established for short-term purposes and is immediately liquidated after achieving the planned goals.

c. Measured Consideration

Measured Consideration assumes that all transactions must have an exchange rate or at least must be in the form of money, besides that in running a business it is also important to make a comparison of business performance from two different periods so that this measured consideration is important for Business Sustainability of student entrepreneurship. Accounting requires basic processing materials to process. Each type of cost has a physical product binding capacity which is followed by its flow in determining the costs attached to the product so that the product can be enjoyed by customers. Costs are issued for the first time in notes which are then processed into basic data for the preparation of financial statements.

d. Cost Attach

Costs are attached to objects produced to costs that are easy to move and can be broken down or recombined following the object being approached. This cost attach affects the businesses sustainability of student entrepreneurship. After all, it is to find out the costs attached to new goods because it pays attention to the economic value of various

combinations of costs. Cost attach This is important for predicting future earnings, predicting annual earnings, predicting financial distress, and predicting future cash flows. Therefore, a cost attach is needed to maintain the entrepreneurial business so that it can continue to run.

e. Effort and Accomplishment

Effort and accomplishment focuses on efforts in order to obtain results in the form of income. This concept assumes that income arises because of costs, not because otherwise income bears costs, therefore this variable affects Business Sustainability of student entrepreneurship. According to Soemarso SR (2008:23), the concept of matching is an accounting procedure that requires the accountant to compare the income earned with the costs used to generate profits from the income from the sale of these products within a certain period.

f. Verifiable Objective Evidence

One of the accounting functions is being able to present data with the highest objectivity at the time the transaction occurs by considering the circumstances and the availability of information at that time. Financial information will provide benefits and have a fairly high level of reliability based on objective evidence and

can be tested for truth or validity. Written in the book Accounting and Auditing (Amilin:126) This verifiable objective evidence measurement method can be carried out by tracing, scanning, and recomputing methods. With the physical evidence, it is expected that accounting records are based on objective evidence so that entrepreneurial business activities can survive and develop because of objective measurements.

Conceptual Framework

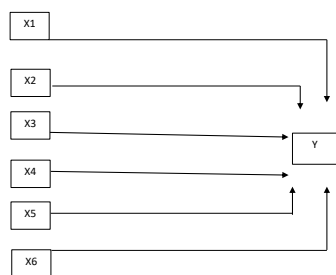


Figure 1. Conceptual Framework

Based on the framework that has been put forward, the research hypothesis can be formulated as follows:

H1: Business Entity positively and has a significant effect on Business Sustainability of student Entrepreneurship of UNY.

Good business management with a clear division of labor and awareness of personal wealth and company wealth.

H2: Continuity of activity positively has a significant effect on Business Sustainability of student Entrepreneurship of UNY.

Good entrepreneurship is entrepreneurship that is able to maintain and

continue its operations for a long time, this is also based on the entrepreneurial ability to pay business debts, whether short term or long term debt, and the ability to manage assets to generate income influences business sustainability.

H3: Measured consideration positively and has a significant effect on Business Sustainability of student Entrepreneurship of UNY.

The implementation of accounting records, whether it is expense accounting or income accounting, has an effect on business sustainability, recording the purchase of raw materials is an important thing to do in looking at entrepreneurial operational abilities, especially if students understand non-financial transactions in their business, if any.

H4: Cost attach positively and has a significant effect on Business Sustainability of student Entrepreneurship of UNY.

In carrying out business activities it is important to know what types of costs arise during the production process until they become goods ready for sale, therefore it is important to have an understanding of the allocation of costs and to record all costs that have been incurred, the cost of the acquisition of raw materials and the acquisition price assets as well as debts.

H5: Efforts and accomplishments positively and has a significant effect on Business Sustainability of student Entrepreneurship of UNY.

Preparing financial reports and reviewing reports is the most common thing in business activities. Maximum utilization of resources without wasting money for the sake of generating profits is the essence of the variable effort and accomplishment because it allows a business to have value.

H6: Verifiable objective evidence positively and has a significant effect on Business Sustainability of student Entrepreneurship of UNY.

Business sustainability can be based on the management of good transaction evidence, there is no engineering and it is always stored if needed at any time. Recording of transactions must be based on evidence of transactions and look to the root if it is felt that there is incomplete evidence. Proof of the transaction must be free from any intervention and it would be better to do tracing, confirmation and transaction documentation.

RESEARH METHODS

Type and Research Design

This research uses ex-post facto research , which aims to examine events that have occurred.

Place and Time of Research

This research was conducted at the Universitas Negeri Yogyakarta. The time for this research to begin was in February 2022.

Population and Sample of Research

The population in this research were students of the State University of Yogyakarta class of 2018-2020. While the sample of this study respondents must meet the following requirements:

- a. Students of the 2018-2020 class of Universitas Negeri Yogyakarta
- b. Have a business, or join the UNY business incubator or PMW (Program Mahasiswa Wirausaha).
- c. Have taken entrepreneurship courses.

Sample selection will be carried out by purposive sampling. Determination of the number of samples in this study using the formula Roscoe theory.

Operational Variable Definition

- a. Business Sustainability of Student entrepreneurship (Y)

This variable is measured using three (3) indicators as follows: (1) product quality and profile factors, (2) external environment support, (3) utilization of ICT facilities.

- b. Business Entity (X1)

This variable is measured using three (3) indicators as follows: (1)

Company Structure, (2) company size, (3) consciousness.

c. Continuity of Activity (X2)

This variable is measured using two (2) indicators as follows: (1) Financial condition, (2) company growth.

d. Measured Consideration (X3)

This variable is measured using two (2) indicators as follows: (1) Recording of Purchase of Basic Materials, (2) Recording of Financial and Non-Financial Transactions.

e. Cost Attach (X4)

This variable is measured using two (2) indicators as follows: (1) Cost allocation, (2) Historical cost.

f. Effort and Accomplishment (X5)

This variable is measured using three (3) indicators as follows: (1) Recording Reporting (outcomes), (2) Resources used (inputs), (3) Efficiency.

g. Verifiable Objective Evidence (X6)

This variable is measured using four (4) indicators as follows: (1) Objectivity of evidence, (2) Accounting Records, (3) Stakeholder involvement, (4) Measurement Method.

Data Collection Technique And Instruments

The data collection technique used in this research is primary data. Primary data is information obtained directly firsthand by the researcher. This primary data collection technique was obtained by distributing questionnaires to a predetermined sample. The questionnaire/questionnaire used in this study is a closed questionnaire that contains alternative answers for select responses. Respondents in this study were Universitas Negeri Yogyakarta students who already had a business.

Instrument Trial

The instrument trial consisted of a validity and reliability test. The instrument trial in this research was conducted on all respondents who met the requirements. This validity and reliability test using the SPSS 25.0 programe.

Data Analysis Technique

This research using the SPSS 25.0 programme in analyzing and processing data. Data analysis in this research includes data description analysis, hypothesis testing using multiple regression analysis, partial test and coefficient of determination.

RESEARCH RESULTS AND DISCUSSION

Description of Data

The data in this research were obtained by distributing questionnaires to the specific respondents who fullfill the criteria

(70 questionnaires) at Universitas Negeri Yogyakarta.

Descriptive Statistic Analysis

a. Description of Respondents Based on Gender

The respondents in this research were female, namely, 43 people (61.4%), and the rest were male, 27 people (38.6%).

b. Description of Respondents by Faculty

The respondents in this research were 11 people from the language and arts faculty (15.7%), the economics faculty 27 people (38.6%), the education science faculty 13 people (18.6%), the social science faculty 1 person (1.4%), mathematics and science faculty as many as 9 people (12.9%), engineering faculty 8 people (11.4%), and sports science faculty as many as 1 person (1.4%).

c. Description of Respondents by Field of Business

The respondents in this research were 21 respondents are engaged in food and beverage (30%), in the fashion sector as many as 15 people (21.4%), services as many as 8 people (11.4%), farming as many as 1 people (1.4%), crafts as many as 7 people (10%), agriculture as many as 1 person (1.4%), education as many as 3 people (4.3%), beauty as many as 2 people (2.9%), entertainment as many as

6 people (8.6%), technology as many as 2 people (2.9%), trading as many as 4 people (5.7%).

d. Description of Respondents based on Total Monthly Income

The respondents in this research were having a monthly income of <Rp 1,000,000.00, 42 people (60%), then Rp. 1,000,000.00 to Rp. 3,000,000.00 as many as 19 people (27.1%), and > Rp. 3,000,000.00 as many as 9 people (12,9%).

e. Description of Respondents based on Business Incubator Participation and Program Mahasiswa Wirausaha (PMW)

The respondents in this research were set up their businesses as many as 45 people (64.3%), joined the business incubator as many as 7 people (10%), and joined the *Program Mahasiswa Wirausaha* (PMW) as many as 18 people (25,7%).

f. Description Statistics of Research Variables

Table 1. Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Deviation
X1	70	12	25	19,41	3,411
X2	70	11	30	22,26	4,214
X3	70	15	35	26,51	4,225
X4	70	14	30	23,43	3,666
X5	70	15	30	23,41	3,716
X6	70	17	40	33,44	5,299
Y	70	28	45	38,04	4,012

Source: Primary Data Processed, 2022

The min and max score indicated the lowest and highest score answered by the respondent for each variable. The mean score shows the average score of respondent’s answers for each research variable.

Instrument Trial

a. Validity Test

Table 2. Validity Test Result

No Item	Item	Loading Factor	Status
Y	Y.1	0,360	Invalid
	Y.2	0,520	Valid
	Y.3	0,593	Valid
	Y.4	0,701	Valid
	Y.5	0,501	Valid
	Y.6	0,638	Valid
	Y.7	0,482	Valid
	Y.8	0,516	Valid
	Y.9	0,705	Valid
	Y.10	0,784	Valid
X1	X1.1	0,300	Invalid
	X1.2	0,797	Valid
	X1.3	0,48	Valid
	X1.4	0,694	Valid
	X1.5	0,433	Valid
	X1.6	0,617	Valid
X2	X2.1	0,720	Valid
	X2.2	0,698	Valid
	X2.3	0,703	Valid
	X2.4	0,834	Valid
	X2.5	0,772	Valid
	X2.6	0,607	Valid
X3	X3.1	0,687	Valid
	X3.2	0,662	Valid
	X3.3	0,411	Valid
	X3.4	0,397	Valid
	X3.5	0,576	Valid
	X3.6	0,546	Valid
	X3.7	0,516	Valid
	X3.8	0,440	Valid
X4	X4.1	0,800	Valid
	X4.2	0,759	Valid
	X4.3	0,818	Valid
	X4.4	0,755	Valid
	X4.5	0,727	Valid
	X4.6	0,639	Valid
X5	X5.1	0,807	Valid
	X5.2	0,846	Valid
	X5.3	0,538	Valid
	X5.4	0,854	Valid
	X5.5	0,753	Valid
	X5.6	0,893	Valid
X6	X6.1	0,817	Valid
	X6.2	0,888	Valid
	X6.3	0,913	Valid
	X6.4	0,799	Valid
	X6.5	0,846	Valid
	X6.6	0,716	Valid
	X6.7	0,822	Valid
	X6.8	0,730	Valid

Source: Primary Data Processed, 2022

It shows that in the instrument Business Sustainability of Student Entrepreneurship Variable there are 1 (one) invalid question and 1 (one) invalid question on the Business Entity variable because the “Loading Factor” value is less than 0,361. The other questions are valid, valid items from each already represent each indicator on the variable and can be used for further research.

b. Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Criteria
Y	0,782	0,6
X1	0,647	0,6
X2	0,795	0,6
X3	0,603	0,6
X4	0,870	0,6
X5	0,837	0,6
X6	0,925	0,6

Source: Primary Data Processed, 2022
The coefficient value of “cronbach alpha” is more than 0,60, that means the research instrument is reliable or consistent in measuring the same symptoms from time to time.

Hypothesis Testing

Table 4. Hypothesis Test Result

Variable	Regression coefficient	Standar Error	t	sig.
X1	0,317	0,141	2,257	0,027
X2	-0,016	0,120	-0,133	0,894
X3	-0,075	0,099	-0,765	0,447
X4	0,064	0,144	0,443	0,659
X5	0,724	0,142	5,088	0,000
X6	-0,163	0,107	-1,523	0,133

Source: Primary Data Processed, 2022

The t-table in this research was 1.998 with significance level of 5%.

a. First Hypothesis Testing (H1)

The first hypothesis shows that the result of the t-count value is 2.257 which is greater than the t-table 1.998 and a significance value of 0.027 which is smaller than 0.05 indicates that the business entity variable (X1) has a positive and significant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta (Y). So it can be concluded that the first hypothesis (H1) is accepted.

b. Second Hypothesis Testing (H2)

The second hypothesis shows that the result of the t-count -0.133 is smaller than the t-table 1.998 and a significance value of 0.894 greater than 0.05 indicates that the variable continuity of activity (X2) has a negative and insignificant effect on business Sustainability of Entrepreneurship at Universitas Negeri Yogyakarta students (Y). So it can be concluded that the second hypothesis (H2) is rejected.

c. Third Hypothesis Testing (H3)

The third hypothesis shows that the result of the calculated t value -0.079 is smaller than the t table 1.998 and the significance value is 0.447 greater than 0.05 indicating that the measured consideration variable (X3) has a

negative and insignificant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta (Y). So it can be concluded that the third hypothesis (H3) is rejected.

d. Fourth Hypothesis Testing (H4)

The fourth hypothesis shows that the results of the t arithmetic value of 0.443 are smaller than t table 1.998 and the significance value of 0.659 is greater than 0.05 indicating that the cost attach variable (X4) has a negative and insignificant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta (Y). So it can be concluded that the fourth hypothesis (H4) is rejected.

e. Fifth Hypothesis Testing (H5)

The fifth hypothesis shows that the result of the t count value is 5.088 which is greater than t table 1.998 and a significance value of 0.000 which is smaller than 0.05 indicates that the effort and accomplishment variable (X5) has a positive and significant effect on business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta (Y). So it can be concluded that the fifth hypothesis (H5) is accepted.

f. Sixth Hypothesis Testing (H6)

The sixth hypothesis shows that the result of the t count value -1.523 is smaller than t table 1.998 and the significance value 0.133 is greater than 0.05 indicating that the verifiable objective evidence variable (X6) has a negative and insignificant effect on Business Sustainability of Student Entrepreneurship Students at Universitas Negeri Yogyakarta (Y). So it can be concluded that the sixth hypothesis (H6) is rejected.

Table 5. Summary of Hypothesis Test Results

Hypothesis	Result
H1	Supported
H2	Not Supported
H3	Not Supported
H4	Not Supported
H5	Supported
H6	Not Supported

Source: Primary Data Processed, 2022

Discussion

1. The Effect of business entity on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.

A business entity is the separation of assets between capital owners and assets used for business operations. The results of this study support the first hypothesis which states that the business entity has a positive and significant effect on Business Sustainability of Student

Entrepreneurship at Universitas Negeri Yogyakarta. This can be seen from the value of t count 2,257 which is greater than t table 1.998 and a significance value of 0.027 which is smaller than 0.05. The results of this study also support the results of research conducted by Risnaningsih (2017) entitled "Pengelolaan Keuangan Usaha Mikro dengan *Economic Entity Concept*". Yogyakarta students is still quite sufficient so there needs to be an increase in awareness to separate personal assets and business prices, this can be started by preparing a separate wallet or account for business, learning discipline in financial management, and it would be better for students business actors use mobile and internet banking so they don't have to spend too long in transferring funds.

2. The Effect of Continuity of Activity on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.

The results of this study indicate that the second hypothesis is rejected because the results of the study state that continuity of activity has a negative and insignificant effect on Business Sustainability of student Entrepreneurship at Universitas Negeri

Yogyakarta. This can be seen from the t count -0.133 which is smaller than the t table 1.998 and the significant value is 0.894 which is greater than 0.05.

The results of this study are in line with research conducted by Rahayu Novita Diharti (2019) entitled "*Analisis Penerapan Akuntansi pada Usaha Toko Barang Harian di Kecamatan Tenayan Raya Pekanbaru Baru*". The hypothesis of the continuity of activity variable was rejected because of the impact of the COVID-19 pandemic in Indonesia. One indicator of this variable is the financial condition of the business, business growth. During this pandemic period, students were unable to properly implement continuity of activity due to reduced consumer purchasing power resulting in no increase in income and an impact on reducing the number of employees. During the pandemic, students struggle so that their business can survive and still get income to cover the costs that have been incurred. Also based on demographic data, students who earn less than one million rupiah are 60%, this shows that with a very minimal monthly income it is difficult for a business to be able to

apply the concept of continuity of activity.

3. The Effect of Measured Consideration on Business Sustainability of Students Entrepreneurship at Universitas Negeri Yogyakarta

The results of this study indicate that the third hypothesis is rejected because the results of the study state that measured consideration have a negative and insignificant effect on Business Sustainability of student Entrepreneurship at Universitas Negeri Yogyakarta. This can be seen from the t count -0.765 which is smaller than the t table 1.998 and the significant value is 0.447 which is greater than 0.05. The results of this study are in line with research conducted by Rahayu Novita Diharti (2019) entitled "*Analisis Penerapan Akuntansi pada Usaha Toko Barang Harian di Kecamatan Tenayan Raya Pekanbaru Baru*".

Small businesses such as student entrepreneurship have not really taken advantage of the interests and benefits of non-financial transactions such as a Memorandum of Understanding (MoU) in the delivery of stock of raw materials for production. Verbal agreements are

often used in making agreements. In addition, small businesses rarely compare business performance from two different periods so that the implementation of measured consideration does not have a significant effect on Business Sustainability of student Entrepreneurship at Universitas Negeri Yogyakarta.

4. **The Effect of Cost Attach on Business Sustainability of student Entrepreneurship at Universitas Negeri Yogyakarta.**

The results of this study indicate that the fourth hypothesis is rejected because the results of the study state that the cost attach has a negative and insignificant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta. This can be seen from the t count 0.443 which is smaller than the t table 1.998 and the significant value is 0.659 which is greater than 0.05.

. The results of this study support the results of research conducted by Dedi Efendi (2010) entitled "*Analisa Penerapan Akuntansi pada Usaha Air Minum Isi Ulang di Kecamatan Rengat Kabupaten Indragiri Hulu*". Where the recording

and understanding of cost allocations are still minimal and irregular, but there is no significant difference between having recorded cost allocations or not for the sustainability of small businesses. Management in big companies is different from relatively small businesses so that efforts to use and allocate funds efficiently in maximizing product value are also different. Small businesses or student entrepreneurship are still often inappropriate in the use of business cost allocations as personal needs but the businesses that are run are still operating well.

5. **The Effect of Effort and Accomplishment on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.**

The results of this study support the fifth hypothesis which states that effort and accomplishment have a positive and significant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta. This can be seen from the value of t count 5.088 which is greater than t table 1.998 and a significance value of 0.000 less than 0.05. This shows that the higher the application of

effort and accomplishment, the better the Business Sustainability for student entrepreneurship and vice versa, the lower the application of effort and accomplishment, the lower the Business Sustainability of student entrepreneurship.

The results of this study are in line with the research conducted by Vina Mukti Azaria (2013) entitled "*Penerapan Akuntansi pada UKM Unggulan di Kabupaten Kota Blitar*". Where the results show that effort and accomplishment have a positive and significant influence on leading SMEs in Blitar City Regency. Based on the research results, students always make financial reports and make maximum use of natural resources without wasting anything and always ensure that the products produced have added value and benefits.

6. The Effect of Verifiable Objective Evidence on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.

The results of this study indicate that the sixth hypothesis is rejected because the results of the study state that verifiable objective evidence has a negative and insignificant effect on Business Sustainability of Student

Entrepreneurship at Universitas Negeri Yogyakarta. It can be seen from the t count -1.523 which is smaller than the t table 1.998 and the significant value is 0.1333 which is greater than 0.05.

The results of this study are in line with the research conducted by Ali Akbar Rosyad and Atu Bagus Wiguna, entitled *Analisis Keberlangsungan Usaha Mikro Malang Raya* where Verifiable Objective Evidence does not affect business sustainability. Business Sustainability can survive with product innovation. The development of the business environment occurs dynamically following every business so changes in technology and product variations quickly affect the development of all business fields. . In examining objective evidence, it is necessary to examine, interview, and test, while for small businesses, one of them is deemed sufficient.

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Business entity positively and has significant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.
2. Continuity of activity has a negative and insignificant effect on Business

- Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.
3. Measured consideration has a negative and insignificant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.
 4. Cost attach has a negative and insignificant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.
 5. Efforts and accomplishments positively and has significant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.
 6. Verifiable objective evidence has a negative and insignificant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.
 7. Business entity, continuity of activity, measured consideration, cost attach, effort and accomplishment, and verifiable objective evidence simultaneously positive and has significant effect on Business Sustainability of Student Entrepreneurship at Universitas Negeri Yogyakarta.

Limitation

1. There were a few respondents who did not pass the selection criteria, there were several respondents who did not have an accounting background and most likely independent business owner did not understand accounting to fill out this questionnaire which resulted in several hypothesis being rejected.
2. References in the form of books, journals, and similar previous studies are still few so this becomes an obstacle in compiling relevant research results.
3. This study uses a questionnaire so that the data obtained only describes the opinion of the respondents regarding the variables studied. Researchers cannot control respondents' answers and allow bias due to differences of opinion between respondents and researchers regarding the questions asked in the questionnaire.
4. The description of the corporate structure that describes the role of the CEO and owner in this study still occurs bias so that it affects the research results.

Suggestions

1. For Student

- a. Students need to increase awareness of separating personal transactions and business transactions.
 - b. Students are expected to regularly check financial reports every month.
 - c. Students are expected to always record all costs incurred, record assets and record accounts payable.
 - d. Students need to increase promotions both online and offline so that the products they produce can be known to the wider community.
 - e. Students need to improve product innovation in order to compete with competitors.
2. For Further Research
- a. This study only uses a sample of Universitas Negeri Yogyakarta students, so that further research can conduct research on students throughout the DI. Yogyakarta to compare the sustainability of entrepreneurial efforts of students throughout Yogyakarta.
 - b. This researcher can further develop it by examining other factors that affect Business Sustainability for Student Entrepreneurship such as the amount of capital, product innovation, and promotion so that the research results are more varied and will increase knowledge about the factors that affect Business Sustainability for Student Entrepreneurship.
 - c. Further research can be further improved regarding the filtering criteria of respondents it would be better if the respondents taken are students who understand accounting.
 - d. In future research it is good if it displays data separation between different understandings of accounting for independent entrepreneurial business and PMW and business incubators. This will be an added value in future research to see comparisons of understanding data on accounting.

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