

Exploring the Drivers of Entrepreneurial Intention among Zillennials in Higher Education: An Empirical Study

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Abstract

This study aims to identify factors that influence entrepreneurial intention among Generation Z, often referred to as "zillennials," within the college environment. Using a quantitative approach, this research examines the relationships between family support, entrepreneurial knowledge, entrepreneurial orientation, and entrepreneurial efficacy, and how these factors affect the intention to pursue entrepreneurship. Data were collected through a survey using questionnaires distributed to college students in Jenderal Soedirman University who met certain criteria. The sampling technique used was purposive sampling, with a total of 98 respondents.

The analysis results show that all four independent variables—family support, entrepreneurial knowledge, entrepreneurial orientation, and entrepreneurial efficacy—significantly influence entrepreneurial intention. Family support was found to play an important role in motivating students to pursue entrepreneurship. Entrepreneurial knowledge helps individuals recognize business opportunities. Additionally, entrepreneurial orientation, which includes innovation and proactivity, also positively contributes to the intention to start a business. Entrepreneurial efficacy has been shown to boost students' confidence in facing business risks.

This study highlights the importance of both internal and external factors in fostering entrepreneurial interest among young people. Colleges are encouraged to play a more active role in nurturing students' entrepreneurial spirit, helping them adapt to the increasingly competitive job market.

Keywords

Family Support, Entrepreneurial Knowledge, Entrepreneurial Orientation, Entrepreneurial Efficacy, and Entrepreneurial Intention.

INTRODUCTION

Indonesia has a population of 280 million individuals, representing approximately 3.51% of the global population (Worldometer, 2021). Indonesia is positioned as the fourth most populous country globally, trailing behind China, India, and the United States. Unfortunately, the annual population growth rate of 1.07% does not align with a significant

increase in resources and production capacity, resulting in higher unemployment rates. The continuous decline of this situation annually presents considerable obstacles to national development and economic growth (Dongoran et al., 2016; Hartanto and Masjkuri, 2017; Priastiw and Handayani, 2019; Sugiyanto, 2006).

This scenario arises from the restricted employment prospects available to college

graduates, coupled with a diminishing interest from industries in integrating new graduates into their workforce. Consequently, greater emphasis should be placed on innovative economic development especially for Generation Z, known as "zillennials," who are between the ages of 13 and 26. Generation Z is expected to be a productive generation inclined toward entrepreneurship. They need to have the attitudes, mentality, and entrepreneurial spirit to solve problems using their own resources. As we know, Generation Z has grown up with technology, the internet, and social media, which has led them to prefer starting their own businesses or taking on contract work. According to research by Powers (2018), many in Generation Z choose entrepreneurship because they do not want to be restricted. Consequently, it is essential for Generation Z to recognize and utilize opportunities to enhance productivity and contribute value (Suryana, 2013).

The mindset of entrepreneurial success is essential for shaping the entrepreneurial intention in Generation Z. This intention and entrepreneurial mindset can be cultivated independently or fostered through the encouragement of others, such as family members who motivate an individual to pursue entrepreneurship. According to the findings of Putra and Ramantha (2021) and Setiabudi (2019), the development, support, and enhancement of an entrepreneurial mindset occur more effectively within a familial context. The perspectives and functions of parents can significantly shape their children's choices regarding careers. Marini and Hamidah (2014) indicate that support for entrepreneurship can take various forms, including moral support like providing opportunities, trust, and ideas, as well as material support such as business capital, equipment, supplies, and location. Consequently, support from family can have a considerable impact on nurturing entrepreneurial intentions.

The intention to engage in entrepreneurial activities must also be underpinned by a solid foundation of knowledge. Understanding entrepreneurial concepts can significantly influence an individual's mindset, attitudes, and behaviors when contemplating the journey of entrepreneurship. While chance might occasionally influence entrepreneurial achievements, expertise is crucial, as entrepreneurship cannot depend solely on instinct.

Lumpkin and Dess (1996) contend that entrepreneurial orientation includes the ability to identify and exploit opportunities. Miller (2011) discusses orientation as the ability to innovate, take risks, and proactively adjust to changes in the market. Consequently, adopting an entrepreneurial orientation serves as a potent approach for establishing a business within a rapidly changing environment.

Managing a business laden with diverse risks presents significant challenges, and an individual in this role must possess the confidence and capability to navigate these complexities successfully. This is consistent with Bandura (1986), who asserts that efficacy pertains to an individual's capacity to implement strategies in order to reach their objectives. Entrepreneurial efficacy emerges and becomes embedded within an entrepreneur as they plan, start, and operate a business. According to Sofia and Sanjaya (2021), entrepreneurial efficacy increases an entrepreneur's chances of success.

The competencies of Generation Z are critical for a nation's future, particularly as Generation Z constitutes 27.8% of Indonesia's population (data.indonesia.id). Many of them are currently university students, meaning they are not only expected to excel academically but also to become entrepreneurs. Therefore, universities need to support the development of graduates who are more creative in identifying opportunities and creating jobs. This research aims to investigate the diverse factors that influence the entrepreneurial ambitions of Generation Z, often referred to as "zillennials," in the context of the university setting. This study employs a quantitative approach to investigate the connections among family support, entrepreneurial knowledge, entrepreneurial orientation, and entrepreneurial efficacy in promoting entrepreneurial intention.

Literature Review

Entrepreneur Intention

Entrepreneurial intention denotes a person's intense aspiration, intention, or determination to take action and become an entrepreneur (Karyaningsih, 2017). According to Wulandari, Pudyantini, and Giyatno (2013), entrepreneurial interest/intention is defined as the desire, willingness, and readiness of an individual to work hard in order to become self-

sufficient or meet their life needs, without fear of risks, and with the ability to learn from failure.

From the explanation provided, it can be concluded that entrepreneurial intention represents an individual's aspiration to pursue entrepreneurship. This desire originates internally and encompasses the capacity to develop novel and distinct ideas through creativity and innovation, the potential to identify opportunities, and the readiness to embrace risks. Entrepreneurial intention is the implementation of Ajzen's Theory of Planned Behavior (TPB) (2005:117). TPB states that any deliberate human behavior begins with the intention to act. TPB assumes that human behavior is conscious and driven by intention. There are three aspects of purpose that motivate people to act: their attitude toward the activity, their subjective norm, and their perception of their own behavioral control.

The indicators of entrepreneurial intention, as proposed by Ramayah and Harun (2005), are as follows: Individual Perspective, Working for Others, Career Choice, and Enjoyment of Activities.

Family Support

A family is defined as two or more individuals united by emotional closeness and a shared identity as part of a family (Yanta, 2019). The family significantly influences the entrepreneurial process, according to research (Aldrich & Cliff, 2003; Jennings & McDougald, 2007; Sharma, 2004), there is a strong correlation between family involvement in business and entrepreneurial endeavors or outcomes. In these interactions, individuals in business draw upon resources from their relatives, It can improve the efficiency of new businesses (objective success) and add to their own accomplishments (subjective success), perhaps leading to social or economic benefits for family members. According to Pereira et al. (2017), the indicators of Family Support include: Emotional Support, Appreciative Support, Instrumental Support, and Informational Support.

H1: Family Support positively influences Entrepreneurial Intention.

Entrepreneurial Knowledge

According to Notoatmodjo (2012), knowledge is the result of knowing, which occurs after an individual senses an object. Based on the relationship between knowledge and entrepreneurial intention, Yulianingsih (2013) states that entrepreneurial knowledge is one of the triggering factors for entrepreneurial interest. Individuals who have received training, seminar courses, and entrepreneurship classes are more likely to be interested in entrepreneurship. This statement is further reinforced by Suryana (2013), who maintains that the capacity to think creatively and innovatively is the bedrock, strategy, and resource for spotting chances that can lead to success in the entrepreneurial endeavor. According to Clercq and Arenius (2006), there are five indicators of entrepreneurial knowledge, which are: Knowledge of Roles, Knowledge of Personality, Knowledge of Responsibility, Knowledge of Business Management, and Knowledge of Organization.

H2: Entrepreneurial Knowledge positively influences Entrepreneurial Intention.

Entrepreneurship Orientation

According to Dess, Pinkham, and Yang (2011), entrepreneurial orientation is an organization's willingness to discover and embrace new opportunities and subsequently implement them as outcomes. The concept of entrepreneurial orientation suggests that companies must have an entrepreneurial mindset to achieve superior performance. The indicators of entrepreneurial orientation, as mentioned by Lumpkin and Dess (1996), are: Innovative Action, Proactive Action, Willingness to Take Risks, and Willingness to Compete.

H3: Entrepreneurial Orientation positively influences Entrepreneurial Intention.

Entrepreneurial Efficacy

The effectiveness of entrepreneurship develops and expands within a person during the processes of planning, initiating, and managing a business. Consequently, a person with efficacy demonstrates the intention or determination to take action. This is consistent with the findings of Sofia and Sanjaya (2021),

who assert that enhanced entrepreneurial efficacy boosts an individual's likelihood of achieving success. It particularly enhances abilities, fosters self-assurance, and elevates the drive to achieve success. According to Winnaar and Scholtz (2019), self-confidence plays a crucial role in shaping mindset, influencing attitudes, and affecting actions in the context of running a business. Wang and Huang (2019) identify the following indicators of entrepreneurial efficacy: Efficacy in Innovation, Seizing Available Opportunities, Building Relationships, and Facing Risks.

H4: Entrepreneurial Efficacy positively influences Entrepreneurial Intention.

RESEARCH METHODS

This study is characterized by both descriptive and quantitative elements. The approach employed in this investigation is the survey method. Data collection is carried out using various methods, such as questionnaires, interviews, and observations. The study is carried out at a higher education institution. This study focuses on university students located in Purwokerto. The sample is identified through non-probability sampling methods, particularly purposive sampling. The calculation of the sample size employs the Slovin formula as established by Yamane in 1967, detailed as follows:

$$n = \frac{N}{1 + Nd^2}$$

Where:

- n = Minimum sample size
- N = Population size
- d= Tolerance error (sampling error)

With a confidence level of 95% ($\alpha = 0.05$), the Z value is 1.96, and the tolerance error is set at 10% ($d = 0.01$) (Suliyanto, 2018). Based on this formula, with a population of 296 people, the sample size is calculated to be 74.74, which is rounded up to 75 or more. To account for an anticipated response rate of less than 100% and the possibility of incomplete responses, the final sample size is set at 110 respondents.

The collected data is subjected to validity and reliability assessments, followed by

processing and analysis through descriptive statistical methods. This approach aims to discern the characteristics of respondents and their replies to the questionnaire items, which serve as indicators of the variables under investigation.

RESULTS AND DISCUSSION

Respondent Overview

The respondents used in this study are students from Universitas Jenderal Soedirman, born between 2000 and 2005, with a total of 98 students selected as the research sample. The characteristics of the respondents are classified according to Education, Year of Birth, Gender, and Parents' Occupation to describe the respondents' profiles. The following table presents the data of the respondents:

Table 1 Respondent Overview

Characteristics	Amount	Presentation
Education		
D3	81	83%
S1	17	17%
Year of Birth		
2000	2	2%
2001	3	3%
2002	8	8%
2003	13	13%
2004	28	29%
2005	44	45%
Gender		
Male	34	35%
Female	64	65%
Parents' Occupations		
Having a Business	34	35%
Not Having a Business	64	65%
Amount	98	100%

Based on Table 1, it can be seen that the majority of respondents have a diploma (D3) education, with 83%, while the remaining 17% have a bachelor's degree (S1). Most respondents were born in 2005 (45%) and 2004 (29%), with the rest born in 2003, 2002, and 2001. In terms of gender, the majority of respondents are female (65%), while males make up 35%. Regarding the respondents' parents' occupations, the majority (65%) do not own a business, while the remaining 35% have entrepreneurial ventures.

Validity Test

Table 2 Validity Test Family Support

Instrumen	Person Correlation	R-Tabel	Sig.	Inform.
X _{1.1}	0,770	0,360	0,000	Valid
X _{1.2}	0,822	0,360	0,000	Valid
X _{1.3}	0,840	0,360	0,000	Valid
X _{1.4}	0,612	0,360	0,000	Valid

The table presented above illustrates the computed r value alongside the corresponding r table value for the instrument X1. In the validity test for the Family Support variable, it is known that the instruments X1.1 to X1.4 have a calculated r value greater than the r table value or a significance value less than 0.05, as determined, which indicates that they are valid. Therefore, the question items can be used as questions in the research questionnaire.

Table 3 Validity Test Entrepreneur Knowledge

Instrumen	Person Correlation	R-Tabel	Sig.	Inform.
X _{2.1}	0,770	0,360	0,000	Valid
X _{2.2}	0,828	0,360	0,000	Valid
X _{2.3}	0,742	0,360	0,000	Valid
X _{2.4}	0,800	0,360	0,000	Valid
X _{2.5}	0,821	0,360	0,000	Valid

The table above shows for both the computed r-value and the r-table value of the instrument X2. In the validity test for the Entrepreneurial Knowledge variable, it is found that the instruments X2.1 to X2.5 have a calculated r value greater than the r table value or a significance value less than 0.05, as established, indicating that they are valid. Therefore, the question items can be used as questions in the research questionnaire.

Table 4 Validity Test Entrepreneur Orientation

Instrumen	Person Correlation	R-Tabel	Sig.	Inform
X _{3.1}	0,807	0,360	0,000	Valid
X _{3.2}	0,777	0,360	0,000	Valid
X _{3.3}	0,815	0,360	0,000	Valid
X _{3.4}	0,769	0,360	0,000	Valid

The table above shows the calculated r value and the r table value for the instrument X3. In the validity test for the Entrepreneurial Orientation variable, it is found that the instruments X3.1 to X3.4 own an r-value that surpasses the r-table value or a significance value less than 0.05, as established, indicating that they are valid. Therefore, the question items can be used as questions in the research questionnaire.

Table 5 Validity Test Self Effication

Instrument	Person Correlation	R-Tabel	Sig.	Inform
X _{4.1}	0,815	0,360	0,000	Valid
X _{4.2}	0,841	0,360	0,000	Valid
X _{4.3}	0,762	0,360	0,000	Valid
X _{4.4}	0,811	0,360	0,000	Valid

The table above shows the calculated r value and the r table value for the instrument X4. In the validity test for the Self-Efficacy variable, it is found that the instruments X4.1 to X4.4 have a calculated r value greater than the r table value or a significance value less than 0.05, as established, indicating that they are valid. Therefore, the question items can be used as questions in the research questionnaire.

Table 6 Reliability Test

Instrumen	Person Correlation	R-Tabel	Sig.	Inform
Y _{1.1}	0,784	0,360	0,000	Valid
Y _{1.2}	0,717	0,360	0,000	Valid
Y _{1.3}	0,841	0,360	0,000	Valid
Y _{1.4}	0,882	0,360	0,000	Valid

The table above shows the calculated r value and the r table value for the instrument Y1. In the validity test for the Entrepreneurial Intention variable, it is found that the instruments Y1.1 to Y1.4 have a calculated r value greater than the r table value or a significance value less than 0.05, as established, indicating that they are valid. Therefore, the question items can be used as questions in the research questionnaire.

Reliability Test

Table 7 Reliability Test

variable	Cronbach's	Keterangan
Family Support	0,847	Reliabel
Entrepreneur Knowledge	0,813	Reliabel
Entrepreneur Orientation	0,811	Reliabel
Self Efficacation	0,779	Reliabel
Entrepreneur Intention	0,821	Reliabel

Based on the table, it is evident that the reliability values obtained using Cronbach's Alpha test for all five variables are greater than 0.6. Therefore, the 21 question items for the variables meet the reliability criteria and can be used in the research

Normality Test

Table 8 Normality Test

	Standardized Residual
N	98
Test Statistic	0,067
Asymp. Sig. (2-tailed)	0,200

Based on Table 8, it is known that the Asymp. Sig. value is greater than 0.05, which is 0.200. Therefore, it can be concluded that the research sample follows a normal distribution.

Multicollinearity Test

Table 9 Multicollinearity Test

variable	Collinearity Tolerance	Statistics VIF
<i>Family Support</i>	0,674	1,484
<i>Entrepreneur Knowledge</i>	0,523	1,912
<i>Entrepreneur Orientation</i>	0,421	2,377
<i>Self Efficacy</i>	0,337	2,965

By looking at the VIF (Variance Inflation Factor) values in the table above, with Family Support at 1.484, Entrepreneur Knowledge at 1.912, Entrepreneur Orientation at 2.377, and Self-Efficacy at 2.965, it can be concluded that all variables have VIF values smaller than 10. This means that the regression model does not exhibit multicollinearity.

Heteroskedasticity Test

Table 10 Heteroskedasticity Test

variable	B	Sig.
<i>Family Support</i>	-0,090	0,092
<i>Entrepreneur Knowledge</i>	-0,016	0,748
<i>Entrepreneur Orientation</i>	-0,010	0,884
<i>Self Efficacy</i>	-0,076	0,326

The criterion for this test indicates that if the significance value is ≥ 0.05 , one can conclude that there is no issue with heteroscedasticity. If the significance value is less than 0.05, it indicates the presence of heteroscedasticity. The analysis of the table indicates that the regression model does not exhibit a heteroscedasticity issue, as the significance values for the variables are: Family Support at 0.092, Entrepreneur Knowledge at 0.748, Entrepreneur Orientation at 0.884, and Self-Efficacy at 0.326.

F Test

Tabel 10 F test

	F	Sig
Regression	18,083	0,000

The output in the table above indicates a significance value of 0.000, which falls below the threshold of 0.05. Consequently, based on the established testing criteria, a significance value of less than 0.05 indicates that the variables Family Support, Entrepreneur Knowledge, Entrepreneur Orientation, and Self-Efficacy collectively influence Entrepreneurial Intention, thereby affirming that the proposed model is deemed good or fit.

T Test

Table 11 T test

variable	B	Sig.
<i>Family Support</i>	0,351	0,000
<i>Entrepreneur Knowledge</i>	0,421	0,000
<i>Entrepreneur Orientation</i>	0,613	0,000
<i>Self Efficacy</i>	0,669	0,000

Based on the table, the explanation regarding the acceptance and rejection of the hypotheses related to the relationship between the independent variables, namely Family Support, Entrepreneur Knowledge, Entrepreneur Orientation, and Self-Efficacy, and the dependent variable Entrepreneurial Intention in this research is as follows:

H1: Family Support positively affects Entrepreneurial Intention

The findings from the multiple regression analysis presented in the table indicate that the significance value (sig) for the Family Support variable is $< \alpha$, specifically, $0.000 < 0.05$. This suggests that Family Support plays a crucial role in influencing Entrepreneurial Intention. Furthermore, the B value is 0.351, indicating a positive relationship, suggesting that Family Support positively influences Entrepreneurial Intention. Consequently, the initial hypothesis is affirmed.

H2: Entrepreneurial Knowledge positively affects Entrepreneurial Intention

The findings from the multiple regression analysis presented in the table indicate that the significance value (sig) for the Entrepreneurial Knowledge variable is $< \alpha$, specifically, $0.000 < 0.05$. This indicates that Entrepreneurial Knowledge plays a crucial role in shaping Entrepreneurial Intention. The B value is 0.421, indicating a positive relationship, which suggests that Entrepreneurial Knowledge has a favorable impact on Entrepreneurial Intention. Consequently, the second hypothesis is accepted.

H3: Entrepreneurial Orientation positively affects Entrepreneurial Intention

According to the table's multiple regression test findings, the entrepreneurial orientation variable has a significance value (sig) of 0.000 is less than 0.05, which is equivalent to α . It follows that A strong emphasis on entrepreneurship impact on the desire to start a business. The B value is 0.613, which is positive, meaning Entrepreneurial Orientation positively influences Entrepreneurial Intention. Therefore, the third hypothesis is accepted.

H4: Self-Efficacy positively affects Entrepreneurial Intention

Based on the results shown in the table, the significance value (sig) for the Self-Efficacy variable is less than α , namely, $0.000 < 0.05$, according to the multiple regression analysis. It may be inferred from this that Self-Efficacy is a key factor in determining Entrepreneurial Intention. There is a positive correlation between self-efficacy and entrepreneurial intention ($B = 0.669$). As a result, we adopt the fourth hypothesis.

Family Support to Entrepreneur Intention

The data analysis results show that The influence of Family Support on Entrepreneurial Intention is both positive and significant. It can be concluded that the higher the Family Support, the more it will enhance Entrepreneurial Intention among students who are planning to pursue entrepreneurship.

External environments, such as economic and political conditions, can also influence an individual's interest in entrepreneurship. If the economic conditions support business growth or there is significant regulatory encouragement, it can drive strong family support for entrepreneurship. On the other hand, the majority of the sample comes from families without businesses, with 65% of the respondents indicating this. This is in line with the study conducted by Rahmadi and Heryanto (2016), which investigated the factors influencing the entrepreneurial intentions of students. The results showed that family support has a positive effect, and the sample indicated that they engage in entrepreneurial activities with support or encouragement from other parties, including their families.

This variability suggests that family support is not a consistent factor in influencing entrepreneurial intention. Therefore, the

relationship between the two may not always be positive. Some individuals may have low entrepreneurial interest because they are more interested in other career paths unrelated to entrepreneurship. They may have a strong desire to be employees or pursue a professional career in another field. In such cases, their interest in alternative careers will be a significant barrier in the relationship between family support and entrepreneurial intention.

Entrepreneur Knowledge to Entrepreneur Intention

The findings from the data analysis demonstrate that Entrepreneurial Knowledge positively and significantly influences Entrepreneurial Intention. Therefore, it can be concluded that the higher the Entrepreneurial Knowledge, the greater the Entrepreneurial Intention among students who are planning to pursue entrepreneurship.

Economic aspects can serve as a barrier. Even though an individual may have extensive knowledge about business, they might not have the financial resources to start their own business. This financial limitation can hinder their ability to turn entrepreneurial insights into concrete actions. This is supported by the fact that the majority of the sample consists of students who still lack strong financial support to engage in entrepreneurial activities.

This finding differs from the research conducted by Hutasuht (2018), which stated that an individual's level of knowledge could help in running a business. The difference may arise because the sample in this study consisted of students, most of whom are just entering higher education. This is further supported by the fact that the majority of respondents were born in 2005, comprising 44 students or 45% of the total sample. Therefore, the difference in results arises from the characteristics and knowledge possessed by the respondents.

There is a need to improve the depth of knowledge about business or entrepreneurship to encourage individuals to develop an entrepreneurial interest. While some individuals may have extensive business knowledge, they may not be motivated to engage actively in entrepreneurship. Knowledge alone is not sufficient to spark entrepreneurial intention.

Entrepreneur Orientation to Entrepreneur Intention

The findings from the data analysis reveal that Entrepreneurial Orientation positively and significantly influences Entrepreneurial Intention. Consequently, one can deduce that an increase in Entrepreneurial Orientation correlates with a heightened Entrepreneurial Intention among students intending to engage in entrepreneurship.

However, Entrepreneurial Orientation may not always be directly relevant to Entrepreneurial Intention. For example, an individual may have a high Entrepreneurial Orientation in terms of business theories and concepts but may not be interested in applying them in practice. An orientation that focuses solely on the theoretical aspects of business may not lead to active entrepreneurial interest. Even if an individual has a high Entrepreneurial Orientation, they might lack the practical skills needed to run a business. A lack of practical skills, such as financial management or marketing expertise, could become a barrier to turning Entrepreneurial Orientation into entrepreneurial action.

This finding differs from research conducted by Maryani and Yuniarsih (2022), which studied Entrepreneurial Orientation and its impact on Entrepreneurial Intention within the context of green marketing. Their research showed a significant relationship between Entrepreneurial Orientation and Entrepreneurial Intention in the scope of green marketing. The results were driven by the growing concerns about climate change and environmental degradation, leading society to become more conscious about environmental health.

The addition of factors such as green marketing is believed to enhance the influence of Entrepreneurial Orientation on Entrepreneurial Intention. The sample in this study was dominated by freshmen, as indicated by their birth years, meaning they have yet to fully understand the broader concepts and applications of marketing within the framework of Entrepreneurial Orientation.

Self Efficacy to Entrepreneur Intention

The findings from the data analysis indicate that self-efficacy positively and significantly influences Entrepreneurial Intention. Consequently, it can be inferred that an increase in self-efficacy correlates with a heightened Entrepreneurial Intention among

students intending to embark on entrepreneurial ventures.

A person with a strong sense of self-efficacy in entrepreneurship typically experiences increased confidence in navigating the challenges that come with it. A robust sense of self-confidence can drive individuals to cultivate a determined intention to pursue entrepreneurship. The perception of obstacles or barriers in entrepreneurship is also influenced by self-efficacy. Those who have confidence in their capacity to navigate these obstacles tend to perceive them as opportunities to address, rather than as deterrents to pursuing entrepreneurship. This may foster a more robust intention towards entrepreneurship.

This aligns with the findings of studies conducted by Adji (2019) and Maryani and Yuniarsih (2022), which identified a significant positive correlation between self-efficacy and Entrepreneurial Intention. The belief in one's own capabilities is thought to improve the capacity to undertake bold and risky choices. Individuals with aspirations in entrepreneurship, who possess confidence in their capacity to confront and surmount business challenges, tend to exhibit a heightened intention to launch their own ventures.

CONCLUSION

The findings of this study address the research problem related to the impact of Family Support, Entrepreneur Knowledge, Entrepreneur Orientation, and Self-Efficacy on Entrepreneurial Intention. The analysis indicates that Family Support, Entrepreneur Knowledge, Entrepreneur Orientation, and Self-Efficacy positively influence Entrepreneurial Intention.

Nonetheless, this study presents a number of limitations. The study focuses exclusively on the internal factors of an individual who may be considering entrepreneurship. Consequently, subsequent investigations ought to include external elements, like demographic factors or capital accessibility for entrepreneurship, since these could also affect entrepreneurial intentions. Furthermore, this study could be advanced by broadening the scope to incorporate green marketing, as earlier investigations have demonstrated that this element can amplify

the impact of the independent variables on the dependent variable.

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