


Building Generation Z Entrepreneurial Intentions through Entrepreneurial Attitudes

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Article Info	ABSTRACT
<p>Keywords: Self-Efficacy, Entrepreneurial Attitude, Family Support, Entrepreneurial Intention, Entrepreneur Intention, Generation Z</p>	<p>Entrepreneurship is an important factor in the economic development of a country. To increase the number of entrepreneurs, it is important to understand what factors can encourage a person to intend to establish a business. This study focuses on assessing the direct effects of self-efficacy and family support on entrepreneurial intentions in Generation Z in Jepara as well as the indirect effects of Entrepreneurial Attitudes on the relationship between these three things. This study uses a survey design with a sample of 384 Generation Z in Jepara. analysis using Structural Equation Modeling-Partial Least Square (SEM-PLS). The results of the study found that self-efficacy had a significant positive effect on entrepreneurial intentions in Generation Z in Jepara. In addition, a significant influence was obtained between entrepreneurial self-efficacy on entrepreneurial intention and entrepreneurial attitude as a moderation variable. Meanwhile, for the variable of Family Support does not affect the entrepreneurial intention of generation Z Jepara, entrepreneurial attitudes are also not proven to be able to moderate between family support and entrepreneurial intentions.</p>
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INTRODUCTION

Indonesia has large capital to compete in the international world, 272 million people residents who are active and live thereregion Indonesia also stretching from Sabang to Merauke with 17 thousand islands, In it there is Various natural resources , Mining, forest products, marine products and even Indonesia's biodiversity occupy the second place after Brazil (Kompas, 2023).

Such a large wealth is in fact has not made Indonesia a developed country and Prosperous, Indonesia still faces the problem of poverty and income inequality. Data Poor people in Indonesia are still 9.36 percent or 25.9 million people from the total population of Indonesia (BPS, 2023b), while our Gini ratio is still at 0.388 (BPS, 2023a).

There are many economic problems faced by Indonesia such as unemployment, inflation and imbalance in the balance of payments, these problems will hinder economic growth in the long term . These problems certainly need to be overcome by development in various existing sectors.

Todaro stated; Development is a multidimensional process that involves the reorganization and reorientation of the entire economic and social system, In economic terms, development has been understood as the achievement of a sustainable per capita income growth rate to enable a country to expand its output faster than its population (Todaro, 2011).

There are three basic components and practical guidelines to understand the meaning of development, The three components are sufficiency (sustenance), self-esteem and freedom. Adequacy can be interpreted as Ability to meet basic human needs, Self-esteem Simply put, Kiya not to be used as a tool by others for their own purposes, and freedom Is situations that indicate that exist alternatives to satisfy desires and everyone can take as he wishes (Todaro, 2011) .

To achieve it all, the country's economic development must continue to be encouraged by preparing quality Human Resources (HR), the human resources prepared will contribute to the development process. In fact, our human resources are still limited and the number of unemployed is relatively large, around 7.2 million people. With such conditions, the government directs residents not only to become employees. The government encourages people to become job creators or entrepreneurs as an effort to minimize existing unemployment.

While entrepreneurship is the activity of a person who is involved in a business or business with the possibility that he can lose or profit. Entrepreneurship has an important role in economic development around the world, including in Indonesia,

The number of entrepreneurs in Indonesia is at the ratio of 3.47% of the total population, this percentage is still relatively low when compared to other countries, such as Singapore, whose entrepreneurship ratio reaches 8.76% and Malaysia at 4.7%. Entrepreneurial data in Indonesia shows that elderly entrepreneurs over 60 years old still dominate reaching more than 20 percent of the total Indonesian entrepreneurs, while the lowest is in vulnerable ages 15 - 29 which are dominated by generation Z (data.goodstats.id, 2023).

Generation Z is a term for a child who Born between 1997 and 2012, They were born directly confronted with era of highly advanced technology and high connectivity, This is what makes them have a different perspective and lifestyle compared to the previous generation. In the Indonesian population pyramid, Generation Z is the largest generation, namely 94.93 million people or 27.94% of the total population (BPS, 2020), They are also the pillars of the upcoming 2045 golden Indonesia. In that year, Indonesia will get a demographic bonus where the number of productive population (15-64 years) is more than the unproductive population (<14 years and >65 years), the ratio is 70:30 (indonesiabaik.id, 2021).

If the 2045 demographic bonus cannot be used properly, the danger of failure will actually become a burden for the country, resulting in an increase in the number of unemployed, economic

growth will be disrupted, and poverty rates will increase (indonesiabaik.id, 2021). One way that can be done to optimize the Demographic Bonus is by encouraging Generation Z entrepreneurial intentions, If the number of Generation Z entrepreneurs increases, it will have a significant effect on the number of Indonesian entrepreneurs in the future.

In addition, it encourages its growth intention Entrepreneurship is important in economic development. Intention Entrepreneurship will trigger New ventures to growth, driving strategic orientation for business development and increasing the potential of resources to influence performance (Roosdhani, Farida, Indriani, & Society, 2023) , so that it can absorb excess labor aka reduce unemployment and in the long term be able to increase the economic growth of the Indonesian state.

As claimed by newman and memon (Memon, Soomro, & Shah, 2019; Newman, Obschonka, Schwarz, Cohen, & Nielsen, 2019), most studies consider entrepreneurial intention as the main consequence of entrepreneurial self-efficacy, where entrepreneurial self-efficacy is significantly related to entrepreneurial intention. In line with the research, (A. Hassan, Saleem, Anwar, & Hussain, 2020; Santos, Liguori, & Research, 2020; Soomro & Shah, 2022) conducted a study on 1,026 students in the United States, the results showed that Entrepreneurial Efficacy had a Positive Effect on Entrepreneurial Intention. Different from the research carried out (Osadolor, Agbaeze, Ejikeme, & Olabosinde, 2021) In young graduates in Nigeria, in his research it was found that self-efficacy of entrepreneurship has no effect on entrepreneurial intentions.

Family support is also one of the determinants of the growth of a person's intention in entrepreneurship, family has a role in educate, guide and direct individuals to be ready for entrepreneurship later. This is supported Research conducted by (Adha et al., 2023) University of Indonesia students found that Family Support had a positive and significant effect on entrepreneurial intentions. (Maleki, Moghaddam, Cloninger, Cullen, & Innovation, 2023; Saoula, Shamim, Ahmad, Abid, & Entrepreneurship, 2023) also conducted research on students and found the same thing, that family support can affect a person's intention in entrepreneurship. However, it is different from the research conducted (Anggraeni, Firdaus, & Ilmi, 2023; Suherti & Gumilar, 2023), the results show that Family Support has no effect on students' Entrepreneurial Intentions.

From the description above, we still find differences in the results of research on the influence of self-efficacy on entrepreneurial intention and the influence of family support on entrepreneurial intention. So this research was conducted to fill the blank space between the research gaps, namely by taking the variable of Entrepreneurial Attitude as the mediation.

In addition, several studies that have been conducted in various countries target students whose scope is limited to the side of educational institutions, as well as carried out abroad, where

differences in cultural context can affect entrepreneurial activities. In this study, the author focuses on Generation Z in Jepara Regency.

METHOD

The research model is developed through a hypothesis approach and tested based on certain principles. This research was conducted on Generation Z in Jepara Regency, Central Java. This study uses a quantitative methodology to determine the role of Self-Efficacy and Family Support towards Entrepreneurial Intentions with the mediation of entrepreneurial attitude on Generation Z in Jepara. The population of this study is Generation Z Jepara aged 20 – 29 years old which totals 187,352 people (BPS, 2022). The sampling technique used the Slovin formula $n = N / (1 + e^2 * Z^2)$ with a random sample, so that the sample from this study was 384 people. Primary data collection was carried out using a questionnaire with a likert scale with ten alternative answers.

The data analysis technique in this study uses Structural Equation Modeling (SEM) using PLS software. Data collection and hypothesis testing were carried out using a questionnaire with a Likert scale with ten alternative answers.

RESULTS AND DISCUSSION

Result

Validity and Reliability Test

The calculation of the loading factor is the determinant of the Validity test and the Reality Test. It is said to be valid when the correlation value > 0.7. The following are the results of the loading factor for the validity test of this study:

Table 2 . Model Measurement Results (outer model)

Construct	Items	Loading	Cronbach alpha	CR	AVE
Self-Efficacy	SE1	0,884	0,874	0,914	0,729
	SE2	0,730			
	SE3	0,858			
	SE4	0,930			
Family Support	FS1	0,898	0,914	0,937	0,787
	FS2	0,924			
	FS3	0,865			
	FS4	0,860			
Entrepreneurial Attitude	EA1	0,852	0,893	0,922	0,704

	EA2	0,701			
	EA3	0,910			
	EA4	0,865			
	EA5	0,851			
Entrepreneurial Intention	EI1	0,845	0,944	0,957	0,816
	EI2	0,906			
	EI3	0,924			
	EI4	0,923			
	EI5	0,918			

From the data diatas, the variable construct has a construct value of > 0.7, this number is acceptable so that this study has a good valid value. Then to prove the consistency, accuracy, and accuracy of the instrument, a reliability test is carried out by looking at the Composite Reliability and Cronbach's Alpha tests which must > 0.70, if the value obtained > 0.70, the data can be said to be reliable. From the results of the tests that have been carried out, the value is > 0.7 so that it can be stated that all the constructs in this study are declared reliable.

Table 3 . Heterotrait-monotrait ratio (HTMT)

Construct	Entrepreneurial Attitude	Entrepreneurial Intention	Family Support	Self-Efficacy
Entrepreneurial Attitude				
Entrepreneurial Intention	0,882			
Family Support	0,180	0,142		
Self-Efficacy	0,934	0,839	0,169	

To measure the validity of discrimination, this study uses heterotraits. If the number is below 0.90, the validity of the discrimination can be said to be achieved. The table above shows that the HTMT value is still more than 0.9. So the researcher conducted an analysis on a low Standardized Root Mean Square Residual (SRMR) value, especially below 0.08, this was used to see a good fit between the model built and the data observed in -SEM. if the SRMR value is high or above 0.10, it indicates that there is a significant difference between the correlation expected by the model and the observed correlation. The SRMR value limit is recommended to be below 0.08 -0.10 is still acceptable.

Table 4 . SRMR Values

	Model Saturated	Estimation Model
SRMR	0,082	0,082
d_ULS	1,139	1,139
d_G	1,126	1,126
Chi-Square	541,583	541,583
NFI	0,726	0,726

Model

Fit

R-square (R²) aims to find accurate predictions in research models, using to assess how much influence a particular independent variable has on dependent variables. This study adopts suggestions from (Hair Jr, Howard, & Nitzl, 2020) with categories: high (0.75), medium (0.50), and weak (0.25). Based on the preliminary findings, it shows that the R² value for Entrepreneurial Attitude is 0.694, which implies that Entrepreneur Attitude can pass on around 69.4%. Entrepreneurial Attitude with a medium category. Next, R² for Entrepreneurial Intention by 0.709, which implies that Self Efficacy , Family Support and Entrepreneurial Attitude are at a moderate level. In addition, this study also included f² to estimate the size of the variable construct. This research follows (Hair Jr et al., 2020), with F² criteria: .02 (small), .15 (medium), and .35 (large). The results showed that the f² value of Self-efficacy towards Entrepreneurial Attitude and Entrepreneurial Attitude towards Entrepreneurial Intention is 2.19 (Big) and .389 (Big). F² value between Self-Efficacy to Entrepreneurial Intention is .074 (small). Then F² value of Family Support towards Entrepreneurial Attitude is .005 (small), while the value of f² between Family Support to Entrepreneurial Intention is .000 (small).

Initial calculations assume that the model has met the validity and reliability tests. For further analysis, this study uses PLS estimation to build a structure by estimating the inner model. This aims to determine the relationships between constructs. The value of the path coefficient result is used to test the hypothesis. If the p value < 0.05, then the hypothesis is accepted, whereas the hypothesis will be rejected if the p value > 0.05.

Table 4 . Path coefficients and results of hypotheses testing (SE,FS, EA, and EI)

Hypothesis	Relationship	Coffisien	T	T Table	P value	Decision
			statistcs			
H1	Self-Efficacy -> Entrepreneurial Intention	0.266	2.062	1.646	0.000	Accepted
H2	Self-Efficacy -> Entrepreneurial Attitude	0.824	12.362	1.646	0.000	Accepted
H3	Entrepreneurial Attitude -> Entrepreneurial Intention	0.609	4,846	1.646	0.000	Accepted

H4	Self-Efficacy -> Entrepreneur Attitude -> Entrepreneur Intention	0.503	4.289	1.646	0.000	Accepted
H5	Family Support -> Entrepreneurial Intention	0.020	0,238	1.646	0,812	Rejection
H6	Family Support -> Entrepreneurial Attitude	0.039	0,602	1.646	0,548	Rejection
H7	Family Support -> Entrepreneurial Attitude -> Entrepreneurial Intention	0.024	0.589	1.646	0.556	Rejection

This study developed a research model that describes the impact of self-efficacy and support on entrepreneurial intentions, which was tested using the Structural Equation Modeling (SEM) analysis technique.

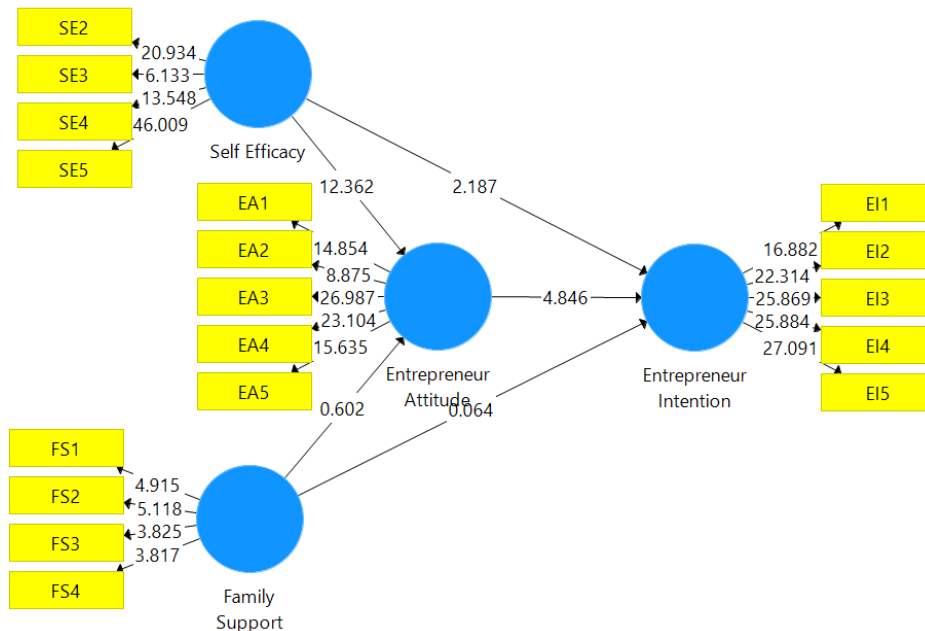


Fig 2. The Importance of Self-Efficacy, Family Support, Entrepreneurial Attitude and Entrepreneurial Intention

Hypothesis 1: The Effect of Self-Efficacy on Entrepreneurial Intention

Showing that the coefficient value (0.134) and statistical T (2.062) > T-table (1.646) and P value (0.040) < 0.05, then H0 is rejected and H1 is accepted. This means that there is a positive influence between the Self Efficacy variable on Entrepreneurial Intention.

Hypothesis 2: The Effect of Self-Efficacy on Entrepreneurial Attitudes

Showing that the value of the coefficient (0.804) and the statistical T (12.362) > the T-table (1.646) and the P value (0.000) < 0.05, then H₀ is rejected and H₂ is accepted. This means that there is a positive and significant influence between the Self Efficacy variable on Entrepreneur Attitude.

Hypothesis 3: The Influence of Entrepreneurial Attitudes on Entrepreneurial Intentions

Showing that the value of the coefficient (0.607) and the statistical T (4.683) < the T-table (1.646) and the P value (0.000) < 0.05, then H₀ was rejected and H₃ was accepted. This means that there is a positive and significant influence between the Entrepreneur Attitude variable on Entrepreneur Intention.

Hypothesis 4: The Effect of Moderation of Entrepreneurial Attitudes from Self-Efficacy on Entrepreneurial Intention

Showing that the coefficient value (0.300) and statistical T (3.560) > T-table (1.646) and P value (0.000) < 0.05, then H₀ is rejected and H₄ is accepted. This means that there is a positive and significant influence between the Moderation of Entrepreneur Attitude from Self Efficacy to Entrepreneurial Intention.

Hypothesis 5: The Effect of Family Support on Entrepreneurial Intention

Showing that the value of the coefficient (0.020) and the statistical T (0.38) < the T-table (1.655) and the P value (0.812) > 0.05, then H₀ is accepted and H₅ is rejected. This means that there is no positive influence between the Family Support variable on Generation Z Entrepreneurial Intention in Jepara.

Hypothesis 6: The Effect of Family Support on Entrepreneurial Attitudes

Showing that the value of the coefficient (0.039) and the statistical T (0.602) < the T-table (1.655) and the P value (0.548) > 0.05, then H₀ is accepted and H₆ is rejected. This means that there is no positive and significant influence between the variables of Family Support on Entrepreneurial Attitudes.

Hypothesis 7: The Effect of Moderation of Entrepreneurial Attitudes from Family Support on Entrepreneurial Intentions

Showing that the value of the coefficient (0.024) and the statistical T (0.589) < the T-table (1.646) and the P value (0.556) > 0.05, then H₀ is accepted and H₇ is rejected. This means that there is no positive and significant influence between the Moderation of Entrepreneurial Attitudes from Family Support to Entrepreneurial Intention

Discussion

Results of research conducted on Generation Z in Jepara Found there is a positive and significant influence from self-efficacy of Generation Z's entrepreneurial interest in Jepara, this result is supported by (Soomro & Shah, 2022), his research revealed learning activities of trade students in Pakistan get provide opportunities student to gain experience Management a business. Experience which can be scattered is able to grow confidence and have confidence in the world of entrepreneurship. High confidence will be able to make decisions and be able to face challenges with good preparation. Results of this study also in accordance with the theory stated by (Santos et al., 2020), an entrepreneur

who has confidence will be more optimistic and confident in his ability to its own to Success in the business world.

Meanwhile, in the Family Support variable, there was no positive and significant influence on entrepreneurial intentions in Generation Z in Jepara, meaning that support from family was not part of influencing Generation Z to intend to run a business in the future. This finding is certainly different from what was researched by (Adha et al., 2023; Maleki et al., 2023; Saoula et al., 2023) which reveals that family support has a positive and significant influence on student intentions in entrepreneurship.

Entrepreneurial attitudes are also proven to have a positive and significant influence on the entrepreneurial intentions of generation Z in Jepara, this finding strengthens what is researched by (Yulistia & Rahyuda, 2023) Where entrepreneurial attitudes can affect the entrepreneurial intentions of Udayana students. This means that the higher a person's entrepreneurial attitude will show that his intention to be entrepreneurial will be stronger.

Then The results of moderation in this study show that entrepreneurial attitude as a moderation variable strengthens the relationship between self-efficacy and entrepreneurial interest. A group of entrepreneurs who have confidence and confidence in their ability to manage a business can make them able to manage a business well. A person who has a good attitude about entrepreneurship certainly dares to take steps to run a business, this is because they have a strong sense of confidence. There are things that they consider before making the choice to become an entrepreneur, which leads to a lack of self-confidence that lowers their interest in entrepreneurship. The results of this study are in line with Nursyirwan (Nursyirwan, Purwana, Suhud, Harahap, & Valentika, 2022) which states that a person who is interested in entrepreneurship and has entrepreneurial knowledge will be influenced by the confidence he has as the basis for creating a business.

In contrast to the results of moderation above, entrepreneurial attitudes are not able to moderate the relationship between Family Support and entrepreneurial intentions. This study did find that a high attitude of entrepreneurship can affect the intention of generation Z in establishing a business in the future, it's just that high family support cannot affect a person's entrepreneurial attitude, entrepreneurial attitude may grow from other factors that are more dominant. This finding is different from (Yulistia & Rahyuda, 2023) which revealed that family support would affect students' entrepreneurial attitudes.

CONCLUSION

The factual contribution of this research lies in the model generated to determine the intention of Generation Z in educating future businesses, both direct and indirect influences. The existence of a person's attitude towards the concept of entrepreneurship, family support and self-efficacy has been proven in this study, it is a variable that determines whether a person will become an entrepreneur or not. The results of this research can be a practical reference and also for academics

and policy makers or governments. The government needs to work together with various elements to determine the follow-up of its policies on entrepreneurship based on this research model.

A practical contribution that can be applied through this research is the need to create and increase strong beliefs in the form of intensive training related to entrepreneurship. Parents and teachers can play an active role in mentoring entrepreneurship training so that entrepreneurial self-efficacy will grow well in Generation Z. Entrepreneurial self-efficacy needs to be grown in Generation Z because self-efficacy is proven to be the most powerful determinant of a person's attitude towards entrepreneurship. A person's attitude towards entrepreneurship needs to be grown by teachers as the front line who directly meet with students to stimulate their intentions in entrepreneurship. In addition to the research contribution, this study also has limitations, for example, the number of samples which only amounted to 384 people. In addition, research related to entrepreneurial intentions is only seen in terms of entrepreneurial self-efficacy, parental support and attitudes towards entrepreneurship. Further research needs to develop a more complex model by focusing on aspects of human resource management, psychological aspects, and other aspects of entrepreneurship, such as motivational aspects, entrepreneurial skills, entrepreneurial characteristics, and risk-taking tendencies.

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