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Factors Influencing Career Choice as An Entrepreneur in West Nusa Tenggara: A Quantitative Analysis Using Logistic Regression

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Abstract

This study uses logistic regression analysis to investigate the factors influencing career choice as an entrepreneur in West Nusa Tenggara. Data analysis from the National Labor Force Survey (SAKERNAS) explores key determinants such as gender, age, family status, work hours, training, and dependents. The findings reveal that gender has a negative and significant effect, indicating that males are less likely to become entrepreneurs than females, with a coefficient of -0.3535706. Age, family status, work hours, and the number of dependents all positively and significantly affect choosing a career as an entrepreneur. Specifically, individuals are more likely to become entrepreneurs with each additional year of age (coefficient = 0.0411477). Individuals with family are likely to engage in entrepreneurship, with a coefficient of 1.08056, and those with longer work hours are more likely to become entrepreneurs, with a coefficient of 0.0161729. The training was found to have a negative and significant effect, with a coefficient of -1.015992, indicating that individuals who have training are less likely to engage in entrepreneurial activities. The number of dependents also exhibited a positive impact, with a coefficient of 0.0386476, suggesting individuals with more dependents are more likely to pursue entrepreneurship.

Keywords: Career Choice, Entrepreneurship, Logistic regression

INTRODUCTION

Career choice is one of individuals' most crucial decisions (Bimrose & Mulvey, 2015). It influences their financial stability, personal fulfilment, and societal identity. Two

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primary options stand out among the various career paths: entrepreneurship and employment. Basavapattan (2020) states that employees contribute labour and expertise to an organisation in return for a fixed salary, with predetermined work hours, responsibilities, and career progression opportunities. However, this arrangement limits individual control over earnings, work schedules, and professional autonomy.

On the other hand, entrepreneurship offers greater freedom and flexibility. Entrepreneurs have control over their work hours, business decisions, and income potential. They can choose clients, define business strategies, and innovate independently. This autonomy and financial growth potential make entrepreneurship an attractive career option despite the inherent risks. Unlike employment, where earnings are often capped, entrepreneurship offers unlimited financial potential and the ability to pursue personal passions without organisational constraints.

Entrepreneurship is widely acknowledged as a critical mechanism for economic development, innovation, and poverty alleviation (Paliwal et al., 2024). As a driver of job creation and wealth generation, entrepreneurial activity has been shown to contribute significantly to gross domestic product (GDP) growth (Stoica et al., 2020). Particularly in emerging economies where small and medium-sized enterprises (SMEs) constitute a substantial portion of economic activity (Acs & Szerb, 2007). The role of entrepreneurship extends beyond a portion of economic metrics; it also fosters social inclusion and resilience by empowering marginalised groups and addressing regional disparities (Naudé, 2013). However, the propensity for choosing a career as an entrepreneur is not uniformly distributed across populations or geographies. It is influenced by a complex array of individual, economic, and institutional factors that vary considerably across contexts, necessitating region-specific analyses to inform effective policy interventions.

In Indonesia, entrepreneurship has become a strategic tool for addressing persistent socio-economic challenges, including high unemployment rates and uneven regional development (Banwo & Du, 2019). With a population exceeding 270 million, Indonesia represents a dynamic and diverse economic landscape. However, significant disparities exist between its urban centres, such as Jakarta and Surabaya, and its rural regions, where infrastructure deficits, limited access to financial services, and educational gaps constrain economic opportunities. West Nusa Tenggara (NTB), a province in eastern Indonesia, exemplifies this dichotomy. While endowed with abundant natural resources and a rich cultural heritage, NTB faces structural barriers that hinder entrepreneurial activity, including inadequate transportation networks, low levels of financial inclusion, and gender-based inequalities. Despite these challenges, there is

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evidence of growing entrepreneurial engagement in sectors such as agriculture, tourism, and handicrafts, underscoring the potential for entrepreneurship to catalyse regional development.

Various socio-economic and demographic factors shape the decision to pursue entrepreneurship, yet existing research has primarily focused on national urban-centred analyses. There remains a limited understanding of the barriers and motivators influencing individuals in rural and underdeveloped regions such as West Nusa Tenggara.

While numerous studies have explored the determinants of entrepreneurship in Indonesia, few have provided a focused, quantitative analysis of career choice determinants within West Nusa Tenggara. Most existing research tends to emphasise macroeconomic conditions, financial constraints, or cultural factors without sufficiently examining how individual characteristics, such as gender, age, family status, work hours, training, and dependents, influence career choice as an entrepreneur. Furthermore, applying logistic regression analysis to model career choice in West Nusa Tenggara remains underexplored. This study seeks to bridge this gap by providing empirical evidence on the factors driving entrepreneurship in West Nusa Tenggara, thereby addressing a critical gap in the existing body of knowledge. The findings are expected to yield actionable insights for policymakers, development practitioners, and stakeholders seeking to promote entrepreneurship as a vehicle for inclusive and sustainable development.

LITERATURE REVIEW

Entrepreneurship

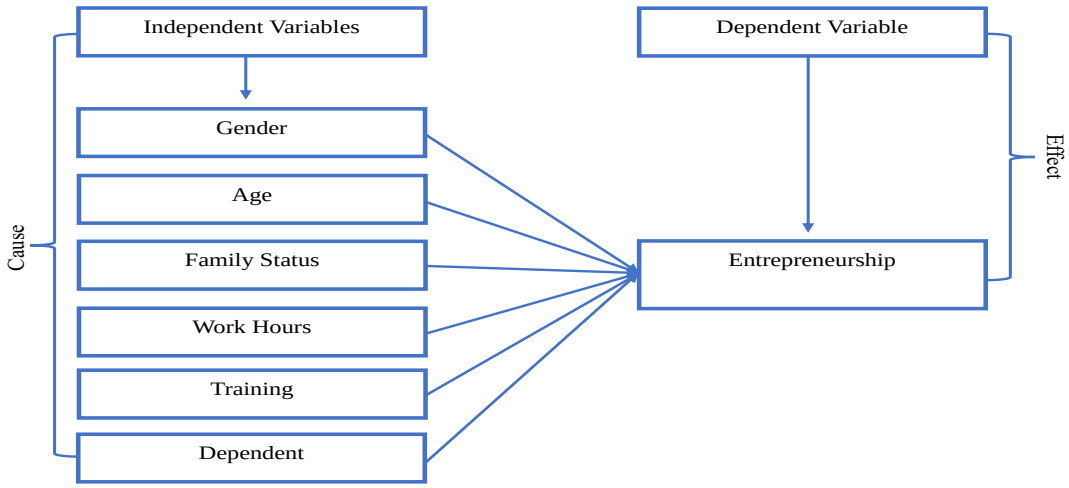
Entrepreneurship has long been recognised as a critical driver of economic development and innovation (Szabo & Herman, 2012). Entrepreneurship is a multifaceted process that involves identifying opportunities, creating value, and managing risks to foster economic growth and innovation (Toma et al., 2014). Entrepreneurship is crucial in improving people's welfare and tackling unemployment, especially in developing countries (Garg, 2024). In regions with limited formal employment opportunities, entrepreneurship offers a viable pathway to income generation and self-reliance, which are vital for economic sustainability (Skran, 2020). Entrepreneurship leads to the creation of small and medium enterprises (SMEs), often the backbone of economic activity in these regions, providing a significant proportion of employment opportunities (Barrett & McCarthy, 2008).

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Driving Factors of Individuals' Entrepreneurship

Choosing entrepreneurship results from decision-making in which individuals



weigh several factors determining their willingness and ability to become entrepreneurs (Markman & Baron, 2003). Personal, socioeconomic, and contextual factors shape the decision to pursue entrepreneurship. Entrepreneurial factors are related to several sociodemographic factors (Martins et al., 2022). The decision to pursue entrepreneurship is shaped by a combination of personal, socio-economic and contextual factors. Entrepreneurial factors are related to several sociodemographic factors (Martins et al., 2022).

Figure 1 framework

Gender

Gender has consistently been identified as a significant factor in entrepreneurial decision-making (Balachandra, 2020). Based on the literature, the male population exhibit a heightened sense of efficacy in initiating new entrepreneurial ventures and demonstrates a greater propensity to engage in such activities than females (Sánchez & Hernández-Sánchez, 2013). Men are often more willing to take financial risks and venture into uncertain business opportunities. In contrast, women may face barriers such as limited access to financing, lower confidence in their entrepreneurial abilities, and social norms that discourage female entrepreneurship (Brindley, 2005). In developing regions, such as Nusa Tenggara Barat (NTB), these gender disparities are significantly more accentuated. Traditional gender roles alongside socio-economic can constrain women's

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engagement in entrepreneurial activities, leading to a lower rate of female entrepreneurs (Rupamoni, 2024).

H1: Gender has a negative and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

Age

Age has been shown to influence entrepreneurial behaviour regarding the initial step decision. The influence of age on entrepreneurship is multifaced, revealing distinct patterns in entrepreneurial intentions and behaviours across different age groups. Research has indicated that an individual's willingness to develop commercial activities decreases with age, with older individuals being less inclined to pursue entrepreneurial endeavours (Thorgren et al., 2016). Meanwhile, other studies show that age does not significantly affect entrepreneurial involvement (Kurek & Rachwał, 2011).

H2: Age has a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

Family Status

According to Aldrich & Cliff (2003), family status is crucial in entrepreneurial decisions. Individuals with family responsibilities often face more substantial economic pressures, motivating them to pursue entrepreneurship as a means of financial stability. Family support can also provide emotional and practical resources, enhancing entrepreneurs' ability to manage risks and sustain their businesses.

H3: Family Status has a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

Working Hours

The flexibility of working hours can also impact career choice as an entrepreneur. Individuals with more flexible schedules may find it easier to balance entrepreneurial activities with other commitments, such as employment or family responsibilities (Folta et al., 2010). This is particularly relevant in developing regions, where many individuals supplement their income with informal or part-time work.

H4: Working Hours have a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

Training

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Research by Martin et al. (2013) emphasises that entrepreneurial training programs can significantly influence entrepreneurial intentions and success. While training aims to develop essential skills, its impact can vary depending on the content, delivery method, and the participants' readiness. Training programs may sometimes focus heavily on theoretical knowledge rather than practical skills, reducing their effectiveness in fostering entrepreneurship.

H5: Training has a negative and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

Dependent

Economic dependency is another crucial factor. Households with more dependents often experience greater financial demands, encouraging individuals to seek additional income sources such as entrepreneurship. However, the pressure to meet these demands may also limit their capacity to take risks, influencing the type and scale of entrepreneurial activities they pursue (da Fonseca & Berubé, 2023)

H6: Dependents have a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

METHODS

Types of Research

This study employed a quantitative associative approach to analyse the factors that affect an individual's decision to enter entrepreneurship. The quantitative associative approach is designed to identify relationships between variables and measure the extent of their influence on a specific outcome. This method collects objective data, reducing bias and subjective interpretation (Sperandei, 2014). The quantitative approach was chosen because it allows objective and systematic measuring and analysis of the relationship between independent and dependent variables through numerical data (Pandey et al., 2023).

Data Source

This study relied on secondary data from the National Labour Force Survey (SAKERNAS) conducted by the Central Bureau of Statistics (BPS). Secondary data refers to information previously collected and documented by other parties or institutions and subsequently used by researchers for new research objectives. This data type is

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commonly sourced from previous research reports, government publications, surveys conducted by other organisations or official statistical data.

Data Analysis Method

To assess the effect of the variables on this study, it employs logistic regression analysis. Logistic regression is appropriate when the dependent variable is binary, making it suitable for modelling the probability of choosing a career as an entrepreneur (*The Multiple Logistic Regression Model*, 2013). This statistical technique estimates an individual's likelihood of becoming an entrepreneur based on the given independent variables. The logistic regression model is formulated as follows:

$$\boldsymbol{logit}\,(\boldsymbol{p}) = \boldsymbol{In}\,\frac{\boldsymbol{p}}{\boldsymbol{1-p}}\boldsymbol{Y} = \boldsymbol{\beta_0} + \boldsymbol{\beta_1 X_1} + \boldsymbol{\beta_2 X_2} + \boldsymbol{\beta_3 X_3} + \boldsymbol{\beta_4 X_4} + \boldsymbol{\beta_5 X_5} + \boldsymbol{\beta_6 X_6} + \boldsymbol{\epsilon}$$

where:

- p : Probability of an individual becoming an entrepreneur
- Y : Dependent variable (1=entrepreneur, 0=employee)
- β_0 : Intercept
- $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$: Coefficient of the independent variables.
- X_1 : Gender (dummy) with (1=man, 0=woman)
- X_2 : Age (Year)
- X_3 : Family Status (1= Head family, 0=family member)
- X_4 : Work Hours (Total number of hours worked per week)
- X_5 : Training (1= Participated in training, 0= did not participated in training)
- X_6 : Dependent (Number of family members)
- ε : Error term

Data Processing

All statistical analyses and data processing procedures were conducted using STATA. The software was chosen because it offers robust statistical modelling capabilities and can efficiently handle large datasets.

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RESULT AND DISCUSSION

Logistic Regression Result

```
. logit entrepreneur gender age familystatus workhours training dependents

Iteration 0:   log likelihood =  -6950.958
Iteration 1:   log likelihood = -5978.4161
Iteration 2:   log likelihood = -5972.0554
Iteration 3:   log likelihood = -5972.0465
Iteration 4:   log likelihood = -5972.0465

Logistic regression                                     Number of obs =  10,096
                                                        LR chi2(6)    = 1957.82
                                                        Prob > chi2   =  0.0000
Log likelihood = -5972.0465                             Pseudo R2     =  0.1408

------------------------------------------------------------------------------
entrepreneur | Coefficient  Std. err.      z    P>|z|     [95% conf. interval]
-------------+----------------------------------------------------------------
      gender |  -.3535706   .0652785    -5.42   0.000    -.4815141   -.2256272
         age |   .0411477   .0018425    22.33   0.000     .0375365    .044759
 familystatus |    1.08056   .0674751    16.01   0.000     .9483112    1.212809
   workhours |   .0161729   .0012594    12.84   0.000     .0137046    .0186412
    training |  -1.015992    .057622   -17.63   0.000    -1.12893    -.9030552
  dependents |   .0386476   .0177342     2.18   0.029     .0038892    .0734059
       _cons |  -2.872355   .123493    -23.26   0.000    -3.114397   -2.630313
------------------------------------------------------------------------------
```

Source: primary data (processed)

The Pseudo R^2 value of 0.1408 suggests that approximately 14.08% of the variability in the decision to enter entrepreneurship is explained by the Independent variables are included in the model.

Hypothesis Testing Result

H1: Gender has a negative and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

The logistic regression results indicate that gender has a negative and significant effect on an individual's likelihood of becoming an entrepreneur, with a p-value of 0.000. The coefficient for gender is -0.3535706, suggesting that males are less likely to engage in entrepreneurship than females. This finding implies that women in West Nusa Tenggara may tend to enter entrepreneurship more than men.

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H2: Age has a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

The coefficient for age is 0.0411477, with a p-value of 0.000, showing a positive and significant effect on entrepreneurship. This indicates that individuals are more likely to become entrepreneurs as they grow older. The increasing likelihood of choosing a career as an entrepreneur with age could be attributed to the accumulation of work experience, financial stability, and a greater tendency to seek independence in employment.

H3: Family Status has a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

The regression results show that family status has a coefficient of 1.08056 and a p-value of 0.000, meaning it has a positive and significant effect. This indicates that individuals with family responsibilities are likelier to become entrepreneurs than those without.

H4: Work Hours have a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

The coefficient for working hours is 0.0161729, with a p-value of 0.000, showing a strong positive association with entrepreneurship. This suggests that individuals who work longer hours are more likely to become entrepreneurs.

H5: Training has a negative and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

Contrary to expectations, training is found to have a negative effect on entrepreneurship, with a coefficient of -1.015992 and a p-value of 0.000. This indicates that individuals participating in training programs are less likely to become entrepreneurs.

H6: Dependents have a positive and significant effect on the likelihood of choosing a career as an entrepreneur in West Nusa Tenggara

The coefficient for dependents is 0.0386476, with a p-value of 0.029, indicating a significant positive effect. This suggests that individuals with more dependents are more likely to become entrepreneurs, likely due to increased financial responsibilities.

DISCUSSION

Gender and Entrepreneurial Likelihood

The observation that males are less likely to engage in entrepreneurship than females challenges traditional assumptions of male-dominated business ownership. One possible explanation is that women in West Nusa Tenggara face limited opportunities in the formal job market, pushing them toward necessity-driven entrepreneurship. Prior

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research has shown similar patterns in developing economies, where women are more likely to engage in informal business activity to supplement household income (Minniti & Naudé, 2010). Policymakers should enhance support for women entrepreneurs by providing better access to microfinance, networking opportunities, and training programs tailored to their needs.

Age and Entrepreneurial Likelihood

The positive relationship between age and entrepreneurship suggests that older individuals are more likely to become entrepreneurs, possibly due to accumulated financial resources, industry experience, and professional networks. This aligns with prior research indicating that entrepreneurship is often pursued later in life as individuals seek greater autonomy and financial security (Kautonen et al., 2015). Given this trend, government initiatives should include mentorship programs that connect experienced professionals with aspiring entrepreneurs. Additionally, financial support programs targeting mid-career professionals seeking self-employment could encourage more individuals to start a business.

Family Status and Entrepreneurial Likelihood

The strong positive effect of family responsibilities on entrepreneurship indicates that individuals with dependents are more likely to seek self-employment. Entrepreneurship may offer a viable way to secure a stable income while accommodating family-related responsibilities. This aligns with research suggesting that individuals with family obligations often turn to entrepreneurship to achieve financial stability (Aldrich & Cliff, 2003b). To support these entrepreneurs, policymakers should consider financial incentives such as tax benefits or childcare support programs to reduce individuals' barriers to balancing work and family duties.

Work Hours and Entrepreneurial Likelihood

The significant effect of working hours on entrepreneurship suggests that individuals who work longer hours are more inclined to transition into self-employment. This may be due to exposure to industry knowledge, a strong work ethic, or the realisation that self-employment could provide better financial rewards and flexibility. However, another possible explanation is that individuals who work long hours may already be engaged in informal entrepreneurial activities alongside their primary jobs. Policymakers should introduce initiatives that facilitate a smoother transition from employment to

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entrepreneurship, such as business incubation programs or part-time entrepreneurial schemes that allow individuals to test business ideas before fully committing.

Training and Entrepreneurial Likelihood

The unexpected adverse effect of training on entrepreneurship suggests that current training programs may not effectively foster entrepreneurial mindsets. Instead, they may be more focused on preparing individuals for formal employment. This calls for re-evaluating existing training curricula to incorporate essential entrepreneurial skills such as risk management, innovation, and business development strategies. Governments and educational institutions should collaborate to design training programs that equip individuals with technical knowledge and encourage entrepreneurial thinking, restructuring existing training programs to emphasise entrepreneurial skills, business management, and market access.

Dependent and Entrepreneurial Likelihood

The positive relationship between the number of dependents and entrepreneurship suggests that financial pressures drive individuals toward self-employment. This supports the idea that entrepreneurship generates higher income and provides job security for individuals with more prominent families. To assist individuals in this category, financial aid programs, business grants, and social safety nets should be implemented to reduce the risks associated with entrepreneurship.

CONCLUSION

This study identifies several key factors that significantly influence the choice of working as an entrepreneur in West Nusa Tenggara. Gender was found to have a negative and significant effect, suggesting that men are less likely to become entrepreneurs compared to women. Age showed a positive and significant impact, indicating that older individuals are more likely to pursue entrepreneurship with each additional year, possibly due to accumulated experience and financial stability. Family status also exhibited a positive effect, with individuals with family responsibilities more likely to engage in entrepreneurship. Similarly, work hours and the number of dependents positively influenced my career choice as an entrepreneur. Specifically, individuals working longer hours are more likely to pursue entrepreneurship, while those with more dependents are more likely to do so. Unexpectedly, training was found to have a negative

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and significant effect on choosing a career as an entrepreneur, with individuals who had undergone training being less likely to become entrepreneurs.

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