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Several Antecedent Variables That Influence Entrepreneurial Intention

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Abstract

The purpose of this study was to analyze several antecedent variables, namely adversity quotient, family support and digital literacy in influencing entrepreneurial intention. The object of research is students majoring in Business Administration at Politeknik Negeri Semarang. The sample was taken using purposive sampling method. Respondents are students who have received entrepreneurship courses and conduct business activities. Data were collected using questionnaires, and processed using Structural Equation Modeling analysis. Based on the results of the analysis, the three hypotheses that have been proposed show two hypotheses proved to have a significant positive effect and one hypothesis is the relationship of family support has no effect on entrepreneurial intention. The dominant influence between variables is shown from the relationship between adversity quotient to entrepreneurial intention.

Keywords: adversity quotient, family support, digital literacy, entrepreneurial intention

INTRODUCTION

The results of the National Labor Force Survey recorded that the Open Unemployment Rate (OUR) for young people reached 5.45 percent, down 0.38 percentage points compared to February 2022 (BPS, 2023). The young age referred to is the workforce aged between 15-24 years. The OUR shows that out of 100 people in the young workforce, there are 5 people who are unemployed. From Sakernas data, the

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total workforce aged 15-24 years reached 21.20 million. This means that there are 3.82 million people in that age range who are not working. This number is almost half of the total national OUR which reached 8.75 million or 6.26% in February 2023 (Akhir, 2019). One way that can be used to overcome unemployment or reduce the unemployment rate is to create your own jobs or become an entrepreneur(Wulandari, 2013);(Moorthy & Sahid, 2022).

The working age population is all people aged 15 years and over. The working age population tends to increase as the population in Indonesia increases. The working age population in February 2023 was 211.59 million people, an increase of 3.05 million people compared to February 2022. Most of the working age population is in the labor force, namely 146.62 million people, the remainder is not in the labor force, 64.97 million. person. The composition of the workforce in February 2023 consists of 138.63 million employed people and 7.99 million unemployed people. When compared to February 2022, the workforce increased by 2.61 million people, the working population increased by 3.02 million people, while unemployment decreased by 0.41 million people. The Labor Force Participation Rate (LFPR) has increased compared to February 2022. LFPR in February 2023 was 69.30 percent, an increase of 0.24 percentage points compared to February 2022. LFPR is the percentage of the workforce to the working age population. LFPR indicates the large percentage of the working age population who are economically active in a country/region.

The Minister of Cooperatives and SMEs said that the entrepreneurial ratio is a prerequisite for Indonesia to become a developed country and a golden Indonesia by 2045, so that Indonesia must have a ratio of entrepreneurs, businessmen and entrepreneurs of at least 4 percent of the population. Meanwhile, the number of Indonesian entrepreneurs is still 3.47% of the population. The number of Indonesian entrepreneurs is still far behind other developed countries. In fact, Indonesia has great potential to give birth to many entrepreneurs with a domestic economy that will continue to grow for the next few years. The number of Indonesian entrepreneurs is still behind Singapore and other developed countries in the world. As an illustration, currently the number of entrepreneurs in Singapore has reached 8.76% of its population (Dadag, 2023). The number of entrepreneurs in Malaysia and Thailand is above 4 percent, even other developed countries have reached 14% to 15% of their population. South Korea is a country that should be used as an example. 20 years ago, there were almost no famous brands from Ginseng Country. Now the South Korean brand is probably the top three in the world where before there was no top 10. The Ministry of BUMN continues to

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encourage and actively provide assistance, capital and market access. Apart from that, BUMN also facilitates the display of local products such as in Sarinah and Pos Bloc (Sidik, 2022).

The growth of digital media makes it easier for business people to market their products and services. Currently internet users in Indonesia have reached 55 million people, which is equivalent to a penetration rate of 22.4%. This is an extraordinary business area for promotional events. The potential of social media to reach a wider range of consumers is increasingly encouraging the opening up of entrepreneurial opportunities (Setyowibowo, Sudarno, & Khoiriyah, 2022)

The Department of Business Administration is one of the departments that is part of the Politeknik Negeri Semarang (Polines) Vocational College. Currently the Business Administration department has 54 teaching staff/lecturers with various disciplines, 1146 students from 4 study programs and various levels. Students majoring in business administration in all study programs receive entrepreneurship and information technology courses. Students are provided with entrepreneurial competency knowledge and business management. Individual competencein business will provide insightentrepreneurship material. Among them, an entrepreneur can not only plan, say but also act, realizing the plans in his mind into action that is oriented towards success. So creativity is needed, namely a way of thinking about something new, as well as innovation, namely the action of doing something new. The final result of this course is that students are given the task of making a business plan and implementing it in an exhibition of entrepreneurial results.

The government is promoting the National Entrepreneurship Movement program, meaning there is something special about entrepreneurship. These privileges are at least related to the ability of entrepreneurship to reduce poverty and unemployment, as well as mental training to dare to take risks and be resilient (Alifuddin & Razak, 2019).Based on the gap phenomenon, this research aims to carry out empirical testing of the theoretical model developed through testing to: test the influence of the adversity quotient on entrepreneurial intentions, test the influence of family support on entrepreneurial intentions, and test the influence of digital literacy on entrepreneurial intentions

LITERATURE REVIEW

Entrepreneurial Intentions in the Theory of Panned Behavior

Fishbein and Ajzen (1975) adding that intention is the closest determinant of the behavior in question and is the single best predictor of the behavior that a person will

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carry out. The determining factors of intention are clarified in the Theory of Planned Behavior (TPB) proposed Ajzen (2005)namely three important types of beliefs. Firstly, behavioral beliefs are assumed to influence attitudes (Attitude Toward Behavior) and in this research it is adversity intelligence, adversity intelligence is a component of Attitude Toward Behavior(Iwu et al., 2021).The second is normative belief which is assumed to be a determinant with subjective norms in this research is the family environment. Several researchers have identified various factors determining intentions and one of them is external factors, namely the family environment.(D. Kumia & Ngasifudin, 2021) In this research, the family environment includes entrepreneurship education in the family and family support. Third is control belief which provides the basis for perceived behavioral control (Perceived Behavioral Control), namely self-efficacy.

Entrepreneurial intention is a mental orientation such as the hope of choosing an entrepreneurial profession in the future (Peng, Lu, & Kang, 2012). Without an intention, there is no reason to carry out an action with a specific purpose, therefore intention is very important to understand behavior (Hsu et al., 2019). Bird (1988) was the first to propose the concept of entrepreneurial intention. He believes that entrepreneurial intention is an internal psychological activity that allows entrepreneurs to work hard to achieve ideal results. When studying why individuals choose to become entrepreneurs, Krueger et al. (2000) found that entrepreneurship involves intentional behavior and that intention is the best predictor of entrepreneurial behavior.

The Influence of Adversity Intelligence on Entrepreneurial Intentions

Intention is a component within an individual that refers to the desire to carry out certain behavior. One of the determining components of entrepreneurial intentions is adversity intelligence. Putra and Sakti (2023)believes that the adversity quotient is a person's ability to use his intelligence to direct, change his way of thinking and acting when facing obstacles and difficulties that could cause him misery Entrepreneurs who have a good level of adversity intelligence will increase their entrepreneurial intention/interest. Stotlz (2007) states that adversity intelligence is a person's ability to overcome and transform obstacles into opportunities. Stotlz (2007) suggests that adversarial intelligence has three forms. First, adversity intelligence is a new conceptual framework for understanding and improving all facets of success. Second, adversity intelligence is a measure to determine an individual's response to difficulties. Finally, adversity intelligence is a series of tools that have a scientific basis for improving individual responses to difficulties which will result in improving the individual's overall

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personal and professional effectiveness. The hypothesis formulation proposed is:

H1: There is a positive influence between adversity intelligence on entrepreneurial intentions

The Influence of Family Support on Entrepreneurial Intentions

Family support, which is considered the main factor that determines a person's development in entrepreneurship, also influences a person's enthusiasm for entrepreneurship. Parents in particular play an important role in shaping their children's future in the family, which can have an indirect impact on their children's future careers to become business people. A child's personality is formed primarily in the family environment, so that the family environment is the main place of education. As a result, the child's first social environment and the first environment for personality development are family and friends (Kurniawan, Khafid, & Pujiati, 2016);(Neneh, 2020). Family influences a person's success because of the importance of education in the family environment. Individuals will have an interest in entrepreneurship if parents are able to instill a positive mindset and support their entrepreneurial interests. Every individual when starting a business also needs to prepare a certain psychology to overcome difficulties and challenges. In addition, if they get more support from their family, they will be more confident and brave to overcome challenges and move forward in business growth. Support from family can be encouragement, motivation and enthusiasm for them to try to achieve their goals (Hieu & Loan, 2022; Mamun, Binti Che Nawi, Dewiendren, & Fazira Binti Shamsudin, 2016). For those who grow up in a good business family, their parents will be role models for them to become successful business people. Apart from family support, friends and relatives also have an important role in motivating them to form entrepreneurial intentions. The hypothesis formulation proposed is

H2: there is a positive influence between family support and entrepreneurial intentions.

The Influence of Digital Literacy on Entrepreneurial Intentions

Digital literacy is the ability to use technology and information from digital devices effectively and efficiently in various contexts such as academics, careers and everyday life. Anggresta, Maya, and Septariani (2022)stated that digital literacy is the ability to use information and communication technology, to find, evaluate, utilize, create and communicate content or information, with cognitive and technical skills. Digital literacy is defined as an individual's ability to apply functional skills on digital devices so that he can

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find and select information, think critically, be creative, collaborate(Mugiono, Prajanti, & Wahyono, 2020). Together with others, communicate effectively and remain mindful of electronic security and the evolving socio-cultural context. Based on the various definitions and explanations above, what is meant by digital literacy is an individual's interest, attitudes and abilities in using digital technology and communication tools such as smartphones, tablets, laptops and desktop PCs to access, manage, integrate, analyze, evaluate information, build new knowledge, creating and communicating with others in order to participate effectively in society, and digital literacy can make it easier for someone to become an entrepreneur. Formulation of the proposed hypothesis:

H3: There is a positive influence between digital literacy and entrepreneurial intentions

METHODOLOGY

Population in this study there are 350 students majoring in business administration levels 3 and 4. The sampling method is purposive sampling method. The criteria proposed are that the respondent has received entrepreneurship material and has carried out business activities. The sample size is sufficient to use the Maximum Likelihood estimation model as a basis for interpreting the results of the Structural Equation Model (SEM).

The researcher provided information about the purpose of the study to identify perceptions about the items with questions. The validity and reliability of the questions have been tested by previous researchers. All items were rated on a ten-point scale ranging from 1, “strongly disagree” and “strongly agree” to 10. The questionnaire statements on Entrepreneurial Intention adopted the measurement scale of the study in (Veciana, Aponte, & Urbano, 2005). Digital literacy adapts the questionnaire statements that have been made by(Moorthy & Sahid, 2022). The adversity quotient variable questionnaire statement was developed from the study(Stoltz, 1997). Indicator items for statements of family support were developed from the study(Mamun et al., 2016).

RESULTS AND DISCUSSION

Figure 1 shows the data analysis resulting in acceptable goodness of fit criteria. GFI = 0.923, AGFI = 0.887, TLI = 0.953, IFI = 0.963, and CFI = 0.963 were above the cut-off value of 0.90 with RMSEA = 0.071 between 0.03 and 0.08 to achieve the goodness of fit of the model(Hair, Black, Babin, & Anderson, 2018). Based on the loading factors of the constructs, each single variable has a cut-off value of ≥0.50.

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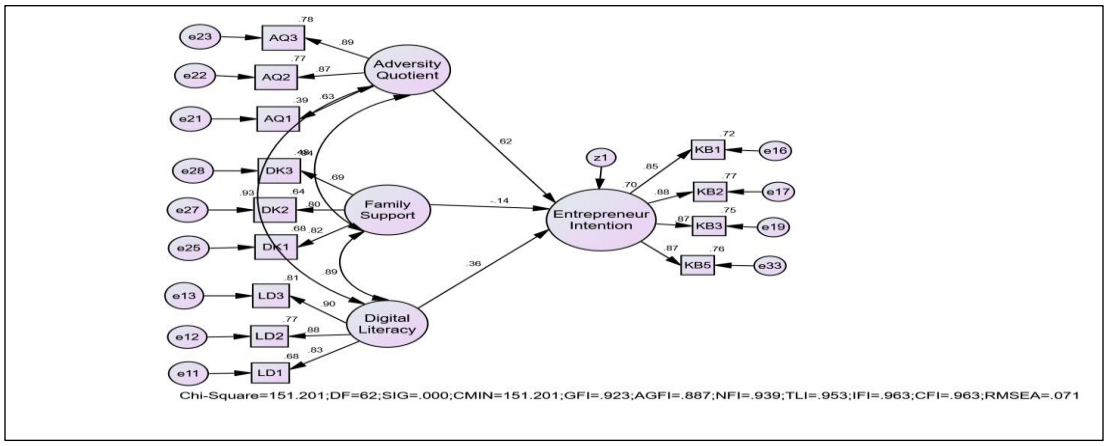


Figure 1. Full Structural Equation Modeling

DISCUSSION OF THE INFLUENCE BETWEEN VARIABLES

Table 2 shows the regression results of the relationship between exogenous and endogenous variables. Regression coefficient of the hypothesized path H1 = 0.792; H2 = 0.328; H3 = -0.144 with the p-value < 0.05 or critical value > 2.0 for H1, H2 and H3 was rejected.

Table 1. The Results of the Regression Test

			Estimate	S.E	CR	P	Label
Adversity_Quotient		Entrepreneurial Intention	0.792	0.389	2,038	0.042	Accepted
Digital Literacy	→	Entrepreneurial Intention	0.328	0.164	1,999	0.046	Accepted
Family Support	→	Entrepreneurial Intention	-0.144	0.245	-0.590	0.555	Not Accepted

Influence Adversity Quotients and Entrepreneurial Intentions

The results of the third hypothesis test show an estimated value of 0.792 with a standard error value of 0.389 and a critical ratio value of 2.389 and a probability of 0.042.

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At a significance level (α) of 0.05 (5%), it can be concluded that the third hypothesis can be proven that the higher the group cohesiveness, the greater the collective efficacy.

The term adversity quotient is a concept developed by Paul G. Stoltz. Adversity quotient is defined as the ability a person has to observe difficulties and process these difficulties with their intelligence so that they become a challenge to be resolved.(Stotlz, 2007).(Zulmi & Tentama, 2024) explains that the adversity quotient is the ability to think, manage and direct actions that form patterns of cognitive and behavioral responses to stimulus events in life in the form of challenges or difficulties. Meanwhile, according to the adversity quotient, it determines a person's ability to survive and face difficulties. An individual who has a high adversity quotient may find it easier to pursue a profession as an entrepreneur because they have the ability to turn obstacles into opportunities.(Irawan, Syafaat, & Zaki, 2023) revealed that individuals with a high adversity quotient will have the ability to seize business opportunities because they have the ability to bear risks, orientation to opportunities/initiatives, creativity, independence and mobilization of resources, so that an individual's adversity quotient has an influence on the desire to become an entrepreneur. In line with this,(Ramadani, Haidar, Rahayu, & Ellyawati, 2023)states that by having a high adversity quotient individuals can become more creative, responsible, independent and work hard. These are some of the characteristics of being an entrepreneur. Individuals with a low adversity quotient tend not to have these traits, which can weaken their desire for entrepreneurship.

The influence of digital literacy on entrepreneurial intentions

The results of the second hypothesis test show an estimated value of 0.328, with a standard error value of 0.164 and a critical ratio value of 1.999. As well as a probability of 0.046 at a significance level (α) of 0.05 (5%), it is concluded that the second hypothesis can be proven that digital literacy has a positive influence and significant in increasing entrepreneurial intentions.

Indonesia has 277.7 million people, dominated by millennials and the Z generation. There are 204.7 million internet users, so penetration is 73.7% of Indonesia's population. They use the internet an average of 8.5 hours per day. This is a great opportunity to promote various products and services through various e-commerce platforms. The ability of the Indonesian people in digital literacy supports marketing and production in reaching a wider market share and consumers(Anggresta et al., 2022); (Sulistyowati & Agustina, 2021). Digital literacy is a concept that aims to connect technology and users to practice digital technology productively. So this ability is considered to have been mastered by

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someone if the user can use it productively to the point of economic value. Therefore, this ability is very relevant to the entrepreneurial spirit whose main goal is to obtain economic profits. On the other hand, digital literacy needs to be correlated with the economic sector and tends to be taught in technologically wise campaigns, which are closely related to efforts to overcome hoaxes, gadget addiction, internet fraud, privacy violations and reality bias.(N. Kurnia & Astuti, 2017). The Department of Business Administration has equipped students to be ready to enter the business world with information technology courses such as business computers, business data processing, e-commerce, and business program applications. This helps in digital literacy competency. Apart from that, deepening the entrepreneurship material with independent entrepreneurial practices and internships enriches students' insight so they are ready to become entrepreneurs.

The Influence of Family Support on Entrepreneurial Intentions

The results of the third hypothesis test show an estimated value of -0.144, with a standard error value of 0.245 and a critical ratio value of -0.590 and a probability of 0.555. At a significance level (α) of 0.05 (5%) it can be concluded that the third hypothesis can be proven that family support is not has a role in increasing entrepreneurial intentions. This is possible, many families want their children to study until college to work in offices or companies. This is because doing business is an art and a passion, and the rise of digital media can encourage someone to do business by taking advantage of advanced technology. A student has sometimes been doing business online for years without his family knowing.

The internal environment that influences individual development other than oneself is the family environment. The family environment is the main educational environment that a child first receives, because it is in this family that children first receive education and guidance after they are born.(Neneh, 2020).

In choosing a career, a person tends to consult with fellow members in the family environment. Family is a place where someone carries out their main activities. In a family environment, parents tend to provide guidance for a child's future. Indirectly, parents can influence their children in determining the career/job they will take in the future. Becoming an entrepreneur is the result of parental or family support, because family support can encourage children to become entrepreneurs(Aliedan, Elshaer, Alyahya, & Sobaih, 2022). Apart from that, a parent's job can also be something that triggers a child to become an entrepreneur, for example parents who have a certain business will encourage their child to follow in their parents' footsteps to set up a similar business. In

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this study, family support had no effect on the desire to become an entrepreneur. Entrepreneurship is a passion and motivation from within for each individual student. If passion and motivation have emerged, especially if there are IT facilities, the business can be run whether there is family support or not.

CONCLUSION

Students majoring in Business Administration at the Politeknik Negeri Semarang have been provided with courses according to the curriculum to achieve a graduate profile, including becoming an entrepreneur. However, becoming an entrepreneur is not easy, it requires perseverance, creativity, independence and resistance to various difficulties. Apart from that, you need skills in digital literacy competencies to support business development. The results of this research show that adversity quotient and digital literacy are proven to influence entrepreneurial intentions, while family support does not play a role in increasing entrepreneurial intentions.

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