

# **INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE AND SELF-EFFICACY ON ENTREPRENEURIAL INTENTION: THE MEDIATING ROLE OF FAMILY ENVIRONMENT**

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## **ABSTRACT**

*Entrepreneurship is considered an effective solution to address employment issues and potential to stimulate economic growth. This research aims to investigate the influence of entrepreneurial knowledge and family environment on entrepreneurial intention among university students in West Jakarta, mediated by self-efficacy. The research methodology employed is descriptive quantitative, utilizing non-probability sampling and purposive sampling techniques. The sample consists of 196 students from West Jakarta universities. The results indicate that entrepreneurial knowledge has a positive and significant impact on entrepreneurial intention and students' self-efficacy. Meanwhile, the family environment does not directly affect entrepreneurial intention but has a significant influence on self-efficacy. Self-efficacy is proven to mediate the relationship between entrepreneurial knowledge and family environment with entrepreneurial intention. The contribution of this research is expected to increase the role of universities in providing theoretical and practical knowledge about entrepreneurship and the importance of support from the family environment to motivate entrepreneurship.*

**Keywords:** *entrepreneurial knowledge; family environment; self-efficacy; entrepreneurial intention.*

## **1. INTRODUCTION**

Unemployment in Indonesia reached 7.99 million people by February 2023, with 5.52% coming from university graduates (BPS, 2023). Entrepreneurship is considered as an effective solution to address this imbalance, as it can stimulate economic growth (Naiborhu, 2021; Sergi et al., 2019). Indonesia's entrepreneurship ratio is still low (3.47%) compared to Singapore (8.76%) and Malaysia (4.74%) (Purnomo, 2017). Encouraging student interest in entrepreneurship is seen as a strategic step to overcome unemployment issues and revive the economy.

According to Agustiamati and Wahyudin (2018), as a country becomes more developed, the number of educated people increases, but leads to higher unemployment rates, so it is important to highlight the world of entrepreneurship. According to (Ács et al., 2019), Indonesia has less entrepreneurs than Malaysia, Singapore, Thailand, Brunei Darussalam, and Vietnam.

Entrepreneurship is one of the solutions to the growing problem of unemployment. Furthermore, entrepreneurship can also contribute to improving welfare and foreign exchange (Indriyani and Subowo, 2019). According to Sari, Harahap, and Ridwan (2018), Entrepreneurial intention is influenced by two types of factors: internal and external. Internal factors are personal traits that drive someone to become an entrepreneur, while external factors come from external sources. In this study, the researcher will explore self-efficacy as an internal factor, as well as external factors such as family environment and knowledge of entrepreneurship.

Entrepreneurial knowledge plays a crucial role in transforming student intention into actual actions in society (Baluku et al., 2020). Kalyoncuoğlu et al. (2017) stated that entrepreneurial knowledge is related to practical creativity skills. Putri's research (2017) supports this view, noting that entrepreneurial knowledge provides theoretical foundations and shapes the behavior, mindset, and attitudes of potential entrepreneurs. Santi, Hamzah, and Rahmawati (2017) found a positive and significant relationship between entrepreneurial knowledge and entrepreneurial intention, a result also supported by Mambu et al. (2019) and Aji (2018). However, Mahendra, Djatmika, and Hermawan (2017) found that entrepreneurial knowledge indirectly affects student entrepreneurial intention.

The family environment also plays a significant role in influencing entrepreneurial intention. The family environment shapes individual values, standards, and perspectives on various aspects of life, including entrepreneurship (Sandi and Nurhayati, 2020). Therefore, the family environment can help build individual personalities to remain steadfast and enthusiastic about entrepreneurship (Soelaiman and Thomas, 2023). Pricilia et al. (2021) demonstrate a significant influence of the family environment on entrepreneurial intention. However, Indriyani and Subowo's research (2019) states that the family environment does not have a positive and significant influence on student entrepreneurial intention.

Self-efficacy is related to mastering entrepreneurial knowledge because good entrepreneurial knowledge can cultivate an individual's self-confidence to realize their business. Entrepreneurial knowledge directly affects self-efficacy through experience and knowledge gained during education. Educational support can increase self-confidence in entrepreneurship (Noviyanti et al., 2023). The family environment, including parents and siblings, can also enhance an individual's self-efficacy in choosing a career (Wahyuni and Setiyani, 2017).

### **Entrepreneurial Knowledge on Entrepreneurial Intention**

Entrepreneurial knowledge, involving activities such as guidance, teaching, and lifelong training, plays a significant role in shaping entrepreneurial intention. Research by Wang Jiangtong et al. (2021) indicates that entrepreneurial knowledge positively and significantly influences entrepreneurial intention. This highlights efforts from families, communities, and governments to prepare students to function effectively in various environments. The focus of entrepreneurial knowledge is to develop individuals with skills, characteristics, and deep understanding of entrepreneurship. Studies by Aritonang (2013), Putri (2017), Mambu et al. (2019), and I. D. K. Aji and Sigar (2018) assert that entrepreneurial knowledge has a positive impact on entrepreneurial intention.

H1: Entrepreneurial knowledge has a positive and significant influence on entrepreneurial intention.

### **Entrepreneurial Knowledge on Self-Efficacy**

High-quality, positively disposed aspiring entrepreneurs can act with confidence in achieving their goals. Research by Alonso et al. (2020) and Mozahem and Adlouni (2021) shows that entrepreneurial knowledge positively impacts self-efficacy. Individual confidence in their ability to accomplish tasks helps shape the mindset and strong spirit of aspiring entrepreneurs. Proficiency in entrepreneurial knowledge can instill confidence to start ventures, including small-scale business. Entrepreneurial knowledge directly affects self-efficacy through experiences and knowledge gained during education or schooling. Through education, it can enhance an individual's self-confidence to become an entrepreneur (Noviyanti et al., 2023).

H2: Entrepreneurial knowledge has a positive and significant influence on self-efficacy.

### **Family Environment Influence on Entrepreneurial Intention**

The family environment plays a crucial role in providing significant early education on an individual's behavior and helps set life goals. According to Nuryanto et al. (2019), key factors for individuals include parental conditions and the family environment. Support from this environment can encourage entrepreneurial intention in individuals because the positive influence of the family environment and entrepreneurial knowledge provided since childhood contributes to shaping entrepreneurial intention. A supportive and positive family environment is characterized by encouragement of the good intentions and positive activities of each member of the family. Effective communication and a harmonious atmosphere within the family are essential conditions for creating this supportive environment. Pricilia et al. (2021) found in their research that a good family environment has a significant correlation with entrepreneurial intention.

H3: Family environment has a positive and significant influence on entrepreneurial intention.

### **Role of Family Environment Influence on Self-Efficacy**

Ratumbusyang and Rasyid (2015) state that the social environment directly and indirectly affects individuals. Daily interactions, such as with family, school friends, coworkers, and people around us, often have a direct influence. Wahyuni and Setiyani (2017) state that the family environment, consisting of parents, siblings, and close relatives, significantly impacts individual decisions, including career choices. Studies conducted by Agustiamati and Wahyudin (2018) found a positive and significant relationship between the family environment and self-efficacy. Similar research by Indriyani and Subowo (2019) also found a positive and significant relationship.

H4: Family environment has a positive and significant influence on self-efficacy.

### **Self-Efficacy Influence on Entrepreneurial Intention**

Ohanu and Ogbuanya (2018) state that self-efficacy can be defined as an individual's belief in their ability to succeed as an entrepreneur. Students with high levels of self-efficacy in managing entrepreneurial aspects tend to show greater entrepreneurial intention. In a similar view, Indriyani and Subowo (2019) define self-efficacy as an individual's belief in their self-assessment regarding their ability to succeed in tasks assigned to them. Aspiring entrepreneurs with high levels of self-efficacy have the potential to become successful entrepreneurs. They tend to feel free from burdens or pressures and see their efforts as enjoyable. Previous studies indicate a positive and significant correlation between self-efficacy and intention to become entrepreneurs. The decision to become an entrepreneur can be strengthened by increased levels of self-efficacy, which directly influence aspiring entrepreneurs with the emergence of motivation and belief.

H5: Self-efficacy has a positive and significant influence on entrepreneurial intention.

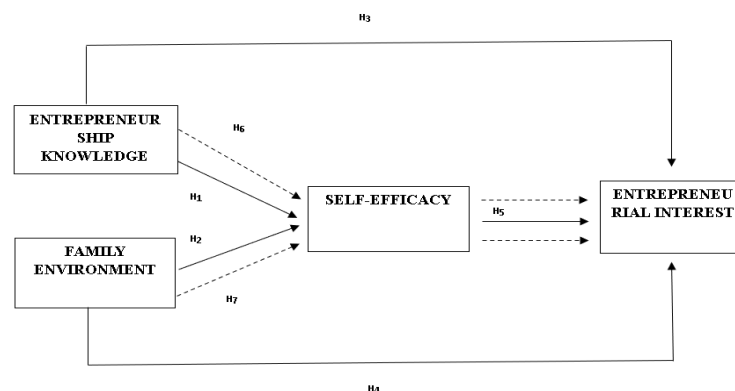


Figure 1. Research Model

Based on the above research model, the hypotheses formulated are as follows:

H1: Entrepreneurial knowledge has a positive and significant influence on entrepreneurial intention.

H2: Entrepreneurial knowledge has a positive and significant influence on self-efficacy.

H3: Family environment has a positive and significant influence on entrepreneurial intention.

H4: Family environment has a positive and significant influence on self-efficacy.

H5: Self-efficacy has a positive and significant influence on entrepreneurial intention.

H6: Self-efficacy mediates the relationship between entrepreneurial knowledge and entrepreneurial intention.

H7: Self-efficacy mediates the relationship between family environment and entrepreneurial intention.

## **2. RESEARCH METHOD**

This study applies a quantitative research design, which focuses on testing objective theory by examining relationships between variables using numerical measurement instruments. Creswell and Creswell (2018) identified three research designs: qualitative, quantitative, and mixed methods. Within the quantitative approach, there are five types of research designs, including exploratory, descriptive, diagnostic, experimental, and exploratory. This research adopts a quantitative descriptive method utilizing a cross-sectional questionnaire as the data collection tool. This design allows for the analysis of relationships between the studied variables by measuring numerical data through a questionnaire instrument.

According to Paramita, Rizal, and Sulistyan (2021), the population is a combination of elements that can be events, things, or individuals that are the focus of a researcher's study. The population can also be defined as a group of individuals that the researcher intends to generalize (Fauzi et al., 2021). In this study, the population consists of active university students in West Jakarta, Indonesia.

This study employed a non-probability sampling method with purposive sampling technique, aligned with the research objective, which involved active students from Tarumanagara University, Bina Nusantara University, and Trisakti University. Data collection is conducted online via WhatsApp and Line and also offline by directly visiting the targeted universities.

In measuring an instrument from the variables used, the instrument needs to be measured using indicators. Therefore, in this research, the researcher will analyze the data using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique.

## **3. RESULTS AND DISCUSSION**

### **Analysis of Validity and Reliability**

In this study, data analysis was conducted using SmartPLS software by applying the Structural Equation Model (SEM) technique. SEM method involves two types of analysis: first, the measurement model which includes validity and reliability analysis, and second, the structural model used for further data analysis.

### **Convergent Validity**

Convergent validity is a measure that assesses the extent to which a construct can explain the statements of its indicators. It is related to the idea that various measurements (manifest variables) of a construct should have strong correlations with each other. Susanto et al. (2020) suggested that factor loading values for convergent validity should be greater than 0.7 to be considered adequate. This means that indicators with factor loadings higher than 0.7 are effectively representing the measured construct.

Furthermore, to assess the convergent validity of a construct, the Average Variance Extracted (AVE) metric is used. AVE is applied to all indicators within each construct to measure the amount of variance explained by that construct for its indicators. The minimum accepted standard for AVE is 0.50, as indicated by Hair et al. (2021). If the AVE of a construct is 0.50 or higher, it indicates that the construct can explain at least 50% of the variance in the indicators forming that construct. Thus, an AVE higher than 0.50 indicates good convergent validity for the construct.

Table 1 Validity and Reliability Test

Source: SmartPLS Data Processing

Variable	Indicator	AVE	Outer Loadings	Cronbach's Alpha	Composite Reliability
<b>Entrepreneurial Knowledge</b>	EK 3	0.630	0.822	0.705	0.836
	EK 4		0.761		
	EK 5		0.796		
<b>Family Environment</b>	FE 1	0.518	0.740	0.690	0.811
	FE 3		0.705		
	FE 4		0.716		
	FE 5		0.718		
<b>Self - Efficacy</b>	SE 1	0.558	0.740	0.706	0.819
	SE 2		0.742		
	SE 4		0.752		
	SE 5		0.755		
<b>Entrepreneurial Intention</b>	EI 2	0.531	0.723	0.738	0.835
	EI 3		0.724		
	EI 4		0.710		
	EI 5		0.758		

Table 1 show that from the indicator elimination results, the outer loading values for each variable are as shown in the table above, where all outer loading results have values >0.7, then AVE value indicates that all variables meet the criteria for convergent validity as each variable has an Average Variance Extracted (AVE) value > 0.5. After that, based on the results of the Cronbach's alpha and composite reliability test in Table 4, it meets the reliability test criteria as it has values > 0.60. This indicates that all indicators used can be considered reliable for measuring the variables in question.

### **Discriminant Validity**

As an alternative in assessing discriminant validity, the Heterotrait-Monotrait (HTMT) correlation ratio offers high effectiveness. The study found that HTMT provides a very high level of accuracy and sensitivity, ranging from 97% to 99%. This performance far exceeds the cross-loadings method, which is only effective at 0.00%, and the Fornell-Lacker method with an effectiveness of approximately 20.82%. To apply HTMT as a measurement tool, a comparison needs to be made between the HTMT value and the predetermined threshold. If the HTMT value exceeds the threshold, it indicates a weakness in discriminant validity. Hamid et al. (2017) recommends the threshold for HTMT to be 0.90.

Table 2 HTMT Analysis Results Table  
 Source: SmartPLS Data Processing

Variable	Entrepreneurial Knowledge	Family Environment	Self-Efficacy	Entrepreneurial Intention
<b>Entrepreneurial knowledge</b>				
Family Environment	0.659			
Entrepreneurial Intention	0.863	0.631		
Self - Efficacy	0.643	0.697	0.792	

The HTMT results presented in Table 3 indicate that the values for each variable are less than 0.9, indicating that the variables in this study meet the criteria for discriminant validity.

Table 3 Results of Coefficient of Determination ( $R^2$ ) Test  
 Source: SmartPLS Data Processing

Variable	R-Square ( $R^2$ )	Description
Self - Efficacy	0.490	Moderate
Entrepreneurial Intention	0.323	Small

The results of the coefficient of determination ( $R^2$ ) test indicate that 49% of the variability in self-efficacy is influenced by entrepreneurial knowledge and family environment. Meanwhile, 32.3% of the variability in entrepreneurial intention is influenced by entrepreneurial knowledge, family environment, and self-efficacy. In conclusion, the coefficient of determination for both variables is relatively small, suggesting that entrepreneurial knowledge and family environment in this study are insufficient in explaining most of the variation in self-efficacy and entrepreneurial intention.

### Effect Size ( $f^2$ )

Table 4 Predictive relevance ( $f^2$ )  
 Source: SmartPLS Data Processing

Variable	Effect Size ( $f^2$ )	Description
Entrepreneurial Knowledge -> Entrepreneurial Intention	0.240	Moderate
Entrepreneurial Knowledge -> Self - Efficacy	0.103	Low
Family Environment -> Entrepreneurial Intention	0.008	Very Low
Family Environment ->Self - Efficacy	0.156	Moderate
Self - Efficacy -> Entrepreneurial Intention	0.161	Moderate

The Effect Size ( $f^2$ ) test results in Table 4 indicate that entrepreneurial knowledge and self-efficacy significantly contribute to entrepreneurial intention. Although the impact of entrepreneurial knowledge on self-efficacy is not as strong as its impact on entrepreneurial intention, it still has a significant effect. Family environment has a minimal impact on entrepreneurial intention but has a more significant impact on self-efficacy.

### Predictive Relevance ( $Q^2$ )

Table 5 Effect Size ( $Q^2$ )  
 Source: SmartPLS Data Processing

Variable	Q-Square ( $Q^2$ )	Description
Self - Efficacy	0.344	Strong Predictive Relevance
Entrepreneurial Intention	0.293	Strong Predictive Relevance

Based on the results of the predictive relevance ( $Q^2$ ) testing in Table 5, the  $Q^2$  values for self-efficacy are 0.344 and for entrepreneurial intention are 0.293, which exceed the threshold of  $> 0$  means the generated predictive model is good.

### Direct Effect Test

Table 6 Bootstrapping Results  
 Source: SmartPLS Data Processing

Variable		Path Coefficients	T-statistics	P-Values
Entrepreneurial Knowledge	→ Entrepreneurial Intention	0.414	3.519	0.000
Entrepreneurial Knowledge	→ Self - Efficacy	0.298	3.365	0.000
Family Environment	→ Entrepreneurial Intention	0.077	0.634	0.263
Family Environment	→ Self - Efficacy	0.366	4.678	0.000
Self - Efficacy	→ Entrepreneurial Intention	0.348	4.960	0.000

To test the hypotheses and indirect effects, T-Statistic and P-Value were examined using the bootstrapping method. A hypothesis is accepted if the T-Statistic value is greater than 1.96 and the P-Value is less than 0.05. The results obtained from the path coefficient in this research table indicate that only the family environment toward entrepreneurial intention does not have a significant influence, and the hypothesis is rejected. Meanwhile, other hypotheses in this study are accepted.

### Mediation Test

Table 7. Mediation Test  
 Source: SmartPLS Data Processing

Relation	Hypothesis	Result	Mediation
Direct effect	Entrepreneurial Knowledge → Entrepreneurial Intention	Significant	Partial Mediation
Indirect effect	Entrepreneurial Knowledge → Self-Efficacy → Entrepreneurial Intention	Significant	
Direct effect	Family Environment → Entrepreneurial Intention	Not Significant	Full Mediation
Indirect effect	Family Environment → Self-Efficacy → Entrepreneurial Intention	Significant	

In the analysis of direct and indirect effects in Table 9, a significant positive direct relationship between entrepreneurial knowledge and entrepreneurial intention is found. This relationship is categorized as partial mediation because self-efficacy also acts as a mediator. On the other hand, although the direct relationship between family environment and entrepreneurial intention is not significant, self-efficacy fully mediates this relationship, resulting in full mediation. These results indicate that self-efficacy plays a critical role as a mediator between entrepreneurial knowledge and family environment with entrepreneurial intention. Entrepreneurial knowledge provides both strong direct and indirect effects, while the influence of the family environment only occurs through self-efficacy.

The results of the data analysis indicate that the first hypothesis (H1), which states that entrepreneurial knowledge has a positive and significant effect on entrepreneurial intention, is accepted. This finding is consistent with the study by Jiangtong et al. (2021), which found that

entrepreneurial knowledge positively and significantly impacts entrepreneurial intention. Aritonang (2013) stated that the purpose of entrepreneurial knowledge is to develop individuals who not only have skills and characteristics but also an understanding of entrepreneurship. Furthermore, Putri (2017) emphasized that entrepreneurial knowledge provides a theoretical foundation for entrepreneurial concepts and contributes to shaping the behavior, mindset, and attitudes of an entrepreneur.

Testing the second hypothesis (H2) yielded results indicating that entrepreneurial knowledge has a positive and significant effect on self-efficacy, meaning H2 is accepted. This is in line with previous studies. (Alonso et al., 2020; Mozahem and Adlouni, 2021) in their research stated that entrepreneurial knowledge has a positive influence on self-efficacy. An individual's perspective of being confident in their ability to become an entrepreneur will shape the mentality and spirit of potential entrepreneurs. Proficiency in entrepreneurial knowledge can instill confidence to start a business, whether it's a small-scale business or other types of business. Entrepreneurial knowledge has a direct impact on self-efficacy through the experiences and knowledge gained during education or schooling (Noviyanti et al., 2023).

Testing H3 showed that the family environment has a positive but not significant influence, meaning H3 is rejected. This is inconsistent with previous research conducted by Pricilia et al. (2021) and Nuryanto et al. (2019), where the family environment is an important place for someone to receive early education, which greatly influences behavior and determines life goals. Therefore, the family environment has a significant influence on an individual's interest in entrepreneurial intention. However, this study is consistent with the research conducted by Ika Indriyani and Subowo (2019), who found that the family environment does not directly influence a child's career choice. In this situation, there may be mediating variables contributing to the relationship between the influence of the family environment on a child's desire to become an entrepreneur.

Testing H4 showed that the family environment has a positive and significant effect on self-efficacy, meaning H4 is accepted. This is in line with the study conducted by Agusmiati and Wahyudin (2018), which stated that there is an influence between the family environment and self-efficacy. The family environment, including parents, siblings, and other close relatives, can influence an individual's decisions, including their career choices (Wahyuni and Setiyani, 2017). This is also supported by the research conducted by Indriyani and Subowo (2019), which stated that the family is the first education that shapes an individual, so the better the family environment, the higher the likelihood of success.

Testing H5 showed that self-efficacy has a positive and significant effect on entrepreneurial intention, meaning H5 is accepted. This is in line with previous research conducted by Ohanu and Ogbuanya (2018). Self-efficacy is a belief within oneself that creates confidence for success as an entrepreneur. Students who have self-efficacy in managing entrepreneurial aspects tend to show greater interest in entrepreneurial intention.

Based on the indirect effect testing results, self-efficacy mediates the relationship between entrepreneurial knowledge and entrepreneurial intention, meaning H6 is accepted. This is consistent with the research conducted by Jiatong et al., (2021), which stated that there is a positive and significant influence of entrepreneurial knowledge on entrepreneurial intention, occurring both directly and through self-efficacy mediation. Entrepreneurial knowledge acquired by students has a strong influence on their desire to venture into the entrepreneurial world. However, this will be even stronger if students have confidence in their ability to become entrepreneurs.



Lastly, testing H7 showed that self-efficacy can balance the influence between entrepreneurial intention and the family environment, so H7 is accepted. This is consistent with the research conducted by Ika Indriyani and Subowo in 2019, which found that the family environment has a positive and significant influence on the desire to become an entrepreneur through self-efficacy. Individuals from families with entrepreneurial backgrounds, but lacking confidence in their own ability to be entrepreneurs, tend to feel unsure and afraid of the risks of entrepreneurship. On the other hand, if someone comes from a family without an entrepreneurial background but has a strong belief in their ability to be entrepreneurs, they will not be afraid of facing failure because of their confidence in their own abilities (Ika Indriyani and Subowo, 2019). An individual's decision to become an entrepreneur is often influenced by their family environment. Someone with high self-efficacy will be motivated to work hard and learn to face new tasks because they believe their efforts will be supported by their family.

#### **4. CONCLUSION AND SUGGESTIONS**

This study successfully identified the relationship between entrepreneurial knowledge and family environment with entrepreneurial intention at West Jakarta University, both directly and indirectly, with self-efficacy as a mediating variable. The findings of the study indicate that entrepreneurial knowledge significantly influences entrepreneurial intention and self-efficacy among students. Although the family environment was not found to have a direct influence on entrepreneurial intention, this research revealed that the family environment significantly contributes to the formation of self-efficacy among students.

Self-efficacy, as a mediating variable, plays a crucial role in bridging the relationship between entrepreneurial knowledge, family environment, and entrepreneurial intention at West Jakarta University. These findings suggest that self-efficacy not only directly influences entrepreneurial intention but also mediates the effects of other factors such as entrepreneurial knowledge and family environment on entrepreneurial intention. In conclusion, self-efficacy is a key factor that strengthens and mediates the relationship between entrepreneurial knowledge, family environment, and entrepreneurial intention.

Possessing entrepreneurial knowledge is the most influential variable on entrepreneurial intention. Therefore, the implementation of entrepreneurial knowledge should not only be limited to theory but also include practical aspects that provide students with opportunities for entrepreneurship. Self-efficacy is also a factor that needs to be considered to enhance entrepreneurial intention. To boost self-efficacy, curriculum implementation should encourage students to create business plans that can generate products capable of meeting market needs. Although the family environment does not have a direct impact on entrepreneurial intention, family support is necessary to enhance an individual's self-efficacy, which ultimately indirectly affects entrepreneurial intention.

For future research, it is recommended to involve more variables that potentially influence the desire for entrepreneurship. This includes aspects such as attitudes towards behavior, subjective norms, motivation, entrepreneurial mindset, and others. Additionally, future research should strive to broaden and diversify the number and types of populations used as samples. This step is crucial to produce more comprehensive and accurate findings.

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