**Entrepreneurial intention among young people:**

**Evidence from KEPRI, Indonesia**

**Inda Sukati\*1, Ali Mohsin Salim Ba Awain#2, Raghed Ibrahim Esmaeel#3**

**Universitas Putera Batam**

[**indasukatiutmjb@gmail.com**](mailto:indasukatiutmjb@gmail.com)

#1 Universitas Putera Batam, Indonesia

\*2*Dhofar University Salalah, Sultane of Oman*

[baawain98882@gmail.com](mailto:baawain98882@gmail.com)

#3 University of Mosul, Iraq

*Corresponding Author:* [indasukatiutmjb@gmail.com](mailto:indasukatiutmjb@gmail.com), [inda.sukati@puterabatam.ac.id](mailto:inda.sukati@puterabatam.ac.id)

**Abstract**

The intention to become an entrepreneur is one of the conditions for someone to actually become an entrepreneur. The large number of young people in KEPRI, especially Batam, who are increasingly educated and taught the science of entrepreneurship through secondary and tertiary education, will open up opportunities for entrepreneurship. This paper examines the relationship between attitudes, subjective norms and perceptions of the younger generation's behavior control towards entrepreneurship towards entrepreneurial intentions in the young people at Batam, Indonesia The analysis uses a multiple regression analysis. The results show that the attitudes, subjective norms and perceived behavioral control of the young people toward entrepreneurship have a positive and significant relationship with entrepreneurial intention.

**Keywords:** attitudes, subjective norms, perceived behavioral control, entrepreneurial intention, Batam

**Introduction**

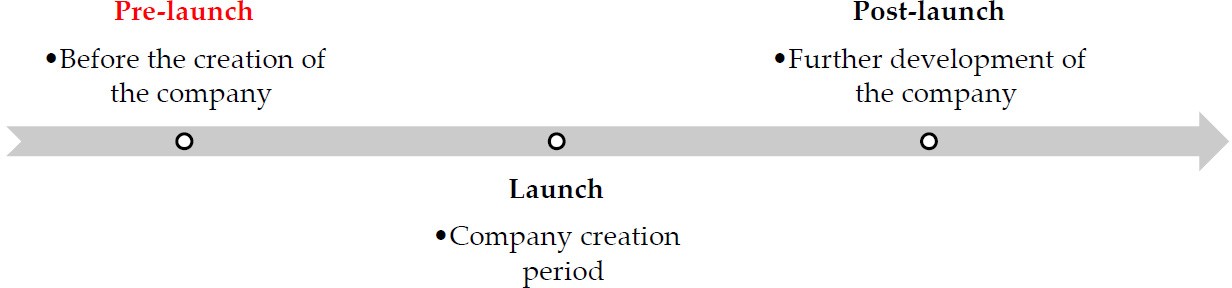
Alessandria (2019) stated that entrepreneurship is a very decisive factor for the development and economic growth of a country because it generates employment, innovation, and wealth. Furthermore, (Trung et al., 2020; Gubik, 2021; Boubker et al., 2021) argues that Entrepreneurship is a key factor that determines the economic development of a country through the creation of more workforce. Therefore, research on entrepreneurial intention has been the subject of many interesting studies for more than 3 decades. Knowledge of the factors that encourage individuals to take entrepreneurial action is very important for policy makers, so they can use it to formulate pro-entrepreneurship policies. Much of the research conducted so far demonstrates the lack of a universal set of determinants that shape entrepreneurial intention (Mateusz Tomal & Andrzej Szromnik, 2022). For this reason, it is necessary to understand how the entrepreneurial mind works and its habits and reactions to what is around it, and learn how to meet its needs to accelerate business creation, job innovation, and economic and social wealth. Entrepreneurship is a complex activity because it depends on personal, socio-demographic, psychological, economic, political and cultural factors. Studying all of these factors together will help create an effective predictor of entrepreneurial intention (Aponte, E.D.; Gómez, D.A. 2015)

Entrepreneurial intention is a determinant of the future of any planned action, especially if the action is non-standard, difficult to detect, or involves unforeseen delays, i.e. the intention to establish a company. (Cueva eta al., 2020). Analyzing samples composed of young people has also been highlighted, since they are considered potential entrepreneurs compared with other samples (Lortie, and Castogiovanni, 2015). The Entrepreneurial intention of the younger generation in Indonesia has a fairly high number. Out of the 64% of the total young population at least 73% are interested in entrepreneurship. This is a great opportunity for industrial progress.

# Literature Review

**Entrepreneurial Intention**

In human behavior, intention plays an important role (Alarcón, 2018). Most behaviors that affect society, for example starting a new business or health-related behaviors are carried out through voluntary control (Ajzen, I.; Fishbein, M. 1980). Some authors (e.g. Cortés et al., 2019; Ajzen, I., 1991) argued that there is empirical evidence that intention is the best predictor of individual behavior. Entrepreneurial intention as a cognitive representation includes actions that will be developed by individuals to create new businesses or companies with greater value for existing companies or businesses (Arias et al., 2016). Figure 1 distinguishes three stages in the entrepreneurial process, (Moriano, J.A, 2005)

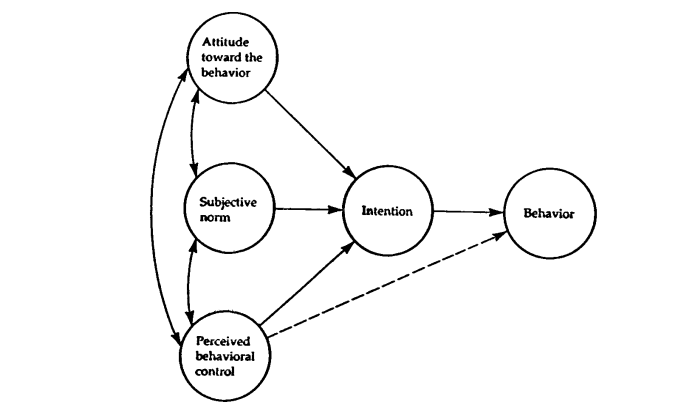


**Figure 1.** Stages of the entrepreneurship process (Moriano, 2005).

Figure 1 shows that entrepreneurial intention begins in the first phase, namely pre-launch and is the aspect of the process that has been studied the most by various authors (Krueger et al, 2013). It is proven that intention is the best indicator of the implementation of planned behavior in the future, so behavioral intention is a suitable model in this type of research (Lortie, 2015). Thus, entrepreneurial intention is considered a prerequisite for entrepreneurial behavior and the most important antecedent to act in combining ventures or new companies (Barreto et al, 2016; Tarapuez et al., 2018). Many studies on entrepreneurial intentions have been conducted on young people or among students because of the importance of university education in creating entrepreneurship (Delorme et al., 2018), However, this type of research has never been done before on young people in KEPRI Province, where young people need to become entrepreneurs and be able to create jobs in the future. For this reason, it is important to conduct research at KEPRI

**Theory of Planned Behavior (TPB)**

Ajzen (1991) initiated the theory of plan behavior. The entrepreneurship intention generates behavior is as follows: (a) attitude toward the behavior, (b) subjective norm, (c) perceived behavior control



**Figure 2:** Theory of planned behavior (Ajzen, 1991).

Figure 2 show that the first dimension of entrepreneurial intention is a person's attitude; it is a person's favorable or unfavorable assessment of the behavior. It arises from individual beliefs and opinions. Several authors have found that entrepreneurial intentions are determined by individual attitudes and beliefs about entrepreneurship (Linan and Chen, 2009; Campos and Azanza, 2011). Therefore, the belief of the younger generation in entrepreneurship greatly influences individual entrepreneurial intentions. Attitudes can also be reflected in the attributes considered by an individual about entrepreneurial actions, such as the satisfaction an individual feels when doing or not doing certain behaviors, which will stimulate entrepreneurial intentions or, conversely, an individual who aspires to become an entrepreneur can interpret starting business as a monetary cost, is high and requires greater dedication, which will reduce entrepreneurial intentions (Ajzen, 1991; Linan and Chen, 2009). In addition, individuals who have a more prominent entrepreneurial attitude feel a greater capacity to detect new opportunities in the market while people cannot see opportunities and are more willing to assume the risks that come from establishing a new business (Kickul et al, 2009). Such individuals are also willing to devote more time and dedication to the entrepreneurial process (Schwarz, 2009). Based on these arguments, we generate H1:

**Hypothesis 1 (H1):** *The attitude of the young people toward entrepreneurship is positively related to their entrepreneurial intention.*

The second determinant of an individual's entrepreneurial intention is the subjective norm, this is the extent to which an individual's actions fulfill his or her wishes and those of others and are important to the individual who does them, such as the expectations and recommendations of the family from friends (Ajzen, 1991). Several studies include (Campos & Azanza, 2011; Kolvereid, L.; Isaksen, 2006) has demonstrated a positive relationship between individuals' perceived subjective norms and their entrepreneurial intentions. This dimension is also studied both at school and at university in models of individual entrepreneurial potential. Subjective norms are considered and individual attitudes, as determinants of desire. It has a direct and positive relationship with entrepreneurial intention (Krueger, 1994). From the subjective norm argument, the hypothesis can be formulated as follows:

**Hypothesis 2 (H2):** The subjective norms of the young people toward entrepreneurship positively related to their entrepreneurial intention.

The third dimension of an individual's intention to become an entrepreneur is perceived behavioral control, it’s how difficult the level of difficulty a person feels is to take action, taking into account his abilities (Ajzen, 1991). When an aspiring entrepreneur feels that they have the necessary skills to create their own business and deems the process feasible, that is when they will be encouraged and start a new business (Del and Shane, 2003; Ajzen, 2002). Individual self-efficacy fundamentally determines this dimension for developing entrepreneurial actions (Brito et al., 2014). Self-efficacy is conditioned by the skills and abilities that individuals have towards a behavior, and this variable is very relevant in educational entrepreneurship. Entrepreneurial universities are places where young people full of ideas and energy are given the necessary skills and abilities to create new businesses (Sánchez, et al., 2005). Previous research has also shown that perceived control is positively related to entrepreneurial intentions (Linan and Chen, 2009; Fayolle and Gailly, 2015). Based on these arguments, we propose hypothesis 3 as:

**Hypothesis 3 (H3):** The perceived behavioral control of the young people toward entrepreneurship is positively related to their entrepreneurial intention.

**Methods**

**Research sample**

The sample consists of 124 students studying at University. The data for this research were obtained on the basis of a questionnaire survey, addressed to young people from Business Students who are currently studying at University in Batam KEPRI. Table 1 shows the various variables that influence entrepreneurial intention.

|  |  |  |
| --- | --- | --- |
|  | **Table 1: various variables that influence entrepreneurial intention**. |  |
| **Variable** | **Questions in the Survey** | **Sources** |
| Attitude toward entrepreneurship | Are you interested in starting your own business?   1. Strongly disinterested 2. Disinterested 3. Cannot decide 4. Interested 5. Strongly Interested | (Linan and Chen, 2009; Ajzen, 2002; Liñán, F.; Urbano D Guerrero, 2011; Schwarz et al., 2009; Kolvereid, L.; Isaksen, E, 2006) |
|  |  |
| Subjective norms | If you had decided to start your own new business, would the people around you approve of that decision?   1. Strongly disapprove 2. Disapprove 3. Cannot decide 4. Approve 5. Strongly approve |  |
| 1. Close family | (Linan and Chen, 2009; Urbano, 2006; Sánchez et al., 2005) |
| 1. Close friends |
| 1. College classmates |
| 1. University professors |
| 1. Other people important to you |
| Perceived behavior control | Please rate the level of agreement for the following statements:   1. Strongly disagree 2. Disagree 3. Cannot decide 4. Agree 5. Strongly agree |  |
| 1. Starting my own business and keeping it running would be easy for me. |  |
| 1. I am ready to start my own business. | (Krueger and Reily, 2000; Urbano, 2006; Liñán and Urbano, 2011) |
| 1. I can control the process of creating a my own new business. |
| 1. I know the practical details needed to start a business. |
| 1. I know how to develop an entrepreneurial project. |
| 1. If I try to start my own business, I would have a high probability of subsistence. |
| Entrepreneurial intention | Please indicate your level of importance of the following entrepreneurial reasons.   1. Strongly disimportant 2. Disimportant 3. Cannot decide 4. Important 5. Strongly important |  |
| 1. Opportunity 2. Need 3. Independence 4. The desire for wealth 5. Need for achievement 6. Need or interest in putting into practice the knowledge acquired in universities 7. Availability of resources | Carsrud, A.; Brännback, M. 2011; Valencia, F.Á.M.; Restrepo, I.A.M.; Restrepo, J.M.V. 2019) |

Source: Adapted from Lin et al., (2022)

Surveys are conducted online via the WhatsApp group application, because most of young people (target respondents) have that application. The survey was collected from 18 January to 18 March 2023. Attitude assessment questions were measured via a Likert scale, and this has been validated in previous research (Olmos, 2011; Rivero, 2015; Merino, 2018).

Measures

The survey for this study included a total of 12 items that were created to measure the perceptions about of entrepreneurship intention, the attitude of the young people toward entrepreneurship, the subjective norms of the young people toward entrepreneurship, the perception of control of the behavior of the young people toward entrepreneurship. Three factors were retained after factor analysis: the attitude of the young people toward entrepreneurship (1 item), the subjective norms of the young people toward entrepreneurship (5 items), the perceived behavioral control of the young people toward entrepreneurship (6 items). Each variable was measured with items developed for this study.

Closed-ended questions were asked to the participants inspired by the study of Karadeniz and Gozuyukarı (2015), the participants were asked twelve questions about entrepreneurial intention. The data collected as a result of the survey was analyzed with SPSS 25 statistical program. To test the validity of the multidimensional research model, confirmatory factor analysis was applied using maximum probability estimation.

**Result and Discussion**

**Reliability analysis of the instruments**

The consistency of the items reliability analysis was carried out through evaluation of the Cronbach alpha values. The Cronbach alpha value ranges between 0 and 1(Nunnally,1978) the value from 0.70 and above seems to be satisfactory for research purposes. The data outcome Table 2 shows relationship among all the variables which entrepreneurial intention is reliable with alpha Coefficient of the variables above 0.70.

**Table 2: Reliability analysis**

|  |  |  |
| --- | --- | --- |
| **Variable** | **No of items** | **Cronbach Alpha** |
| The attitude of the young people toward entrepreneurship | 1 | 0.907 |
| The subjective norms of the young people toward entrepreneurship | 5 | 0.818 |
| The perceived behavioral control of the young people toward entrepreneurship | 6 | 0.752 |
| Entrepreneurial intention | 7 | 0.834 |

**Hypothesis testing**

**Correlations**

A Pearson correlation coefficient was used to see the relationship between the attitude of the young people, the subjective norms of the young people and the perceived behavioral control toward entrepreneurial intention. The outcomes are presented in the tables 3

**Table 3: Mean, SD and Correlation**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Variable | Mean | SD | 1 | 2 | 3 | 4 |
| The attitude of the young people toward entrepreneurship | 3.423 | 0.755 | 1 |  |  |  |
| The subjective norms of the young people toward entrepreneurship | 4.234 | 0.874 | 0.458\*\* | 1 |  |  |
| The perceived behavioral control of the young people toward entrepreneurship | 4.022 | 0.706 | 0.524\*\* | 0.278\*\* | 1 |  |
| Entrepreneurial intention | 4.344 | 0.948 | 0.387\*\* | 0.354\*\* | 0.547\*\* | 1 |

\*\*. Correlation is significant at the 0.01 level (2-tailed)

A correlation analysis using a Pearson product moment correlation coefficient was carried out to evaluate the hypothesis that the correlation between (1) the attitude of the young people toward entrepreneurship, (2) the subjective norms of the young people toward entrepreneurship, (3) the perceived behavioral control of the young people toward entrepreneurship are positively related to entrepreneurial intention

**Regression Analysis**

Table 4 show the regression model between IV and DV where the dependent variable is entrepreneurial intention, the model seem to be reliable (p-value for F<0.01 and adjusted R-square of 0.123. The Model showed that 12.3% of entrepreneurial intention is related to three independent variables (the attitude of the young people toward entrepreneurship, the subjective norms of the young people toward entrepreneurship, the perceived behavioral control of the young people toward entrepreneurship).

**Table 4: Model parameter estimates of entrepreneurial intention**

|  |  |
| --- | --- |
|  | Entrepreneurial intention |
| Constant | 3328 |
| The attitude of the young people toward entrepreneurship | 0.254\*\* |
| The subjective norms of the young people toward entrepreneurship | 0.367\*\* |
| The perceived behavioral control of the young people toward entrepreneurship | 0.218\*\* |
| Adj R2 | 0.217\*\* |
| F-value | 0.123\*\* |

\*p value <0.05, \*\*p value <0.01

## Conclusion, managerial implications, limitation and future research

This study attempts to examine the factors that significantly influence the entrepreneurial intentions of young people, in Batam KEPRI. An empirical study conducted using the multiple regression method indicated that the Entrepreneurial intention to start a new business is mainly determined by attitude, subjective norms and perceived behavioral control.

The first hypothesis argued that the attitude of the young people toward entrepreneurship is positively related to their entrepreneurial intention and the results of the data analysis support this hypothesis and also shows a positive correlation between the two variables. The second hypothesis was indicating that there is a significant positive correlation between the subjective norms of the young people toward entrepreneurship positively and entrepreneurial intention. Hypothesis three was to show that a positive relationship between the perceived behavioral control of the young people toward entrepreneurship and entrepreneurial intention.

The data outcome verified by ( Lortie & Castogiovanni,2015; Cueva eta al., 2020) which states that entrepreneurial intention is the best indicator of future execution of any planned conduct, especially if the action is not standard, difficult to detect, or involves unforeseeable delays, namely in the intention to set up business. The research finding also related with (Linan and Chen, 2009; Campos and Azanza, 2011) that argue that that entrepreneurial intentions are determined by individual attitudes and beliefs about entrepreneurship. Furthermore, the finding of this research also in line with (Campos and Azanza, 2011; Kolvereid, L.; Isaksen, 2006), they have shown a positive relationship between the perceived subjective norms of individuals and their entrepreneurial intentions.Perceived control is positively related to entrepreneurial intentions (Linan and Chen, 2009; Fayolle and Gailly, 2015).

This research has important implications for the development of learning in the field of entrepreneurship at schools or at universities. In particular, educators must establish attitudes, subjective norms and perceived behavioral control of student entrepreneurship, which were found to be a determinant of their entrepreneurial intentions. In addition, because as students get older, they tend not to want to start a business, the university must adapt the curriculum in such a way that there is no shortage of subjects that support interest in entrepreneurship while studying. Support aimed at maintaining an interest in entrepreneurship among students should also be provided after graduation. Moreover, implications for local government should assist students through various programs that facilitate the establishment and then running of their own businesses.

This research has certain limitations. First of all, the test sample is not randomly selected. Such situations, however, are common in research on students' entrepreneurial intentions and do not discredit the results obtained. Furthermore, the students involved in this research were only five university institutions in Batam. Therefore, future research may broaden the geographic scope of surveyed university students. In addition, an analysis taking into account students from different fields would also be desirable, because as other studies have shown, the average level of entrepreneurial intention differs significantly between students from different faculties.

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