

## Various Variables to Trigger Entrepreneurial Intention for Young Entrepreneurs in East Java Indonesia

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**Abstract:** Indonesia faces major problems related to the development of the entrepreneurial spirit of the young people. To Strengthen Indonesia's competitiveness at the global level, the strengthening of the entrepreneurial movement should be as the main agenda and to be done consistently. The majority of the Indonesian population is the group of young people. So, a systematic effort to foster an interest in entrepreneurship of a young people is required. This study examines various variables triggering the growing of entrepreneurship intention of the young entrepreneurs in East Java. This study found that family support is a major factor for strengthening the young entrepreneurs' intention in entrepreneurship. The study also showed that entrepreneurship education and social environmental support as an initial trigger which influence the growth of entrepreneurial intention of young entrepreneurs. Entrepreneurship education will influence the personality of the young entrepreneurs, while the environmental support will influence the entrepreneurial attitude of the young entrepreneurs. Furthermore, personality and entrepreneurial attitude will influence the growth of entrepreneurial intention. Based on this study, it is suggested that entrepreneurship education needs to be done earlier, ranging from primary education to the higher education. Furthermore, there should be further studies, specifically intended to strengthen entrepreneurship education and strengthen the role of the environment to foster entrepreneurship intention.

**Keywords:** young entrepreneurs, entrepreneurship intention, family support, environmental support, entrepreneurship education

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### I. INTRODUCTION

Indonesia is the only country in Southeast Asia in G20, the group of countries representing 90% of global GDP, 80% of international trade volume, and 2/3 of the total world population (<http://ksp.go.id>) [1]. In the last decade, Indonesia was able to record the highest economic growth rate after China and India. In 2016, Indonesia's economic growth is predicted to average in the range of 5% per year. Indonesia is also benefited greatly because Indonesia has the population majority of young people. ([www.bbc.co.uk/indonesia](http://www.bbc.co.uk/indonesia)) [2]. The high rates of economic growth and the large population of young people are less meaningful when they are not supported by an adequate productivity level. Skills and ability to develop the business activities of the young people become the main support in developing national productivity. In other words, efforts to enhance the entrepreneurship skills of young people must be the main agenda.

Indonesia faces major problems related to the development of entrepreneurship spirit of the young people. Global Entrepreneurship Index 2016 reported that Indonesian entrepreneurial intention is still below Singapore, Malaysia, and Thailand. GEM (2016) reported that the Indonesian entrepreneurial intention is ranked 25 (of 65 countries), and motivation for entrepreneurship is ranked 34 (of 65 countries). The social environment has already given a high reward for those who develop the entrepreneurship spirit. The public perception of entrepreneurship as a good career choice is ranked 20 (of 65 countries). (<http://www.gemconsortium.org/country-profile/70>) [3].

Global Entrepreneurship Index is a parameter used to measure public attitudes, resources, and infrastructure making up the entrepreneurial ecosystem in a country. The parameter describes the various environmental quality that will stimulate the development of the entrepreneurial spirit. In other words, efforts to develop the spirit of young people require a strong support from the social environment, including the support from state policies allowing the entrepreneurial spirit to grow and develop.

The study conducted by Prianto (2015) shows that there is a linkage between the ranking of entrepreneurial activities and job opportunities, the growth quality and the economic activity quality[4]. The Legatum Prosperity Index 2012 reports that entrepreneurship and job opportunities in Indonesia is ranked 80<sup>th</sup> (of 110 countries). This has an impact on the ranking of the economic activity quality and economic growth quality in Indonesia. They rank 44<sup>th</sup> and 70<sup>th</sup> (of 110 countries) below Singapore, Malaysia, Thailand, Vietnam, and Philippines. Indonesian burden is increasingly hard because the number of workers with high skills is only 9% of the total employees, and it once again puts Indonesia below Singapore, the Philippines, Malaysia, Thailand, and Vietnam [5].

To strengthen the Indonesian economy to face global competition, the strengthening of the entrepreneurial movement should be the main agenda and done consistently. Strengthening entrepreneurship should be a joint program between the government, educational institutions (from primary to higher education), and various non government organizations; in order to develop a similar perception about the importance of a new lifestyle, to be an entrepreneur. Because the majority of the Indonesian is young people, strengthening the entrepreneurial spirit needs to be done earlier. In this regard, educational institutions, both formal and non-formal, must make entrepreneurship as the compulsory subject. Various studies and researches and developing about entrepreneurship need to be done on a massive scale to support educational institutions in transforming the entrepreneurship as a lifestyle for young people.

In order to create new entrepreneurs, Indonesian Young Entrepreneur Association (HIPMI) has formed an autonomy board since 4 years ago called HIPMI university (HIPMI-PT). Some universities in East Java have been a member in HIPMI-PT. HIPMI PT members are students who actively participate in the lecture, and already start their businesses. At this time, there are 878 students in East Java as the members of HIPMI-PT East Java ([hipmijatim.or.id](http://hipmijatim.or.id)) [6]. When the number of university students in East Java reach hundreds of thousands students, it looks the number of members HIPMI-PT are fairly small. It is an indicator that few students, as a group of well-educated young population; are interested to be an entrepreneur.

Low intention on educated young people to be an entrepreneur impact directly on the low number of young entrepreneurs. This tendency increasingly impact on more unemployment among the educated people. The Central Bureau Of Statistics (BPS) data in February 2016 revealed that the number of unemployment are 7,02 million people (5.5%). It is seen from an educational background, and compared with the previous period, it can be stated some data as follows: The unemployees from primary education graduates decrease from 3.61% to 3.44%; The unemployees from junior high school graduates decrease from 7.14% to 5.76%; The unemployees from high school graduates decrease from 8.17% to 6.95%; The unemployees from vocational school graduates decrease from 9.84% to 9.05%. and the unemployees from university graduates increase from 5.34% to 6.22%. Educated unemployees become a major problem in Indonesia. (<https://m.tempo.co/read/news/2016/05/04/173768481/bps-pengangguran-terbuka-di-indonesia-capai-7-02-juta-orang>) [7].

The problem above becomes a major challenge for higher education institutions to prepare their students to be an entrepreneur in the future. Zimmerer (2002) states that higher education institutions should take on the role and responsibility for having entrepreneurship education [8]. In Indonesia, The Ministry of Research, Technology and Higher Education has also made Co-operative Academic Education program (Co-op) for at least 10 years. The program has targets to encourage students to have an interest to be an entrepreneur. Through entrepreneurship education, it is expected that higher education graduates will be motivated for a career as an entrepreneur.

The small number of young entrepreneurs and the number of students owning a business, as it is stated that the number of members HIPMI-PT East Java; become a major challenge for developing national entrepreneurship movement. In fact, as it is stated by The European Commission (2003a) that the strength of a nation's entrepreneurial culture will determine the strength of the nation's competitiveness [9]. The study conducted by Carree, van Stel, Thurik, and Wennekers (2001) concluded that the continuity of economic growth will be largely determined by the development of entrepreneurship activities [10]. Wennekers and Thurik (1999) suggest that entrepreneurial activity is the engine of economic growth [11]. In short, to ensure the continuity of economic activity in a country, the strengthening of the entrepreneurial culture is a *conditio sine qua non*. In this regard, this study intends to identify the variables that are predicted to foster intention in young people, especially among the students to be an entrepreneur. The results of this study are expected to be used to strengthen the development of entrepreneurship among students and support entrepreneurship familiarization program for young people.

## **II. REVIEW TO LITERATURE**

Developing entrepreneurship among students has a strategic value to improve the quality of people's economic activities. Developing entrepreneurship among students can also be used to reduce the level of unemployment among the educated people. To reduce the number of educated unemployees, the higher education institutions should strengthen the implementation of entrepreneurial learning. Strengthening of entrepreneurial learning can be done by balancing theory and practice of entrepreneurship, so that the students will gain experience of how to run a business (Wu & Wu, 2008) [12].

Effective entrepreneurial learning will be marked by the growth of intention, desire, interest and encouragement from the students them selves to run a business. Strengthening the entrepreneurial culture must be done by analyzing about the various factors encouraging the growth of entrepreneurial intention (Krueger, Reilly, & Carsrud, 2000) [13]. Peterman & Kennedy (2003) review the entrepreneurial intention by using the

theory of attitudes and behavior, the theory of self-efficacy, as also analyzed by Ajzen (1991) and the social learning theory, as developed by Bandura (1997) [14] [15] [16].

Entrepreneurial intention relates to the psychological dimension. Krueger et al. (2000) states that intention is a main factor of a various planned behavior. Thus, if someone currently has not been involved in entrepreneurship, and he is interested to get involved in it; the entrepreneurship of him includes in the category of planned behavior [17]. Ajzen (1991) is the first reviewer of planned behavior (Theory of Planned Behavior, TPB) [18]. Via TPB, we get an explanation of how to change a person's behavior. The main concern of the TPB is the intention encouraging a person to behave in certain ways. Thus if a person has a strong intention in a particular case, then it will give a strong boost to a person's activity in their field.

Ajzen (1991) describes three important factors that will turn intention into actual behavior [19]. First, one's beliefs and attitudes will encourage themselves to behave in certain ways. Krueger et al. (2000) provides an example of a student who has a positive attitude towards entrepreneurship because both parents work as entrepreneur. Second, the social factors in the context of the subjective norm developed by individuals [20]. This factor refers to the pressure that must be faced by individuals from their social environment to behave or not to behave. For example, if someone has a bad experience and a negative view of entrepreneurship, they will forbid their family to be involved in entrepreneurship. third, behavior control factor. Someone would realize that their behavior on entrepreneurship is not only driven by intention, but it is also influenced by how he assesses him self about various obstacles that must be overcome to involve in entrepreneurship.

Autio et al. (1997) have successfully tested the TPB, and the study concludes that a person's attitude about certain matters contributing to the growth of intention in this field is 50%, and intention in contributing to the involvement of a person in a certain area is 30% [21]. Thus it can be stated that intention plays an important role for the formation of behavior. If we want to encourage people to involve in entrepreneurship, it is important to know whether the person already has an entrepreneurial intention.

Other experts in the previous study analyzing the various factors triggering entrepreneurial intention are Krueger (1993), Davidsson (1995), Autio et al. (1997), and Kruger (2000) [22] [23] [24] [25]. The study, conducted by Krueger (1993) concludes that entrepreneurial intention is determined by the hope of success, a feasibility assessment on the business activities that he follows, and the inclination to run a business [26]. Davidsson (1995) develops a model triggering the intention of entrepreneurs, called economic-psychological model [27]. The model encourages a person's intention to start business activities. The model was developed by Davidsson (1995) and then tested by Autio et al. (1997) on a group of students [28] [29]. The result of the model tested by Autio et al. (1997) shows that a various individual expectations, concerns and beliefs are internal factors encouraging entrepreneurial intention [30]. Kruger (2000) describes the importance of self-confidence that will influence a person's interest in entrepreneurship. It means if a person feels that he has the ability in the field of entrepreneurship, then he will be confidence to get involved in it; and it is believed that it will grow entrepreneurial intention [31].

The study, conducted by Steward, et.al (1998) state that the one's encouragement to run a business is influenced by internal, external and contextual factors [32]. Nishanta (2008), Krueger et al., (2000), and Bird and Jelinek (1988) describe some of the internal factors are shown to influence the encouragement of entrepreneurship including individual skills, individual characters, the entrepreneurship perception, independence, socio-economic factors and demographic of age, gender, experience, educational background and family background [33] [34] [35]. While the external and contextual factors influencing entrepreneurial interest are government policy supports, market opportunities, business environment supports, social rewards, business experience, and educational activities and entrepreneurship trainings (Gorman, et.al., 1997; Rasheed, 2000; Gerry, et.al., 2008; Gurbuz & Aykol, 2008) [36] [37] [38] [39].

Aszen (1991) describes the individual characters influencing the encouragement of entrepreneurship are a proactive attitude and dare to take risks [40]. Autio, et.al. (1997) describes some of the internal factors growing entrepreneurship are the individual expectations, concerns and belief, and the desire to have a strong influence in social life [41]. While the external and contextual factors include market opportunities and the various regulations supporting business activities.

The study, conducted by Frazier & Niehm (2008) explains that the family environment strongly influences the growth of entrepreneurial intention [42]. The old men who work as an entrepreneur give a strong impact for the the growth of entrepreneurial intention to his family members. In addition, Frazier & Niehm (2008) state that education and training in the field of entrepreneurship someone followed will also influence the growth of entrepreneurial intention [43].

Developing entrepreneurial intention covers two elements: the element of rationality and intuition (Bird, 1988) [44]. Someone who is interested in entrepreneurship typically runs their business activities based on a rational and analytical judgment, and takes into consideration some effects from their decision. How a businessman develops a business plan, prepares the knowledge and some resources needed, and set a target are

examples of rationality considerations. While intuition element will be visible from one’s vision and belief that their business is going to grow and develop.

Fostering willingness of college graduates to run a business becomes a homework for all higher education institutions. Twaalfhoven (2003) states that there are only 10% of the number of students in Europe who are interested in becoming entrepreneur after three years they graduated from their college [45]. Whereas, the previous studies state that being an entrepreneur (job makers) will give job satisfaction much higher compared with a worker (job seekers). The study, conducted by the European Commission (2003a) states that 45% of the entrepreneurs are very satisfied with what they have done, while the workers who are very satisfied with his profession only 27% [46]. This proves that being entrepreneur will foster self-satisfaction and self-esteem.

Based on the theory above and the study of various previous researches, it can be developed a model describing the various variables expected to foster entrepreneurial intention. The research identify five exogenous variables theoretically triggering the beginning of the growth of entrepreneurial intention among young entrepreneurs. The 5-exogenous variables are demographic, family support, socio-economic environment support, environmental pressures, and education support. Demographic is manifested by socio-economic background, social environment, gender, and educational orientation. family support is manifested by the family profession background and family encouragement. Socio-economic environment support is manifested by government policy support, market opportunities, business environment support, social rewards, the various regulations supporting business activities. environment support is manifested by the socio-economic pressures, trends and new lifestyles, and people’s encouragement. And the education background is manifested by the intensity of the accepted entrepreneurship education, entrepreneurship training, and apprenticeship program.

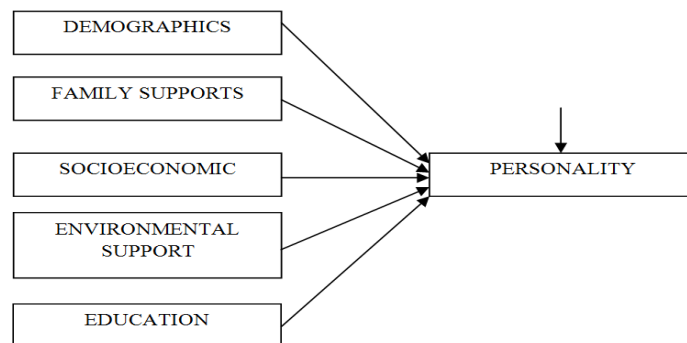
The study also identify three endogenous variables. They are personality, entrepreneurial attitude and entrepreneurial intention. Personality is manifested as follows: dare to take risks, never give up, freedom, independence, rationality, intuition, and personal satisfaction. Entrepreneurial attitude is manifested by affective domain, cognitive domain and psychomotor domain. The first is affective domain including interest, self perception, desire, self encouragement, belief. The second is the cognitive domain including understanding, knowledge, experience, individual skills related to entrepreneurship. And the third is psychomotor domain including a proactive attitude, concern, dare to take risks, confidence, hope for success in business activities. Entrepreneurial intention is manifested by attention, perseverance, desire, inclination, intention, feeling pleased at entrepreneurship.

### III. RESEARCH METHOD

The research model developed in this study describes the relationship between exogenous variables with endogenous ones shown in Figure 1. To analyze the relationship between exogenous variables with endogenous ones, the study uses the path trimming model analysis to determine the effect of demographic variable ( $X_1$ ), family support ( $X_2$ ), socio-economic factor ( $X_3$ ), the environmental support ( $X_4$ ), the education support ( $X_5$ ), personality ( $X_6$ ), and entrepreneurial attitude ( $X_7$ ) relating to entrepreneurial intention ( $Y$ ). Through this analysis, it can be used to determine the direct and indirect effects of one variable to other ones (Sugiyono, 2007) [47]. The trimming model analysis is done by removing variables from the exogenous variables when they do not have a significant effect on endogenous variables (Heise, 1969; Riduwan & Kuncoro, A.E 2011; Sarwono, Jonathan. 2007) [48] [49] [50].

Based on the research model, it can be formulated the structural equation that will be used to analyze the path diagram, consisting of 3 sub formula; as follows:

The first structural equation  $X_6 = \beta_{x_6x_1}X_1 + \beta_{x_6x_2}X_2 + \beta_{x_6x_3}X_3 + \beta_{x_6x_4}X_4 + \beta_{x_6x_5}X_5 + \epsilon_1$ . When it is described a first structural equation model shown in Figure 1.



**Figure 1:** Structural Model of Various Variables Influencing Personality

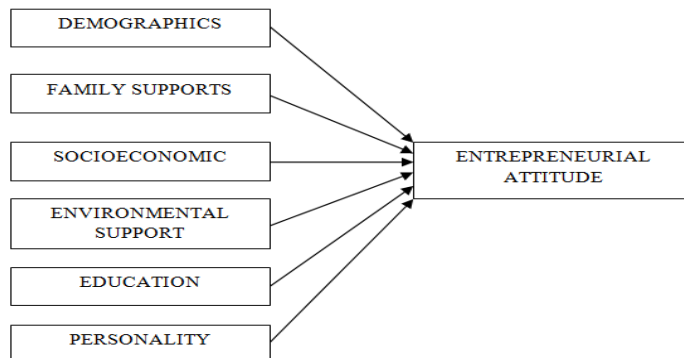
From Figure 1, it can be formulated five hypotheses on the research, namely:

1. There is a direct influence on demographic factors for the the personality formation of young entrepreneurs in East Java.
2. There is a direct influence on family support factors for the the personality formation of young entrepreneurs in East Java.
3. There is a direct influence on the socio-economic factors for the the personality formation of young entrepreneurs in East Java.
4. There is a direct influence on environmental support factors for the the personality formation of young entrepreneurs in East Java.
5. There is a direct influence on entrepreneurship education factors for the personality formation of young entrepreneurs in East Java.

The second structural equation:  $X_7 = \beta_{x_7x_1}X_1 + \beta_{x_7x_2}X_2 + \beta_{x_7x_3}X_3 + \beta_{x_7x_4}X_4 + \beta_{x_7x_5}X_5 + \beta_{x_7x_6}X_6 + \varepsilon_2$ .  
When it is described, the second structural equation model is shown in Figure 2.

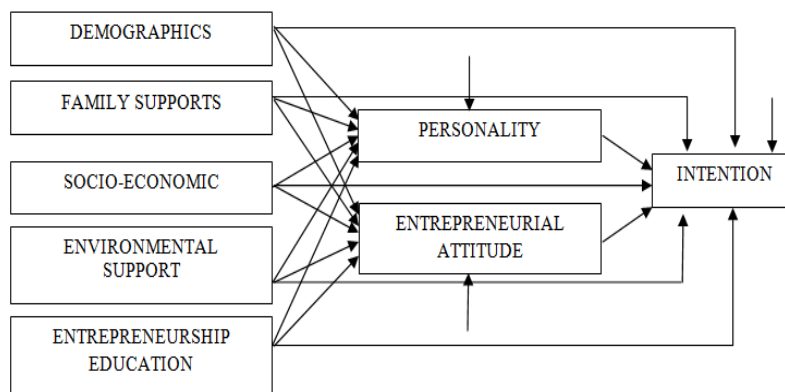
Based on Figure 2, it can be formulated six hypotheses on the research, namely:

1. There is a direct influence on demographic factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.
2. There is a direct influence on family support factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.
3. There is a direct influence on the socio-economic factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.
4. There is a direct influence on the environmental support factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.
5. There is a direct influence on the entrepreneurship education factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.
6. There is a direct influence on the personality factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.



**Figure 2:** Structural Model of Various Variables Influencing Entrepreneurial Attitude

The overall structural equation:  $Y = \gamma_{x_1}X_1 + \gamma_{x_2}X_2 + \gamma_{x_3}X_3 + \gamma_{x_4}X_4 + \gamma_{x_5}X_5 + \gamma_{x_6}X_6 + \gamma_{x_7}X_7 + \varepsilon_3$ . When it is described, the overall structural equation model is shown in Figure 3.



**Figure 3:** The Research Model of Various Entrepreneurship Interest Trigger Variables

Referring to Figure 3, it can be formulated seven research hypotheses, namely:

1. There is a direct influence on demographic factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.
2. There is a direct influence on family support factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.
3. There is a direct influence on the socio-economic factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.
4. There is a direct influence on environmental support factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.
5. There is a direct influence on the education factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.
6. There is a direct influence on the personality factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.
7. There is a direct influence on the entrepreneurial attitude factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.

The population of this study are students at several universities in East Java, the students are the members of the Universities Young Entrepreneurs Association (HIPMI-PT), there were 878 students. the

number of samples is taken by using a formula developed by Slovin  $n = \frac{N}{1 + N\alpha^2}$ , With a sampling error

tolerance level is set at 10% (Sugiyono, 2007) [51]. Thus, the total samples are 90 students, members of HIPMI-PT. Sampling is conducted by simple random sampling technique, it gives an equal opportunity to all members of the population for the research.

The data collection of various variables in this study is conducted by a 7 scale questionnaire. Here is a summary of the questionnaire validity and reliability result from the various variables in this study.

**Table 1** Summary of Research Questionnaire Validity and Reliability

No.	Variable	No	Indicator	P-Value	Validity	Reliability
1.	Demography	1	Socio-economic background	0,027	Valid	0,722
		2	Social environment	0,001	Valid	
		3	educational orientation	0,004	Valid	
2.	Family supports	4	Family's View on entrepreneurship	0,022	Valid	0,814
		5	Family's encouragement	0,001	Valid	
3.	Socio-economic supports	6	Government policy support	0,003	Valid	0,789
		7	Market opportunity	0,000	Valid	
		8	The business environment Supports	0,043	Valid	
		9	Social award	0,001	Valid	
		10	Various regulations supporting business activities	0,000	Valid	
4.	Environmental supports	11	Socio-economic pressures	0,001	Valid	0,811
		12	A new trend and life style	0,000	Valid	
		13	Society's encouragement	0,011	Valid	
5.	Educational background	14	The intensity of the accepted entrepreneurship education	0,033	Valid	0,765
		15	Involvement in entrepreneurship education and training	0,000	Valid	
		16	Involvement in an apprenticeship program	0,023	Valid	
6.	Personality	17	Dare to take risks	0,041	Valid	0,689
		18	Never give up	0,030	Valid	
		19	Freedom	0,001	Valid	
		20	Independence	0,000	Valid	
		21	Rationality	0,000	Valid	
		22	Intuition	0,001	Valid	
		23	Personal satisfaction	0,000	Valid	
7.	Entrepreneurial attitude (Affective)	24	Intention	0,013	Valid	0,799
		25	Self-perception	0,031	Valid	
		26	Desire	0,005	Valid	
		27	Self encouragement	0,001	Valid	
	28	Conviction	0,000	Valid		
Entrepreneurial attitude (Cognitive)	29	An entrepreneurship understanding	0,000	Valid	0,811	

	Entrepreneurial attitude (conative)	30	Knowledge	0,003	Valid	0,779
		31	Experience	0,000	Valid	
		32	The ability to run a business	0,013	Valid	
		33	Proactive	0,000	Valid	
		34	Attention	0,000	Valid	
		35	Dare to take risks	0,001	Valid	
		36	Confidence	0,000	Valid	
8	Entrepreneurial intention	37	Hope to succeed in running a business	0,001	Valid	0,831
		38	Intention	0,023	Valid	
		39	Determination	0,002	Valid	
		40	Desire	0,043	Valid	
		41	Inclination	0,001	Valid	
		42	Interest	0,000	Valid	
		43	Feeling pleased at entrepreneurship	0,000	Valid	

Source: Result of the data analysis summarized by researcher

#### IV. RESULT AND DISCUSSION

The following is a summary of the statistical tests result in accordance with the developed research model. The result is then used as a measure to test the research hypotheses and correct the developed research model in accordance with the theoretical concept.

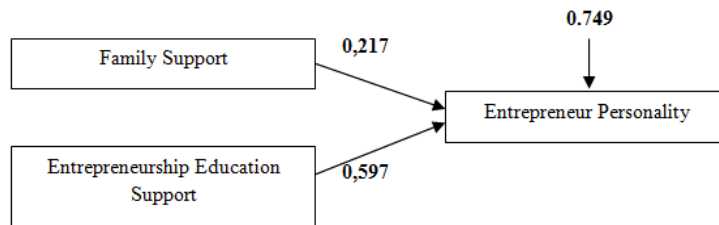
The study reveals that the personality of the young entrepreneurs in East Java (manifested by the dare to take risks, freedom, independence, the ability to think rationally, the ability to use intuition, and personal satisfaction by involving in an entrepreneurship) is influenced by family supports (manifested by the family profession background and family encouragement to involve in an entrepreneurship) and education supports (manifested by the involvement intensity in entrepreneurship education, entrepreneurship training, and participation intensity in an entrepreneurship apprentice activity).

**Table 2** Statistical Test Results of the First Structural Model The dependent variable: Personality

Model	Standardized Coefficients Beta	Sig.	Alpha (□)	Note
Demography factors	-0,025	0,792	0,05	Non-significant
Family support	0,201	0,036	0,05	Significant
Socio-economic factors	-0,005	0,959	0,05	Non-significant
Environmental support	0,141	0,111	0,05	Non-significant
Education support	0,562	0,000	0,05	Significant
<b>The First Structural Model (Trimming Model)</b>				
Family support	0,217	0,009	0,05	Significant
Education support	0,597	0,000	0,05	Significant

Source: Result of the data analysis summarized by researcher.

This study, therefore, corrects the first theoretical model, so that the resulting empirical model on a various variables influences the development of the young entrepreneur personality in East Java. The first empirical model resulted is shown in Figure 4. This research proves the young entrepreneur personality is influenced by family support and education support. In other words, education in the family environment and education in formal education institutions are two important institutions creating the young entrepreneur personality in East Java. Family environment and formal education institutions providing entrepreneurship education greatly determine the attendance of young entrepreneurs with their entrepreneurial personality.



**Figure 4:** The Empirical Model of Various Variables Influencing the Entrepreneur Personality

This study, therefore, accepts the hypothesis 2 and 5, and rejects the hypothesis 1,3, and 4. This study proves that the entrepreneurship attitude of the young entrepreneurs is manifested by affective domain, cognitive domain and psychomotor domain. The affective domain includes the entrepreneurial intention, the self-perception on entrepreneurship, the desire to be an entrepreneur, the entrepreneurship encouragement, and

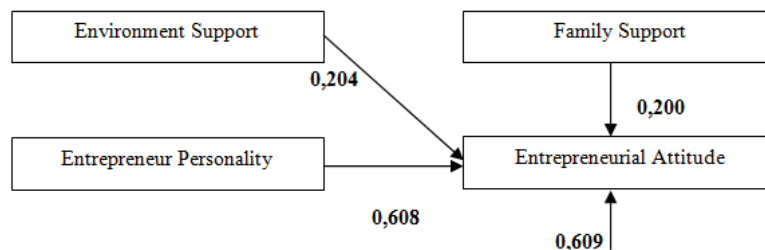
confidence to succeed in entrepreneurship. The cognitive domain includes an entrepreneurship understanding, knowledge in the entrepreneurship, an experience involved in entrepreneurship, and the ability to run a business. And psychomotor domain includes a proactive attitude, attention to the entrepreneurship, the courage to take risks, confidence, and hope to succeed in running a business. The entrepreneurship attitude of the young entrepreneurs in East Java is influenced by variables of family support, social environment pressure, and the entrepreneurs personality. The family support variable is manifested by the family profession background and family encouragement to involve in an entrepreneurship. The social environment support variable is manifested by the socio-economic pressures, trends and environment supports about the importance of involving in the entrepreneurship. The entrepreneurs personality is an internal factor influencing the the formation of an entrepreneurial attitude greatly. Family support and social environmental support are a 2-external factor creating the entrepreneurial attitude of the young entrepreneurs. A summary of the statistical test result is shown in Table 3.

**Table 3** Statistical Test Results of the Second Structural Model The dependent variable:the Entrepreneurship Attitude

Model	Standardized Coefficients Beta	Sig.	Alpha (□)	Note
Demography factors	-0,140	0,064	0,05	Non-significant
Family support	0,245	0,002	0,05	Significant
Socio-economic factors	0,090	0,212	0,05	Non-significant
Environment support	0,167	0,022	0,05	Significant
Education support	0,110	0,196	0,05	Non-significant
Entrepreneur personality	0,532	0,000		Significant
<b>The Second Structural Model (Trimming Model)</b>				
Family supports	0,200	0,005	0,05	Significant
Environment supports	0,204	0,000	0,05	Significant
Entrepreneur personality	0,608	0,000	0,05	Significant

**Source:** Result of the data analysis summarized by researcher.

This study, therefore, corrects the second theoretical model, so that the resulting empirical model on a various variables influences the development of the entrepreneurial attitude of the young entrepreneurs in East Java. The second empirical model resulted is shown in Figure 5.



**Figure 5:** The Empirical Model of Various Variables Influencing the Entrepreneurial Attitude

Therefore, this study accepts the hypothesis 7, 9, and 11 and rejects the hypothesis 6, 8 and 10.

This study proves that entrepreneurial intention of the young entrepreneurs in East Java is influenced by an entrepreneurial attitude and family support. entrepreneurial intention to involve in the entrepreneurship, tendency to involve in the entrepreneurship, the entrepreneurial intention, and feeling pleased at the entrepreneurship. Entrepreneurial attitude is manifested by affective domain, cognitive domain and psychomotor domain. The affective domain includes entrepreneurial intention, self-perception of the entrepreneurship, the desire to be an entrepreneur, the encouragement to involve in the entrepreneurship, and confidence to succeed in the entrepreneurship. The cognitive domain includes an entrepreneurship understanding, knowledge in the entrepreneurship field, experience to involve in the entrepreneurship, and the ability to run a business. And psychomotor domain includes a proactive attitude, attention to the entrepreneurship, dare to take risks, confidence, and hope to succeed in running a business. The variable of family support is manifested by the family profession background and the family encouragement to involve in the entrepreneurship. A summary of the statistical analysis is shown in Table 4.

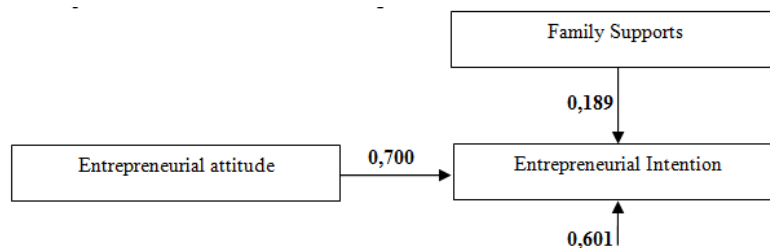


**Table 4** Statistical Test Results of the Third Structural Model The dependent variable: Entrepreneurial Intention

Model	Standardized Coefficients Beta	Sig.	Alpha (□)	Note
Demography factors	0,011	0,883	0,05	Non significant
Family support	0,222	0,009	0,05	Significant
Socio-economic factors	-0,087	0,237	0,05	Non significant
Environment support	-0,048	0,517	0,05	Non significant
Education support	0,110	0,201	0,05	Non significant
Entrepreneur personality	0,009	0,935	0,05	Non significant
Entrepreneurial attitude	0,667	0,000	0,05	Significant
<b>The Third Structural Model (Trimming Model)</b>				
Family support	0,189	0,010	0,05	Significant
Entrepreneurial attitude	0,700	0,000	0,05	Significant

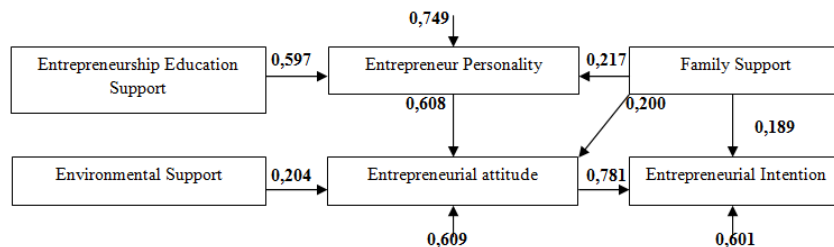
Source: Result of the data analysis summarized by researcher.

Therefore, this study corrects the third theoretical model, so that the resulting empirical model on a various variables influences the development of entrepreneurial intention of the young entrepreneurs in East Java. The third empirical model resulted is shown in Figure 6.



**Figure 6:** The Empirical Model of Various Variables Influencing the Entrepreneurial Intention

Therefore, this study accepts the hypothesis 13 and 18, and rejects the hypothesis 12, 14, 15, 16, and 17. Based on 3 empirical models found in this study, it can be described that overall empirical models describing the various variables influences the entrepreneurial intention of young entrepreneurs in East Java, as shown in Figure 7.



**Figure 7:** The Empirical Model of Various Variables Triggering the Growth of Entrepreneurial Intention

Therefore, it can be presented the summary of the research hypothesis testing results, as shown in Table 5.

**Table 5** The Summary of Research Hypotheses

No	Research Hypotheses	Note	
		Accepted	Rejected
1	There is a direct influence on demographic factors for the the personality formation of young entrepreneurs in East Java.		√
2	There is a direct influence on family support factors for the the personality formation of young entrepreneurs in East Java.	√	
3	There is a direct influence on the socio-economic factors for the the personality formation of young entrepreneurs in East Java.		√
4	There is a direct influence on environmental support factors for the the personality formation of young entrepreneurs in East Java.		√
5	There is a direct influence on entrepreneurship education factors for the personality formation of young entrepreneurs in East Java.	√	
6	There is a direct influence on demographic factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.		√
7	There is a direct influence on family support factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.	√	
8	There is a direct influence on the socio-economic factors for the entrepreneurial		√

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	attitude formation of the young entrepreneurs in East Java.		
9	There is a direct influence on the environmental support factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.	√	
10	There is a direct influence on the entrepreneurship education factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java.		√
11	There is a direct influence on the personality factors for the entrepreneurial attitude formation of the young entrepreneurs in East Java	√	
12	There is a direct influence on demographic factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.		√
13	There is a direct influence on family support factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.	√	
14	There is a direct influence on the socio-economic factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.		√
15	There is a direct influence on environmental support factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.		√
16	There is a direct influence on the education factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.		√
17	There is a direct influence on the personality factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java.		√
18	There is a direct influence on the entrepreneurial attitude factors for the formation of entrepreneurial intention for the young entrepreneurs in East Java	√	

Based on Figure 7, and a summary of the research hypotheses as shown in Table 5, the study found three exogenous variables influencing on the growing of entrepreneurial intention on young entrepreneurs, directly and indirectly. The variables are entrepreneurship education support, environmental support, and family support. The Family support is the only exogenous variable which directly influences the entrepreneurial intention of young entrepreneurs. The family support also directly influences the formation of the entrepreneur personality. The family support indirectly influences on the growth of entrepreneurial intention through the entrepreneurship attitude variable. The Family support indirectly influences on the growth of entrepreneurial intention through the variables of entrepreneur personality and entrepreneurial attitude as well. These empirical facts show that the family support is perceived by the young entrepreneurs in East Java as the dominant variable. The variable is growing the entrepreneurial intention. The total effect of the family support for the growth of entrepreneurial intention through the entrepreneur personality and entrepreneurial attitude variables is  $(0.217 \times 0.608 \times 0.781) + 0.189 = 0.292$ . On this line, the contribution of family support for the growth of entrepreneurial intention is  $(0.292)^2 = 8.5\%$ . The total effect of family support for the growth of entrepreneurial intention through entrepreneurial attitude variable is  $(0.217 \times 0.781) + 0.189 = 0.345$ . On this line, the contribution of family support for the growth of entrepreneurial intention is  $(0.345)^2 = 11.9\%$ .

This study reveals the important role of family support which directly influences the personality and entrepreneurial intention young entrepreneurs. This finding confirms the existence of the family as the first and main variable that will form the personality and give a strong influence in growing the entrepreneurial intention. In other words, the family is the first variable influencing the selection of a career as an entrepreneur by the young entrepreneurs. The results of this study reveals interesting facts about the profession background of the entrepreneur family members, as shown in Table 6.

**Table 6** The Mean of Entrepreneurial Intention by Family Profession Background

Family Profession Background	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Entrepreneur	6.909 <sup>a</sup>	.073	6.764	7.054
Non entrepreneur	5.852 <sup>a</sup>	.057	5.739	5.965

**a. Based on modified population marginal mean, scale 1 - 7.**  
**Source: Result of the data analysis summarized by researcher**

This study shows that the profession of family members can be a model of profession choices. The entrepreneurs, whose family members work as an entrepreneur, appear automatically regenerating their intention to choose a profession as an entrepreneur. The average of entrepreneurial intention for the entrepreneur whose family members work as an entrepreneur is much higher than those who come from families whose profession is not as an entrepreneur. This refers to the social learning theory and the modeling theory (Bandura, (1977) in Hergenbahn & Olson (2008), states that a person's behavior obtained from learning the immediate social environment and the process of imitation [52] [53].

Entrepreneurship education support indirectly influences on entrepreneurial intention through entrepreneur personality variable and entrepreneurial attitude variable, with a total effect coefficient =  $0.597 \times 0.608 \times 0.781 = 0.283$ . Thus in this line, entrepreneurship education support through entrepreneur personality variable and entrepreneurial attitude contributes of  $(0.283)^2$  or 8%. Passing two variables to reach entrepreneurial intention, it concludes that entrepreneurship education has not provided a strong influence for

the young entrepreneurs yet. In other words, entrepreneurship education has not contributed effectively to grow entrepreneurial intention among young people. Why does this happen? Is it caused by implementing the entrepreneurship education with more theory than in practice? Or, is it caused by the entrepreneurship education is not taught since primary education but tends to start to be taught at the vocational high school and university? It can be used as further studies by other researchers. As an illustration, the results of statistical tests in this study found the facts as table 7 below.

**Table 7** The Beginning Intention in the Young Entrepreneurs Toward Entrepreneurship

The Beginning intention in Entrepreneurship	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Since primary	6.667 <sup>a</sup>	.091	6.485	6.848
Since Junior High School	6.333 <sup>a</sup>	.090	6.154	6.512
Since Senior High School	6.500 <sup>a</sup>	.096	6.310	6.690
Since college	5.783 <sup>a</sup>	.055	5.673	5.892

a. Based on modified population marginal mean; Scale 1-7.

**Source:** Result of the data analysis summarized by researcher

Table 7 reveals that the young entrepreneurs, since their education at the primary already had an entrepreneurial intention, the mean score of the entrepreneurial intention is higher. The new entrepreneurs, who are interested in the entrepreneurship when they study in university, have a mean score of entrepreneurial intention lower than those who have an intention in the previous education period. This gives an important message that if we want to bring young people who have a strong entrepreneurial intention, entrepreneurship education needs to be carried out intensively since primary school.

Environmental support also indirectly influences the variable of entrepreneurial intention through entrepreneurial attitude, with a total effect coefficient =  $0.204 \times 0.781 = 0.159$ . Thus it can be seen the contribution of the environment support to the formation of entrepreneurial intention through entrepreneurial attitude variable is  $(0.159)^2$  or 2.5%. It shows that the social environment have not had an optimal role, which can be a powerful trigger for the growth of an entrepreneurial attitude and entrepreneurial intention than to be an entrepreneur. This is a challenge for the government in promoting an entrepreneurship as a new lifestyle for young people.

This study reveals two variables mediating 3 exogenous variables, including entrepreneurship education support, environment challenges, and family support with the endogenous variable the entrepreneurial intention. Both mediator variables are the entrepreneur personality and the entrepreneurial attitude. This indicates that strengthening entrepreneurial intention among the young people may also be done by strengthening the personality and entrepreneurial attitude. So, the education and social environment support should be strengthened as it directly influences the personality and the entrepreneurial attitude of young entrepreneurs.

When it is analyzed partially, the study also reveals that the contribution of entrepreneurship education support to the formation of the entrepreneur personality is  $(0.597)^2$  or 35.6%. the Contribution of environment support to the formation of the entrepreneurial attitude is  $(0.204)^2$  or 4.1%. The contribution of entrepreneur personality to the formation of the entrepreneurial attitude is  $(0.608)^2$  or 36.9%. The contribution of family support to the formation of entrepreneur personality is  $(0.217)^2$  or 4.7%. The contribution of family support to the formation of the personality of the entrepreneurial attitude is  $(0.200)^2$  or 4%. The contribution the entrepreneurial attitude to the formation of entrepreneurial intention is  $(0.781)^2$  or 61%.

## V. CONCLUSION AND RECOMENDATION

This study succeeds to state that family support variable as the main variable directly influences the entrepreneurial intention of young entrepreneurs in East Java. Family support helps to form the personality and strengthen the entrepreneurial attitude of the young entrepreneurs in East Java. Family profession background as an entrepreneur strongly influences the growth of entrepreneurial intention of the young entrepreneur in East Java.

Entrepreneurship education has not given a direct effect to the growth of interest in entrepreneurship of the young entrepreneurs in East Java yet. Nonetheless, entrepreneurship education has clearly given a direct effect to the formation of the young entrepreneur personality. This shows that entrepreneurship education can be used as a starting point to the growth of entrepreneurial intention of young entrepreneurs. The entrepreneurs, with an entrepreneurial intention since primary, influence the growth of entrepreneurial intention strongly. The young entrepreneurs, with entrepreneurial intention since primary, have a greater entrepreneurial intention as compared to those who have entrepreneurial intention after they were from primary school.

The social environment has not given a direct effect to the growth of entrepreneurial intention of the young entrepreneurs in East Java yet. This relates to the most citizens assumption which are still oriented to be

employees rather than to be an entrepreneur. Nonetheless, the social environment clearly gives a direct effect on the entrepreneurial attitude of the young entrepreneurs. This proves that strengthening the role of the social environment can be used as a starting point to foster entrepreneurial attitude of the young entrepreneurs.

Although entrepreneurship education has not given a direct effect on the growth of entrepreneurial intention, this study proves that the entrepreneurship Education partially has a strong contribution to the formation of the entrepreneur personality. Entrepreneur Personality has a strong contribution to the formation of an entrepreneurial attitude. And an entrepreneurial attitude can trigger the formation of entrepreneurial intention. This shows when entrepreneurship education has not provided a strong direct effect to the growth of entrepreneurial intention; entrepreneurship education could be the initial trigger for the growth of entrepreneurial intention through the growth of an personality and entrepreneurial attitude.

Based on the conclusion, it can be submitted several recommendations as follows:

1. Entrepreneurship education is expected to be implemented earlier and should be implemented since elementary school, and continue to higher education. The government is expected to reform the implementation of entrepreneurship education more intensive starting from primary education to higher education.
2. The government and the society are expected to create conditions of entrepreneurship as a new lifestyle among young people. For that, we need a national movement of entrepreneurship to be carried out on a massive scale. Government and non government organization can adopt family planning movement models to be applied in a national entrepreneurship movement.
3. Family environment has given a very big influence for the growth of entrepreneurial intention. Therefore the family, especially parents; is expected to be a model that can foster a productive behavior, because entrepreneurial intention can directly grow in a productive family environment.
4. It needs to do further studies which are specifically intended to strengthen entrepreneurship education and strengthening the role of the environment that can directly grow entrepreneurial intention.

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