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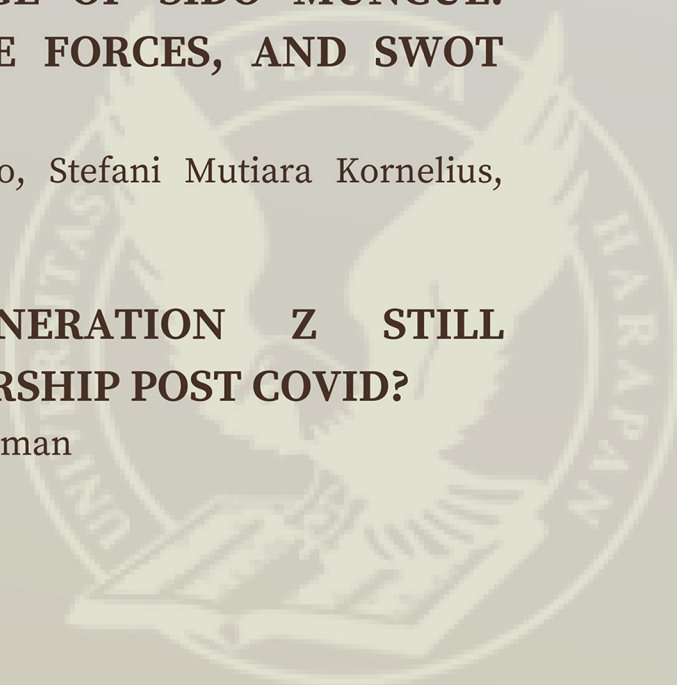
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CREATIVITY, PROACTIVE PERSONALITY, AND ENTREPRENEURIAL INTENTION: THE ROLE OF ENTREPRENEURIAL ALERTNESS

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ABSTRACT

Millions of people live in uncertainty even more after the COVID-19 pandemic. Therefore, creativity, proactive personality, entrepreneurial alertness, and entrepreneurial intention are required to reach the break-even point or gain business opportunities during the pandemic. This research aims to analyze the effects of university students' creativity and proactive personality towards entrepreneurial intention through a mediating role of entrepreneurial alertness in Indonesia. The research is quantitative and it uses non-probability sampling. The respondents for this study are 370 university students in Indonesia. The data was gathered using an online questionnaire and tested using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4.0 by conducting validity, reliability, and hypothesis tests. Based on the hypothesis testing, the research shows that creativity has a positive effect on entrepreneurial alertness, proactive personality has a positive effect on entrepreneurial alertness, entrepreneurial alertness has a positive effect towards entrepreneurial intention, creativity has a positive effect towards entrepreneurial intention through a mediating role of entrepreneurial alertness, and proactive personality has a positive effect towards entrepreneurial intention through a mediating role of entrepreneurial alertness.

Keywords: creativity; proactive personality; entrepreneurial alertness; entrepreneurial intention; innovation

INTRODUCTION

Entrepreneurship has been regarded as a revolutionary force in the new global economy (Antoncic & Hisrich, 2003). Rais (2021) stated that 11,7 million individuals are starting their own businesses during the COVID-19 pandemic which has been a crucial macroeconomic event and lead towards future economic planning. According to Badan Pusat Statistik (2021), there are 46,355 small-medium enterprises in Indonesia where 84,08% of the small-medium enterprises sold their products through e-commerce (i.e., Tokopedia and Shopee) during the COVID-19 pandemic because majority of offline stores were closed during that time, hence why they are forced to sell through e-commerce. Samo and Hashim (2016) reported that both entrepreneurial alertness and intention have played a key role for the past few years because entrepreneurial alertness and intention are parts of the entrepreneurial process since this allows students to pursue opportunities and career.

According to Ratten (2020), both entrepreneurial alertness and intention lead individuals to have a mindset of seeing crisis (i.e., COVID-19 pandemic) as a business opportunity and support each individual that the crisis will recover in the next few years. Entrepreneurial intention is a powerful fortuneteller in the entrepreneurship since it has a large influence on millennials, because their psychological traits shift towards entrepreneurship activities (i.e., plan to start a business and taking a risk) during the COVID-19 pandemic (Hassan & Fatima, 2013; Satyalakshmi, 2017). This study has been confirmed by Hassan et al. (2020) that opportunities of starting a business during the COVID-19 pandemic has a significant impact towards entrepreneurial intention. Entrepreneurial alertness refers to a formation of entrepreneurial intention, and it is considered as an important role because this is where an

individual is being alerted to find seek for opportunities and to boost their decision-making skills by motivating themselves to start a business so that they can have bright future (Baron, 2006; McMullen & Shepherd, 2016). This is confirmed by Hernández-Sánchez et al. (2020) that entrepreneurial alertness and intention have been studied well.

Since identifying opportunities is closely related to creativity and a proactive personality, experts had studied that these two traits are the primary determinants of both entrepreneurial alertness and intention because this allows students to be proactive in searching for opportunities and being creative when developing a business (Zampetakis, 2008). It is important to link all the variables because they enable experts to gain theoretical and practical observations (Hansen et al., 2011). Even though researchers have investigated the association between creativity, proactive personality, entrepreneurial alertness, and entrepreneurial intention (Hu et al., 2018). Since most studies are conducted outside of Indonesia, there has not been much study in Indonesian culture that has looked at the link between an individual's attributes of being creative and proactive that impact entrepreneurial intention through the mediating role of entrepreneurial alertness. This has been experimentally confirmed by Tantawy et al. (2021) that only a few research is conducted outside of Western Culture (i.e., Asia).

LITERATURE REVIEW

Creativity and Entrepreneurial Alertness

Creativity is the capacity to apply one's imagination to find novel solutions to complex problems (McPherson & Welch, 2012). Another definition of creativity is the combination of potential, technique, and surroundings through which a person or team generates a recognizable output that is both original and beneficial as defined in each cultural environment (Plucker et al., 2004). Creativity consists of four elements: (1) the capacity (to create), (2) the intentionality (to create), (3) the environment in which the creativity takes place, and (4) the development of innovative and beneficial products (Walia, 2019).

The propensity for someone to imagine positive outcomes in the future is known as entrepreneurial alertness (Uy et al., 2015). Another definition of entrepreneurial alertness is a mindset that is always open to examining opportunities, especially in ambiguous circumstances with little skills (Gozukara & Colakoglu, 2016). Entrepreneurial alertness is associated with prior experience, information analytical abilities, social activities, and potential awareness (Ho et al., 2018). Furthermore, the ability to learn and be motivated in entrepreneurial alertness is crucial for potential business owners to achieve the desired results from their ventures because it teaches people how to manage various tasks in uncertain circumstances.

Since it is essential for developing a new product, creativity has been at the heart of the entrepreneurial process. Especially in the "scanning and seeking" characteristics of entrepreneurial alertness. Campos (2016) used a moderated mediation model to study the correlation of creativity and entrepreneurial alertness. Using entrepreneurial alertness in decision-making improved employee's capacity to exercise innovation, which is recognized as a critical necessity for new product creation workers (Blauth et al., 2014). As a result, having an entrepreneurial mindset of being creative makes individuals feel confident to see opportunities (Short et al., 2010). This leads us to assume that there are solid theoretical foundations for the concept that creativity correlates to entrepreneurial alertness.

H₁: Creativity has a positive effect towards entrepreneurial alertness.

Proactive Personality and Entrepreneurial Alertness

According to Robbins and Judge (2013), a proactive personality refers to the ability to recognize opportunities to make changes at work and to follow through on an individual's passion. Another definition of proactive personality is a cognitive characteristic which concentrates on forcing or modifying individual's surroundings to reach a new vision by taking possibilities, displaying leadership, and being eager to create significant transformation (Wang et al., 2019). According to Elsaied (2019), people with proactive personalities, particularly those who approach work creatively and communicate new ideas, are prone to grab the opportunity to apply their abilities in business and influence over their surroundings. Hence, Hu et al. (2020) addresses that when confronted in an innovative and complex environment, proactive personality functions appear to be more effective at assisting people in achieving their goals.

Many individuals view this crisis (COVID-19 pandemic) as a threat because of unemployment, businesses might collapse, and face uncertainties. However, individuals (i.e., entrepreneurs and investors) will see crisis as an opportunity due to resilience where individuals are being proactive in searching for opportunities. This was confirmed by Grant and Ashford (2008) that proactive personality can be considered as an opportunity because this gives individuals a strength to initiate developing new ideas of business in a relevant way (i.e., selling products through e-commerce and promote them in social media). A proactive personality can minimize uncertainty because this allows an individual to be well-prepared for future crises (i.e., inflation, conflicts, etc.). Hence why a proactive personality is important for every individual.

Given that entrepreneurial alertness and proactivity personality are considered to play an important role in entrepreneurial alertness to possibilities (Tang et al., 2012). Proactive personality improves entrepreneurship tremendously since proactive personality is a distinctive attribute that allows a person to discriminate between persons when performing such an activity (Mustafa et al., 2016). According to Hu et al. (2018), entrepreneurial alertness and proactive personality have a positive relationship. Tang et al. (2012) also confirmed that proactive personality has a positive effect towards entrepreneurial alertness because proactive alertness is a key component of identifying an opportunity. Furthermore, using longitudinal data from European university students, Obschonka et al. (2017) tested this research and found that proactive personality has a favorable impact on entrepreneurial alertness.

H2: Proactive personality has a positive effect towards entrepreneurial alertness.

Entrepreneurial Alertness and Entrepreneurial Intention

Entrepreneurial intention is an individual's ambition to start a new business and seek a job that is not well known (Yi, 2021). According to several experts, a crucial mental and emotional aspect for detecting potentials and vital essential factor in the business world by having an entrepreneurial intention (Baron, 2006). Entrepreneurial intentions are formed when leading situational demands and potential motivate entrepreneurs to pursue opportunities that are essential to preserving the environment and achieving desired results (Valliere, 2013).

Entrepreneurial intention involves difficult situational constraints that call for education and knowledge to successfully implement a variety of plans for entrepreneurship success under various significant environmental restrictions (Agustina & Fauzia, 2021). According to Kolvereid and Isaksen (2006), entrepreneurial intention is the key component of entrepreneurial behavior because it requires consideration and decision-making, which is correlated with an individual's behavior or personality when deciding what kind of career, they want to pursue in the future.

According to Thompson (2009), there is a significant connection between entrepreneurial intention and alertness. "A person with entrepreneurial intentions is one who is self-admittedly convinced that individuals desire to start up a new enterprise and thoughtfully organize to accomplish this in the near future". Entrepreneurial intention plays a crucial part in business by identifying a suitable occupation and making use of business possibilities (Short et al., 2010). There is a likelihood that a person will engage in a specific conduct determined by how strongly an individual promises to do so when starting a business (Tang et al., 2012).

McMullen and Shepherd (2006) claimed that entrepreneurial alertness enhances the relationship towards entrepreneurial intention has been experimentally confirmed since both entrepreneurial alertness and intention improve an individual's findings of decision-making for future career. Also, it is claimed that entrepreneurial alertness increases the link to entrepreneurial intention, which has been empirically proven since both entrepreneurial alertness and intention improve an individual's decision-making for future career. Therefore, studies have revealed that people with greater degrees of awareness are able to identify appropriate possibilities and launch their own businesses. Entrepreneurial alertness was identified as a critical predictor for determining entrepreneurial intention (Hu et al., 2018). Hence, according to earlier studies, both entrepreneurial alertness and intention are correlated with each other.

H₃: Entrepreneurial alertness has a positive effect on entrepreneurial intention.

The Mediating Role of Entrepreneurial Alertness

According to Short et al. (2010), creativity leads to entrepreneurial intention, while entrepreneurial alertness allows business leaders to widen their decision-making processes, which might involve brainstorming and creativity (Gaglio & Katz, 2001; Tang et al., 2012). Hu et al. (2018) used Social Cognitive Theory (SCT) to determine if entrepreneurial alertness has a significant impact on entrepreneurial intention, a claim stated by McMullen and Shepherd (2006). As a result, individuals with a greater level of entrepreneurial alertness can pursue a career because they are able to identify an appropriate opportunity that others (i.e., students) rarely have these abilities (i.e., being careful and well anticipated) (Hu et al., 2018).

Since the term "entrepreneurship" refers to creative activities, entrepreneurial intention has benefited greatly from the function of entrepreneurial alertness as a mediator. Based on experts, entrepreneurial alertness mediates the correlation between creativity and entrepreneurial intention (Tang et al., 2012; Yasir et al., 2020).

H_{4a}: Creativity has a positive effect on entrepreneurial intention through a mediating role of entrepreneurial alertness.

According to Uy et al. (2015), proactive personality strengthens the correlation between entrepreneurial alertness and proactive personality, and this, in turn, mediates the relationship between entrepreneurial alertness and a range of career mindsets. Entrepreneurship greatly benefits from proactive personalities since proactive personality is a unique quality that allows a person to distinguish between individuals when carrying out an action (Mustafa et al., 2016). According to Tang et al. (2012), entrepreneurial alertness correlates with entrepreneurial intention, while entrepreneurial intention is important in shaping an entrepreneur's behavior when starting a business (Shinnar et al., 2018). The strength of a person's entrepreneurial desire is reflected in their conduct or character towards one another. Entrepreneurial alertness is then linked to entrepreneurial intention because it encourages people to see opportunities and perceive themselves as entrepreneurs (Campos, 2017; Li et al., 2015). According to experts, entrepreneurial alertness acts as a bridge between proactive personality and entrepreneurial intention (Neneh, 2019).

H_{4b}: Proactive personality has a positive effect on entrepreneurial intention through a mediating role of entrepreneurial alertness.

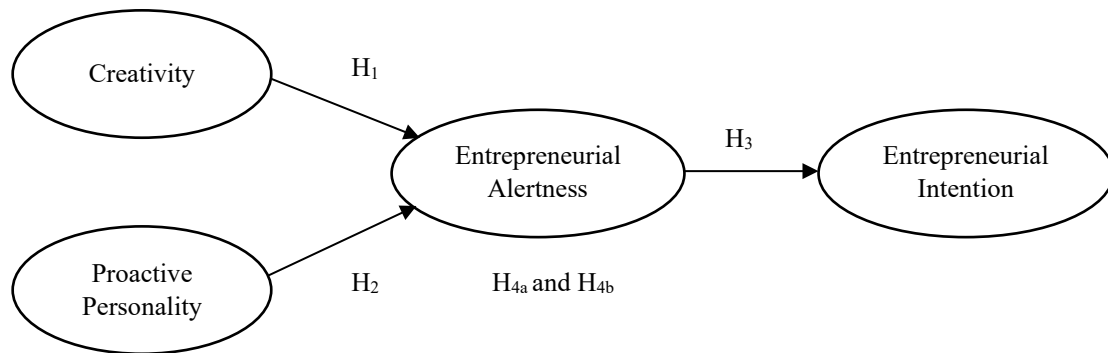


Figure 1. Research Model

RESEARCH METHOD

This study uses primary data that was collected by distributing online questionnaires to 370 university students in Indonesia from various study programs such as Economics and Business, Medicine, Communication Science, Law, Psychology, Design, Engineering, and Hospitality. Indicators from variables in this research are measured using 5 points Likert scale from strongly disagree to strongly agree. There are four variables in this study with creativity and proactive personality as independent variables, entrepreneurial intention as the dependent variable, and entrepreneurial alertness as the mediating variable. Data analysis techniques are carried out to test hypotheses and answer the formulation of problems in a study. Generally, research with quantitative methods uses statistical methods as data analysis techniques (Sugiyono, 2013). Statistical methods are divided into two, which are descriptive statistics and inferential statistics. Descriptive statistics are used to measure the value of indicators according to predetermined criteria while inferential statistics analyze the results obtained from a research sample that can be generalized to the population to draw general conclusions (Bougie & Sekaran, 2019). There are eleven indicators each for creativity and entrepreneurial alertness. As for proactive personality, there are seven indicators, and entrepreneurial intention has six indicators (Appendix 1).

Researchers conducted a multivariate analysis using Partial Least Square – Structural Equation Model (PLS-SEM). PLS-SEM can confirm the theory by explaining whether or not there is a relationship between latent variables (Hair et al., 2019). The research instrument is also ensured to be valid and reliable. Validity test was performed using convergent validity (Average Variance Extracted and outer loading) and discriminant validity (Heterotrait-Monotrait ratio). Convergent validity is met when the Average Variance Extracted (AVE) is above 0.5 and the outer loading of each indicator is above 0.7 (Hair et al., 2017). The discriminant validity test can be fulfilled if the correlation value of the variable to the variable itself is greater when compared to the correlation value of all other variables (Ghozali, 2012). The reliability test was carried out with Cronbach's Alpha and composite reliability. The variable is said to be reliable if the value of Cronbach's Alpha and composite reliability is ≥ 0.7 (Bougie & Sekaran, 2019).

RESULTS AND DISCUSSION

Descriptive Statistics

Descriptive statistics are defined as the combination of statistics that consist of mean, median, and standard deviation that gives descriptive information regarding the respondent's answer. The lowest scale in this research is 1 and 5 is the highest scale. The descriptive statistics table is as follows:

Table 1. Descriptive Statistics

Variables	Indicators	Mean	Median	Min	Max	Standard Deviation
Creativity	C1	4.519	5.000	2.000	5.000	0.589
	C2	3.738	4.000	1.000	5.000	0.770
	C3	4.235	4.000	2.000	5.000	0.823
	C4	3.932	4.000	1.000	5.000	0.777
	C5	3.978	4.000	1.000	5.000	0.876
	C6	3.924	4.000	1.000	5.000	0.909
	C7	4.005	4.000	2.000	5.000	0.815
	C8	3.959	4.000	2.000	5.000	0.871
	C9	3.946	4.000	2.000	5.000	0.905
	C10	3.895	4.000	2.000	5.000	0.793
	C11	3.946	4.000	2.000	5.000	0.790
Proactive Personality	PP1	4.532	5.000	2.000	5.000	0.650
	PP2	3.762	4.000	1.000	5.000	0.787
	PP3	4.076	4.000	2.000	5.000	0.851
	PP4	3.951	4.000	2.000	5.000	0.824
	PP5	4.011	4.000	2.000	5.000	0.812
	PP6	3.924	4.000	1.000	5.000	0.860
	PP7	3.965	4.000	1.000	5.000	0.871
Entrepreneurial Alertness	EA1	4.386	4.000	2.000	5.000	0.677
	EA2	3.705	4.000	2.000	5.000	0.751
	EA3	3.886	4.000	1.000	5.000	1.109
	EA4	4.116	4.000	2.000	5.000	0.795
	EA5	3.981	4.000	1.000	5.000	0.843
	EA6	3.854	4.000	2.000	5.000	0.812
	EA7	3.851	4.000	1.000	5.000	0.908
	EA8	3.759	4.000	1.000	5.000	1.013
	EA9	3.843	4.000	1.000	5.000	0.893
	EA10	3.857	4.000	2.000	5.000	0.850
	EA11	3.862	4.000	2.000	5.000	0.848
Entrepreneurial Intention	EI1	4.378	5.000	1.000	5.000	0.755
	EI2	3.651	4.000	1.000	5.000	0.799
	EI3	4.124	4.000	1.000	5.000	0.889
	EI4	3.843	4.000	2.000	5.000	0.874
	EI5	3.922	4.000	1.000	5.000	0.886
	EI6	3.905	4.000	1.000	5.000	0.802

From Table 1, all four variables have a total of 35 indicators. The average mean of the 35 indicators is 3.977, which means that the respondent's answer is relatively close to scale 4 (agree). Of the 35 indicators, the standard deviation has a range from 0.589 to 1.109, showing that the average dispersion of data is relatively broad.

Inferential Statistics

Convergent validity can be tested using factor loading and Average Variance Extracted (AVE). As seen in Table 2, some indicators have been removed because the factor loading didn't meet the criteria above 0.7. All the AVE value is more than 0.5 and thus declared as valid.

Table 2. Convergent Validity Test Result

Variables	Indicators	Factor Loading	AVE	Result
Creativity	C2	0.744	0.569	Valid
	C4	0.799		Valid
	C8	0.718		Valid
Proactive Personality	PP3	0.723	0.579	Valid
	PP5	0.804		Valid
	PP7	0.754		Valid
Entrepreneurial Alertness	EA2	0.768	0.574	Valid
	EA8	0.741		Valid
	EA10	0.764		Valid
Entrepreneurial Intention	EI2	0.823	0.643	Valid
	EI4	0.806		Valid
	EI6	0.775		Valid

Besides convergent validity, discriminant validity is also tested using the Heterotrait-Monotrait ratio. If the HTMT is less than 0.90, it is regarded to have a strong discriminant validity. Table 3 reveals that all the results are below 0.90, indicating that each of the variables has strong discriminant validity.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Test Result

	Creativity	Entrepreneurial Alertness	Entrepreneurial Intention	Proactive Personality
Creativity				
Entrepreneurial Alertness	0.818			
Entrepreneurial Intention	0.664	0.817		
Proactive Personality	0.444	0.630	0.565	

The reliability test is measured using Cronbach's Alpha and Composite Reliability. When Cronbach's Alpha exceeds 0.6 and the value of Composite Reliability is above 0.7, they're considered reliable and can be used for the next test. The result of the reliability test is shown in Table 4 below:

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Result
Creativity	0.621	0.798	Reliable
Proactive Personality	0.635	0.805	Reliable
Entrepreneurial Alertness	0.632	0.802	Reliable
Entrepreneurial Intention	0.723	0.844	Reliable

Structural Model

The multicollinearity test was carried out by looking at the value of the Variance Inflation Factor (VIF) of less than 10 (Bougie & Sekaran, 2019). The result of the multicollinearity test on each indicator and variable in this study met the criteria. Therefore, there's statistically no high correlation among the variables. The result of R-Square showed that creativity and proactive personality can explain entrepreneurship alertness by 34.1% and the remaining 65.9% can be explained by other variables outside the models. The variable entrepreneurial alertness itself can explain entrepreneurial intention by 37.7% and the remaining 62.3% can be explained by other variables outside the model. This leads to the conclusion that entrepreneurial alertness and entrepreneurial intention have a moderate impact on the dependent variables.

The hypothesis is *supported* when the t-statistic value exceeds 1.65 (one-tailed) and the p-value is below 0.05. Table 5 demonstrates that all five hypotheses are supported since the t-statistic value exceeds 1.65 and the p-value is below 0.05. The hypothesis testing results are as follows:

Table 5. Hypothesis Testing

Hypothesis	Original sample	t-statistic	P-value	Result
H ₁ : Creativity has a positive effect on entrepreneurial alertness	0.440	10.304	0.000	Supported
H ₂ : Proactive personality has a positive effect on entrepreneurial alertness	0.281	5.965	0.000	Supported
H ₃ : Entrepreneurial alertness has a positive effect on entrepreneurial intention	0.389	7.453	0.000	Supported
H _{4a} : Creativity has a positive effect on entrepreneurial intention through a mediating role of entrepreneurial alertness.	0.171	6.087	0.000	Supported
H _{4b} : Proactive personality has a positive effect on entrepreneurial intention through a mediating role of entrepreneurial alertness.	0.109	4.591	0.000	Supported

Hypothesis 1 was formulated that creativity has a positive effect on entrepreneurial alertness. Throughout the research, this is confirmed in accordance with Kirzner (2009) stating that creativity requires entrepreneurial alertness since this allows individuals to be aware of finding new opportunities in entrepreneurship, hence why entrepreneurial alertness and creativity are significantly related (Campos, 2016; Obschonka et al., 2017). As a result, having an entrepreneurial mindset of being creative makes entrepreneurs confident to see opportunities, hence why this is confirmed by Short et al. (2010) that believe that creativity does have a positive impact on entrepreneurial alertness.

Hypothesis 2 stated that proactive personality has a positive effect on entrepreneurial alertness. Throughout the research, this is confirmed in accordance with Tang et al. (2012) stating that proactive personality has a positive effect on entrepreneurial alertness because proactive alertness is a key component of identifying an opportunity. When confronted in an innovative and complex environment, proactive personality's functions appear to be more effective at assisting people in achieving their goals, whereas proactive personality has a correlation with entrepreneurship (Hu et al., 2020). Individuals with proactive personalities, specifically those who approach work in clever ways and express fresh concepts, are more

likely to take the initiative to use their skills in business and exert influence over their surroundings (Elsaied, 2019).

Hypothesis 3 mentioned that entrepreneurial alertness has a positive effect towards entrepreneurial intention. Throughout the research, this is confirmed in accordance with McMullen and Shepherd (2006) stating that entrepreneurial alertness enhances the relationship towards entrepreneurial intention since both entrepreneurial alertness and intention improve an individual's findings of decision-making for the future career. Entrepreneurial alertness was acknowledged as a key predictor for assessing entrepreneurial intention because when an individual has a higher level of alertness, they can spot appropriate opportunities and start their own business (Hu et al., 2018).

Hypothesis 4a was formulated that creativity has a positive effect towards entrepreneurial intention through a mediating role of entrepreneurial alertness. Throughout the research, this is confirmed in accordance with Tang et al. (2012) stating that creativity is correlated towards entrepreneurial intention through a mediating role of entrepreneurial alertness because, with the mediating role of entrepreneurial alertness, creativity has played a major role towards entrepreneurial intention since the term 'entrepreneurship' refers to creative activities. As a result, individuals (i.e., entrepreneurs) with greater levels of entrepreneurial alertness can pursue a career because they are able to identify an appropriate opportunity that others (i.e., employees, students) rarely have these abilities (i.e., being careful and well anticipated) (Hu et al., 2018).

Hypothesis 4b stated that proactive personality has a positive effect on entrepreneurial intention through a mediating role of entrepreneurial alertness. Throughout the research, this is confirmed in accordance with Neneh (2019) stating that a proactive personality has a positive impact on entrepreneurial intention through a mediating role of entrepreneurial alertness. Entrepreneurship greatly benefits from proactive personalities since proactive personality is a unique quality that allows a person to distinguish between individuals when carrying out an action (Mustafa et al., 2016). When an individual's entrepreneurial intention is stronger, their behavior/personality will be reflected toward other individuals. In addition, entrepreneurial alertness is correlated to entrepreneurial intention because entrepreneurial alertness leads an individual to create opportunities and perceptions in entrepreneurship (Campos, 2017; Li et al., 2015).

CONCLUSION

Based on the result of the study, both creativity and proactive personality have positive effects on entrepreneurial alertness. Creativity inspires, challenges, and helps people to find innovative solutions and create opportunities out of problems. Being creative and having a proactive personality can lead to confidence and curiosity that bring more awareness to solve problems, identify new opportunities, and take initiative until a meaningful change takes place. Entrepreneurial alertness also positively affects the entrepreneurial intention of Indonesian university students. Easy access to technology and information has made the young generation of university students develop critical thinking and always keep an eye out for new business ideas. Entrepreneurial alertness also mediates creativity and proactive personality positively towards entrepreneurial intention. A student's entrepreneurial alertness can be developed by not only focusing on personality traits (i.e., creativity and proactive personality) but also technical aspects (i.e., creativity in developing new products and presenting a business plan).

This research limits the respondent only to university students in Indonesia and most of them are coming from big cities with access to the internet to gather information. Different results may be obtained if the respondents are students from remote areas in Indonesia or other

countries. Future research can add more variables such as technological advancement, collaborative environment, government support, and entrepreneurial family backgrounds to the research model. Another thing that will be interesting is to compare the entrepreneurial intention of male and female students.

APPENDIX

Appendix 1. Indicators Used

Variables	Indicators	Source
Creativity	1. I suggest new ways to achieve goals/objectives.	Zhou & George (2001)
	2. I search for new technology.	
	3. I search for new techniques.	
	4. I search for new product ideas.	
	5. I am a good source of creative ideas.	
	6. I am not afraid to take risks.	
	7. I exhibit creativity on the job when given an opportunity.	
	8. I often have new ideas.	
	9. I often have innovative ideas.	
	10. I come up with creative solutions to problems.	
	11. I suggest new ways of performing work tasks.	
Proactive Personality	1. I am constantly looking for new ways to improve my life.	Hu et al. (2018)
	2. I enjoy facing obstacles to my ideas.	
	3. I enjoy overcoming obstacles to my ideas.	
	4. Nothing is more exciting than seeing my ideas turn into reality.	
	5. If I see something I do not like, I fix it.	
	6. No matter what the odds are, if I believe in something, I will make it happen.	
	7. I am always looking for better ways to do things.	
Entrepreneurial Alertness	1. I have frequent interactions with others to acquire new information.	Tang et al. (2012)
	2. I always keep an eye out for new business ideas when looking for information.	
	3. I read news, magazines, or publications regularly to acquire new information.	
	4. I browse the internet every day.	
	5. I am a vivid information seeker.	
	6. I am always actively looking for new information.	
	7. I see links between seemingly unrelated pieces of information.	
	8. I am good at connecting dots.	
	9. I often see connections between previously unconnected domains of information.	
	10. I have a gut feeling about potential opportunities.	
	11. When facing multiple opportunities, I am able to select the good ones.	
Entrepreneurial Intention	1. I am ready to do anything to be an entrepreneur.	Liñán & Chen (2006)
	2. My professional goal is to become an entrepreneur.	
	3. I will make every effort to start and run my own firm.	

4. I am determined to create a firm in the future.
 5. I have very seriously thought about starting a firm.
 6. I have got the firm intention to start a firm someday.
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RELATIONSHIPS BETWEEN KOREAN BRAND AMBASSADOR, PRICE, AND PRODUCT QUALITY TO CUSTOMER PURCHASE DECISION ON LOCAL SKINCARE PRODUCT

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ABSTRACT

Nowadays, skincare has evolved into a social trend. People are competing to get the best suitable skincare, while local companies are competing to make skincare that is market-acceptable in terms of image, price, and quality. The usage of Korean brand ambassadors has been a topic in the local skincare industry with some of the recognized brands competing to partner with them. This paper aims to determine if the effort provides a positive relationship with customers' purchase decision compared to other factors, which are the price and product quality. Using a Likert scale questionnaire distributed to Korean wave fans from high school and college students with a random sampling method, the data is constructed using the regression model. The questionnaire collected 52 participants who have used at least one of the local skincare products that use Korean brand ambassadors. It is found that the brand ambassador and price variable is not significant for the model tested, while product quality positively affects the customers' purchase decision. The model shows that there is a market segmentation that does not consider the Korean brand ambassador even though they are fans of the Korean wave. Moreover, the market segmentation is also willing to spend more for the product that offers better quality. Therefore, the model suggests that local skincare brands focus more on improving the quality of their product.

Keywords: Skincare; Korean Brand Ambassador; Product Quality; Price; Purchase Decision

INTRODUCTION

Nowadays, skincare has become a trend in society where everyone is competing to get the best product to take care of their skin. Not only the people, but local companies also fight with each other to produce the best skincare on the market (Faza et al., 2022). This trend is influenced by the Korean wave where Korean actors, idols, or even just local citizens have used skincare as their daily product. The Korean Wave itself can be interpreted as the spread of modern popular culture waves from South Korean entertainment to the world in the form of popular music (K-Pop), drama series, films, animation, games, and culinary (Prasanti & Dewi, 2020). Those influences build a point of view of Indonesian that good skincare should reflect Korean beauty standards. It also increases the enthusiasm of Korean fans to try various kinds of skincare products, both local and non-local. It also stimulates the enthusiasm of Korean fans to try various kinds of skincare products from both local and non-local, which opens up opportunities for businesses to collaborate with Korean influencers to increase their sales.

Skincare can be defined as products that are used for several purposes such as cleansing, calming, healing, hydrating, and protecting the skin (Satria, 2021). There are many types of skincare, the basic ones are a facial wash, toner, serum, and moisturizer cream. Using that kind of product can be an alternative rather than going to a beauty doctor which will certainly cost more. However, not all skincare can be suitable for all skin types. People tend to try many kinds of skincare brands until they choose the right one that suits their skin (Faza et al., 2022). Some factors might affect their purchase decision on skin care such as product quality, brand ambassador, price, or brand loyalty.

Due to the Korean wave and the rapid development of the skincare market, many local companies have collaborated with Korean actors or idols as their brand ambassadors. According to Hendayana and Afifah (2020), a brand ambassador (BA) is a person or a group of people that have a passion for a certain brand that can influence and invite people to buy and use that product. Some local skincare brands that use Korean BA are Scarlett Whitening with actor Song Joong Ki, Somethinc with NCT Dream, Whitelab with EXO Sehun, Everwhite with actor Kim Seon Ho, MS Glow with Cha Eun Woo, and Azarine Cosmetics with actor Lee Min Ho. The use of Korean actors and idols as brand ambassadors for local products does have a greater appeal of 70.8% compared to other factors (Hendayana & Afifah, 2020). It is supported by Korean fans who have a strong loyalty level toward their idol, which proves that they without hesitation buy products marketed by their idols (Slamet et al., 2022). However, according to Andriani and Setiawan (2020), the reason consumers buy local skincare products is mostly because of the affordable price and the BPOM label which means the product is already safe to use. The result of the previous study might have varied due to the different samples surveyed. Other research also stated that price perception and product quality have a bigger significant effect on customer purchase decisions rather than the image of the brand ambassador (Rangian et al., 2022). Rahmadani and Anggraini (2021) also did similar research on the cosmetic industry and found that the Korean brand ambassador does not influence the decision of consumers, but rather the Korean culture. The different results can be influenced by the priority of the consumer, age, gender, and level of education. Therefore, the unconformity shows that there is a need for a more elaborated explanation and specified conditions between the Korean wave as a brand ambassador with the attempt to increase profit to maximize its potential. This paper aims to analyze the influence of Korean brand ambassadors, price, and product quality on consumers' decisions to buy local skincare products. It will begin by reviewing the literature related to how those variables influence consumer decisions in buying products, then analyze the relationship between the two variables. Thus, the research results can add insight and provide appropriate recommendations regarding marketing strategies for local skin care companies.

LITERATURE REVIEW

Theory of Reasoned Action

Theory of reasoned action was introduced by Fishbein and Ajzen in 1980, which stated that a behavior is determined by the individual's desire to do or not do something certain behavior. It also means that a consumer may only take a purchase decision when given a reasonable statement that there will be a desired result or benefit (Ng, 2020). Intention to do the specified behavior depends on three main factors, namely attitude, subjective norms, and perceived social pressure (Mahyarni, 2013). Attitude describes the person's dominant behavioral beliefs, while the subjective norm is an individual belief in accepting or rejecting certain behavior. The last is social pressure, which means behavior that is driven by external pressure.

Theory of Buyer Behavior and Consumer Decision-Making

In general, consumer purchases behavior can be defined as the process of the customer taking a look, choosing, purchasing, using, and disposing of a product or services that they desire. According to the theory of buyer behavior by Sheth, the pattern of consumer decision in buying a product is repetitive, creating a purchasing routine based on customers' understanding and generalization to save time (Ohio University, 2022). The repetitive action can be based on motives, competitors, and personal preferences. The information used for a product can influence the decision to buy another product because the customer generalizes the

information for a different product that they do not have information about. For example, customers may buy a toaster based on their experience in using a smartphone because they lack information about toaster specifications.

Country of Origin

Consumer perception of a country of origin can be described as a mental association or belief that is influenced by a country (Listiana, 2012). This perception can affect the customer's decision or intention in choosing and purchasing some products. Korea is well known for its beauty products, as well as skin care due to the high standard of beauty in their society. It is the reason why the COO's perception of Korean skincare is at a high level, people believe that Korean skincare is the best one rather than any products that come from other countries. Local companies are still also considering the COO perception of skincare products, so they like to use Korean actors or idols to be their brand ambassadors (Syauki & Avina, 2020). This strategy will make consumers believe that the product has already been trusted and recognized by Koreans.

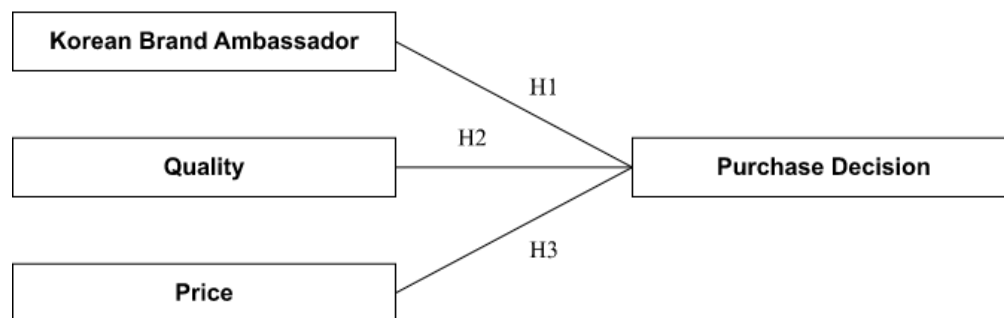


Figure 1. Framework Model

H1: Korean brand ambassador has a positive and significant effect on Customer Purchase Decisions

Brand Ambassador is a person or group of people that come from a popular public figure or key opinion leader (KOL) with the aim to advertise a brand (Dewi et al., 2020). According to Pratami and Sari (2020), the brand ambassador should have 4 characteristics to be fulfilled which are visibility, credibility, attraction, and power. It means that a brand ambassador needs to have popularity and also be attractive enough to amaze the consumers and lead the customer's intention to buy that product.

According to Wardani and Nugraha (2022), brand ambassadors have a significant effect on customer purchase decisions on skincare products. However, there are a few differences in the results of the 2 products studied which prove that the gender of the brand ambassador also affects customer intention and decision. Male brand ambassadors tend to be more attractive to consumers, especially women. The result is the same as the study by Sagia and Situmorang (2018), where brand ambassadors have a significant influence and are positive on purchasing decisions. It shows that brand ambassadors can support the psychological side of consumers which can influence consumer attitudes and beliefs in making purchasing decisions. Brand ambassadors with a good image can represent the product well. With a better celebrity image, consumer interest will be higher.

H2: Price has a positive and significant effect on Customer Purchase Decision

Price is one of the most significant elements of customer perception and purchase decision on a product. According to Levrini and Santos (2021), the price can be the indicator of product quality where the higher price means that the more excellent the quality is. Not only the quality, but consumers also consider the benefits they will get with the price they spend. If the benefits are equal or more worth than the price, consumers tend to be willing to spend more on that product or service (Imalia & Aprileny, 2020). Especially with the boom of e-commerce, product prices can be reduced because the seller can reduce fixed assets needed such as the store rent and electricity bills. Price is proven to be significant in buying a certain cosmetic product through e-commerce Tokopedia, with price variable as the most dominant influence factor for customers in their purchase decision (Yudistira & Nugroho, 2021). This shows that price is still one of the most important considerations in customers with their purchasing decision.

H3: Product Quality has a positive and significant effect on Customer Purchase Decision

According to Kartikasari and Albari (2019), product capacity to fulfill certain functions or benefits which can consist of durability, reliability, resulting accuracy, and ease of use. High-quality products tend to be more popular because consumers tend to consider that good product quality will provide additional value compared to low-quality products (Rangian et al., 2022). Companies need to increase product quality to survive and remain competitive, it will also eventually result in customer satisfaction and loyalty (Hassan et al., 2013). According to research from Surabaya, Indonesia, product quality significantly affects not only the purchase decision but also the satisfaction of buying Wardah Cosmetics products (Tjahjono et al., 2021). Therefore, the better the quality of the product, the more attractive the product is for customers to decide on their purchase.

RESEARCH METHOD

Scale Measurement

This study employs a random sampling and quantitative method with a questionnaire survey as the primary medium. The population of this study ranges from high school to undergraduate students aged 15 to 25. The sampling technique used in this study was nonprobability sampling, which means that the sample selection criteria were determined by the researcher. The survey is divided into three sections: filtering questions, respondent profile, and survey item statement. The goal of the filtering question is to filter the respondents so that the majority of them have at least used one of the skin care products listed and are interested in Korean trends such as Kpop, Kdrama, and Korean culture. There are three independent variables: the Korean brand ambassador, the price, and the quality. In this study, the dependent variable is the purchase decision. Each variable has 4 to 5 survey items. A 5-point Likert scale was used to assess all scales. A value of one indicates strongly disagree, while a value of five indicates strongly agree.

RESULTS AND DISCUSSION

Demographic Analysis

According to the survey's profile section, 63.5% of respondents are aged 19 to 25. The majority of them are undergraduate students, with the remainder being high school students.

The final profile is about occupation level, with 40.4% having a monthly income of Rp. 1,000,000 to Rp. 2,000,000, 36.5% having less than Rp. 1,000,000, and the rest having more than Rp. 2,000,000.

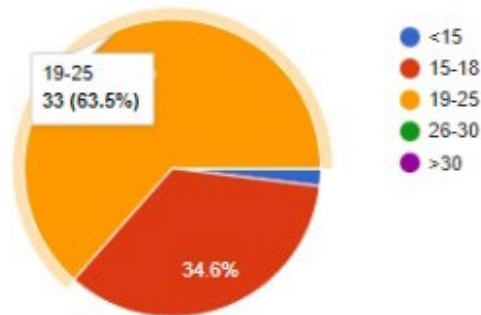


Figure 2. Respondents' Age Profile

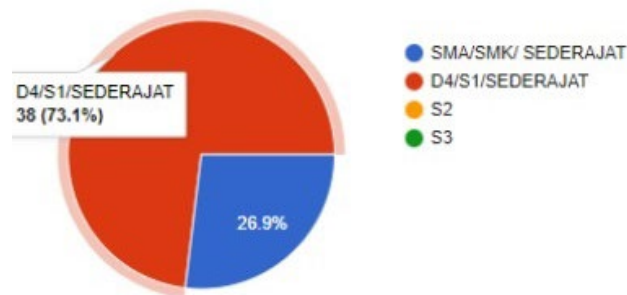


Figure 3. Respondents' Level of Education Profile

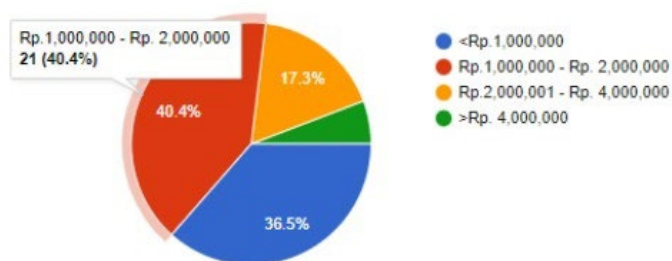


Figure 4. Respondents' Monthly Income Profile

Descriptive Analysis

Appendix 2 shows the distribution of each survey item answer. The survey answers for the Korean brand ambassador variable and survey item related to the Korean brand ambassador shows a majority of the neutral answer, which shows that the respondents are moderate in considering the Korean brand ambassador image before making their purchase decision. The price, quality, and purchase decision variable show a majority of agree answers, meaning the respondents consider the price and quality before making their purchase decision.

Indicator Loadings

The indicator loadings are used to assess the internal consistency, specifically using the commonality of each survey item. Generally, the ideal commonality using the rule of thumb is at least 0.5 (Ahrens et al., 2020). The commonality of each survey item can be seen in Table 1.

Table 1. Indicator Loadings

	Brand Ambassador	Price	Purchase Decision	Quality
BA1	0.846			
BA2	0.897			
BA3	0.943			
PD15			0.872	
PD16			0.818	
PD17			0.743	
PR6		0.901		
PR7		0.857		
QL12				0.839
QL13				0.538
QL9				0.891

Table 1 shows that the commonality of the Korean brand ambassador, price, quality, and purchase decision has exceeded 0.5. This means that each of the survey items listed above has sufficient explanatory contribution power for the model tested. However, survey items BA4, PR5, PR8, QL10, QL11, and PD14 have a commonality score under 0.5. This means that those survey items have low explanatory contributions to the model that lower the reliability and validity of the model. Therefore, for the model testing, this research omits those survey items to stabilize the reliability of variables included for the hypothesis testing.

Reliability and Validity Tests

Reliability and validity of the variables can also be measured through Cronbach's alpha score. Cronbach's alpha is the most common method to measure the reliability of the variable (Bonett & Wright, 2014). The minimum rule of thumb of Cronbach's alpha score that is considered good is 0.7. However, a Cronbach's alpha score of 0.6 is also generally

acceptable (Mat Nawi et al., 2020).

Table 2. Reliability and Validity Tests

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand ambassador	0.894	1.094	0.924	0.803
Price	0.708	0.723	0.872	0.773
Purchase decision	0.740	0.749	0.853	0.660
Quality	0.657	0.767	0.809	0.595

The table above shows that the Cronbach's alpha for the brand ambassador, price, quality, and purchase decision variable is 0.89, 0.71, and 0.74 respectively. Each of the variables Cronbach's alpha score has exceeded 0.6, which means that each variable is reliable.

Multicollinearity Test

The variance inflation factor (VIF) determines the strength of the correlation between independent variables. VIFs have no upper limit and begin at 1. Based on table 3, all of the independent variable items have VIFs between 1 and 5, indicating a moderate correlation.

Table 3. Multicollinearity Test

	BA1	BA2	BA3	PD15	PD16	PD17	PR6	PR7	QL12	QL13	QL9
VIF	3.145	3.193	2.23	1.826	1.677	1.287	1.43	1.43	1.591	1.118	1.565

Model Summary (R²)

Based on table 4, the R-squared adjusted value is 56.8%. The adjusted R-squared value indicates that independent variables influence 56.8% of purchase decisions, with the remaining 43.2% influenced by different factors that were not used in this study.

Table 4. Determination Coefficient

	R Square	R Square Adjusted
Purchase Decision	0.593	0.568

Hypothesis Testing

H1: Brand Ambassador has a positive and significant effect on Customer Purchase Decision

According to the findings, Korean brand ambassadors ($=0.894$, $t = 1.09$, $p > 0.005$) has no effect on purchase decisions. The findings contradict previous research by Wardani and Nugraha (2022) and Sagia and Situmorang (2018), which found that brand ambassadors have a significant impact on customer purchase decisions for skincare products. The most likely cause of this contradiction is a difference between the sample and the product used. In their study, they use a specific product or brand, whereas, in this study, the product has some options. Many brand options will be the best explanation for why Korean brand ambassadors do not significantly influence customer purchase decisions in this case. Thus, it means that H1 is rejected.

Table 7. Hypotheses Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Ambassador → Purchase Decision	-0.142	-0.119	0.130	1.090	0.276
Price → Purchase Decision	0.144	0.166	0.135	1.066	0.287
Quality → Purchase Decision	0.690	0.689	0.077	8.913	0.000*

*Significant at alpha 5%

H2: Price has a positive and significant effect on Customer Purchase Decision

The same as the brand ambassador, the price variable ($=0.708$, $t = 1.066$, $p > 0.005$) is reliable but does not significantly influence purchase decisions. As the results show, the p-value of the price is greater than the alpha, which is 5%. This also differs from the previous study by Yudistira & Nugroho (2021) and Marcellina (2022), which found that price has a positive and significant effect on customer purchase decisions. The reason is likely because the majority of the participants in this study are young adults (63,5% of 19-25 years old) who already have their occupation (40,4% have a monthly income between Rp. 1,000,000 to Rp. 2,000,000), implying that they tend to prefer high-quality products without regard for price. It was concluded that H2 is rejected.

H3: Product Quality has a positive and significant effect on Customer Purchase Decision

Product quality ($=0.657$, $t = 8.913$, $p < 0.005$) is the only variable that has a positive significant impact on customer purchases of local skincare products. This result also indicates that the higher the quality, the more likely customers are to purchase that product. Based on the result, H3 is accepted.

CONCLUSION

The results and discussion show that two of the variables used have no significant

effect on the dependent variable. This finding contradicts previous research, which discovered that brand ambassadors (variable 1) and price (variable 2) have a significant impact on customer purchase decisions (Yudistira & Nugroho, 2021; Wardani & Nugraha, 2022). It clearly shows that not all customers, particularly those in this sample study, are concerned with who the brand is and how expensive the product is. Korean brand ambassadors might not be considered by some percentage of customers in their skincare purchase decision, even if they are intrigued with Korean entertainment and culture. Moreover, there is a segment of customers who are willing to spend more on skincare as long as it comes with higher quality and better results. In conclusion, the study generates a recommendation for the local skincare company to concentrate on the consistency of skincare quality because it is the most important factor that consumers consider.

Limitations and Future Studies

The model in this paper only explains a part of a specific condition in a certain community as the respondents participating in the data construction are limited to 52, which will need more data collection to reflect the population's behavior. Moreover, this paper only accounts for direct variables, which is not exploring the possible indirect effects. In addition, this paper does not explain the reason for the Korean brand ambassador's variable insignificance towards purchase decisions, although the survey respondents have been filtered based on their interest in the Korean wave. Besides, the paper only discusses three variables, while there are more variables that can be included, such as gender, religiosity, peer information, discount, and motivation. For example, this paper does not consider gender as the variable, which resulted in different purchase decisions behavior (Fitriani, 2019). The undiscussed variables might explain the remaining 43.2% of factors that influence the local skincare purchase decision.

Based on the limitations, we suggest future research to explore more about the factors that retain Korean wave fans from considering their idol in their purchase decision. One of the factors is the emotional intelligence factor (Kidwell et al., 2008). This would develop a more clear distinction between Korean wave fans, which could help enhance the businesses' understanding of their market segmentation. Moreover, the result of price insignificance in this paper is against the result of some previous research, which needs more elaboration on the reason, such as motivation (Gunawan, 2015). The result can be used to determine which aspect of the product should be prioritized between the quality and price, especially for a particular brand market research and development. Therefore, future research can choose to focus on a particular brand instead of using several local brands.

APPENDIX

Appendix 1. Questionnaire Items

Variables	Authors	Original Questionnaire Items	Code	Adapted Questionnaire Items
Korean Brand Ambassador	Fithri (2021)	Saya menjadi yakin menggunakan produk Nature Republic karena NCT 127 adalah Brand Ambasadornya	BA1	Saya menjadi yakin menggunakan produk skincare lokal ketika Brand Ambasadornya adalah Aktor/Idol Korea

		Member NCT 127 memiliki visual wajah yang tampan dan kulit bersih terawat	BA2	Ciri fisik Aktor/Idol Korea yang baik (wajah tampan, kulit terawat, jiwa muda) membuat saya yakin menggunakan produk skincare lokal yang dipromosikan
		Saya meyakini profesionalisme anggota NCT 127	BA3	Popularitas dan profesionalisme Brand Ambassador Korea membuat saya yakin menggunakan produk skincare lokal yang dipromosikan (meskipun bukan aktor/idol Korea favorit saya)
	Sagir et al. (2021)	Red Velvet menyampaikan informasi keunggulan tentang produk Etude House dengan baik	BA4	Aktor/Idol Korea dapat dipercaya ketika mempromosikan produk skincare lokal, karena produk skincare yang terkenal kebanyakan berasal dari Korea.
Price	Andayani (2017)	Saya berani membayar lebih bila dibanding merek lain	PR1	Saya akan mencoba skincare lokal yang dipromosikan Aktor/Idol Korea meski harganya lebih mahal dari skincare saya biasanya
	Putri (2018)	Saya membeli Wardah Cosmetics karena harganya terjangkau.	PR2	Saya merasa skincare lokal memiliki harga yang lebih terjangkau dibanding skincare non-lokal
		Saya membeli Wardah Cosmetics karena harga Wardah sesuai dengan	PR3	Saya tidak masalah membeli skincare lokal dengan harga yang mahal selama

		kualitasnya.		kualitasnya bagus
	Kokoi (2011)	Which of these following matters are important to you when purchasing facial skin care products? List threemost important.	PR4	Saya merasa harga adalah faktor paling penting sebelum membeli skincare lokal
Product Quality	Anggraeni (2021)	Saya membeli produk The Emina Bright Stuff karena fungsinya sesuaiharapan saya	QL1	Saya membeli produk skincare lokal karena komposisi dan kualitasnya sesuai dengan yang saya harapkan
	Pratama (2021)	Kualitas produk Nacific memiliki kesesuaian dengan yang dipromosikan melalui konten Jang Hansol.	QL2	Saya percaya produk skincare lokal yang direkomendasikan Aktor/IdolKorea sudah pasti memiliki kualitas yang bagus
	Siahaan (2021)	Skincare Emina memiliki penjelasan ingredients pada setiapproduknya	QL3	Saya selalu mengecek komposisi bahan skincare sebelum membeli skincare lokal
		Konsumen bangga menggunakan produk Emina karena produk ini berkualitas dan digunakan banyak orang	QL4	Saya merasa kualitas skincare lokal sudah sebanding dengan skincare non-lokal
	Kokoi (2011)	Which of these following matters are important to you when purchasing facial skin care products? List threemost important.	QL5	Saya merasa kualitas produk adalah faktor terpenting sebelum membeli skincare lokal
Purchase Decision	Lestari (2018)	Konsumen memutuskan untuk membeli produk Innisfree setelah mengetahui Im Yoon Ah merupakan brand ambassador dari brand Innisfree.	PD1	Saya membeli skincare lokal karena tertarik dengan brand ambassador Korea yang mereka pakai.
	Fithri (2021)	Saya membeli produk Nature Republic karena membutuhkan perawatan kulit yang terjamin ingredientnya	PD2	Saya membeli skincare lokal karena membutuhkan perawatan kulit dengan bahan yang terjamin

		Saya akan melakukan pembelian ulang karena merasa puas dengan hasil yang saya dapatkan	PD3	Saya berniat melakukan pembelian ulang karena merasa puas dengan hasil yang saya dapatkan
	Rauf (2022)	Saya melakukan pembelian ulang karena cocok di kulit saya dan harganya juga terjangkau dengan ukuran yang cukup besar	PD4	Saya membeli skincare lokal karena harganya terjangkau untuk saya.

Appendix 2. Survey Descriptive Analysis

Survey Item	Answer					Total Score	Mean	Result
	SS	S	N	TS	STS			
BA1	7	12	15	11	7	52	3.0	Neutral
BA2	7	16	11	11	7	52	3.1	Neutral
BA3	7	13	16	10	6	52	3.1	Neutral
BA4	7	11	10	22	2	52	3.0	Neutral
PR5	11	19	8	9	5	52	3.4	Neutral
PR6	17	18	9	6	2	52	3.8	Agree
PR7	22	23	5	0	2	52	4.2	Agree
PR8	18	17	11	6	0	52	3.9	Agree
QL9	23	21	6	1	1	52	4.2	Agree
QL10	7	17	8	16	4	52	3.1	Neutral
QL11	25	17	7	3	0	52	4.2	Agree
QL12	15	18	15	3	1	52	3.8	Agree

QL13	38	12	2	0	0	52	4.7	Strongly Agree
PD14	11	12	10	11	8	52	3.1	Neutral
PD15	25	20	5	2	0	52	4.3	Agree
PD16	29	20	2	1	0	52	4.5	Agree
PD17	25	16	7	4	0	52	4.2	Agree

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THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR WITHIN THE SHOPEE ONLINE SHOPPING PLATFORM

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ABSTRACT

This study aims to investigate the impact of celebrity endorsement on consumer behavior in the Shopee marketplace. The research employed a quantitative approach and collected data through an electronic questionnaire using Google Forms, with a total of 160 respondents from Indonesian consumers living in Greater Jakarta who have seen Shopee advertisements and shopped in the marketplace. Validity and reliability tests were performed in the measurement model, while the R-square test, T-statistics, and P-value tests were utilized in the structural model to evaluate the relationship among the variables. The results suggest that the attractiveness of celebrity endorsers does not significantly affect ad recall by consumers, whereas the credibility of the endorser has a significant impact on both ad recall and purchase intention of consumers.

Keywords: Attractiveness; Credibility; Ad Recall; Purchase Intention; Shopee

ABSTRAK

Penelitian ini bertujuan untuk meneliti dampak dari dukungan selebriti pada perilaku konsumen di pasar Shopee. Penelitian ini menggunakan pendekatan kuantitatif dan mengumpulkan data melalui kuesioner elektronik menggunakan Google Forms, dengan total 160 responden dari konsumen Indonesia yang tinggal di Jakarta yang telah melihat iklan Shopee dan berbelanja di pasar. Uji validitas dan reliabilitas dilakukan dalam model pengukuran, sementara uji R-square, T-statistik, dan nilai P digunakan dalam model struktural untuk mengevaluasi hubungan antara variabel-variabel. Hasilnya menunjukkan bahwa daya tarik dukungan selebriti tidak berpengaruh signifikan pada ingatan iklan oleh konsumen, sedangkan kredibilitas endorser berdampak signifikan pada ingatan iklan dan niat beli konsumen.

Kata kunci: Daya Tarik; Kepercayaan; Ingatan Iklan; Niat Beli; Shopee

INTRODUCTION

An effective step for marketers is to use advertising to achieve the highest level of brand sales, which means non-personal communication elements between groups, groups, brands, or services financed by well-known sponsors. Features used to provide messages in this ad include television, radio, tabloids, newspapers, and social media such as Facebook, Twitter and Instagram (Morissan, 2010). Advertising is a key factor in business success in Indonesia, where most Indonesians still view the image of a brand, broadly speaking that Indonesians know more about a brand that promotes or advertises its products through widespread broadcast media or better known as television, than those who do not advertise their products on television media.

Using celebrity endorsement services to promote a product should not leave a negative impression but leave a positive impression in society when the ad airs. According to Keller (1993) in Ferrinadewi (2008), a good brand image in society is a brand perception reflecting the memory of consumer associations with the brand so that the brand is strong in the minds of consumers, the goal is that the brand is contained in the thoughts and hearts of consumers and

others towards a brand. Advances in technological systems have undeniably played a major role in contributing to the advancement of marketing activities. For some people, marketing activities include, which has many activities such as market research, pricing, product manufacturing, to selling goods.

Marketplace is a forum or community to do a buying and selling transaction that does not bring together sellers and buyers (Apriadi & Saputra, 2017). In the age of digitalization, technology and understanding of technology are growing very rapidly, and business competition is increasingly careful. This requires marketers to be more careful, innovative, and creative towards better changes in the social, cultural, political, and economic fields. Market place Shopee believes in the transformative power of technology and wants to change the world for the better by providing a platform to connect sellers and buyers in one container. For Internet users in all regions, Shopee provides a one-stop online shopping experience that provides a wide selection of goods, a social community for exploration, and customer satisfaction services without distance and time limits (Shopee, 2021).

This study aims to determine the influence of celebrity endorsement on consumer behavior on the Shopee marketplace.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Attractiveness of Celebrity Endorser

Attractiveness is meant not only in the physique of celebrities but there are other attributes that can be the advantages of celebrities such as: nature, knowledge, lifestyle, body shape, personality and so on. Attractiveness has a general concept that is commonly used, the concept has 3 interrelated elements, familiarity, similarity, and liking. That is, if a celebrity who endorses a product is claimed to be attractive by consumers and has a positive tendency or is favored, then directly idolized customers will be affected (Shimp & Andrews, 2013).

The Credibility of Celebrity Endorser

Credibility is based on the tendency of the level of customer trust to trust celebrities who endorse brands, if the celebrity is considered credible in their field by customers, customers tend to imitate the lifestyle of the celebrity (Shimp & Andrews, 2013).

Ad Recall by Consumer

Advertisement Recall aims to make consumers remember well-known brands by showing that the item may be needed later, remembering where the goods can be purchased, making consumers remember even though the product is not in season, and maintaining the top of mind of customers (Suyanto, 2004). Advertisers and those who measure the impact of ads are sensitive to memory. If advertising is to succeed, it must stick in the consumer's memory (Brandt & Nieuwenhuis, 2017).

Purchase Intention of Consumer

According to Schiffman & Kanuk in Etta explain purchase intention as the act of choosing from two or more alternatives (Sopiah et al., 2013). Setiadi in Etta explained the point of deciding on a purchase intention is as an integrated process that combines understanding to evaluate two or more alternative behaviors and choose one of them (Sopiah et al., 2013).

Based on what has been discussed, the research hypothesis can be formulated as follows:
H1: Attractiveness of celebrity endorser has a positive effect on Ad Recall by consumer.
H2: Attractiveness of celebrity endorser has a positive effect on Purchase Intention of consumer.

H3: Credibility of celebrity endorser has a positive effect on Ad Recall by consumer.

H4: Credibility of celebrity endorser has a positive effect on Purchase Intention of consumer.

The following figure shows the hypothesis in the study.

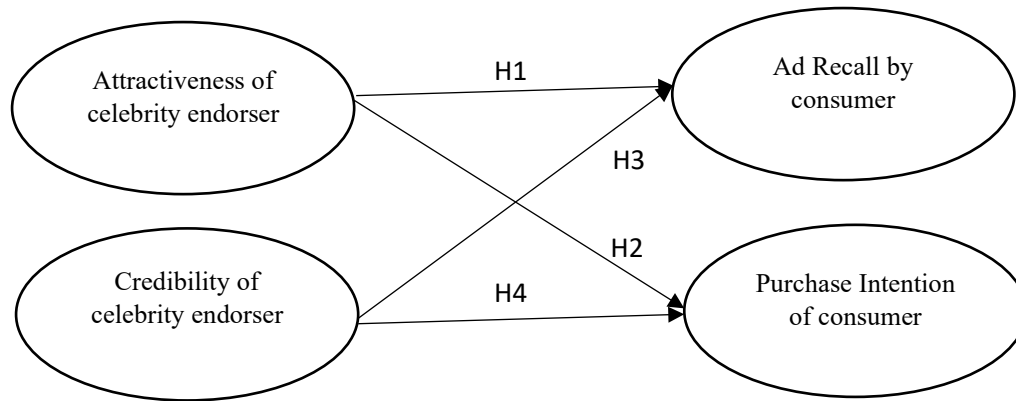


Figure 1. Analysis Model

Source: Hani et al. (2018)

RESEARCH METHOD

Research Design

The design of this study is causal using hypotheses, where this causal research has the aim of determining the relationship of a causal cause/causal of a thing. The research design is in the form of survey research, which is research conducted by distributing questionnaires to obtain data or information from respondents.

Operational Definition

- a. Attractiveness of celebrity endorser
It consists of three basics, namely uniformity, closeness, favorability. Attractiveness is not only from the physical but also from the characteristics of celebrities (Shimp & Andrews, 2013).
- b. Credibility of celebrity endorser
Credibility refers to the willingness to trust celebrities (Shimp & Andrews, 2013).
- c. Ad Recall by consumer
Advertisers and those who measure the impact of ads are sensitive to memory. If advertising is to succeed, it must stick in the consumer's memory (Brandt & Nieuwenhuis, 2017).
- d. Purchase Intention of consumer
Purchase intention is the steps of consumers in deciding to buy a product or service (Keller, 2003).

Population and Sample

The target population in this study is public and private students in Jabodetabek. Respondents in this study amounted to 160 respondents.

Sampling Technique

The sampling technique or sampling technique in this study is using non-probability

sampling techniques and purposive sampling types. The target sample in this study is consumers who have shopped at the Shopee marketplace, with the following characteristics:

1. Private and Public Students and Students in Jabodetabek
2. Ever watched a Shopee marketplace ad
3. Have shopped at Shopee marketplace

RESULTS AND DISCUSSION

Profil Responded

Based on the results of the survey conducted obtained the following respondent profiles:

Table 1. Respondent profile

Characteristics	Description	Number of respondents	Presented
Gender	Man	65	40.6%
	Woman	95	59.4%
	Total	160	100%
Age	16–20 years	14	8.8%
	21–25 years	43	26.9%
	26–30 years	22	13.7%
	31–40 years	13	8.1%
	41–50 years	16	10%
	>50 years	52	32.5%
	Total	160	100%
Last Level of Education	High School – Vocational School	31	19.4%
	Associate	26	16.2%
	Bachelor	92	57.5%
	Magister	7	4.4%
	Doctor	-	-
	Other	4	2.5%
	Total	160	100%
Work	High School Students	5	3.1%
	Student	17	10.7%
	Entrepreneurial	36	22.5%
	Private Employees	65	40.6%
	Housewives	37	23.1%
	Total	160	100%
Domicile	Jakarta	38	23.8%
	Bogor	7	8.4%
	Depok	6	3.7%
	Tangerang	86	53.7%
	Bekasi	8	5%
	Other	15	9.4%
	Total	160	100%
Income	1.000.000–3.000.000	35	21.9%
	3.000.000–5.000.000	30	18.7%
	5.000.000–7.000.000	36	22.5%
	7.000.000–10.000.000	31	19.3%

	10.000.000–15.000.000	14	8.8%
	>15.000.000	14	8.8%
	Total	160	100%

From the results of the distribution of questionnaires through google form, 160 respondents were obtained, where respondent profiles based on the age of the most women were 59.4%, based on the most age >50 years old by 32.5%, based on the last level of education the most S1 by 57.5%, based on the most jobs of private employees by 40.6%, based on the most domicile in Tangerang by 53.7%, and based on the most income of 5,000,000–7,000,000 by 22.5%.

Outer Model

Based on the results of outer model research on PLS – Algorithm using SmartPLS data processing software, there were 17 indicators from 21 indicators after being eliminated on four variables used in this research questionnaire. The eliminated indicators are the AC3 indicator from the attractiveness variable of celebrity endorser, CC1 indicator from the credibility variable of celebrity endorser, AR1 indicator, AR3 from the Ad Recall variable by consumer and AR3 eliminated when after conducting the actual test. In the table below there are 17 indicators from four research variables that have outer loading values above 0.70. In conclusion, there are 17 indicators from four variables in this study that are reliable for measuring constructs.

Table 2. Reliability Indicators

Variable	Indicator	Definition	Outer Loading
The attractiveness of celebrity endorser (AC)	AC1	I am interested in buying at Shopee because the face of the celebrity in Shopee ads is well known	0.860
	AC2	I am interested in buying on Shopee because the celebrities who appear in Shopee ads are interesting	0.902
	AC4	I am interested in buying at Shopee because the endorsed celebrities are classy	0.902
	AC5	I am interested in buying at Shopee because celebrities look elegant	0.867
	AC6	I am interested in buying at Shopee because celebrities have their own charm	0.882
Credibility of celebrity endorser (CC)	CC2	I believe the celebrities endorsed in Shopee ads are earnest	0.855
	CC3	I believe the celebrities endorsed by Shopee are competent	0.865
	CC4	I believe in Shopee because it is endorsed by famous celebrities	0.797
	CC5	I believe that Shopee endorsed celebrities are experienced in online shopping	0.834

Ad Recall by consumer (AR)	AR2	I saw celebrities endorsed Shopee on social media	0.869
	AR3	I saw my favorite celebrities appear in Shopee ads	0.657
	AR4	I remember at least one of the Shopee ads	0.806
	AR5	I remember celebrities saying Shopee slogans in ads	0.818
Purchase Intention (PI)	PI1	I am willing to buy on Shopee because it is endorsed by a celebrity on its social media	0.901
	PI2	I am willing to buy products on Shopee because they are endorsed by celebrities	0.926
	PI3	The role of celebrities in endorsing Shopee drives my purchase decision	0.903
	PI4	I have to buy at Shopee because celebrities also buy at Shopee	0.911
	PI5	I am willing to buy at Shopee because I know there are new promotions that were previously endorsed by celebrities	0.813

Cronbach's Alpha, Composite Reliability, Average Construct Validity (AVE), and Discriminant Validity (Heterotrait-Monotrait Ratio-HTMT)

In addition to the reliability indicator test (outer loading), the next tests carried out by researchers are construct reliability (Cronbach's alpha and composite reliability), construct validity (Average Variance Extracted - AVE), and discriminant validity (Heterotrait-Monotrait Ratio) (Hair et al., 2017). The result is as follows:

Table 3. Constructs of Reliability (Cronbach's Alpha, Composite Reliability). AVE and HTMT

Variabel	Cronbach's Alpha	Composite Reliability	AVE	AC	CC	AR	PI
AC	0.929	0.946	0.779				
CC	0.859	0.904	0.702	0.704			
AR	0.853	0.911	0.773	0.444	0.646		
PI	0.935	0.951	0.795	0.833	0.722	0.531	

AC (Attractiveness of celebrity endorser), CC (Credibility of celebrity endorser), AR (Ad Recall by consumer), PI (Purchase Intention of consumer)

Table 3 Describes the results of the reliability construct, all variables are above the limit value of 0.7. In the results of composite reliability, of the four variables used, all have a value of 0.7 to 0.95. Based on the table above, it is concluded that four variables are declared reliable to measure a construct.

In the table above, the results of the Heterotrait-Monotrait Ratio (HTMT) test of each indicator are below 0.9, where all variables in the research model have met the requirements so that they can measure constructs.

R-squared, Q-squared

Table 4. R-squared, Q-squared

Variabel	R-squared	Q-squared
AR	0.315	0.233
PI	0.652	0.508

AR (Ad Recall by consumer), PI (Purchase Intention of consumer)

Based on the table above, the R-squared test results show that the Ad Recall value by consumer is 0.315 and has a moderate category. The Ad Recall by consumer variable as a variable tied to this research model can explain that the Ad Recall by consumer variable is influenced by the Attractiveness of celebrity endorser and Credibility of celebrity endorser variables of 0.315 (31.5%). While the value of Purchase Intention of consumer is 0.652 and has a moderate category. The Purchase Intention of consumer variable as a variable bound to this research model can explain that the Purchase Intention of consumer variable is influenced by the Attractiveness of celebrity endorser and Credibility of celebrity endorser variables of 0.652 (65.2%).

Based on the table above, it can be seen that the value of Q^2 in the Ad Recall by consumer variable is 0.233 in the medium category, so that the Ad Recall by consumer variable has a strong prediction rate. Then the variable Purchase Intention of consumer is 0.508 so that the Purchase Intention of consumer is in the strong category.

Hypothesis

Table 5. Path Coefficients Bootstrapping (Mean, STDEV, T-Values)

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	Conclusion
Attractiveness of celebrity endorser -> Ad Recall by the consumer (H1)	0.077	0.077	0.100	0.771	0.220	Not supported
Attractiveness of celebrity endorser -> Purchase Intention of the consumer (H2)	0.607	0.606	0.075	8.121	0.000	Supported
Credibility of celebrity endorser -> Ad Recall by the consumer (H3)	0.509	0.511	0.104	4.901	0.000	Supported
Credibility of celebrity endorser ->	0.273	0.275	0.083	3.279	0.001	Didukung

Purchase Intention of the consumer (H4)						
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Based on the table above, it can be seen that of all the hypotheses, three hypotheses are supported, while only one hypothesis is not supported, namely the Attractiveness of celebrity endorsers against Ad Recall by consumers with a P-Value of 0.220 while the limit value is less than 0.05.

Discussion

1. Based on the results of data processing, it is explained that the Attractiveness of celebrity endorsers has no significant effect on Ad Recall by consumers because it has a t-statistic of 0.771 smaller than 1.96. This shows that the celebrity appeal used by shopee to endorse does not fully attract advertising memory to consumers, so it will not increase consumer advertising memory to Shopee.
2. Based on the results of data processing, it is explained that the Attractiveness of celebrity endorsers has a significant effect on the Purchase Intention of consumers because it has a t-statistic of 8,121 greater than 1.96. This shows that the higher the attractiveness of a celebrity, the more it can increase consumer purchase intent.
3. Based on the results of data processing, it is explained that the Credibility of celebrity endorsers has a significant effect on Ad Recall by consumers because it has a t-statistic of 4,901 greater than 1.96. This shows that the higher the credibility of a celebrity, the more it can increase the memory of consumer advertising.
4. Based on the results of data processing, it is explained that the Credibility of celebrity endorser has a significant effect on the Purchase Intention of consumers because it has a t-statistic of 3,279 greater than 1.96. This shows that the higher the credibility of a celebrity, the more it can increase consumer purchase intent.

CONCLUSIONS, SUGGESTIONS AND LIMITATIONS

Conclusion

Based on the results of hypothesis testing and discussion, it can be concluded that in this study researchers stated that the Attractiveness of celebrity endorsers on Ad Recall by consumer has no positive influence, while the Attractiveness of celebrity endorsers on the Purchase Intention of consumers has a positive influence, Credibility of celebrity endorsers on Ad Recall by consumer has a positive influence, and the Credibility of celebrity endorser on the Purchase Intention of consumer has a positive influence.

Suggestion

Researchers suggest Shopee to be more selective in the selection of celebrities for the most important endorsement, the attractiveness of a celebrity is not only from the physical but there are other factors to improve consumer advertising memory.

Limitations and suggestions for future research

Researchers get some limitations when working on research. Some of them, respondents only identify those who live in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). Therefore, for future research, it is recommended to expand the area of acquisition or dissemination to samples that live outside the scope of this research. Researchers certainly have

another obstacle is that the maximum number of samples in this study is only 160 respondents, therefore, researchers recommend that further researchers increase respondents to get much more accurate results.

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THE COMPETITIVE ADVANTAGE OF SIDO MUNCUL: USING PESTLE, PORTER'S FIVE FORCES, AND SWOT MATRIX ANALYSIS

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ABSTRACT

Sido Muncul is a company engaged in herbal medicine, pharmaceutical, traditional medicine, health food and beverage, cosmetics, and herbal processing. It is continuously innovating its products and keeping an eye on market needs. Sido Muncul gains a place in the hearts of consumers and is one of its business strategies. In addition, Sido Muncul is also expanding into foreign markets to market and sell its products. This study uses the description of PESTLE analysis, Porter 5 Forces, and SWOT Matrix because it experiences significant challenges from competitors, regulations, the economy, internal companies, and changes in consumer behavior. Based on the PESTLE, Porter 5 Forces, and SWOT Matrix analysis, Sido appears to have strength in market growth and has unique products and competencies to survive in competition, gain profits and continue improving efficiency and product innovation. The company needs to improve: the younger generation does not use herbal products for health.

Keywords: Sido Muncul; PESTLE; Porter's Five Forces; SWOT Matrix

INTRODUCTION

Sido Muncul is a company engaged in the herbal medicine and pharmaceutical industry, trade, land transportation, services, and agriculture. It was first established in 1951 as a home-based herbal medicine industry. Its main product at its establishment was the Tujuh Angin brewing medicine, which effectively treated and prevented colds. This Tujuh Angin medicine was then packaged under the Tolak Angin trademark, which is well-known in the market today. Due to increasing demand, Sido Muncul opened a factory in 1953 to increase production capacity. In 1970, Sido Muncul officially became a legal entity under CV Industri Jamu & Farmasi Sido Muncul, and in 1975 it became a Limited Liability Company. Sido Muncul continues to innovate to create new products, and Tolak Angin was launched in 1992 with the tagline "*Orang Pintar Minum Tolak Angin*" which is still known today. As of 2022, Sido Muncul has launched seven new products to meet the community's needs that are already circulating in the market. Overall, Sido Muncul has a strong history and presence in the herbal medicine and pharmaceutical industry, focusing on innovation and meeting the needs of consumers. Its continued expansion into new product lines suggests a commitment to growth and adaptation in a changing market.

According to the 2022 Annual Report, the vision of PT Sido Muncul is "to become a pharmaceutical, traditional medicine, health food and beverage, cosmetic, and herbal processing company that can provide benefits to the community and the environment." Meanwhile, the company's mission is: 1. Developing herbal-based products in pharmaceutical preparations, traditional medicine, health food, beverages, and cosmetics based on rational, safe, and honest research. 2. Continuously developing research on herbal medicines. 3. Assisting and encouraging the government, educational institutions, and the medical world to play a more significant role in researching and developing herbal medicines

and treatments. 4. Increasing public awareness of maintaining health through healthy lifestyles, natural ingredients, and naturopathic treatment. 5. Conducting intensive Corporate Social Responsibility (CSR). 6. Managing an environmentally friendly company. 7. Becoming a world-renowned herbal medicine company. Sido Muncul instills four cultural values that are highly valued by all of its employees. These four cultural values are: 1. Stakeholder Focus PT Sido Muncul strives to maintain strong relationships with shareholders, investors, customers, suppliers, and the government. In addition, the company values making a positive contribution to society and the environment. 2. Integrity PT Sido Muncul upholds integrity, which means consistently doing everything correctly, honestly, openly, ethically, and sincerely. 3. Respecting Differences PT Sido Muncul respects different ideas, strengths, interests, and backgrounds, harnesses collective intelligence, creates excitement, and encourages engagement and a desire to strive for the best. 4. Excellence PT Sido Muncul continuously and sustainably improves and strives to achieve performance beyond targets, constantly enthusiastic about learning and development. Overall, the strategy implemented by PT Sido Muncul is continuously innovating its products and keeping an eye on market needs. This has helped Sido Muncul gain a place in the hearts of consumers and is one of its business strategies. In addition, Sido Muncul is also expanding into foreign markets to market and sell its products

LITERATURE REVIEW

PESTLE Analysis is a strategic framework used to identify and analyze critical external factors that can affect the performance of an organization or company. PESTLE evaluates the external environment and identifies opportunities and potential threats. By analyzing these factors, a business can better understand its external environment and make strategic decisions to remain competitive in achieving its company goals. PESTLE stands for Political, Economic, Socio-Cultural, Technological, Legal factors, and Environmental. Political factors refer to the impact of government policies and regulations on the business environment. This includes tax policies, trade restrictions, labor laws, and government stability. Economic factors include macroeconomic indicators such as inflation rates, exchange rates, and economic growth that can affect market demand and supply. These factors can impact a company's profitability, consumer behavior, and overall market conditions. Socio-cultural factors refer to societal values, beliefs, and cultural norms that may impact a company's operations. This includes demographics, lifestyle changes, and social trends. Technological factors include technological advancements that may impact a company's products, services, and operations. This includes automation, digitization, and innovations. Legal factors include laws and regulations that may impact a company's operations. This includes consumer protection laws, employment laws, and intellectual property laws. Environmental factors refer to the impact of environmental regulations and concerns on the business environment. This includes climate change, sustainability, and natural disasters. In summary, conducting a PESTLE analysis can help a company understand the macro-environmental factors that may impact its operations, allowing it to make informed strategic decisions (Paramadita et al., 2020; Yüksel, 2012).

Porter's Five Forces Analysis can help understand the competition in an industry, identify business positions, and position companies so that they are superior to competitors. Porter's five forces strength analysis is also part of a competitor analysis strategy that companies cannot ignore to develop their business. Michael E. Porter, a professor from Harvard Business School, was the one who first coined this method in 1979. Until now, Porter's five forces analysis is still being used in various business analyses. Especially in a

business plan or business planning. Porter's five forces analysis can also be used by the company, especially in this case Sido Muncul, to analyze whether the company has done the proper marketing so far. In addition, this method can also analyze the shortcomings of the company that needs to be improved in the future because this method analyzes starting from the inside of the company itself, such as marketing methods and products, to how the company's position in the market compares to its competitors are (Fiorenita & Dwianika, 2021).

Porter's Five Forces analysis aims to enable companies to know the competitive advantages and competitive advantages possessed by companies; competition from the industry itself can be seen from a combination of five forces, namely competition between companies in the same industry, new competitors trying to enter, the potential for substitute products to develop, bargaining power of suppliers or sellers, and bargaining power of consumers or buyers (Foris & Mustamu, 2015). Porter's Five Forces describes a company's strategy based on its relationship to its product and market position. Porter's Five Forces emphasizes the external impact of developing corporate strategy and advises companies to evaluate the forces in the industry that can create opportunities and threats. The right strategy will help position the company in the right industry (Asad, 2012).

SWOT analysis is used to find the strengths, weaknesses, opportunities, and threats that can ensure the company's performance. The SWOT analysis itself compares external factors (opportunities and threats) with internal factors (strengths and weaknesses) (Stefani, 2021; Qanita, 2020). Many companies use SWOT analysis in the early stages of strategic planning to help identify existing resources internally and externally and investigate trends and patterns that will positively or negatively impact the business (Namugenyi et al., 2019).

RESEARCH METHOD

This study uses a qualitative research approach with a descriptive methodology to describe the observed phenomena and identify the factors that influence them. This study provides a basis for researchers to develop alternative strategies to address the research object's problems. Descriptive research involves describing existing phenomena through observation and explaining social conditions. This research also prioritizes solving actual problems during its implementation; as stated by Morissan (2012), analysis from start to finish is carried out inductively to find patterns, models, and theories.

Data collection

In this study, the data used came from secondary data. Secondary data is data that comes from pre-existing sources or documents. Secondary data sources can be obtained from various sources such as published reports, be they annual reports in 2022. In addition, secondary data in this study were also obtained from company profiles, scientific article publications, business reports, and news publications related to the company's external and internal environment.

RESULTS AND DISCUSSION

The PESTLE analysis that affects PT Sido Muncul's business is as follows:

P - Political: Government policies and the unstable political situation in Indonesia can affect a company's performance. Sido Muncul must continue to prepare and strengthen its strategy to avoid conflict with politics in Indonesia because if the political situation is problematic or heats up, it can reduce the company's revenue. Indonesia's herbal medicine and

pharmaceutical industry is tightly regulated, especially regarding production standards and regulations. PT Sido Muncul must ensure its products meet the Indonesian Food and Drug Administration (BPOM) standards. In addition, the company must also pay attention to political policy changes that may affect its business.

E - Economical: The condition of Indonesia's economy also affects the sales of PT Sido Muncul. Market economic imbalances can disrupt the price of raw materials, which affects the production of Jamu and other Sido Muncul products. Inflation that occurs in the world also contributes to Indonesia's economic conditions. The continuous turmoil of inflation changes the behavior of consumer spending. As a result, Sido Muncul's sales are also affected. In the first and second quarters of 2022, it was reported that Sido Muncul experienced a significant decrease in sales compared to 2021. Tax burdens that companies must pay also affect Sido Muncul's operations. Also, economic conditions in Indonesia can affect the purchasing power of consumers toward Sido Muncul's products. In an economic downturn, consumers may reduce their spending on health products like herbal medicine. However, Sido Muncul can take advantage of stable or growing economic conditions to increase the sales of its products.

S - Sociocultural: Sido Muncul, synonymous with Indonesian local wisdom, namely traditional spices and Jamu, is produced based on the fact that Indonesians love traditional drinks that are rich in natural spices and processed traditionally. Sido Muncul must understand the needs and preferences of consumers in using herbal medicine and adjust its products to meet market demand. In addition, Sido Muncul must also pay attention to social issues related to health and traditional medicines. Therefore, Sido Muncul creates products that now have become a characteristic of Indonesia, even sold abroad (Sido Muncul, 2022).

T - Technology: The challenge for Sido Muncul when starting came from a home-based business, where all production equipment was still traditional. However, as demand increased and the times continued to develop, Sido Muncul had to follow the existing developments to improve production efficiency. The advancement of technology in the production of herbal medicine and pharmaceuticals has had a positive impact on Sido Muncul. They can utilize modern technology to improve production efficiency and product quality. Moreover, technology can also be used to expand the market and increase product promotion. Thus, the machines used for production must be the most sophisticated to keep up with daily production and meet all demands in the market. Sido Muncul must also continue to innovate so that it can continue to compete with competitors in the market.

L - Legal: The regulations and laws in the herbal medicine and pharmaceutical industry are stringent. Sido Muncul must ensure that its products meet the quality standards BPOM sets and do not violate applicable laws. The company must also consider regulatory changes that may affect its business. Also, all companies in Indonesia are regulated by the law. Sido Muncul has standards and is protected by the law, namely *Undang-Undang RI No. 7 Tahun 1963* regarding Pharmaceuticals; in Article 4, it is stipulated that regulations regarding production and distribution in the pharmaceutical field are established. In addition, one of Sido Muncul's business strategies is to expand overseas, so the company exports sales to various countries worldwide. This is also regulated in the law on the import or export of drug providers. Overall, PT Sido Muncul faces external challenges in the political, economic, sociocultural, technological, environmental, and legal aspects. These factors can affect the company's sales, production, and operations. However, the company has implemented various strategies to overcome these challenges, such as strengthening innovation, promoting environmentally friendly movements, and complying with existing laws and regulations.

E- Environmental: The company needs to pay attention to the environmental impact of its production activities. Although production continues to run, the company must also think

about the waste generated by the factory that should not pollute the environment. Thus, the challenge for the company is to promote an environmentally friendly movement and process industrial waste. The company must comply with applicable environmental regulations and strive to reduce negative impacts on the environment through sustainable environmental programs. Sido Muncul has started to support the government in the Go-Green movement to reduce environmental pollution, namely by processing wastewater from production in a Wastewater Treatment Plant (IPAL) and processing domestic wastewater with bio septic tanks so that the water released meets standards before being released into the river. Meanwhile, other solid waste is processed into organic fertilizer and boiler fuel. Inorganic solid waste is used by the community for recycling as a handy craft to empower the economy. The company also created 51 infiltration wells and bio pores to return rainwater to the ground.

Here is Porter's Five Forces Analysis of Sido Muncul:

The threat of new entrants. In the current market, new players have entered with products that are more or less similar to products from Sido Muncul, including Antangin, Rahsa Nusantara, and even more modern ones, such as Rejuve, which are sold in malls with herbal flavors as well. However, even with these new competitors, products from Sido Muncul remain strong in the hearts and minds of the people, such as when you are sick or have a cold and need herbal medicine which is quite simple, namely by consuming it in sachet form, the first thing that comes to mind is the ordinary some Indonesian people are Tolak Angin. Or when an athlete needs additional power and energy, the first thing that comes to mind is Kuku Bima. Even though it is undeniable that products from Sido Muncul are solid in people's minds, Sido Muncul must still innovate, especially in how Sido Muncul markets its products. This can be seen from one of the new players who entered, namely Rejuve, where Rejuve is one of the new competitors that offer the same products, namely herbal and healthy drinks, but in a modern way, modern in terms of how Rejuve combines herbs, healthy drinks, and juices. Also, from a marketing point of view, where before, it was scarce for herbal drinks to be marketed in shops at malls, but Rejuve did it. Because if you look at this day and age, what is bustling and can survive is how companies can continue to fulfill the needs of many people.

Bargaining power of suppliers. Sido Muncul has bargaining power, although it is not that high. Currently, the products from Sido Muncul are in great demand by the public, not only in demand but also the brand image of Sido Muncul products has been formed in the minds of the public. The superior products from Sido Muncul that everyone knows are Tolak Angin and Kuku Bima. The sense that Sido Muncul has bargaining power but not high because if the community is not satisfied and their needs cannot be met, the community can use other products even though the quality is different from Sido Muncul products. Because the price of any other product is not much different. Apart from that, getting other products differs significantly from Sido Muncul. Because as is well known, Sido Muncul's weakness is that its products can only be found in supermarkets or some stalls.

Bargaining power of buyers. On the buyer's side, buyers have little bargaining power. Buyers can get other products with the same benefits as Sido Muncul products. Prices are also not much different. Namely Antangin and Kratingdaeng for the energy drinks. These products are also quite attractive to the public. However, again, what causes buyers to choose Sido Muncul products finally is that the brand image that has been formed for dozens of years is so strong that, as a result, buyers still choose Sido Muncul products as their first choice.

The threat of substitutes. Sido Muncul has a threat of substitute goods. As we know, products from Sido Muncul promote health or herbal medicine to be healthy when consuming

these products. The threat of these substitutes can come from the majority of older people (over 40 years) and conservative who prefer to consume natural fruit because, according to the view of some people in this category, consuming natural fruit can also fulfill these healthy goals. Even more healthy. In addition to energy drinks, they have substitutes, such as consuming pure food or drinks without any mixture, such as brown rice, eggs, bananas, and others. This is a record for Sido Muncul to be able to continue to innovate in terms of products so that it can attract the hearts of this reasonably conservative community. That is like increasing the levels of natural fruit or native plants in these drinks so that people get a healthier sensation higher than just the delicious side.

Rivalry among existing competitors. For the company's side, Sido Muncul's competitor is PT Bintang Toedjoe, where PT Bintang Toedjoe produces Extra Joss drinks, then drugs such as Komix, Bejo, C1000, and others. PT Bintang Toedjoe was founded not much different from Sido Muncul, founded in 1946. However, competition between the two companies is still tight today. You can say this is because the products sold are more or less identical, namely herbal medicines, herbal drinks, or beverages, which can increase energy. The only difference is how the two companies package their products. Meanwhile, regarding products, Sido Muncul's competitors for herbal medicines or drinks are, as mentioned and explained earlier, namely Antangin. Meanwhile, the competitors for energy drinks are the same, namely Extra Joss. From a sales and export perspective in the current market, Tolak Angin remains number 1 and the people's top choice. However, for Kuku Bima, currently, he is still in competition with extra joss. It can even be said that Extra Joss has a more significant influence because of the advertisements offered on television and even the sponsor of many television shows. This is again a note for Sido Muncul to increase its brand image beyond its competitors, even though currently Sido Muncul has built its brand image and attachments very well (Lontoh et., 2017).

SWOT Analysis

The COVID-19 pandemic has led to an increase in demand for herbal and traditional medicines in Indonesia. This trend has presented a significant opportunity for companies operating in the industry. Taking advantage of Indonesia's rich biodiversity, which provides a wide range of medicinal plants and herbs, these companies have been able to innovate and create new products to meet the growing demand. This opportunity has been seized by many businesses operating in the herbal and traditional medicine industry, which have been using their strengths to stay competitive. These companies have been investing in research and development to create new herbal remedies and supplements that meet the needs of modern consumers. With the pandemic ongoing, the demand for herbal and traditional medicine will continue to rise. This presents an opportunity for companies to continue to grow their market share and expand their reach beyond the domestic market. However, companies must also be aware of potential threats such as competition from modern medicine and regulatory challenges.

The fact that many Indonesians are choosing to seek medical treatment overseas due to a lack of trust in the domestic healthcare system underlines the need for improvements in the quality, affordability, and accessibility of healthcare services in the country (Pradono & Sulistyowati, 2013). Furthermore, it highlights the limited government support for funding and policies, which has hindered Indonesia's healthcare industry's growth and development. The shortage of medical professionals, inadequate infrastructure, and limited access to medical facilities and services are significant challenges that need to be addressed to strengthen the healthcare sector and meet the needs of the growing population. As noted earlier, Sido Muncul has capitalized on the growing demand for herbal and traditional

medicine by leveraging its strategic planning capabilities. In response to the increasing demand, the company has produced and innovated more than 7 SKUs (*stock-keeping units*) in the year to meet the market needs. Furthermore, the company has demonstrated robust financial performance, as evidenced by its revenue growth and profitability, despite inflation and rising supply chain costs that caused losses in quarters 1 and 2 (Koe, 2020).

Sido Muncul has adopted several measures to optimize its strategies and recover its business to overcome these challenges. The company has focused on new product innovation, tapped into the digital market, optimization in the supply chain system, and expanded into international markets. These initiatives are expected to drive growth and enhance the company's market position in the herbal and traditional medicine industry (Sido Muncul, 2023b). Sido Muncul has not been immune to the challenges and threats facing the herbal medicine industry in Indonesia. One such challenge is regulatory issues, which have hindered the growth and expansion of the industry. The Indonesian government has been implementing various regulations that have affected the production, distribution, and marketing of herbal and traditional medicine products. These regulations have increased compliance costs and made it more difficult for companies like Sido Muncul to innovate and bring new products to market. In addition, Sido Muncul also faces stiff competition from modern medicine, which continues to dominate the healthcare industry in Indonesia. This competition presents a significant challenge for the company in attracting and retaining customers, especially those who may prefer modern medicine. Moreover, Sido Muncul's international presence is limited, which leaves the company vulnerable to economic and political instability in Indonesia. As the country faces ongoing economic and political uncertainties, Sido Muncul must continue to navigate these challenges to ensure the longevity and success of its business. (Sido Muncul, 2023a).

In order to know about the competitive advantage of Sido Muncul Group, we first should identify the Strength and Opportunities from the SWOT and their Strategic Implementation from the year before (Sari et al., 2021). Currently, the Strategic Implementation could be considered a Competitive advantage due to the company being sure enough to boost what they believe they are strong with, with the Strategic Implementation. The Strength and Opportunity part from SWOT played more role in the Company differentiation, and its current uniqueness differs from other companies; this was the input for the company to keep striving for its goals.

Table 1. SWOT ANALYSIS

SWOT ANALYSIS	STRENGTH	WEAKNESSES
OPPORTUNITY	SO - Increase demand due to pandemic - Rich biodiversity in the Indonesia market - Strong brand value to fulfill the demand - Create more new SKUs to fulfill the demand	WO - Dependence on herbal and traditional medicine - Dependence on the domestic market - Utilize the opportunity to increase demand - Expansion to an international market - Innovate new products & strengthen R&D

THREAT	ST	WT
	- Strong focus on R&D - Great financial performance - Expansion in the International and digital market - Regulatory challenges - Competition from modern medicine - Lack of International presence	- Lack of government regulation support - Dominance of Indonesia market to modern medicine or overseas medicine - Increase in R&D of products - Expand in the International market

As mentioned before in the SWOT Part, the Strengths, Opportunities, and Strategic Implementation from Sido Muncul could be listed and concluded as follows:

- Sido Muncul is the only Brand that can capitalize on Indonesia's herbal and traditional medicine market (Sido Muncul, 2022).
- Sido Muncul can develop good standardized Research and Development Lab Facilities that are certified with ISO 17025 with other certified laboratories CPOB and CPOTB-standardized production facilities (Sido Muncul, 2023c)
- The only localized herb and medicine that can open new global markets across Africa, Malaysia, and Other Asia countries (Sido Muncul, 2022).
- Product variety, Sido Muncul is the herb brand that consistently proves its ground in developing the variety of its product line; within 2022, there are seven new products already (Sido Muncul, 2022).
- Strength in digital platforms such as e-commerce platforms and other social media activities with the collaboration of young influencers to promote brand awareness and boost sales from e-commerce platforms (sidomunculstore.com, tokopedia.com/sidomuncul) (Sido Muncul, 2022).
- A brand with many signature awards from the Indonesian awardee committee and other certifications such as BPOM.

In other words, Sido Muncul does spike down its foundation in building the trusted herb and traditional medicine product that is believed and well-known used by each generation to be the only herb that could cure morning sickness and unpleasant tummy fever or to keep maintaining reasonable body condition. Their slogan, “*Orang Pintar Minum Tolak Angin*” has proven to be stigmatized in Indonesia’s market and audiences. Their competitive advantage should remain on its opportunity, strength, and strategic implementation. Not only that, but the competitive advantage could also be taken from the value chain on the Primary Activities, such as the Operation part because FMCG Company would always try to stay ahead on supplier cost.

CONCLUSION

We can conclude the competitive advantage of Sido Muncul company after reading their annual reports and BOD Reports as follows:

- Raw-Material & Supplier Cost Efficient
- Trusted and well-known brand & product with tons of awarding and certifications - Advanced Research and Development team and facilities (ISO Certification)
- Global Market Pioneer in herb and traditional medicine from Indonesia
- The brand that can develop a web business e-commerce shop on sidomunculstore.com and maximize using the well-known marketplace to boost sales

From the conclusion above, we can acknowledge the competitive advantage owned by Sido Muncul group as listed above, the competitive advantage should play the 360 degrees of daily activities from the company or the group and how the company or group acts and adapts to business as usual per daily, the point that is strong enough to be the core could be considered as the competitive advantage, because that point is what differs the company or the group with another competitor. The unique strength and opportunity completed with the strengthening in strategic implementation and value chain could deliver a competitive advantage because those are all activities applied to the business's daily operations. If the company fails to gain one or two things that there is strength within some categories, it is not at a competitive advantage yet.

In conclusion, Sido Muncul has capitalized on the opportunity presented by the growing demand for herbal and traditional medicine in Indonesia. The company has demonstrated its ability to innovate and produce new products while achieving robust financial performance. However, Sido Muncul must remain aware of the industry's challenges and threats, including regulatory issues, competition from modern medicine, and limited international presence. To remain competitive, the company must continue to invest in research and development, expand its international footprint, and improve its regulatory compliance. Based on the above information, it is suggested that Sido Muncul should consider investing in technology and digitalization to improve its operational efficiency and reach a broader customer base. The company should also explore opportunities for strategic partnerships and collaborations to expand its international presence and mitigate the risks of economic and political instability. Additionally, Sido Muncul should continue to innovate and invest in research and development to stay ahead of the competition and meet the evolving needs of modern consumers. Finally, the company should work closely with the government to advocate for policies and regulations supporting the growth and development of Indonesia's herbal and traditional medicine industry.

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ARE MILENIALS AND GENERATION Z STILL INTERESTED IN ENTERPRISES POST COVID?

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ABSTRACT

Entrepreneurial intention is a bridge to start entrepreneurial activity. Increasing entrepreneurial activity in society will help improve the economy, standard of living and welfare of the community. The millennial and z generations, which are the generations with the largest population in Indonesia, play an important role in this regard. The purpose of this research is to find out what factors can influence entrepreneurial intentions in the millennial and z generations in Indonesia. The results of this research data sample are 277 respondents who are individuals belonging to the millennial generation and z generation. The sample respondent data that was successfully collected was then tested using the SmartPLS 4 application to find out the results of the validity, reliability and hypothesis testing results. The results of testing the hypothesis in this study indicate that family support has a positive effect on subjective norms, perceived behavioral control, and dominance. Then the relationship between perceived behavioral control and entrepreneurial intentions through mediating attitudes towards entrepreneurship and the relationship between family support and entrepreneurial intentions through mediation of perceived behavioral control and attitudes towards entrepreneurship proves to be positive. Meanwhile, subjective norms and dominance do not have a positive effect on entrepreneurial intentions through the same mechanism.

Keywords: *Family Support; Subjective Norms; Perceived Behavioral Control; Dominance; Attitudes Towards Entrepreneurship; Entrepreneurial Intentions*

ABSTRAK

Intensi kewirausahaan merupakan jembatan untuk dimulainya aktivitas kewirausahaan. Dengan meningkatnya aktivitas kewirausahaan di masyarakat akan membantu meningkatkan perekonomian, taraf hidup dan kesejahteraan masyarakat. Generasi milenial dan generasi Z yang merupakan generasi dengan jumlah populasi paling banyak di Indonesia memainkan peranan penting dalam hal ini. Tujuan dari penelitian untuk mengetahui faktor-faktor apa saja yang dapat mempengaruhi intensi kewirausahaan pada generasi milenial dan generasi Z di Indonesia. Hasil sampel data penelitian ini yaitu 277 responden yang merupakan individu yang tergolong ke dalam generasi milenial dan generasi Z. Sampel data responden yang berhasil dikumpulkan kemudian dilakukan pengujian dengan menggunakan aplikasi SmartPLS 4 untuk mengetahui hasil uji validitas, reliabilitas, dan hasil uji hipotesis. Hasil pengujian hipotesis pada penelitian ini menunjukkan bahwa dukungan keluarga berpengaruh positif terhadap norma subjektif, *perceived behavioural control*, dan *dominance*. Kemudian hubungan antara *perceived behavioural control* dan intensi kewirausahaan melalui mediasi sikap terhadap kewirausahaan serta hubungan antara dukungan keluarga dan intensi kewirausahaan melalui mediasi *perceived behavioural control* dan sikap terhadap kewirausahaan terbukti positif. Sedangkan norma subjektif serta *dominance* tidak berpengaruh secara positif terhadap intensi kewirausahaan melalui mekanisme yang sama.

Kata Kunci: Dukungan Keluarga; Norma Subjektif; *Perceived Behavioural Control*; *Dominance*; Sikap Terhadap Kewirausahaan; Intensi Kewirausahaan

PENDAHULUAN

Kewirausahaan di Indonesia masih sangatlah rendah jika dibandingkan dengan negara-negara tetangga di Kawasan Asia Tenggara lainnya. Menurut Menteri Koperasi dan Usaha Kecil dan Menengah Indonesia, Drs. Teten Masduki, total persentase wirausahawan yang ada di Indonesia tahun 2021 hanya berada di angka 3,47% yang masih lebih rendah dari negara

tetangga seperti Thailand dengan 4,26%, Malaysia dengan 4,74% dan Singapura dengan presentase kewirausahaan tertinggi di Asia Tenggara yang berada di angka 8,76% (Sulaeman, 2021).

Mendorong generasi milenial dan generasi Z merupakan salah satu cara untuk meningkatkan angka wirausahawan yang ada di Indonesia. Alasan utama hal ini perlu dilakukan adalah karena menurut data sensus penduduk yang dikumpulkan oleh Badan Pusat Statistik dan Kementerian Dalam Negeri Indonesia pada tahun 2020 menyatakan bahwa jumlah presentase generasi milenial dan generasi Z mendominasi total persentase penduduk di Indonesia. Berdasarkan data tersebut generasi Z merupakan individu dengan tahun kelahiran antara tahun 1996–2012 yang memiliki persentase terbesar dengan 27,94% atau sama dengan 74,93 juta jiwa dan disusul oleh generasi milenial yang merupakan individu kelahiran tahun 1981–1995 dengan 24,87% atau sama dengan 69,38 juta jiwa (Badan Pusat Statistik, 2021).

Sebagian besar dari kedua generasi ini berada di usia produktif, yang bisa dimanfaatkan untuk menjadi kesempatan untuk akselerasi pertumbuhan ekonomi (Anggarini, 2022). Namun sangat disayangkan tingkat kewirausahaan generasi muda di Indonesia yang tergolong ke dalam generasi milenial dan generasi Z masih sangatlah rendah. Terbukti dari data yang dilansir oleh Badan Pusat Statistik pada tahun 2021 hanya 18 dari 100 pemuda Indonesia yang berstatus sebagai wirausahawan.

Pemerintah melalui Kementerian Koordinator Bidang Pembangunan Manusia dan Kebudayaan Republik Indonesia menyampaikan bawasannya untuk membangun kewirausahaan generasi muda Indonesia memerlukan kerja sama dan sinergi yang kuat antara pemerintah pusat, industri, pemerintah daerah, akademisi, hingga masyarakat umum agar dapat berkolaborasi meningkatkan kewirausahaan pada generasi muda di Indonesia (Novrizaldi, 2020). Untuk itu penelitian ini dilakukan dengan mengambil judul “Faktor-Faktor Yang Mempengaruhi Intensi Kewirausahaan Pada Generasi Milenial dan Generasi Z Di Indonesia” dengan tujuan untuk menganalisa faktor-faktor yang sekiranya dapat memengaruhi intensi kewirausahaan pada generasi milenial dan generasi Z di Indonesia.

Dukungan keluarga dipandang memiliki pengaruh yang penting di dalam kesuksesan sebuah bisnis, khususnya di negara berkembang di mana aktivitas kewirausahaan dibentuk secara informal (Williams et al., 2017). Dukungan keluarga secara emosional dapat diberikan dengan cara memberikan persetujuan dan saran untuk menjalankan sebuah bisnis. Sedangkan dukungan keluarga secara instrumental dapat diberikan dalam bentuk memberikan modal awal untuk sebuah bisnis.

Menurut Palmer et al., (2021) *dominance* adalah salah satu faktor yang harus berkontribusi dan harus dipertimbangkan ketika ingin meneliti intensi kewirausahaan. *Dominance* sendiri adalah tendensi untuk berperilaku tegas, kuat, dan percaya diri atau dengan kata lain ingin memiliki pengaruh terhadap orang lain (Palmer et al., 2021). Selain itu, intensi kewirausahaan merupakan kesadaran yang tumbuh di dalam diri seseorang untuk menciptakan sebuah bisnis yang baru (Remeikiene et al., 2013). Maka dari itu, penelitian ini yang bertujuan menganalisa faktor-faktor penentu yang memengaruhi intensi kewirausahaan pada generasi milenial dan generasi Z akan menggunakan beberapa variabel pendukung seperti, dukungan keluarga, norma subjektif, *perceived behavioral control*, *dominance* dan sikap terhadap kewirausahaan.

TINJAUAN LITERATUR

Dukungan Keluarga

Keluarga dapat memberikan pengaruh yang signifikan terhadap kepercayaan, harapan dan pengambilan keputusan untuk karir masa depan pada seorang anak dan keluarga juga menjadi faktor yang penting di dalam menginspirasi dan mendukung satu sama lain dalam lingkungan

keluarga (Boz & Ergeneli, 2014). Begitu juga dengan kewirausahaan, keluarga memainkan peranan yang besar dalam membangun intensi kewirausahaan di dalam diri seseorang (Djazilan & Darmawan, 2022). Menurut Powell dan Eddleston (2013), keluarga merupakan sebuah institusi penting dalam hidup seseorang yang diandalkan untuk membuat keputusan awal membangun suatu usaha dan meraih kesuksesan sebagai seorang wirausahawan. Hal ini membuat dukungan relasional dari keluarga yang merupakan persetujuan dan dorongan dari sesama anggota keluarga yang dapat mengarahkan seseorang menuju suatu tujuan sangatlah penting dalam proses kewirausahaan seseorang (Ben Youssef et al., 2021). Osorio et al. (2017) juga menambahkan dukungan ekonomi sebagai salah satu bentuk dukungan keluarga selain dari dukungan emosional jangka panjang dan dukungan intelektual. Dukungan ekonomi dari keluarga merupakan sebuah dukungan dalam bentuk kemungkinan pemberian bantuan pendanaan yang diberikan oleh keluarga untuk membangun suatu usaha, termasuk usaha dengan resiko tinggi yang disebabkan karena rendahnya tingkat keahlian kewirausahaan seseorang (Au et al., 2016).

Norma Subjektif

Norma subjektif merupakan tekanan atau dorongan untuk melakukan atau tidak melakukan suatu perilaku tertentu yang di dalamnya terdapat pengaruh dari keluarga, teman, dan orang-orang yang menjadi panutan di lingkungan sekitar (Krithika & Venkatachalam, 2014). Selanjutnya, Krithika dan Venkatachalam (2014) juga menyatakan bawasannya jika keluarga memberikan dukungan kepada seseorang untuk berkarir di bidang kewirausahaan dan juga orang tersebut memang memiliki perilaku kewirausahaan di dalam dirinya maka intensi orang tersebut untuk menjadi seorang wirausahawan akan semakin besar. Tekanan untuk menjadi seorang wirausahawan yang diberikan lingkungan terlebih khusus keluarga merupakan titik awal atau permulaan dari perjalanan karir kewirausahaan seseorang (Yousaf et al., 2015). Yousaf et al. juga menemukan keterkaitan antara orang-orang yang memiliki ketertarikan terhadap bisnis keluarga sedari kecil, mempunyai keinginan yang besar untuk memulai usahanya sendiri. Komponen kedua yakni motivasi untuk menjalankan keyakinan normatif, merupakan kesediaan dari seorang individu untuk menjalankan dan menyesuaikan diri dengan keyakinan normatif yang ada di lingkungan sekitar. Sehingga hal ini membuat tekanan yang ada di lingkungan sosial dapat menjadi pemicu atau penghambat dari intensi kewirausahaan seseorang tergantung kepada lingkungan sosial itu sendiri dan orang-orang di dalamnya.

Perceived Behavioral Control

Perceived behavioral control merupakan salah satu faktor yang dapat memberikan pengaruh dan memprediksi intensi di dalam diri seseorang untuk melakukan suatu hal dan dapat dipahami sebagai persepsi dari seorang individu mengenai mudah atau tidaknya melakukan suatu perilaku yang ia minati (Ajzen, 1991). Menurut Ajzen (1991) konsep dari *perceived behavioral control* sangatlah sesuai dengan konsep *self-efficacy* di mana kedua konsep ini berkaitan mengenai penilaian seberapa baik seseorang dapat mengeksekusi sebuah tindakan untuk menghadapi situasi yang mungkin bisa terjadi di masa depan. *Perceived behavioral control* dinilai sebagai gagasan paling kontroversial di dalam "*Theory of Planned Behavior*" karena seringkali ditemukan perbedaan empiris terhadap pengaruhnya terhadap intensi seseorang dan juga banyaknya perbedaan pendapat mengenai definisi konseptual dan definisi operasional dari gagasan ini (Yap et al., 2013).

Dominance

Dominance merupakan suatu sifat yang sangat penting untuk dimiliki oleh setiap wirausahawan, khususnya bagi wirausahawan yang baru merintis sebuah bisnis baru, karena

dominance dapat menjadi sebuah perilaku yang obsesif sehingga seorang wirausahawan dapat memperhatikan hal-hal kecil yang kadang terlewatkan di dalam bisnisnya (Miller, 2015). *Dominance* merupakan sebuah terminologi yang digunakan oleh para psikolog untuk menggambarkan kepribadian seseorang yang cenderung tegas, memaksa, serta percaya akan kemampuannya atau dengan kata lain ingin mempunyai pengaruh terhadap orang lain (Anderson & Kilduff, 2009). Kemampuan untuk memimpin serta mengarahkan orang lain dan proses agar sesuai dengan keinginannya merupakan bagian dari kompetensi wirausahawan yang memiliki kepribadian dominan, hal ini dapat berguna agar wirausahawan lebih mudah untuk mengarahkan proses kewirausahaan yang ia jalani sesuai dengan keinginannya (Palmer et al., 2021). Keinginan untuk memiliki kekuasaan atas orang lain dan kewenangan untuk mengambil tindakan serta keputusan merupakan faktor yang sangat krusial pada bidang kewirausahaan (Baldegger et al., 2017).

Sikap Terhadap Kewirausahaan

Sikap adalah sebuah kebiasaan seorang individu ketika bereaksi terhadap situasi tertentu dan kebiasaan ini bisa mengarah ke hal yang positif, negatif, atau netral dan juga pasif serta lebih umum (Jena, 2020). Sikap terhadap suatu perilaku pertama kali diperkenalkan oleh Ajzen (1991) di dalam tulisannya yang berjudul "*The Theory of Planned Behavior*", di mana ia mengatakan bahwa sikap terhadap sebuah perilaku merupakan evaluasi atau penilaian sejauh mana sebuah perilaku menguntungkan atau tidak menguntungkan bagi seorang individu. Sikap terhadap kewirausahaan mengacu kepada penilaian positif maupun negatif dari sebuah perilaku kewirausahaan (Palmer et al., 2021). Santy et al. (2017) menjelaskan bawasannya sikap dapat memberikan pengaruh terhadap intensi kewirausahaan seseorang dan bisa dilihat dari tingkat toleransi risiko seseorang, yaitu apakah seseorang cenderung lebih suka mengambil risiko atau lebih condong menghindarinya. Sikap terhadap kewirausahaan dapat dipengaruhi oleh beberapa hal (Shirokova et al., 2016). Menurut Ammal dan Mathi (2014), Sikap terhadap kewirausahaan dapat dipengaruhi oleh beberapa hal di antaranya keluarga, inovasi, efisiensi diri, latar belakang bisnis, kemandirian, dan pengambilan risiko.

Intensi Kewirausahaan

Khuong dan An (2016) mendefinisikan intensi kewirausahaan sebagai keadaan di mana tumbuhnya kesadaran di dalam diri seseorang untuk memulai suatu bisnis yang baru ataupun menciptakan nilai yang baru pada bisnis yang sudah ada. Menurut pendapat dari Kusmintarti et al. (2014), intensi kewirausahaan merupakan tindakan yang dilakukan seseorang sebagai bentuk dari representasi kognitif agar ia dapat membangun suatu bisnis. Intensi kewirausahaan dapat diartikan sebagai proses mengubah ide bisnis menjadi produk atau jasa yang dapat dipasarkan (Halizah, 2022). Intensi kewirausahaan merupakan dorongan dan kepercayaan diri untuk memulai suatu bisnis dan mencapai kesuksesan pada masa yang akan datang (Fayolle & Liñán, 2014). Intensi kewirausahaan merupakan aspek yang paling penting pada fase awal, pertumbuhan, dan pengembangan kewirausahaan karena intensi kewirausahaan dapat mendorong munculnya kemandirian dan inisiatif (Muhammad et al., 2015).

Rumusan Hipotesis

Menurut Krithika dan Venkatachalam (2014), keluarga dengan latar belakang kewirausahaan memiliki kecenderungan untuk memberikan dukungan kepada anggota keluarga yang lain berkarir pada bidang yang sama, di mana dukungan ini dapat direpresentasikan dalam bentuk dorongan yang akan membentuk norma subjektif seseorang untuk melakukan sesuatu yang dalam hal ini adalah menjadi seorang wirausahawan. Krithika dan Venkatachalam (2014) juga menemukan pada penelitian bawasannya persepsi dari anggota keluarga merupakan hal

yang paling krusial dan menentukan ketika mereka ingin melakukan sesuatu. Hal ini juga didukung oleh penelitian Lindquist et al. (2014) yang menyatakan bawasannya kemungkinan seorang anak menjadi wirausahawan akan meningkat sebesar 60% ketika memiliki orang tua dengan latar belakang seorang wirausahawan.

H1: Dukungan keluarga berpengaruh positif terhadap norma subjektif pada generasi milenial dan generasi Z.

Berdasarkan penelitian yang dilakukan oleh Palmer et al. (2021) menunjukkan bahwasanya keluarga memberikan pengaruh positif terhadap *perceived behavioral control*. Salah satu alasannya adalah karena keluarga yang memberikan dukungan, mengarahkan, dan memang memiliki latar belakang kewirausahaan akan membuat anak yang lahir dari keluarga tersebut menjadi terbiasa dan berpotensi menguasai seluruh kemampuan yang dibutuhkan untuk menjadi seorang wirausahawan dan memimpin sebuah perusahaan. Pernyataan ini juga disetujui oleh Stuetzer et al. (2013) yang menyatakan bawasannya pengetahuan yang didapatkan dari dukungan keluarga akan mempengaruhi *perceived behavioral control* seorang individu dalam kegiatan kewirausahaan. Selain itu, pandangan di dalam diri seseorang mengenai bisa atau tidaknya ia melakukan suatu hal dipengaruhi oleh referensi dari anggota keluarga yang bisa berupa orang yang menjadi panutan, dukungan dan arahan (Kim et al., 2013).

H2: Dukungan keluarga berpengaruh positif terhadap *perceived behavioral control* pada generasi milenial dan generasi Z.

Menurut Hoffman et al. (2011) yang dikutip dari Palmer et al. (2019) menyatakan bawasannya *dominance* merupakan salah satu karakteristik paling relevan yang dimiliki oleh seorang pemimpin yang sukses. Selain itu menurut Hetherington (1967) yang ada di dalam Palmer et al. (2021) menyatakan bahwa sifat *dominance* yang dimiliki oleh orang tua berpotensi besar untuk diturunkan kepada anaknya. Hal ini karena di dalam sebuah keluarga, orang tua dilihat sebagai panutan bagi anak-anaknya dan ketika seorang anak melihat orang tuanya bersifat *dominance*, maka ia mendapatkan afirmasi dan dukungan secara tidak langsung untuk melakukan hal yang sama. Palmer et al. (2021) juga menambahkan bawasannya memiliki orang tua dengan tingkat ketegasan yang tinggi akan mempengaruhi munculnya sifat *dominance* di dalam diri seorang anak

H3: Dukungan keluarga berpengaruh positif terhadap *dominance* pada generasi milenial dan generasi Z.

Menurut Huda et al. (2012), norma subjektif dan sikap terhadap suatu perilaku memiliki satu kesamaan yang sama, di mana kedua hal ini sama-sama dipengaruhi oleh kepercayaan atau keyakinan. Namun kedua hal ini tetap memiliki perbedaan, di mana sikap terhadap suatu perilaku merupakan implementasi dari keyakinan seseorang terhadap suatu perilaku, sedangkan norma subjektif merupakan implementasi dari keyakinan yang terbentuk karena adanya pengaruh dari orang lain di lingkungan sekitar (Fishbein & Ajzen, 1975). Melalui penelitian yang dilakukan oleh Wan et al. (2017), ditemukan bawasannya norma subjektif berpengaruh positif terhadap sikap terhadap suatu perilaku. Menurut Tatarko & Schmidt (2016), latar belakang kewirausahaan keluarga juga memberikan pengaruh yang positif terhadap norma subjektif. Hal yang sama juga berlaku untuk norma subjektif, di mana Arisandi et al. (2016) menemukan bawasannya intensi kewirausahaan sangat dipengaruhi oleh norma subjektif.

H4: Norma subjektif berpengaruh positif terhadap intensi kewirausahaan melalui mediasi sikap terhadap kewirausahaan.

Menurut Rauch dan Hulsink (2015), terdapat satu kesamaan antara *perceived behavioral control* dan sikap terhadap kewirausahaan, di mana keduanya sama-sama dipengaruhi oleh

pendidikan kewirausahaan. Hal ini dapat terjadi karena pendidikan kewirausahaan dapat meningkatkan kepercayaan terhadap kewirausahaan di dalam diri seseorang melalui pembelajaran kewirausahaan yang dapat memberikan pengalaman terkait kegiatan yang berhubungan dengan aktivitas kewirausahaan. Rauch dan Hulsink (2015) juga menyatakan dan menemukan bahwasanya sikap terhadap kewirausahaan telah terbukti dapat menjadi *mediator* antara hubungan *perceived behavioral control* dan intensi kewirausahaan, di mana melalui penelitiannya Rauch dan Hulsink (2015) juga menemukan hubungan yang positif di antara tiga variabel ini khususnya pada generasi muda. Selanjutnya Solesvik (2013) juga menjelaskan bahwasanya motivasi kewirausahaan merupakan salah satu faktor pendukung yang dapat memberikan pengaruh terhadap intensi kewirausahaan melalui mediasi sikap terhadap kewirausahaan dan *perceived behavioral control*.

H5: *Perceived behavioral control* berpengaruh positif terhadap intensi kewirausahaan melalui mediasi sikap terhadap kewirausahaan.

Menurut Kruger (2020) yang ada di dalam Palmer et al. (2021), sikap terhadap kewirausahaan dipengaruhi oleh beberapa hal dan salah satunya adalah sifat yang ada di dalam diri seseorang. Salah satu sifat yang memberikan pengaruh langsung terhadap sebuah perilaku adalah *dominance* (Jonason & Lavertu, 2017). Selain itu *dominance* dan sikap terhadap kewirausahaan memiliki satu kesamaan yang sama di mana keduanya dipengaruhi oleh latar belakang kewirausahaan keluarga (Palmer et al., 2021). Memiliki orang tua dengan latar belakang kewirausahaan yang mengharuskan mereka untuk memiliki tingkat *dominance* yang tinggi dinilai dapat membantu terbentuknya *dominance* di dalam diri seorang anak (Palmer et al., 2021). Sikap terhadap kewirausahaan merupakan salah satu faktor yang memengaruhi intensi kewirausahaan (Remeikiene et al., 2013). *Dominance* merupakan salah satu kepribadian yang sifatnya intrinsik bagi seorang wirausahawan (Miller, 2015). Berdasarkan penelitian-penelitian tersebut maka peneliti berhipotesis sebagai berikut:

H6: *Dominance* berpengaruh positif terhadap intensi kewirausahaan melalui mediasi sikap terhadap kewirausahaan.

Menurut Elfving et al. (2017) yang ada di dalam Baluku et al. (2020), menyatakan bawasanya dukungan keluarga merupakan salah satu faktor yang dapat memberikan dorongan berupa motivasi yang sangat penting bagi implemenetasi dari intensi kewirausahaan. Menurut Ajzen (1991), dukungan keluarga dan persepsi keluarga terhadap suatu tindakan akan sangat memengaruhi intensi seseorang untuk melakukan tindakan tersebut yang akan berdampak pada sikap seseorang terhadap suatu perilaku. Selain itu di dalam tulisannya yang berjudul "*The Theory of Planned Behavior*", Ajzen (1991) menjelaskan bawasanya norma subjektif merupakan pandangan seseorang mengenai suatu perilaku yang sangat dipengaruhi oleh persepsi orang lain mengenai perilaku terkait dan salah satunya adalah keluarga. Sikap terhadap kewirausahaan merupakan faktor yang memiliki signifikansi yang besar dalam kaitannya dengan intensi kewirausahaan (Yurtkoru et al., 2014). Yousaf et al. (2015) menemukan bawasanya norma subjektif merupakan salah satu prediktor yang berpengaruh positif terhadap intensi kewirausahaan. Berdasarkan penelitian-penelitian tersebut, maka peneliti berhipotesis sebagai berikut:

H7: Dukungan keluarga berpengaruh positif terhadap intensi kewirausahaan melalui mediasi norma subjektif dan sikap terhadap kewirausahaan.

Dukungan keluarga dinilai sebagai salah satu faktor yang dapat memengaruhi seseorang untuk memiliki intensi menjadi seorang wirausahawan (Osorio et al., 2017). Dukungan atau dorongan keluarga telah terbukti memberikan pengaruh terhadap *perceived behavioral control* di dalam diri seseorang (Bin-Nashwan et al., 2021). Melalui penelitian yang dilakukan oleh

Bagger & Li (2014), ia menemukan bawasanya dukungan keluarga berpengaruh cukup signifikan terhadap beberapa perilaku yang ada pada penelitian terkait. Menurut Schlaegel dan Koenig (2014) yang ada di dalam Vamvaka et al. (2020), *perceived behavioral control* telah terbukti secara teoritis dan empiris berpengaruh secara positif terhadap intensi kewirausahaan. Sikap terhadap kewirausahaan juga telah terbukti menjadi faktor pendukung di dalam terbentuknya intensi kewirausahaan (Yurtkoru et al., 2014).

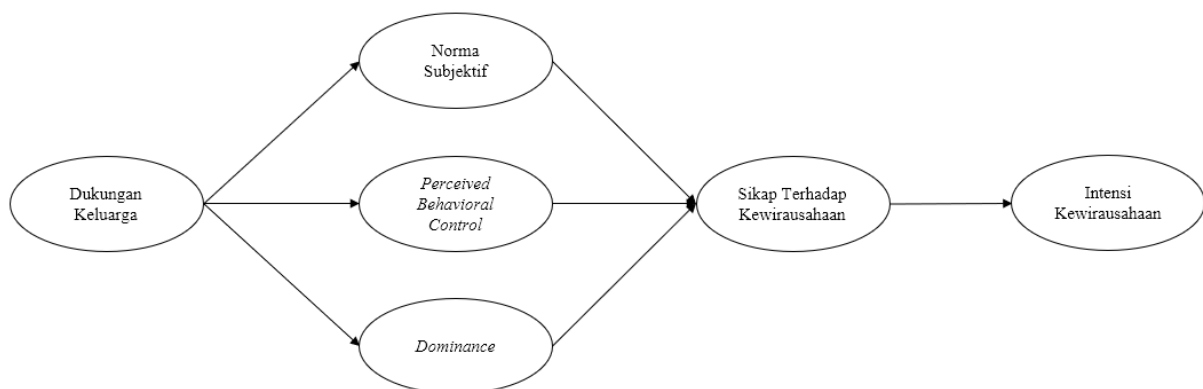
H8: Dukungan keluarga berpengaruh positif terhadap intensi kewirausahaan melalui mediasi *perceived behavioral control* dan sikap terhadap kewirausahaan.

Dukungan Keluarga telah terbukti berpengaruh terhadap kesuksesan wirausaha khususnya di negara berkembang (Williams et al., 2017). Menurut Baluku et al. (2020), salah satu bentuk dukungan keluarga adalah sumber pendanaan yang digunakan sebagai modal untuk memulai usaha. Selanjutnya menurut Hetherington and Frankie (1967) yang ada di dalam Palmer et al. (2021), perilaku *dominance* dari orang tua memberikan pengaruh terhadap terbentuknya karakteristik *dominance* di dalam diri seorang anak. Sikap terhadap kewirausahaan telah banyak terbukti dipengaruhi oleh dukungan keluarga salah satunya melalui penelitian yang dilakukan oleh Kristová dan Malach (2017). *Dominance* sudah lama dinilai sebagai karakteristik yang bersifat intrinsik bagi kewirausahaan (Miller, 2015). Hal ini sejalan dengan penelitian yang dilakukan oleh Baldegger et al. (2017), di mana ia menyatakan bawasanya intensi untuk memiliki kemampuan untuk mengambil keputusan dan memiliki kekuatan atas orang lain sangat penting bagi kegiatan kewirausahaan.

H9: Dukungan keluarga berpengaruh positif terhadap intensi kewirausahaan melalui mediasi *dominance* dan sikap terhadap kewirausahaan.

Model Penelitian

Berdasarkan hubungan hipotesis yang telah dijelaskan sebelumnya, berikut adalah model penelitian yang direplikasi dari penelitian sebelumnya (Palmer et al., 2021).



Gambar 1. Model Penelitian

Sumber: Palmer et al. (2021)

METODE PENELITIAN

Penelitian ini memiliki 27 indikator, sehingga jika dikalikan dengan 5 peneliti akan mendapatkan batas bawah total target untuk penelitian ini dan jika dikalikan dengan 10 peneliti akan mendapatkan total target responden maksimal jika mengacu pada teori ini. *Sampling* pada penelitian ini peneliti memutuskan untuk menggunakan *non-probability sampling*, dengan alasan utama ialah karena peneliti telah memperhitungkan *sampling* yang ingin ditarik pada

penelitian ini. Sampel yang ingin ditarik merupakan individu yang tergolong ke dalam generasi milenial dan generasi Z dengan jumlah responden yang sudah diperkirakan seperti yang telah disebutkan sebelumnya. Data dikumpulkan menggunakan instrumen kuesioner *online*. Pertanyaan-pertanyaan yang ada pada penelitian ini disampaikan kepada responden melalui *platform* Google Form. Selain itu, jawaban dari seluruh responden akan diolah, dianalisis, dan disimpulkan oleh peneliti untuk menjadi kesimpulan dari penelitian ini. Data analisis dilakukan dengan melakukan uji validitas dan realibilitas dengan regresi data dengan software SMARTPLS.

HASIL DAN PEMBAHASAN

Hasil Analisis

Dari seluruh 277 responden, 158 di antaranya merupakan responden perempuan dan 119 sisanya merupakan responden laki-laki. Adapun 191 responden berusia antara 20–23 tahun, 35 responden berusia antara 16–19 tahun, 17 responden berusia antara 24–27 tahun, 13 responden berusia antara 28–31 tahun, 9 responden berusia 32–35 tahun, 9 responden berusia antara 40–41 tahun, dan 3 responden berusia 36–39 tahun. Profil 137 responden berlatar belakang pendidikan akhir SMA, 132 responden berlatar belakang pendidikan akhir S1, 4 responden memiliki latar belakang pendidikan akhir S2, dan yang terakhir 3 responden memiliki latar belakang pendidikan akhir SMP. Bisa dilihat bahwa latar belakang pendidikan yang mendominasi responden penelitian adalah SMA dan S1.

Pengujian ini terdapat dua unsur utama yaitu *Outer Loading* dan *Average Variance Extracted* (AVE). Selain itu suatu data baru dapat dinyatakan valid jika memiliki nilai *Outer Loading* di atas 0,70 dan AVE di atas 0,50. Tabel 1 menunjukkan bahwa 27 indikator yang digunakan pada penelitian ini memiliki nilai *outer loading* di atas 0,70. Sehingga dapat ditarik kesimpulan bahwa seluruh indikator pada penelitian uji aktual ini valid. Pengujian ini terdapat dua unsur utama yaitu *Outer Loading* dan *Average Variance Extracted* (AVE). Selain itu suatu data baru dapat dinyatakan valid jika memiliki nilai *Outer Loading* di atas 0,70 dan AVE di atas 0,50. Tabel 1 menunjukkan bahwa 27 indikator yang digunakan pada penelitian ini memiliki nilai *outer loading* di atas 0,70. Sehingga dapat ditarik kesimpulan bahwa seluruh indikator pada penelitian uji aktual ini valid.

Tabel 1. Validitas Konvergen Outer Loading - Uji Aktual

	DK	NS	PBC	D	STK	IK
DK1	0,73					
DK2	0,71					
DK3	0,749					
DK4	0,773					
DK5	0,769					
NS1		0,758				
NS2		0,769				
NS3		0,772				
NS4		0,739				
PBC1			0,874			
PBC2			0,926			
PBC3			0,943			
PBC4			0,916			

D1				0,747		
D2				0,793		
D3				0,802		
D4				0,809		
D5				0,817		
D6				0,705		
STK1					0,888	
STK 2					0,892	
STK 3					0,791	
IK1						0,835
IK2						0,824
IK3						0,814
IK4						0,832
IK5						0,798

Tabel 2 menunjukkan bahwa seluruh variabel yang terdapat pada penelitian ini memiliki nilai AVE di atas 0,50 yang menunjukkan bahwa seluruh variabel yang digunakan pada penelitian ini dinyatakan valid.

Tabel 2. Hasil Pengujian Average Variance Extracted (AVE)

Variabel	<i>Average Variance Extracted (AVE)</i>	Evaluasi
Dukungan Keluarga (DK)	0,558	Valid
Norma Subjektif (NS)	0,577	Valid
<i>Perceived Behavior Control</i>	0,837	Valid
<i>Dominance</i>	0,608	Valid
Sikap terhadap Kewirausahaan	0, 737	Valid
Intensi Kewirausahaan	0,674	Valid

Seperti yang telah dijelaskan pada bagian awal pengujian penelitian, cara utama di dalam melakukan pengujian validitas diskriminan adalah dengan cara melihat nilai Cross Loading dari setiap indikator. Agar dapat dinyatakan valid setiap indikator harus memiliki nilai Cross Loading di atas 0,70. Dari pengujian seluruh indikator yang digunakan pada penelitian ini memiliki nilai Cross Loading di atas 0,70. Sehingga dapat disimpulkan bahwa seluruh indikator yang digunakan untuk menjelaskan variabel pada penelitian ini adalah valid. Sama seperti sebelumnya pada pengujian awal, terdapat dua unsur utama di dalam pengujian aktual yakni Cronbach's Alpha dan Composite Reliability. Di mana keduanya dapat dinyatakan sesuai dengan standar reliabilitas jika memiliki nilai di atas 0,70. Tabel 3 memperlihatkan bahwa semua variabel yang terdapat pada penelitian ini bersifat reliabel.

Tabel 3. Reliabilitas *Cronbach's Alpha & Composite Reliability*

Variabel	<i>Cronbach's Reliability</i>	<i>Composite Reliability</i>	Evaluasi Model
Dukungan Keluarga	0,871	0,903	Valid
Norma Subjektif	0,803	0,863	Valid
<i>Perceived Behavioral Control</i>	0,880	0,912	Valid
<i>Dominance</i>	0,759	0,845	Valid
Sikap Terhadap Kewirausahaan	0,935	0,954	Valid
Intensi Kewirausahaan	0,825	0,893	Valid

Pengujian ini adalah pengujian yang dilakukan dengan tujuan utama untuk mengukur signifikansi yang terkandung di dalam hipotesis penelitian. Dalam penelitian ini seluruh hipotesis yang digunakan merupakan hipotesis satu arah yang beberapa hipotesis nya memengaruhi satu sama lain melalui hubungan mediasi. Pada penelitian ini, peneliti menggunakan tingkat kepercayaan sebesar 95% yang berarti signifikansi pada penelitian ini adalah 0,05. Oleh sebab itu pengujian hipotesis pada penelitian ini memiliki rule of thumb T-statistic lebih besar dari 1,65 dan P – value lebih kecil dari 0,10. Berikut merupakan tabel 4 yang berisikan hasil pengujian dari seluruh hipotesis yang ada pada penelitian ini.

Tabel 4. Hasil Pengujian Hipotesis

Hipotesis	Standardized Path Coefficient	T-Statistic	Pvalues	Analisis Hipotesis
H1: Dukungan Keluarga berpengaruh positif terhadap Norma Subjektif	0.640	16.943	0.000	Didukung
H2: Dukungan keluarga berpengaruh positif terhadap <i>Perceived Behavioural Control</i>	0.849	50.313	0.000	Didukung
H3: Dukungan keluarga berpengaruh positif terhadap <i>Dominance</i>	0.193	3.980	0.000	Didukung
H4: Norma Subjektif berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Sikap Terhadap Kewirausahaan	0.036	1.036	0.150	Tidak Didukung
H5: <i>Perceived Behavioural Control</i> berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Sikap Terhadap Kewirausahaan	0.131	3.448	0.000	Didukung
H6: <i>Dominance</i> berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Sikap Terhadap Kewirausahaan	0.015	0.485	0.314	Tidak Didukung
H7: Dukungan Keluarga berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Norma Subjektif dan Sikap Terhadap Kewirausahaan	0.023	1.021	0.154	Tidak Didukung

H8: Dukungan Keluarga berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Perceived Behavioural Control dan Sikap Terhadap Kewirausahaan	0.111	3.384	0.000	Didukung
H9: Dukungan Keluarga berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Dominance dan Sikap Terhadap Kewirausahaan	0.003	0.458	0.324	Tidak Didukung

Pembahasan

Hipotesis pertama pada penelitian ini membahas mengenai “Dukungan Keluarga berpengaruh positif terhadap Norma Subjektif”. Setelah dilakukan pengolahan data hipotesis ini terbukti dan berhasil didukung karena memenuhi tingkat signifikansi yang telah ditentukan sebelumnya. Hal ini sesuai dengan apa yang ditemukan oleh Palmer et al. (2021), di mana ia menemukan bahwa latar belakang keluarga yang berorientasi kewirausahaan terbukti berpengaruh positif terhadap norma subjektif seseorang khususnya pada bidang kewirausahaan. Hal ini juga sejalan dengan apa yang ditemukan oleh Krithika dan Venkatachalam (2014), di mana ia menemukan bawasanya persepsi dan dukungan serta arahan dari keluarga sangatlah berpengaruh terhadap norma subjektif yang tertanam di dalam diri seseorang. Ajzen (1991) sebagai pencetus dari teori ini juga menyatakan bahwa keluarga adalah salah satu faktor yang dapat menanamkan norma subjektif di dalam diri seorang individu. Keluarga juga merupakan salah satu faktor sosial yang memengaruhi cara pandang seseorang mengenai baik buruknya suatu hal (Godbersen et al., 2020).

Hipotesis kedua pada penelitian ini adalah “Dukungan Keluarga berpengaruh positif terhadap norma *Perceived Behavioural Control*”. Di mana setelah dilakukan pengolahan data ditemukan bahwa hipotesis ini memenuhi syarat signifikansi dan terbukti positif hubungannya. Penemuan ini sesuai dengan apa yang ditemukan oleh Palmer et al. (2021), di mana ia menemukan terdapat level signifikansi yang signifikan antara keluarga dengan orientasi kewirausahaan dan juga *perceived behavioural control*. Pandangan mengenai bisa atau tidaknya seseorang untuk melakukan suatu perilaku memang sudah dibuktikan signifikansinya dengan dukungan keluarga sekitar (Kim et al., 2013). Tumbuh dan berkembang di dalam keluarga yang memandang suatu perilaku adalah sebuah kemungkinan untuk dijalani terbukti memengaruhi pandangan di dalam diri seseorang terkait perilaku tersebut (Powell & Eddleston, 2013).

Hipotesis ketiga menyatakan bahwa “Dukungan Keluarga berpengaruh positif terhadap *Dominance*”, setelah dilakukan pengolahan data ditemukan bahwa hipotesis ini mencapai kriteria untuk dapat didukung. Penemuan ini berhasil memvalidasi apa yang ditemukan oleh Palmer et al. (2021), di mana pada penelitiannya ditemukan tingkat signifikansi yang cukup tinggi terhadap hubungan positif antar latar belakang kewirausahaan keluarga dengan *dominance*. Hal ini dapat terjadi karena keluarga dengan latar belakang kewirausahaan dengan tingkat ketegasan yang tinggi cenderung melahirkan individu-individu dengan tingkat *dominance* yang tinggi. Pada penelitian sebelumnya Palmer et al. (2019) juga menemukan hal yang sama di mana keluarga menjadi faktor utama terbentuknya perilaku *dominance*.

Hipotesis keempat menyatakan bahwa “Norma Subjektif berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Sikap Terhadap Kewirausahaan”. Setelah melalui metode pengolahan data ditemukan bahwa hipotesis ini tidak memiliki tingkat signifikansi yang dibutuhkan agar dapat dinyatakan sesuai. Penemuan ini sama dengan penemuan yang ditemukan oleh Robeldo et al. (2015) yang ada di dalam Ridha et al. (2017) yang menemukan bahwa norma subjektif tidak memiliki pengaruh terhadap sikap terhadap kewirausahaan maupun intensi kewirausahaan. Namun hal ini bertolak belakang dengan apa yang ditemukan oleh

Palmer et al. (2021), di mana ia menemukan bahwa hubungan mediasi dari ketiga variabel ini adalah signifikan. Hal ini dapat terjadi karena salah satu alasannya adalah perbedaan lokasi penelitian, di mana Palmer et al. (2021) melakukan penelitian di dua negara Eropa yang sudah dikategorikan maju dan memiliki orientasi kewirausahaan yang tinggi. Selain itu perbedaan jumlah responden yang sangat signifikan diyakini juga memainkan peranan penting di dalam munculnya perbedaan hasil penelitian ini.

Hipotesis kelima pada penelitian ini adalah “*Perceived Behavioural Control* berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Sikap Terhadap Kewirausahaan”. Setelah peneliti melakukan proses pengolahan data ditemukan bahwa hipotesis ini memiliki tingkat signifikansi yang sesuai dengan ketentuan yang telah ditentukan sebelumnya. Penemuan ini juga sejalan dengan apa yang ditemukan oleh Palmer et al. (2021), di mana ia menemukan bahwa *perceived behavioural control*, sikap terhadap kewirausahaan, dan intensi kewirausahaan terbukti memiliki signifikansi yang tinggi sehingga dapat didukung. Menurut Ridha et al. (2017), *perceived behavioural control* merupakan faktor pendukung terhadap sikap terhadap kewirausahaan yang pada akhirnya berdampak pada intensi seseorang untuk menjadi wirausahawan. Pandangan bawasanya menjadi seorang wirausahawan adalah pilihan yang tepat dapat berdampak pada perilaku kewirausahaan seseorang (Solesvik, 2013).

Hipotesis keenam adalah “*Dominance* berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Sikap Terhadap Kewirausahaan”. Setelah melakukan pengolahan data ditemukan bahwa, hipotesis ini tidak cukup signifikan. Ada beberapa faktor yang ditenggarai menjadi penyebab hipotesis ini bisa menjadi tidak signifikan jika dibandingkan dengan penelitian sebelumnya yang dilakukan oleh Palmer et al. (2021). Faktor pertama adalah perbedaan jumlah responden yang sangat signifikan. Faktor selanjutnya adalah adanya perbedaan kultur dan budaya yang terdapat pada responden di masing-masing penelitian. Di mana penelitian yang dilakukan oleh Palmer et al. (2021) menargetkan responden dengan latar belakang budaya barat, sedangkan penelitian ini menargetkan responden dengan warga negara Indonesia yang mayoritas mengadopsi budaya timur. Hal ini karena secara umum orang-orang yang mengadopsi budaya barat akan cenderung lebih ramah dan memiliki kecenderungan untuk menjauhi hal-hal yang sekiranya dapat merusak keharmonisan (Mirawati & Karimah, 2018). Tentunya hal ini sangat bertolak belakang dengan pengertian dari *dominance* yang ingin mengambil kendali dan memiliki kekuatan akan suatu hal (Palmer et al., 2021).

Hipotesis ketujuh merupakan “Dukungan Keluarga berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi Norma Subjektif dan Sikap Terhadap Kewirausahaan”. Setelah dilakukan pengolahan data ditemukan bahwa hipotesis ini tidak dapat mencapai minimum tingkat signifikansi yang telah ditentukan sebelumnya. Penemuan ini bertolak belakang dengan penelitian yang dilakukan oleh Palmer et al. (2021). Salah satu faktor yang dapat memengaruhi hal ini adalah jumlah responden yang sangat jauh berbeda. Selain itu pada penelitian terdahulu variabel yang digunakan adalah latar belakang kewirausahaan keluarga yang dipercaya sangat membantu hipotesis tersebut dapat mencapai level signifikansi yang telah ditentukan sebelumnya. Karena dengan penggunaan variabel tersebut maka responden yang ditargetkan sudah tersaring yaitu hanya individu yang memiliki setidaknya salah satu orang tua yang bergerak di bidang kewirausahaan. Lingkungan tempat seseorang tumbuh sangatlah berpengaruh terhadap norma subjektif yang tertanam dalam diri orang tersebut (Baluku et al., 2020).

Hipotesis kedelapan adalah “Dukungan Keluarga berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi *Perceived Behavioural Control* dan Sikap Terhadap Kewirausahaan”. Setelah peneliti melakukan pengolahan data ditemukan bahwa hipotesis ini memiliki tingkat signifikansi yang sesuai dengan acuan yang digunakan. Hal ini sesuai dengan apa yang ditemukan oleh Palmer et al. (2021), di mana pada penelitiannya terdapat tiga dari empat variabel yang sama dengan penelitian ini di antaranya *perceived behavioural control*,

sikap terhadap kewirausahaan, dan intensi kewirausahaan, yang membedakan hanya penggunaan variabel latar belakang kewirausahaan keluarga yang digantikan dengan dukungan keluarga. Dukungan keluarga telah terbukti memberikan pengaruh *terhadap perceived behavioural control* (Bin-Nashwan et al., 2021; Palmer et al., 2021). Sikap terhadap kewirausahaan dan *perceived behavioural control* juga telah dibuktikan memiliki pengaruh yang signifikan terhadap intensi kewirausahaan (Yurtkoru et al., 2014).

Hipotesis yang terakhir adalah “Dukungan Keluarga berpengaruh positif terhadap Intensi Kewirausahaan melalui mediasi *Dominance* dan Sikap Terhadap Kewirausahaan”. Setelah dilakukan pengolahan data, hipotesis ini terbukti tidak mampu mencapai tingkat signifikansi minimum yang telah ditentukan sehingga hipotesis ini tidak dapat didukung. Salah satu faktor yang menyebabkan hasil pengolahan data dari hipotesis ini berbeda dari penelitian sebelumnya yang dilakukan oleh Palmer et al. (2021) adalah juga karena perbedaan penggunaan variabel latar belakang kewirausahaan keluarga yang digantikan oleh dukungan keluarga. Selain itu jumlah responden dan latar belakang budaya responden juga signifikan terhadap hasil pengolahan data. Di mana responden pada penelitian ini tidak mencapai 10% dari penelitian yang dilakukan oleh Palmer et al. (2021), selain itu budaya responden dengan latar belakang budaya timur tidak sesuai dengan perilaku *dominance* (Mirawati & Karimah, 2018).

KESIMPULAN

Berdasarkan hasil penelitian dapat dilihat bahwa persepsi seseorang terhadap sulit atau tidaknya untuk menjadi seorang wirausahawan sangat berpengaruh terhadap munculnya intensi kewirausahaan di dalam diri seseorang. Selain itu, keluarga yang memberikan dukungan terhadap perilaku kewirausahaan terhadap seseorang yang memiliki pandangan yang positif terhadap perilaku kewirausahaan akan berdampak pada timbulnya intensi kewirausahaan pada diri seseorang. Dan yang terakhir pihak-pihak yang dapat memanfaatkan penelitian ini dalam segi manajerial adalah masyarakat, institusi pemerintahan, lembaga pendidikan, dan individu perseorangan.

Penelitian selanjutnya dapat mengeksplorasi variabel *Locus Control* dan *Self-Efficacy* untuk dapat menunjang variabel *Perceived Behavioral Control*. Menambah jumlah data responden agak dapat mencakup lebih banyak individu serta mewakili populasi yang jumlahnya *sample* yang lebih besar khususnya di negara-negara berkembang seperti Indonesia.

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