

The Mediating Role of Entrepreneur Attitude: Unveiling the Path from Self-Efficacy to Entrepreneurial Intention

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Abstract. Entrepreneurship is critical to a nation's economic advancement. In order to increase the number of entrepreneurs, it is crucial to comprehend the significance of self-efficacy and entrepreneurial attitudes. This study aims to ascertain the impact of self-efficacy on the entrepreneurial attitudes and ambitions of Generation Z Jepara. This study also investigates how entrepreneurial mindsets influence entrepreneurial inclinations in Generation Z. The population for this study consists of individuals from Jepara's Generation Z, specifically those aged between 20 and 29 years, totalling 187,352 people. The study used a survey design with a purposive sample of 384 Generation Z individuals from Jepara, selected using the Slovin method. The study employed structural equation modelling with partial least squares (SEM-PLS) to assess the relationship between independent and dependent variables. The study's findings indicate that entrepreneurial self-efficacy strongly influences entrepreneurial intention in Generation Z. Furthermore, this study's results demonstrate that entrepreneurial self-efficacy positively impacts Generation Z's entrepreneurial attitude. Additionally, there is a significant relationship between entrepreneurial self-efficacy, entrepreneurial intention, and attitude towards entrepreneurship, with entrepreneurial self-efficacy acting as an intervening variable.

Keywords: Entrepreneur Intention, Self Efficacy, Entrepreneur Attitude, Entrepreneurship, Z Generation

1 Introduction

As a country, Indonesia has great capital to compete internationally, starting from its population of more than 272 million people, an area that stretches from Sabang to Merauke with 17 thousand islands, coupled with various natural resources in the form of mines, forest products, marine products and even Indonesia's biodiversity is second after Brazil [1].

But in reality, the above capital has not made Indonesia a developed country and the welfare of all people, Indonesia still faces the problem of poverty and income inequality. Data from the Central Bureau of Statistics shows that the number of poor people in Indonesia is

still 9.36 percent or 25.9 million people from the total population of Indonesia [2], while our gini ratio is still at 0.388 [3].

Indonesia faces many economic problems such as unemployment, inflation and balance of payments imbalances, which in the long run will lead to economic growth problems. To overcome these problems requires development in various sectors.

Todaro states; Development is a multidimensional process that involves the reorganization and reorientation of the entire economic and social system. In economic terms, development has been understood as the achievement of a sustainable rate of growth in per capita income to enable a country to expand its output faster than its population [4].

There are at least three basic components and practical guidelines for understanding the true meaning of development. These three components are sustenance, self esteem and freedom. Sufficiency is the ability to fulfill basic needs such as food, shelter, health, and protection (security), Self-esteem means not being used as a tool by others for their own purposes, and freedom is a situation that shows that a society has alternatives to satisfy its desires and everyone can make real choices according to their wishes [4].

To achieve the core value of the meaning of development, efforts to develop the country must be made, especially economic development. Economic development certainly requires qualified human resources (HR) because their contribution to the development process is very important. In fact, quality human resources are still limited and the number of unemployed people is large, which is around 7.2 million people. This excess quantity of human resources makes the government direct the population not only to become laborers or employees. The government also encourages people to become job creators so that unemployment is minimized, the effort is known as entrepreneurship.

Meanwhile, entrepreneurship itself means a person who is involved in a business or business with the possibility that he can get his own losses or profits. Entrepreneurship plays an important role in economic development around the world, including in Indonesia.

The number of entrepreneurs in Indonesia is at a ratio of 3.47% of the population, this percentage is still relatively low when compared to other countries, such as Singapore, whose entrepreneurship ratio reaches 8.76% and Malaysia at 4.7%. Entrepreneurial data in Indonesia shows that elderly entrepreneurs over 60 years old still dominate reaching more than 20 percent of Indonesia's total entrepreneurs, while the lowest is in the age range of 15-29 dominated by generation Z [5].

Generation Z themselves are people born between 1997 and 2012, they have grown and developed in an era of highly advanced technology and high connectivity, so they have a different perspective and lifestyle compared to previous generations. In the Indonesian population pyramid, Generation Z is the largest generation with 94.93 million people or 27.94% of the total population [6], They are also the foundation of the next golden Indonesia 2045. In that year, Indonesia will get a demographic bonus where the number of productive population (15-64 years) is more than the unproductive population (<14 years and >65 years), the proportion is 70:30 [7].

If the demographic bonus of 2045 cannot be utilized properly, the danger of failure will actually become a burden for the country, resulting in increased unemployment, economic growth will be disrupted, increasing poverty [7]. One way that can be done to optimize the Demographic Bonus is to encourage Generation Z entrepreneurial intentions, if the number of Generation Z entrepreneurs increases, it will have a significant effect on the number of Indonesian entrepreneurs in the future.

In addition, efforts to encourage the growth of entrepreneurial intentions are very important in economic development. With entrepreneurial spirit, new businesses can grow,

encourage strategic orientation for business development and increase the potential of resources to influence performance [8] , so that it can absorb excess labor, aka reduce unemployment and in the long run be able to increase the economic growth of Indonesia.

As claimed by Newman and Memon [9] [10], most studies consider entrepreneurial intention as the main consequence of entrepreneurial self-efficacy, where entrepreneurial self-efficacy is significantly related to entrepreneurial intention. In line with the research, Santos [11], Soomro [12], and Hassan [13] conducted research on students and college students in the United States and India, the results showed that entrepreneurial efficacy had a positive effect on entrepreneurial intention. In contrast to research conducted by Osadolor [14] on young graduates in Nigeria, in his research it was found that entrepreneurial self-efficacy had no effect on entrepreneurial intention.

In connection with the differences in the results of previous studies on the effect of self-efficacy on entrepreneurial intention. So this study was conducted to fill the empty space between the research gaps, namely by presenting the mediator variable, namely the Entrepreneurial Attitude variable.

If in existing research conducted in various countries targeting students and students whose scope is limited to the side of educational institutions, as well as outside Indonesia, where differences in cultural context can affect entrepreneurial activity. In this study the authors focus on Generation Z research in Jepara district, the authors want to know the effect of self-efficacy on entrepreneurial intention mediated by Entrepreneur Attitude in Generation Z in Jepara.

2 Literature Review and Hypothesis

2.1 Entrepreneurial Self Efficacy and Entrepreneurial Intention

In general, as stated by Bird, B.J.A.o.m.R. [15] "Intention is a state of mind that directs one's attention (and therefore experiences and actions) toward a particular object (goal) or path to achieve something (means)". Entrepreneurial intention is an indicator of strong entrepreneurial potential, emphasizing an individual's confidence in starting a new business in the future [16].

Self-efficacy refers to an individual's confidence and belief in their own skills and ability to successfully do necessary tasks, even when faced with adversity. Examining self-efficacy is critical for understanding individual behavior, as it helps ascertain an individual's tenacity, adaptability, and commitment when confronted with challenges, as well as the degree of exertion they will use to accomplish tasks [10].

Self-efficacy is based on social cognitive theory, which explains how people's beliefs influence their ability to influence the environment and the results of their actions. Entrepreneurial self-efficacy, on the other hand, specifically refers to a person's belief in their ability to effectively perform different roles and tasks related to entrepreneurship, such as generating new business ideas, developing new products or services, or starting a new venture [11].

Entrepreneurial self-efficacy is considered to be the most determining factor on entrepreneurial intention [10], these results are the same as what Soomro found [12], where self-efficacy has a positive and significant influence on the entrepreneurial intentions of trade students in Pakistan. Likewise, in a study conducted by Hassan [13] The study revealed that

the self-efficacy of entrepreneurs and students' intentions to pursue their dreams have a high correlation. Specifically, a rise in entrepreneurial self-efficacy of 22.90% was found to have a substantial impact on students' inclination towards entrepreneurship. This suggests that having confidence in one's own capacity to start and run a firm plays a crucial role in motivating students to pursue entrepreneurial endeavours.

The world widely acknowledges entrepreneurship as an effective tool for achieving sustainable economic growth and development. This statement clarifies the current emphasis on entrepreneurship as a strategy for achieving economic growth and development, advancement, employment generation, innovation, and enhancement of a country [11], [14], [17]. Entrepreneurship is closely associated with economic growth and provides solutions to unemployment and other societal challenges. Hence, it is critical to understand and consider the determinants that will guide a nation's progress.

According to experts, entrepreneurial activities are contingent upon the purpose to behave in a specific manner, indicating that intention plays a crucial role in determining action. Business intention refers to both the aspiration to initiate and the sincere drive and readiness to participate in business endeavours. Entrepreneurs regard it as a crucial component [14].

Hypothesis 1: Self-efficacy has a positive and significant effect on the entrepreneurial intention of Generation Z Jepara.

2.2 Self Efficacy, Entrepreneurial Attitude and Intrepreneural Intention

The entrepreneurial attitude is a significant yet underexplored topic in entrepreneurship research. It pertains to the personal traits that enable individuals to venture into new business endeavours, including being innovative, willing to take risks, striving for success, possessing self-confidence, and having a strong sense of control over their own actions. [18]. In addition, Kansheba [19], An entrepreneurial mindset is seen as a crucial personality characteristic that encompasses the desire for accomplishment and advancement, creativity, willingness to take risks, and ability to handle uncertainty. These qualities collectively inspire individuals to engage in entrepreneurial endeavours and partake in entrepreneurial pursuits. The inclination to become an entrepreneur is greatly influenced by one's mentality. An entrepreneur must possess open-mindedness, which is exemplified by an entrepreneurial mindset [20].

Research conducted by Yousaf [21] revealed that self-efficacy has a role in shaping entrepreneurial attitudes which will ultimately affect entrepreneurial intentions.

An entrepreneurial mindset encompasses the traits of an individual who is willing to venture into a new enterprise, displaying qualities such as innovation, risk-taking, a drive for success, self-assurance, and a sense of personal control. Research conducted by Hassan, H., et al. [18] Research has demonstrated that an entrepreneurial mindset significantly impacts one's intention to engage in entrepreneurial activities. Various factors, such as locus of control, personality traits, propensity for risk-taking, reliance on others, cultural background, past experiences, ambition, capacity for learning, lifestyle, and determination, can shape an individual's mindset, making it highly malleable.

Hypothesis 2: Self-efficacy has a positive and significant effect on the entrepreneurial attitude of Generation Z Jepara.

Hypothesis 3: Entrepreneurial Attitude Has a Positive and Significant Effect on Generation Z Entrepreneurial Intention.

Hypothesis 4: Self-efficacy has a positive and significant effect on entrepreneurial intention mediated by entrepreneurial attitude in Generation Z Jepara.

From the hypothesis above, the research framework can be made as follows:

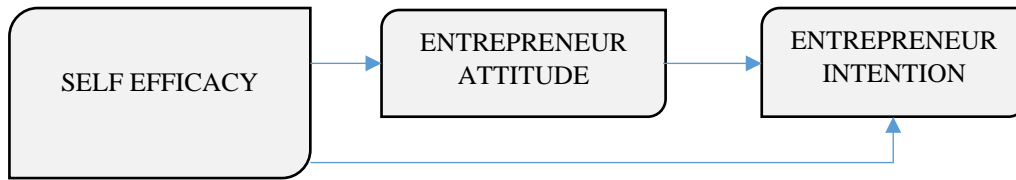


Fig 1. Research Framework

Table 1 : Measurement Items

Constructs	Items	Statement Item	Coefficient Correlation
Self Efficacy	SE1	To start a firm and keep it working would be easy for me	Adopted from Soomro, B.A. and N.J.E.T. Shah [12]
	SE2	I am prepared to start a viable firm	
	SE3	I can control the creation process of a new firm	
	SE4	I know the necessary practical details to start a firm	
	EA1	My ambition is to be an entrepreneur	
Entrepreneur Attitude	EA2	Being an entrepreneur will secure my future life	Adopted from Hassan, H., et al. [18]
	EA3	Being an entrepreneur will give me an opportunity to challenge myself	
	EA4	Being an entrepreneur will empower my future life	
	EA5	Being an entrepreneur will show my real personality	
	EA1	I am ready to do anything to be an entrepreneur.	
Entrepreneur Intention	EI2	My professional goal is becoming an entrepreneur.	Adopted from Soomro, B.A. and N.J.E.T. Shah [12]
	EI3	I am determined to create a firm in the future.	
	EI4	I will make every effort to start and run my own firm.	
	EI5	I have very seriously thought of starting a firm	

3 Method

This research aims to test hypotheses regarding the cause-and-effect relationship between one variable and another. The research model is developed through a hypothesis approach and tested based on certain principles. This research was conducted on Generation Z in Jepara Regency, Central Java.

This study uses quantitative methodology to determine the role of Self-Efficacy and Entrepreneurial Attitudes on Gen Z Entrepreneurial Intention in Jepara. The population of this study is Jepara's Generation Z aged 20-29 years which amounted to 187,352 people [22]. The sampling technique used the Slovin Formula $n = N / (1 + e^2 * Z^2)$ with a random sample, The Slovin formula is a practical method for determining the size or number of samples provided that the population is relatively large. Determination of the minimum sample size required in the study needs to pay attention to the specified error tolerance limit [23]. so that the sample of this study was 384 people. Primary data collection was carried out using a questionnaire with a Likert scale with ten alternative answers.

The data analysis technique in this study uses Structural Equation Modeling (SEM) using PLS software. Data collection and hypothesis testing were carried out using a questionnaire with a Likert scale with ten alternative answers.

4 Results and Discussion

4.1 Results

4.1.1 The outer model prediction

Validity and Reliability Test The validity test in this study can be seen from the results of the loading factor calculation on each statement. To find out whether the data is valid or not, it can be seen by looking at the correlation value > 0.7 . The following are the results of the loading factor for the validity test of this study :

Table 2 . Result of measurement model (outer model)

Construct	Item	Loading	Cronbach alpha	CR	AVE
Entrepreneur Attitude	EA1	0,852	0,893	0,922	0,704
	EA2	0,700			
	EA3	0,911			
	EA4	0,865			
	EA5	0,852			
Entrepreneur Intention	EI1	0,845	0,944	0,957	0,816
	EI2	0,906			
	EI3	0,924			
	EI4	0,923			
	EI5	0,918			
Self Efficacy	SE2	0,884	0,874	0,914	0,729
	SE3	0,730			
	SE4	0,858			
	SE5	0,930			

It can be seen from the results of the loading factor output above, that the loading factor value on each variable construct has a construct value > 0.7 which is considered sufficient and accepted so that from the validity test, this study has a good valid value. Furthermore, the reliability test is carried out with the aim of proving the consistency, accuracy, and accuracy of the instrument in measuring constructs. The value that must be obtained in testing Composite Reliability and Cronbach's Alpha > 0.70 , so that if the value obtained is > 0.70 then the data can be said to be reliable.

The results of composite reliability testing in the table above show that all variables have a value > 0.7. so it can be stated that all constructs in this study are declared reliable.

Table 3 . Heterotrait-monotrait ratio (HTMT)

Construct	Self Efficacy	Entrepreneur Attitude	Entrepreneur Intention
Self Efficacy			
Entrepreneur Attitude	0.811		
Entrepreneur Intention	0.658	0.731	

In order to assess discriminant validity, this study also employed heterotrait correlations. When the ratio is less than 0.90, we achieve discriminant validity. The heterotrait-monotrait values in Table 3 range from .658 to .811, showing that discriminant validity has been established.

4.1.2 Model Fit

R-square (R²) aims to find accurate predictions in the research model, which is used to assess how much influence certain independent variables have on the dependent variable. This study adopted suggestions from Hair et al [24] with categories: high (0.75), medium (0.50), and weak (0.25). As per initial research, the R² value gives Entrepreneur Attitude is 0.689, which implies that Entrepreneur Attitude can forward about 68.9%. Entrepreneur Attitude with moderate category. Furthermore, R² for Entrepreneur Intention is 0.702, which implies that Self-Efficacy and Entrepreneur Attitude are at a moderate level. In addition, this study also included f² to estimate the size of the variable constructs. The f² criteria used in the current investigation are .02 (small), .15 (medium), and .35 (big), in accordance with Hair et al [24]. The results showed that the f² values of Self Efficacy to Entrepreneur Attitude and Entrepreneur Attitude to Entrepreneur Intention were 2.255 (high) and .392 (high). The f² value between Self Efficacy to Entrepreneur Intention is .007 (small).

The initial computation presupposes that the model has successfully undergone validity and reliability assessments. In this case, the inner model is calculated using PLS estimation to create a structure for in-depth examination. The objective of this study is to ascertain the correlation between different constructs. The basis used in testing hypotheses is the value contained in the path coefficient results obtained from the bootstrapping analysis calculation. If it is known that the p value is <0.05, then the hypothesis is accepted so that it can be said that there is a significant effect. Conversely, the hypothesis will be rejected if the amount of p values > 0.05 so that it can be said that there is no significant effect.

Table 4 . Path coefficients and results of hypotheses testing (SE, EA, and EI)

Hypothesis	Relationship	Coeffisien	T statistics	T Table	P value	Decision
H1	Self Efficacy -> Entrepreneur Intention	0.134	2.062	1.646	0.040	Accepted
H2	Self Efficacy -> Entrepreneur Attitude	0.804	15.273	1.646	0.000	Accepted
H3	Entrepreneur Attitude -> Entrepreneur Intention	0.607	4.683	1.646	0.000	Accepted
H4	Self Efficacy -> Entrepreneur Attitude -> Entrepreneur Intention	0.300	3.560	1.646	0.000	Accepted

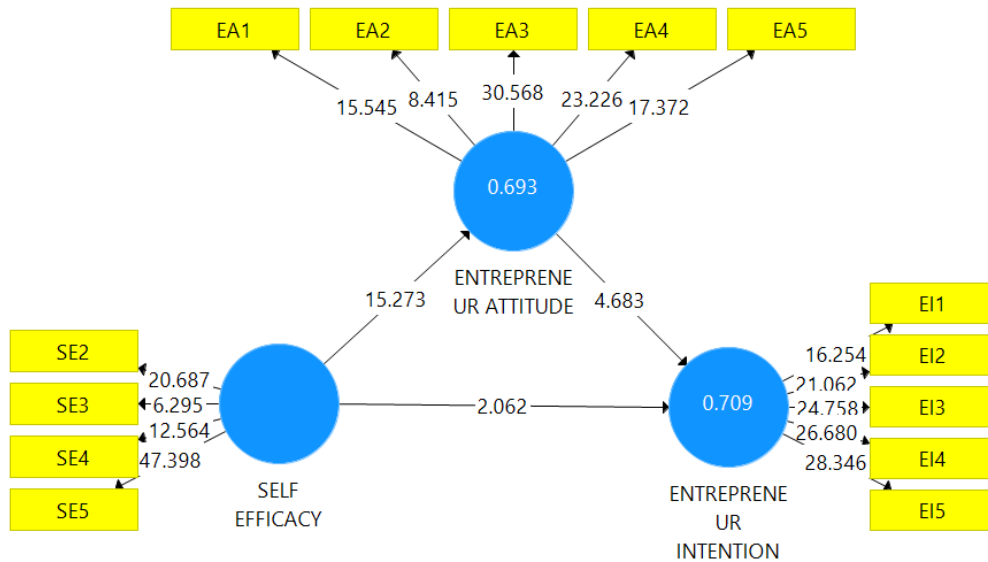


Fig. 2. Structural model analysis results

Hypothesis 1: The Effect of Self Efficacy on Entrepreneurial Intention

Shows that the coefficient value (0.134) and T statistics (2.062) > T-table (1.655) and P value (0.040) < 0.05, then H0 is rejected and Ha1 is accepted. The results showed that self-efficacy has a significant influence on the business intention of gen Z in Jepara. This means that the better an individual's self-efficacy directly increases the individual's intention to engage in entrepreneurial activities. Entrepreneurial self-efficacy includes the capacity to gather and utilize the assets, talents, and skills needed to start and manage a business. When

individuals have a good understanding of these concepts, they are more strongly inclined to take entrepreneurial action.

Self-efficacy increases individuals' confidence in their ability to start and manage a business. A deep understanding of entrepreneurship helps individuals feel more prepared to face challenges that may arise in their entrepreneurial journey. This includes the ability to create business plans, manage risks, and recognize market opportunities. With increased self-confidence, individuals are more likely to have a strong intention to engage in entrepreneurial behavior.

Hypothesis 2: The Effect of Self Efficacy on Entrepreneurial Attitudes

The coefficient value (0.804) and T statistics (15.273) are both greater than the critical value from the T-table (1.655), and the P value (0.000) is less than 0.05. Therefore, researchers reject the null hypothesis (H0) and accept the alternative hypothesis (Ha2). This indicates that there is a strong and meaningful correlation between self-efficacy factors and entrepreneurial attitude. The findings indicated that self-efficacy exerts a substantial impact on the entrepreneurial mindset of Generation Z individuals in Jepara. This implies that a higher level of self-efficacy in an individual immediately enhances their entrepreneurial attitude, leading them to actively participate in entrepreneurial activities. Entrepreneurial self-efficacy refers to the ability to acquire and effectively use resources, skills, and knowledge in order to develop an entrepreneurial mindset characterised by innovation, risk-taking, a drive for success, and confidence in oneself.

Self-efficacy increases individual confidence and fosters an innovative attitude and has clear goals in entrepreneurship. A deep understanding of entrepreneurship helps individuals feel more prepared to face challenges that may arise in their entrepreneurial journey. This includes the ability to create business plans, manage risks, and recognize market opportunities. With increased self-confidence, individuals are likely to have a strong intention to engage in entrepreneurial behavior.

Hypothesis 3: Effect of Entrepreneur Attitude on Entrepreneur Intention

The coefficient value (0.607) and T statistics (4.683) indicate that they are both greater than the critical value from the T-table (1.655), and the P value (0.000) is less than 0.05. Therefore, we reject the null hypothesis (H0) and accept the alternative hypothesis (Ha3). This indicates that there is a strong and statistically significant relationship between the variables of entrepreneur attitude and entrepreneur intention. As a result, there is a positive relationship between an individual's entrepreneurial attitude and their intention to participate in entrepreneurial activity. An entrepreneurial mentality encompasses a mindset that values innovation, willingness to take calculated risks, striving for achievement, and possessing self-confidence in order to cultivate intention.[13].

Hypothesis 4: Moderating Effect of Entrepreneurial Attitude of Self Efficacy on Entrepreneurial Intention

The coefficient value (0.300) and T statistics (3.560) are both greater than the critical value from the T-table (1.655), and the P value (0.000) is less than 0.05. Therefore, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H_{a4}). This indicates that there is a strong and meaningful relationship between the moderating effect of entrepreneurial attitude and entrepreneurial intention, specifically self-efficacy. An entrepreneurial mindset encompasses the personal traits and qualities that drive individuals to venture into new commercial endeavours. These traits include innovation, risk-taking, a strong desire for success, confidence, and a sense of personal control over outcomes [21]. When individuals with good attitudes, they become more confident and inventive and ultimately more capable of facing entrepreneurial challenges.

A good entrepreneurial attitude provides individuals with the necessary knowledge to effectively manage aspects of their business. This knowledge increases confidence and creativity in running a business. When individuals feel more confident in their ability to be entrepreneurial, they tend to develop strong intentions to engage in entrepreneurial activities. Self-efficacy supported by a good entrepreneurial attitude makes individuals feel more prepared and motivated to start and manage a business, thus increasing entrepreneurial intentions.

5 Discussion

The results show a strong relationship between self efficacy, entrepreneurial attitude and entrepreneur intention in the context of Z generation Jepara, This suggests that strong self-confidence is important in shaping their entrepreneurial ability. Individuals with good self-efficacy will be more confident in their abilities so that they can optimize their talents and assets, all of which are important for business success. these results are supported by Soomro [12], The trade student learning program in Pakistan provides an opportunity for a person to gain experience in managing a business. This experience can give students the confidence to try and have confidence in the entrepreneurial world. Students who have high self-confidence will be able to make decisions and be able to face challenges by making good strategies. The results of this study are in accordance with the theory stated by Santos [11] that an entrepreneur who has self-confidence will be more optimistic and have confidence in their ability to realize business success.

The moderation results in this study indicate that entrepreneurial attitude as a moderating variable actually strengthens the relationship between self-efficacy and entrepreneurial interest. A group of entrepreneurs who have confidence and confidence in their ability to manage a business can make them able to manage a business well. Someone who has a good attitude about entrepreneurship certainly dares to take steps to run a business, this is because they have strong self-confidence. There are things they consider before making the choice to become an entrepreneur, which causes a lack of self-confidence, thus reducing their interest in entrepreneurship. The results of this study are in line with Nursyirwan [25] which states that a person who is interested in entrepreneurship and has entrepreneurial knowledge will be influenced by his self-confidence as a basis for creating a business.

Overall, these findings confirm the importance of efforts to improve the self-efficacy and entrepreneurial attitudes of z Generation. Training and mentoring programs that focus on improving these two types of variables can significantly increase individuals' participation and success in business. By strengthening individual self-efficacy and entrepreneurial attitudes,

individuals will better optimize their potential, make the right decisions, and take advantage of opportunities, ultimately contributing to economic growth and sustainability. Therefore, self-efficacy and entrepreneurial attitude should be the main focus in Generation Z's internal development strategy to contribute to increasing the number of young entrepreneurs in Indonesia.

6 Conclusion

The research's factual value is in developing a model that can accurately evaluate the level of interest Generation Z has in entrepreneurship. This research's immediate and consequential impacts also influence Generation Z's inclination towards entrepreneurship. This study has demonstrated that an individual's attitude towards entrepreneurship and self-efficacy are determining factors in their likelihood of becoming an entrepreneur. The findings of this study can serve as a useful point of reference for both scholars and policymakers, including government officials. According to this study framework, policymakers must collaborate with diverse stakeholders to establish their policy implementation strategy for entrepreneurship.

The practical implications of this research include the need to develop and enhance robust convictions through intense entrepreneurial training. Parents and instructors should actively mentor entrepreneurship training to foster the growth of entrepreneurial self-efficacy in Generation Z. It is crucial for Generation Z to develop entrepreneurial self-efficacy, as it is the most influential factor in shaping their mindset towards entrepreneurship. Teachers, who are the primary point of contact with pupils, should cultivate a person's disposition towards entrepreneurship by actively engaging and inspiring their interest in this field. In addition to its research contributions, this study contains limitations, such as the relatively small sample size of only 380 youngsters. Furthermore, studies pertaining to entrepreneurial interest solely focus on factors such as entrepreneurial self-efficacy and attitudes towards entrepreneurship. Future research should aim to construct a more intricate model that specifically examines various dimensions of human resource management, psychological factors, and other facets of entrepreneurship, including motivation, entrepreneurial skills, entrepreneurial traits, and propensities for taking risks.

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