

**ANALYSING THE DRIVING FORCE OF ENTREPRENURSHIP INTENTION AMONG STUDENTS
(CASE STUDY: THE INTENTION OF IBA STUDENTS AT SAM RATULANGI UNIVERSITY
TO RUN A BUSINESS)**

ANALISIS INTENSI MAHASISWA BERWIRUSAHA

(STUDY KASUS: INTENSI PADA MAHASISWA IBA UNIVERSITAS SAM RATULANGI DALAM BERBISNIS)

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Abstract: Driving forces mean the forces that can give the stimulus to the subject; in this case the stimulus for the student's entrepreneurial intention. Without the right driving forces; student's entrepreneurial intention cannot be achieved in the end and thus students in the future may not consider entrepreneur as one of the alternatives for their careers. The research aims to gain more comprehensive understanding regarding the driving force of entrepreneurship intention among students in IBA. This study uses a qualitative method and using interview as the tool to collect data from informants. The findings of this study show that all of the driving forces which are flexibility, family influence and responsibility, teamwork, financial needs and control act as an important driving force that can affect the entrepreneurial intention of college students. Meaning that by emphasizing these driving forces; it can create a better chance for college students to choose entrepreneurship as a major career choice in the future. Based on the result, the major recommendation is regarding the emphasis of these driving forces within college or other educational institution in order to increase the chance of people choosing entrepreneurs as their career path in the future.

Keywords: entrepreneurial intention, financial needs, family influence, flexibility, teamwork, control

Abstrak: Kekuatan pendorong berarti kekuatan yang dapat memberikan stimulus kepada subjek; dalam hal ini stimulus untuk niat kewirausahaan mahasiswa. Tanpa kekuatan pendorong yang tepat; niat kewirausahaan siswa tidak dapat dicapai pada akhirnya dan dengan demikian siswa di masa depan mungkin tidak menganggap pengusaha sebagai salah satu alternatif untuk karir mereka. Penelitian ini bertujuan untuk mendapatkan pemahaman yang lebih komprehensif mengenai kekuatan pendorong niat kewirausahaan di kalangan mahasiswa di IBA. Penelitian ini menggunakan metode kualitatif dan menggunakan wawancara sebagai alat untuk mengumpulkan data dari informan. Temuan penelitian ini menunjukkan bahwa semua kekuatan pendorong yang merupakan fleksibilitas, pengaruh dan tanggung jawab keluarga, kerja tim, kebutuhan keuangan dan kontrol bertindak sebagai kekuatan pendorong penting yang dapat mempengaruhi niat kewirausahaan mahasiswa. Artinya dengan menekankan kekuatan pendorong ini; dapat menciptakan kesempatan yang lebih baik bagi mahasiswa untuk memilih kewirausahaan sebagai pilihan karir utama di masa depan. Berdasarkan hasilnya, rekomendasi utama adalah mengenai penekanan kekuatan pendorong ini dalam perguruan tinggi atau lembaga pendidikan lainnya untuk meningkatkan peluang orang memilih pengusaha sebagai jalur karier mereka di masa depan.

Kata Kunci: Intensi berwirausaha, kebutuhan finansial, pengaruh keluarga, fleksibilitas, kerja tim, kontrol

INTRODUCTION

Human resources are the people who make up the workforce of an organization, business sector, or economy. Human capital is sometimes used synonymously with human resources, although human capital typically refers to a narrower effect (i.e the knowledge the individuals embody and economic growth). Likewise, other terms sometimes used include manpower, talent, labor, personnel, or simply people.

Competitiveness of human resources in Indonesia is still under other countries for the same region. However, the level of school participation in Indonesia has grown significantly but, has not been able to improve competitiveness. Although the school participation rate has grown significantly the learning achievement of students is still below comparing to other countries in the region, thereby reducing Indonesia's competitiveness in the global economy. Human Capital of Indonesia Portraits depicting the quality of human resources in Indonesia will be reviewed using several relevant aspects, namely the demographic conditions of the Indonesian population, the labor conditions, the quality of Indonesia human development Index, and the literacy of Indonesian society compared to other countries.

In 2015, Indonesia is the country that ranks 4 in terms number of inhabitants in the world, with a population of about 253 million people. Some indicators related to the quality of human resources above can be concluded that the government still has a lot of homework to improve the quality of human resources. If the government is able to raise the quality of human capital, some problems will be solved at once. Good quality of human resources, will encourage the creation of innovations and labor productivity that affect the growth of the company and the economy. In addition, qualified human resources will facilitate labor seekers to absorb the workforce generated from educational institutions. In turn, the development of superior human resources will reduce the demonic circle of poverty, because with the superior human resources help to change the fate of residents who originally were in the category of poor, obtaining a decent work and wages that can deliver it to Better level of social strata. Another impact is the demographic bonuses experienced by the country can be directed to a blessing for the country. Because with more productive population, if coupled with good quality of human resources will make it easier to gain access to the job. If the policy regarding the development of human resources quality is made precisely and correctly, then the competitive advantage of the Indonesian nation will increase as the capital to compete in the current trade liberation and the world economy.

Research Objective

To understand the driving forces of the entrepreneurship intention among students.

THEORETICAL REVIEW

Entrepreneurship

Entrepreneurship is characterized by, clever or talented of recognizing new products, determining the new way of production, arranging operations management for new product procurement, marketing, and regulating the capital of its operations.

Entrepreneurial Intention

According to Santoso (1993), entrepreneurial intention is a psychic symptom to focus and do something about the entrepreneurial with a feeling of pleasure for a benefits.

Previous Research

Marire (2017) investigated the influence of four factors, namely, personal attitude, subjective norms, perceived behavioral control and entrepreneurship education on entrepreneurial intentions amongst Generation Y students in Zimbabwe. It has been noted that studies conducted on entrepreneurial inclination overweigh those focusing on entrepreneurial intentions amongst students.

Weiss (2015) showed that the creation of new business has an important influence on innovation, employment and economic growth in both developed and undeveloped nations. Given the importance of new venture creation, entrepreneurship has been the topic of numerous studies in the scientific field. Yet, the knowledge about influencing factors that foster or impede this process and about differences between groups is not sufficient. A fuller understanding how people – especially students – develop their founding intentions has to be developed. Furthermore, since most of the studies have taken a single-country approach or were based on a

sample of existing entrepreneurs, limited evidence exists regarding the effect of fostering and hindering factors in relation to entrepreneurial intentions of university students in a cross-cultural setting.

Tiwari, Bhat and Tikoria (2017) aimed at identifying the social entrepreneurial intention among undergraduate students in Indian context by using the theory of planned behaviour as the research framework. A 50-item questionnaire was responded by 230 students who are enrolled in the universities in India. The data were collected by employing a systematic random sampling method. In total, 72% (N = 166) of the respondents were male and 31% (N = 64) were female and the average age of the respondents was 20 years. The questions measured emotional intelligence, self-efficacy, attitude towards becoming a social entrepreneur and social entrepreneurial intentions. The result shows that the proposed model in the present study explains 42% of the variance, explaining the social entrepreneurship intention. Both Emotional intelligence and self-efficacy showed the positive significant relationship with both attitude and social entrepreneurial intentions.

RESEARCH METHOD

Research Approach

This research will using qualitative method. According to Denzin and Lincoln (2000), qualitative research involves an interpretive and naturalistic approach. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. The type of this research is to understand the driving force of student entrepreneurial intention.

Population, Sample and Sampling Technique

According to Sabar (2007), population is the overall subject of research. If one wants to examine all the elements in the research area, the research is a population study or census study. Population is a generalization region consist of objects/subjects that have certain qualities and characteristics set by researchers to learn and then pulled in conclusion (Sugiyono, 2011:80). The population of this study is Students of Sam Ratulangi University (Unsrat) who have become entrepreneur.

According to Sugiyono (2008:118), samples have the meaning of a part of the whole and characteristics belonging to a population. If the population is large, so the researchers certainly do not allow to study the whole of the population, some obstacles that will be faced such as the limitation of funds, energy and time then in the case of it is necessary to use samples taken from the population. Then, what is learned from the sample will then get a disaster that is later done for the population. The sample in this research are entrepreneurial FEB Unsrat Students. In this research 10 informant of entrepreneurial student in Unsrat are taken as sample.

Data Collection Method

According to Currie (2005), primary research is research that produces data that are only obtainable directly from an original source. In certain types of primary research, the researcher has direct contact with the original source of the data. Primary data are data that were previously unknown and which have been obtained directly by the researcher for a particular research project. Primary information is primary data to which meaning has been added; in other words, the data have been analyzed, inferences have been drawn from them and, thereby, meaning has been added.

Operational and Measurement of Research Variable

Table 1 Definition of Research Variable

Variable	Indicator
Entrepreneurial Intention	- Financial Needs - Family Influence and Responsibility - Flexibility - Teamwork - Control

Source: data Processed, 2020

Data Analysis Method

The data analysis methods that will use in this research are qualitative methods, Qualitative research examines the perspective of participants with strategies that are interactive and flexible. Qualitative research is

aimed at understanding social phenomena from the point of the participant's field. Thus the meaning or understanding of qualitative research is a study used to examine the condition of the object. Natural where researchers are the key instruments (Sugiyono, 2005).

RESULT AND DISCUSSION

Result

In this research, there are 10 respondents that has become the research object. These respondents are students of Sam Ratulangi University especially in FEB has become entrepreneurs; the time of establishments and types of business from each respondents are vary thus creating a better sampling for this research.

Informant 1:

The first informant established her business since 2016 and her business currently is in food and beverages industry, it has been 4 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants to implement the knowledge during the time at college into a real life situation; thus the informant keeps trying to improve the current product. The informants feel that flexibility is a big factor for her in choosing to be an entrepreneur; because the informants want to work with her own timeline. Family and responsibility within it also play a big role for the informant; even only in small percentage. The informant believes that the influence of family still have a role even only for a small portion. Teamwork with friends and relatives also have a big part for the informant to become an entrepreneur; because the informant and her friends have the same idea and vision for the business. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can fulfill daily needs with the profits at hand; last the informant stated that control over business also important but not in a big way. It is because the informant's current business owned by the informant and also some friends. Thus there are equal standard in terms of control over the business.

Informant 2

The second informant established his business since 2017 and his business currently is in food and beverages industry, it has been 3 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants to gain income in order to fulfill his needs; thus the informant keeps trying to improve the current product and expand the business to gain more income as well. The informants feel that flexibility is a big factor for him in choosing to be an entrepreneur; because the informant wants to work freely without any restriction. Family and responsibility within it also plays a big role for the informant. The informant believes that the influence of family still have a role because the informant want to gain the sense of achievement in running the business. Teamwork with friends and relatives also have a big part for the informant to become an entrepreneur; because the informant able to run the business easier with friends compare to strangers. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can fulfill daily needs with the profits at hand; last the informant stated that control over business also important because the informant want the business to be exactly as he wants to be.

Informant 3

The third informant established her business since 2017 and her business currently sell make up and accessories for woman, it has been 3 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because of the informant's hobby regarding accessories; thus the informant wants to turn her hobby into her own business. The informants feel that flexibility is a big factor for her in choosing to be an entrepreneur; because the informants want to work with her own timeline considering her time currently as an active student. Family and responsibility within it does not have a role for the informant; it because there is no pressure from family member and the informant made the business based on her hobby. Teamwork with friends and relatives also has a big part for the informant to become an entrepreneur; because the informant's current business can expand with her friends that act as business associates in term of marketing the business. Financial needs have a major role in informant's decision to become entrepreneurs because the informant can fulfill daily needs with the profits at hand regardless the numbers of

income; last the informant stated that control over business is very important. It is because the informant wants to control the type of products that currently on sale and the types of discount that can be implemented as well.

Informant 4

The fourth informant established her business since 2017 and her business currently is in food and beverages industry, it has been 4 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants to have extra income during her time as college student now. The informants feel that flexibility is a big factor for her in choosing to be an entrepreneur; because the informant can have the time to work and also study during classes. Family and responsibility within it also play a big role for the informant; even only in small percentage. The informant believes that the influence of family still have a role because informant's family member also give advice for her business as well. Teamwork with friends and relatives also have a big part for the informant to become an entrepreneur; because the informant can work well with the current workers which is also family members. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can buy personal needs with the profits at hand; last the informant stated that control over business also important. It is because the informant can decide the type of product that she wants to sell according to her preferences.

Informant 5

The fifth informant established his business since 2016 and his business currently is in food and beverages industry, it has been 4 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because he wants to gain extra income from the business; thus the informant keeps trying to improve the current product to get new customers. The informants feel that flexibility is a big factor for him in choosing to be an entrepreneur; because the informant wants to work with his own timeline. Family and responsibility within it also plays a big role for the informant; the informant believes that the influence of family still have a role in terms of advice and also financial support. Teamwork with friends and relatives also has a big part for the informant to become an entrepreneur; because the informant and his relatives have the same idea and vision for the business. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can buy his needs and other products with the profits at hand; last the informant stated that control over business also important but not in a big way. It is because the informant's current business owned by the informant and also family members. Thus there are equal standard in terms of control over the business

Informant 6

The sixth informant established her business since 2019 and her business currently sell make up and accessories for woman, it has been 1 year since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants to turn her hobbies in fashion into the current business. The informant feels that flexibility is a big factor for her in choosing to be an entrepreneur; because the informant can work and do other activities as well. Family and responsibility within it does not have an impact for the informant because she runs the business herself without any input from family members. Teamwork with friends and relatives does not have a big part for the informant to become an entrepreneur; because the informant runs the business alone. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can fulfill daily needs with the profits at hand; last the informant stated that control over business also important in a major way. It is because the informant can have the freedom to choose which products that will be available to sell.

Informant 7

The seventh informant established her business since 2019 and her business currently sells make up and accessories, it has been 1 year since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants to implement the knowledge during the time at college into a real life situation; thus the informant keeps trying to improve the current product. The informants feel that flexibility is a big factor for her in choosing to be an entrepreneur; because the informants want to work with her own timeline. Family and responsibility within it also play a big role for the informant; even only in small percentage. The informant believes that the influence of family in terms

of advice still have a role even only for a small portion. Teamwork with friends and relatives also has a big part for the informant to become an entrepreneur; because the informant's business partners are mostly her friends. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can fulfill daily needs with the profits at hand; last the informant stated that control over business also important. It is because the informant's current business owned by the informant alone and she can choose the type of products that want to be sells.

Informant 8

The eight informants established his business since 2019 and his business currently is in food and beverages industry, it has been 1 year since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because he wants to turn his hobby of cooking into a business. The informant feels that flexibility is a big factor for him in choosing to be an entrepreneur; because the informant wants to work with his own time and develop his own products. Family and responsibility within it also play a big role for the informant because of financial support and also advice on how to improve the business. Teamwork with friends and relatives also has a big part for the informant to become an entrepreneur; because the informant currently runs the business with his family which is familiar to work with. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can fulfill daily needs and help his family with the profits at hand; last the informant stated that control over business also important. It is because the informant can choose the type of recipes and products that will be on the menu.

Informant 9

The ninth informant established her business since 2018 and her business currently sells handicrafts and arts, it has been 2 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants to turn her hobby into a business. The informants feel that flexibility is a big factor for her in choosing to be an entrepreneur; because the informants can work in her own term and develop her own product. Family and responsibility within it also play a big role for the informant; even only in small percentage. The informant believes that the influence of family still have a role in term of advices and improvement of business. Teamwork with friends and relatives does not have a big part for the informant to become an entrepreneur; because the informant develops her own products and business. Financial needs also have a major role in informant's decision to become entrepreneurs because the informant can buy her needs and wants with the profits at hand; last the informant stated that control over business also important. It is because the informant can have the freedom to choose and develop the current products.

Informant 10

The tenth informant established her business since 2017 and her business currently sells handicrafts and arts, it has been 3 years since its establishment and the informant still runs the business as an entrepreneur until now. The main reason the informants want to be an entrepreneur because she wants gain income and also develop her current skill in crafting. The informants feel that flexibility is a big factor for her in choosing to be an entrepreneur; because the informants want to work with her own timeline. Family and responsibility within it also play a big role for the informant; the informant believes that advice from family can make the business become better. Teamwork with friends and relatives also has a big part for the informant to become an entrepreneur; because the informant and her family can develop the product accordingly. Financial needs also have a major role in informant's decision to become entrepreneurs because eventually the informant can fulfill daily needs and family with the profits at hand; last the informant stated that control over business also important. It is because the informant can create new products according to her own creativity.

Discussion

Flexibility

From ten informants all of them agree that flexibility is important drive for entrepreneurial intention within college students; in this case the informants mostly stated that personal timeline and time to develop products. Meaning that flexibility in terms of working according personal timeline and to develop products are essentials for people in order to have the entrepreneurial intention, especially for college students. Flexibility as the driving force of entrepreneurial intention proves to be valid in increasing college students' intention to become entrepreneur; which is in line with the previous research. According to Jwara (2018), flexibility act as one of the

primary drive for people to become entrepreneurs. In this particular research related with college students. The finding is in line with the previous research because these informants stated that flexibility give the drive for college students to have entrepreneurial intention; meaning that college student will have the intention to become entrepreneur with the necessary drive. College student tends to have other activity thus making them need to do adjustment in terms of time; because these college students need to study as well. Therefore flexibility is essential for college students in order to choose entrepreneur as the main career path.

Family Influence and Responsibilities

Family influence and responsibilities in this case the types of influence or input given by relatives; these inputs are made in order to make business better and have overall improvement. Responsibilities for these people related with the family influences'; thus acting as the driving force for entrepreneurial intention. From 10 respondents only 2 respondents that stated otherwise; other respondents stated that family influence and responsibilities act as a big driving force for entrepreneurial intention for college students. The respondents stated that influence such as financial support, advice and chance to develop business with family's help are important driving force of entrepreneurial intention within college students. It is in-line with the findings Mahajan and Arora (2018) stated that family influences is a driving force for people to choose entrepreneurship as the main choice of career in the future. Meaning that with the right amount family influence it can direct the career of college students; it can act as one of the driving forces for entrepreneurial intention. Therefore family influence and responsibilities act as the driving force of entrepreneurial intention; especially in college students.

Teamwork

Teamwork can be described as the way of doing cooperation in order to achieve common goal; in this case common goal of business. Teamwork is necessary and common in business; because in achieving the main goal working as a team is essential. The findings in this research found that mostly team work is an important driving force of entrepreneurial intention within college students. From 10 respondents only 2 respondents that stated otherwise; while the other agreed upon teamwork act as important driving force of entrepreneurial intention in this case college students. Jwara (2018) showed that teamwork act as one of the primary drive for people to become entrepreneur; at the end of the day teamwork will ease the main goal of the business. It can be applied within the college students also; the teamwork within friends and family will act as a drive to become entrepreneur in the end. College students have the tendencies to choose the way which is easier; in this case in developing a business. Therefore; having friends or relatives to help in building a business can be a crucial driving force for college student to become entrepreneurs. The conclusion is that teamwork act as one of the primary driving force of entrepreneurial intention; especially college students within this research.

Financial Needs

Financial needs in this research talk about the needs of having financial stability and income in order to fulfill needs and more; financial needs are important in order to survive in daily life. Financial needs act as an essential driving force of entrepreneurial intention; because in the end people have the tendency to open up business to gain profit in order to fulfill needs and wants. The findings in this research found that mostly financial needs is an important driving force of entrepreneurial intention within college students. From 10 respondents all of the respondents states that financial needs act as a big driving force for entrepreneurial intention; meaning that financial needs are major driving force. Baubonie (2018) showed that financial needs act as primary driving force because of the fact that human needs financial needs to fulfill their needs, eventually the tendency of having entrepreneurial intention become higher. This is applies for college students that also have financial needs on their own; because in the end college students have their own set of needs and wants that want to fulfill. Therefore the findings of financial needs do act as driving force of entrepreneurial intention; especially college students.

Control

Control in this case can be defined as the way of the business will eventually run; the control can determine how good the business really is and also can have a shift in terms of types of business or the value of the business as well. The person in charge will have total control of the business; meaning that he or she can direct the business according to their preferences and leading it into the desired vision. The findings shows that all of the respondents at the very least want control of the business; with most of the respondents stated that the sense of creativity, production development and freedom to run the business are essentials in having entrepreneurial intention at the first place. Mahajan and Arora (2018) found that control of a certain business will increase the likelihood of

choosing entrepreneurs as future job; it related with how the person who has the control can determine how well the business will be in the future. It is in line with the current research that stated that control of creativity and freedom gives the respondents chance to choose entrepreneurship; it is because college students tend to have creative mindsets and ideas that want to be implemented within a certain business. Therefore control over the business act as a major driving force for entrepreneurial intention; in this particular case college students.

CONCLUSION AND RECOMMENDATION

Conclusion

This research is conducted to analyze the driving force of entrepreneurial intention within college students; in this case the students of FEB Unsrat that become entrepreneurs. After the result and the discussion on previous chapter it can be concluded that all of the driving forces which are flexibility, family influence and responsibility, teamwork, financial needs and control act as an important driving force that can affect the entrepreneurial intention of college students. Meaning that by emphasizing these driving forces; it can create a better chance for college students to choose entrepreneurship as a major career choice in the future. Flexibility of working hours tends to make college students become happier in work, family influence can affect the business as a whole as well through advice and inputs, teamwork with relatives and friends give the drive to open up a business, financial needs act as a major points because of the daily needs that need to be fulfill and control of business can give full creative and freedom control of the business as a whole.

Recommendation

1. Entrepreneurs now act as one of the primary types of jobs that people want; thus there are driving forces that need to be analyzed in order to see how well people want to choose entrepreneurs as their career in the future. With the research concluded in can be seen that there are 5 driving forces that can lead people into having entrepreneurial intention; thus leading them to become entrepreneurs in the future. Therefore the major recommendation is regarding the emphasis of these driving forces within college or other educational institution in order to increase the chance of people choosing entrepreneurs as their career path in the future; emphasis such as increasing the subjects regarding entrepreneurship and its method of working can be a great way to increase it.
2. With numbers of human resources that can be found everywhere now in Indonesia; it is only the matter of how the direction of their career path will be and the inclusion of entrepreneurship can be essential for the foreseeable future.
3. The researcher hopes, this research will be used to examine more about the other driving forces that may have affect toward entrepreneurial intention for college students or other subjects. It is also recommended for the next researcher to have more informants or conduct the research in wide area such as in North Sulawesi; other input such as different types of variables and also different perspective of conducting the future research will make the final result better for the future researcher and give a more comprehensive understanding regarding this topic.

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