

*MEMULAI BISNIS BARU OLEH GENERASI Z DI INDONESIA: MOTIVASI KEWIRAUSAHAAN  
DALAM INDUSTRI PARIWISATA DAN HOSPITALITY*

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**Abstract:** Youth entrepreneurship is increasingly recognized as an important driver of economic growth, job creation, and regional competitiveness. This study aims to examine the effects of entrepreneurial environment, self-confidence, and entrepreneurial motivation on the entrepreneurial intention of Generation Z to start a business in the tourism and hospitality sector in Manado City. The study employed a quantitative approach with an explanatory survey design. Primary data were collected through structured questionnaires administered to 250 Generation Z respondents in Manado City. The data were analyzed using multiple linear regression with partial and simultaneous hypothesis testing. The results show that entrepreneurial environment, self-confidence, and entrepreneurial motivation have positive and significant effects on entrepreneurial intention. Simultaneously, the three variables provide a substantial explanation for entrepreneurial intention in the tourism and hospitality sector. These findings indicate that Generation Z tends to develop stronger entrepreneurial intention when they are situated in a supportive ecosystem, possess confidence in their own capabilities, and are driven by meaningful goals such as financial independence, self-actualization, and social contribution. This

**Keywords:** Entrepreneurial Motivation, Generation Z, Entrepreneurial Intention, Tourism, Hospitality

**Abstrak:** Kewirausahaan generasi muda semakin dipandang sebagai salah satu penggerak penting pertumbuhan ekonomi, penciptaan lapangan kerja, dan penguatan daya saing daerah. Penelitian ini bertujuan untuk menganalisis pengaruh lingkungan berwirausaha, kepercayaan diri, dan motivasi berwirausaha terhadap minat berwirausaha Generasi Z untuk memulai bisnis pada sektor pariwisata dan hospitality di Kota Manado. Penelitian menggunakan pendekatan kuantitatif dengan desain survei eksplanatori. Data primer diperoleh melalui penyebaran kuesioner terstruktur kepada 250 responden Generasi Z di Kota Manado. Data dianalisis menggunakan regresi linear berganda dengan uji parsial dan uji simultan. Hasil penelitian menunjukkan bahwa lingkungan berwirausaha, kepercayaan diri, dan motivasi berwirausaha berpengaruh positif dan signifikan terhadap minat berwirausaha. Secara simultan, ketiga variabel tersebut memberikan penjelasan yang kuat terhadap pembentukan minat berwirausaha pada sektor pariwisata dan hospitality. Temuan ini menegaskan bahwa Generasi Z cenderung memiliki niat lebih kuat untuk memulai usaha ketika mereka berada dalam ekosistem yang mendukung, memiliki keyakinan terhadap kemampuan diri, dan terdorong oleh tujuan yang bermakna, seperti kemandirian finansial, aktualisasi diri, dan kontribusi sosial.

**Kata Kunci:** Motivasi Kewirausahaan, Generasi Z, Minat Berwirausaha, Pariwisata, Hospitality

## INTRODUCTION

### Research Background

Entrepreneurship has long been recognized as a strategic mechanism for stimulating economic growth, creating employment opportunities, and encouraging innovation across regions and industries. In developing

economies, entrepreneurship is also closely connected with social mobility, local economic resilience, and the capacity of communities to respond to structural changes in the labor market. Within this broader context, the tourism and hospitality industry provides a particularly fertile arena for entrepreneurial development because it accommodates small-scale ventures, experience-based innovation, digital promotion, and the commercialization of local resources and cultural assets (Hall & Williams, 2020; Hisrich et al., 2019).

In Indonesia, the tourism and hospitality sector continues to occupy an important place in regional development strategies. Tourism is not only associated with visitor flows and destination branding, but also with the growth of complementary business activities such as accommodation, food and beverage services, local transportation, tour services, creative products, and digital tourism content. This pattern suggests that tourism development can open new entrepreneurial spaces for younger generations, especially in urban and semi-urban areas with expanding service economies. For that reason, the emergence of new entrepreneurs in tourism and hospitality should be viewed as part of a wider agenda for youth economic participation and local value creation.

Among the younger population, Generation Z deserves particular attention. As a cohort raised in a highly connected and digitalized environment, Generation Z tends to be more familiar with online platforms, social media marketing, flexible work arrangements, and new forms of business interaction. These characteristics make them highly relevant to the contemporary tourism and hospitality sector, where customer engagement, digital visibility, and creative service design are increasingly central. Recent studies also indicate that Generation Z's entrepreneurial intention is shaped not only by economic expectations, but also by self-efficacy, entrepreneurial attitude, social influence, and access to enabling ecosystems (Mustari et al., 2024; Purmono, 2023).

Despite this potential, not all young people are equally willing to start a business. Entrepreneurial intention is often influenced by a complex interaction between individual beliefs and external support systems. The theory of planned behavior suggests that intention is shaped by attitudes, subjective norms, and perceived behavioral control, while self-determination theory highlights the importance of autonomy, competence, and meaningful purpose in motivating action (Ajzen, 1991; Ryan & Deci, 2020). In entrepreneurship research, these perspectives help explain why some young people are prepared to pursue business opportunities, while others remain hesitant even when opportunities appear available.

Previous studies further show that entrepreneurial ecosystems matter significantly for intention formation. A supportive environment can reduce perceived barriers, normalize entrepreneurship as a career option, and provide access to role models, mentoring, and peer networks. Elnadi & Gheith (2021) found that an entrepreneurial ecosystem in higher education significantly affects entrepreneurial self-efficacy and entrepreneurial intention. In the Indonesian context, Syahrin et al. (2024) also reported that ecosystem support remains a meaningful predictor of entrepreneurial intention among young people in educational settings. These findings suggest that environmental support is not simply a background variable, but an active condition that shapes the feasibility of business creation.

Another important factor is self-confidence, which in entrepreneurship literature is closely related to entrepreneurial self-efficacy. Individuals who believe in their own capacity to identify opportunities, make decisions, handle uncertainty, and manage a venture tend to show stronger entrepreneurial intention (Bandura, 1997; Santos & Liguori, 2020). This has been confirmed in tourism and hospitality education as well. Zhang & Chen (2024) showed that entrepreneurial self-efficacy plays a mediating role in shaping entrepreneurial intention among tourism and hotel management students, indicating that belief in one's own capability is central to entrepreneurial readiness in service-based sectors.

In addition to environmental support and self-belief, entrepreneurial motivation remains a key explanatory factor. Entrepreneurship is often driven by a combination of economic aspiration, personal passion, independence, and the desire to create meaningful value. In youth entrepreneurship, motivation is especially important because younger individuals are still constructing their career identities and life goals. Studies in Indonesia have shown that entrepreneurial motivation, together with self-efficacy and entrepreneurial competence, significantly influences entrepreneurial intention among Generation Z and university students (Ingsih et al., 2024; Nasution et al., 2024). In tourism contexts, motivation is often enriched by lifestyle orientation, creativity, local attachment, and aspirations to contribute to community development (Ivasciuc & Ispas, 2023).

Even though entrepreneurship among young people has been widely studied, research that specifically examines Generation Z in the tourism and hospitality sector in emerging Indonesian cities remains relatively limited. Much of the existing research focuses on general student entrepreneurship, broader entrepreneurial attitude models, or non-sectoral intention studies. There is still limited empirical evidence on how entrepreneurial environment, self-confidence, and entrepreneurial motivation interact in shaping entrepreneurial intention among Generation Z in tourism-related industries, especially in regional urban contexts such as Manado.

## **Research Objective**

This study addresses that gap by examining the entrepreneurial intention of Generation Z to start a new business in the tourism and hospitality sector in Manado City. Specifically, the study analyzes the effects of entrepreneurial environment, self-confidence, and entrepreneurial motivation on entrepreneurial intention. By focusing on a growing urban tourism setting in Eastern Indonesia, this study seeks to contribute both theoretically and practically to the development of youth entrepreneurship research and to the design of more effective entrepreneurship support systems for the tourism and hospitality industry.

## **THEORITICAL REVIEW**

### **Entrepreneurship**

Entrepreneurship may be understood as a process of identifying opportunities, mobilizing resources, and creating value through new venture formation under conditions of uncertainty. In contemporary management literature, entrepreneurship is not merely associated with business ownership, but also with innovation, opportunity recognition, adaptability, and the ability to transform ideas into viable market offerings (Bygrave & Zacharakis, 2011; Drucker, 2015; Hisrich et al., 2019).

### **Entrepreneurial Intention**

Entrepreneurial intention refers to an individual's conscious state of mind that directs attention, commitment, and planned behavior toward establishing a new business. The concept is important because most entrepreneurial actions begin with a prior intention, especially among younger individuals who are still exploring future career paths. According to the theory of planned behavior, entrepreneurial intention emerges from the interplay of attitude toward entrepreneurship, subjective norms, and perceived behavioral control (Ajzen, 1991).

### **Entrepreneurial Environment**

Entrepreneurial environment refers to the social, institutional, educational, and relational conditions that facilitate or constrain business creation. A supportive entrepreneurial environment generally includes access to entrepreneurial communities, role models, mentoring, market information, and learning opportunities. Recent empirical work demonstrates that such an environment strengthens both perceived feasibility and entrepreneurial intention, especially among students and early-stage entrepreneurs (Elnadi & Gheith, 2021; Kusumojanto et al., 2021; Syahrin et al., 2024).

### **Self Confidence**

Self-confidence in entrepreneurial settings is closely related to entrepreneurial self-efficacy, namely the belief that one is capable of recognizing opportunities, making decisions, solving problems, and managing the risks associated with venture creation. Social cognitive theory explains that self-efficacy affects how individuals think, feel, and act in uncertain situations. In entrepreneurship, stronger self-confidence generally leads to higher perseverance, stronger opportunity pursuit, and a greater willingness to initiate business activity (Bandura, 1997; Santos & Liguori, 2020; Schmutzler et al., 2019).

### **Entrepreneurial Motivation**

Entrepreneurial motivation refers to the internal drive that encourages an individual to pursue entrepreneurial activity as a meaningful course of action. This motivation may arise from economic aspiration, independence, passion, self-actualization, or the desire to create value for others. From the perspective of self-determination theory, people are more likely to engage in sustained action when they experience autonomy, competence, and meaningful relatedness in what they do (Ryan & Deci, 2020). In entrepreneurship, motivation often becomes the force that transforms interest into serious intention.

### **Generation Z**

Generation Z is commonly described as a cohort that grew up in a digitally intensive environment, is highly exposed to online interaction, and tends to be adaptive to technological change. These characteristics make Generation Z highly relevant to tourism and hospitality entrepreneurship, where service innovation, digital communication, online branding, and consumer engagement are increasingly important. Their orientation toward

### **Tourism and Hospitality Industry**

The tourism and hospitality industry offers a distinctive setting for entrepreneurial development because it combines service orientation, local resource utilization, experiential design, and digital promotion. Compared with many capital-intensive industries, this sector often allows smaller ventures to emerge from community-based opportunities, creative services, lifestyle entrepreneurship, and destination-based innovation. As a result, tourism entrepreneurship is often closely associated with local identity, sustainability, and social contribution (Hall & Williams, 2020; Ivasciuc & Ispas, 2023).

### **Previous Research**

Previous studies have consistently shown that entrepreneurial intention among young people is influenced by a combination of contextual and psychological variables. In hospitality and tourism education, Ayeh et al. (2023), Sedegah et al. (2024), and Zhang et al. (2020) found that intention is significantly associated with cognitive readiness, environmental exposure, and entrepreneurial capability. Zhang & Chen (2024) further demonstrated that entrepreneurial self-efficacy mediates the relationship between entrepreneurship education and entrepreneurial intention among tourism and hotel management students.

In the Indonesian context, several studies also support the relevance of the variables used in this research. Adam et al. (2020) and Masikome et al. (2020) found that self-efficacy and educational support are important factors in explaining entrepreneurial interest among students connected to the Unsrat context. Ingsih et al. (2024), Nasution et al. (2024), and Ningsih et al. (2024) confirmed that entrepreneurial motivation and self-efficacy remain influential in shaping entrepreneurial intention among young Indonesians and Generation Z. Hutasuhut et al. (2024) also showed that entrepreneurship education contributes to entrepreneurial intention through broader orientation-building processes.

Based on the theoretical review and previous studies, this research positions entrepreneurial intention as the dependent variable, while entrepreneurial environment, self-confidence, and entrepreneurial motivation are treated as independent variables. The logic of the model is that a supportive environment increases perceived feasibility, self-confidence strengthens perceived capability, and motivation provides the internal force needed to pursue venture creation. In combination, these three variables are expected to shape the entrepreneurial intention of Generation Z in the tourism and hospitality industry.

## **RESEARCH METHOD**

### **Research Approach**

This study employed a quantitative approach using an explanatory survey design. The quantitative approach was selected because the research aimed to examine the effects of entrepreneurial environment, self-confidence, and entrepreneurial motivation on entrepreneurial intention in a measurable and empirical manner. The explanatory design was considered appropriate because the study was intended not merely to describe respondents' perceptions, but also to test the relationships between the variables included in the proposed model.

### **Population, Sample Size and Sampling Technique**

The population of this study consisted of Generation Z individuals residing in Manado City, North Sulawesi, Indonesia. This population was chosen because Generation Z represents a strategically important cohort in the future development of entrepreneurship, especially in sectors requiring creativity, flexibility, service orientation, and digital capability. The study involved 250 respondents. This sample size was considered adequate for regression-based quantitative analysis. The sampling technique applied was purposive sampling, a form of non-probability sampling in which respondents were selected based on their relevance to the objectives of the study. The respondents were required to belong to the Generation Z age category, reside in Manado City, and have awareness of or interest in entrepreneurial opportunities in the tourism and hospitality sector.

### **Data and Source of Data**

The study used both primary and secondary data. Primary data served as the main basis of analysis and were obtained directly from respondents through a structured questionnaire. These data reflected respondents' perceptions

ISSN 2303-1174 D.Ch.A. Lintong., J.L.A. Tampenawas., R.Ch. Kawet., C.M.O. Mintardjo., I.W.J. Ogi of entrepreneurial environment, self-confidence, entrepreneurial motivation, and entrepreneurial intention. Secondary data were used to support the conceptual and theoretical foundation of the study. These data were derived from books, journal articles, prior empirical studies, and related documents on entrepreneurship, youth entrepreneurship, tourism, and hospitality.

### **Data Collection Method**

The primary technique of data collection was a survey administered through a structured questionnaire. The questionnaire consisted of closed-ended statements designed to measure all variables in the study. Each statement was assessed using a five-point Likert scale ranging from strongly disagree to strongly agree. This format was selected because it enables respondents to express the degree of their agreement in a standardized form while making the data suitable for statistical analysis.

### **Operational Definition of Research Variables**

Entrepreneurial environment was defined as the extent to which the surrounding social, educational, and business ecosystem supports an individual's entrepreneurial orientation. This variable was reflected through indicators such as access to entrepreneurial communities, mentoring or role models, exposure to business opportunities, and support from family or peers. Self-confidence was defined as an individual's belief in his or her capability to undertake activities related to business creation and development. It was indicated by confidence in identifying opportunities, making decisions, dealing with uncertainty, and managing a business. Entrepreneurial motivation referred to the internal drive that encourages an individual to engage in entrepreneurship, and it was indicated by the desire for financial independence, self-actualization, achievement, passion-based business creation, and contribution to society. Entrepreneurial intention was defined as the degree of seriousness in planning to establish a business in the future, particularly in the tourism and hospitality sector, and was indicated by intention to start a business, seriousness in considering entrepreneurship as a career, willingness to prepare for venture creation, and commitment to pursuing entrepreneurial activity.

### **Instrument Analysis Technique**

Before the main analysis was conducted, the instrument was examined through validity and reliability testing. Validity testing was carried out to determine whether each questionnaire item was capable of measuring the intended construct. Reliability testing was performed to assess the internal consistency of the items in each variable, using Cronbach's Alpha as the main reliability coefficient. These procedures were necessary to ensure that the research instrument produced consistent and analytically dependable data.

### **Data Analysis Method**

The data were analyzed using descriptive statistics and multiple linear regression analysis. Descriptive statistics were used to present the profile of respondents and the general tendencies of their responses. Multiple linear regression was then used to examine the effect of entrepreneurial environment, self-confidence, and entrepreneurial motivation on entrepreneurial intention. Hypothesis testing was conducted through the t-test to assess the partial effect of each independent variable and the F-test to assess the simultaneous effect of all independent variables. In addition, the coefficient of determination was used to evaluate the explanatory power of the model. Prior to regression analysis, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the model met the required statistical assumptions.

## **RESULTS AND DISCUSSIONS**

### **Research Result**

This study involved 250 respondents representing Generation Z in Manado City. The respondent profile indicates that the sample largely consisted of young individuals who were still in the early phase of educational and career development. Based on the research report, most respondents were female, largely belonged to the younger segment of Generation Z, had predominantly senior high school or vocational school educational backgrounds, and many of them were students. Most respondents had not yet been involved in prior entrepreneurial activity. This profile is important because it suggests that the entrepreneurial intention identified in this study emerged primarily from perceptions, self-belief, and motivation rather than from accumulated business experience.

The data analysis was performed using multiple linear regression. The results indicate that entrepreneurial environment, self-confidence, and entrepreneurial motivation each have a positive and significant effect on entrepreneurial intention. In addition, the three variables were found to have a positive and significant simultaneous effect on entrepreneurial intention among Generation Z in the tourism and hospitality sector.

**Table 1. Summary of Hypothesis Testing Results**

Hypothesis	Statement	Result
H1	Entrepreneurial environment has a positive and significant effect on entrepreneurial intention	Supported
H2	Self-confidence has a positive and significant effect on entrepreneurial intention	Supported
H3	Entrepreneurial motivation has a positive and significant effect on entrepreneurial intention	Supported
H4	Entrepreneurial environment, self-confidence, and entrepreneurial motivation simultaneously have a positive and significant effect on entrepreneurial intention	Supported

Source: *Data Procseed (2023)*

The results suggest that entrepreneurial intention among Generation Z is shaped by both contextual and psychological factors. Entrepreneurial environment was found to positively influence entrepreneurial intention, indicating that young people are more likely to consider business creation when they perceive the existence of mentoring, entrepreneurial communities, and other ecosystem support mechanisms. Self-confidence also had a positive effect, meaning that respondents who believed more strongly in their own capabilities were more likely to show intention to start a business. Entrepreneurial motivation similarly had a positive influence, suggesting that the desire for independence, achievement, passion fulfillment, and contribution to society is closely linked to the formation of entrepreneurial intention.

Overall, the findings indicate that entrepreneurial intention in the tourism and hospitality sector is not shaped by one isolated factor. Instead, it is influenced by the convergence of external support, internal confidence, and motivational energy. This pattern confirms that business intention among Generation Z in Manado emerges through a multidimensional process involving both personal readiness and environmental encouragement.

## Discussion

The first major finding of this study shows that entrepreneurial environment has a positive and significant effect on entrepreneurial intention. This means that Generation Z respondents were more likely to express serious interest in starting a business when they perceived their surroundings as supportive of entrepreneurial activity. In practical terms, access to entrepreneurial communities, role models, mentoring, and an encouraging social climate appears to reduce uncertainty and increase the perceived feasibility of business creation. This finding is in line with Elnadi & Gheith (2021), who found that entrepreneurial ecosystem support plays an important role in shaping entrepreneurial intention in higher education, and also supports the findings of Syahrin et al. (2024), who showed that entrepreneurial ecosystem factors remain relevant in Indonesian educational settings.

The result also resonates with the tourism and hospitality context. In this sector, business opportunities are often embedded in social networks, local identity, creative service design, and digital promotion. A supportive environment therefore does more than provide information; it legitimizes entrepreneurship as a realistic and attractive path for young people. This interpretation is consistent with the work of Hall & Williams (2020), who emphasize the innovative character of tourism development, and with Sedegah et al. (2024), who show that entrepreneurial intention among tourism and hospitality students is shaped by broader cognitive and contextual influences.

The second important finding is that self-confidence positively and significantly affects entrepreneurial intention. This result indicates that the stronger the respondents' confidence in their own ability to identify opportunities, make decisions, and manage uncertainty, the stronger their entrepreneurial intention becomes. This finding is consistent with social cognitive theory, which positions self-efficacy as a key determinant of human action under uncertain conditions (Bandura, 1997). It also supports Santos and Liguori (2020), who show that entrepreneurial self-efficacy significantly influences entrepreneurial intention, and Zhang and Chen (2024), who found that self-efficacy plays a mediating role in the development of entrepreneurial intention among tourism and hotel management students.

In the local context, this result is also consistent with the findings of Adam et al. (2020) and Masikome et al. (2020), both of whom reported that self-efficacy and educational support are important predictors of

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entrepreneurial interest among students related to the Unsrat environment. The present study extends those findings by showing that, in the tourism and hospitality sector, self-confidence remains a central psychological resource for Generation Z. This is especially relevant because tourism entrepreneurship often requires direct interaction with customers, adaptive service behavior, and confidence in managing dynamic market conditions.

The third key finding reveals that entrepreneurial motivation has a positive and significant effect on entrepreneurial intention. This indicates that respondents who are strongly driven by the desire for financial independence, self-actualization, passion-based work, and social contribution are more likely to intend to start a business. This finding supports the view that entrepreneurship is not solely an economic choice, but also a personal and value-driven career orientation. The result is consistent with Ryan & Deci (2020), who emphasize the importance of autonomy and intrinsic motivation in human action, and with Ingsih et al. (2024) and Nasution et al. (2024), who found that entrepreneurial motivation remains an important predictor of entrepreneurial intention among Indonesian students and Generation Z.

This result is also meaningful in relation to tourism entrepreneurship. Tourism and hospitality businesses are often closely tied to creativity, lifestyle, local engagement, and place-based identity. As Ivasciuc and Ispas (2023) demonstrate, young tourism entrepreneurs are often motivated not only by income but also by the opportunity to create meaningful value and align business activity with personal goals. A similar pattern is reflected in Ningsih et al. (2024), who found that self-efficacy and motivation jointly shape entrepreneurial intention in a creative-economy setting involving Generation Z.

Another important contribution of this study is the finding that entrepreneurial environment, self-confidence, and entrepreneurial motivation simultaneously have a positive and significant effect on entrepreneurial intention. This suggests that entrepreneurial intention among Generation Z is best understood as a multidimensional construct. It is not sufficiently explained by one single variable, but rather by the interaction of contextual support, self-belief, and internal drive. This interpretation is aligned with the broader entrepreneurship literature, including Ajzen's (1991) theory of planned behavior, which emphasizes the integrated nature of intention formation, and with Mustari et al. (2024), who found that entrepreneurial intention among Generation Z in Indonesia is shaped by multiple interrelated determinants.

The simultaneous effect is particularly relevant because the respondents in this study were largely young people with limited business experience. In such a setting, intention formation depends heavily on psychological readiness and environmental signals. Therefore, the combination of support, confidence, and motivation becomes especially influential. This confirms that encouraging youth entrepreneurship in tourism and hospitality requires an integrated approach rather than isolated intervention.

From a practical perspective, the findings imply that local governments, universities, and entrepreneurship support institutions should create more structured and sector-specific entrepreneurial programs for young people. Ecosystem development should include mentoring, business communities, startup exposure, and collaborative spaces. Educational institutions should provide entrepreneurship learning not only in conceptual form but also through practical activities that build confidence and initiative. At the same time, motivation-building strategies should present entrepreneurship as a meaningful path toward independence, creativity, and contribution. Such an integrated approach is likely to be particularly effective in strengthening youth entrepreneurship in Manado's tourism and hospitality sector.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. This study concludes that entrepreneurial intention among Generation Z to start a new business in the tourism and hospitality sector is significantly influenced by entrepreneurial environment, self-confidence, and entrepreneurial motivation. Each variable was found to have a positive and significant partial effect, while the three variables simultaneously also had a positive and significant influence on entrepreneurial intention. These findings confirm that entrepreneurial intention is formed through the interaction between external support, psychological readiness, and internal motivational drive.
2. Theoretically, this study contributes to the literature on youth entrepreneurship by demonstrating that entrepreneurial intention in the tourism and hospitality sector is multidimensional in nature. The findings reinforce the relevance of intention-based entrepreneurship theory, while also extending prior studies by focusing specifically on Generation Z in an emerging tourism city in Indonesia. In this regard, the study enriches the

discussion on how entrepreneurial ecosystems, self-confidence, and motivation jointly shape business intention in a service-oriented and opportunity-rich sector.

3. Practically, the findings imply that strengthening youth entrepreneurship in tourism and hospitality requires more than general encouragement. Policymakers, educational institutions, and entrepreneurship support organizations need to create ecosystems that are accessible, confidence-building, and motivation-enhancing. Programs such as mentoring, entrepreneurial communities, business incubation, practical entrepreneurship training, and local role-model exposure are likely to be effective in encouraging Generation Z to pursue entrepreneurship more seriously.

### Recommendation

1. This study has several limitations. First, the research was conducted only in Manado City, so the findings may not fully represent Generation Z in other regions of Indonesia. Second, the study focused on three explanatory variables, whereas entrepreneurial intention may also be influenced by other factors such as family background, entrepreneurial education, digital capability, access to capital, and social media exposure. Third, the study used a cross-sectional design, so it explains entrepreneurial intention at one point in time rather than its development into actual entrepreneurial behavior.
2. Future research is therefore encouraged to include broader geographical coverage, additional explanatory variables, and more advanced analytical approaches. Comparative studies between tourism and non-tourism sectors, or between different regions in Indonesia, may also provide richer insight into the formation of entrepreneurial intention among young people. Even so, this study clearly shows that when young people feel supported, capable, and motivated, they are more likely to view entrepreneurship as a realistic and meaningful future pathway.

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