

THE EFFECT OF ENTREPRENEURIAL EDUCATION IN FAMILY AND FAMILY BUSINESS ON ENTREPRENEURIAL INTENTION THROUGH ENTREPRENEURIAL MOTIVATION ON MARBLE CRAFTSMEN IN TULUNGAGUNG

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ABSTRACT

The entrepreneurial intention in this study is the intention from within each artisan related to entrepreneurship. This intention exists in a person to create a business that can provide jobs for oneself and others with independence, courage and creativity. This study examines the direct and indirect effects of entrepreneurship education in the family environment, family business, and entrepreneurial motivation on entrepreneurial intention. The population in this study amounted to 267 marble artisans in Tulungagung Regency with a sample of 1 total of 157 marble artisans. Sampling using random sampling. Data collection using a questionnaire. The data analysis technique used descriptive statistical analysis and path analysis in which hypothesis testing was measured using t-test and Sobel test. The study results found that there was a direct influence of entrepreneurship education in the family environment on entrepreneurial motivation. The family business has a direct effect on entrepreneurial motivation. Entrepreneurship education in the family environment has a direct effect on entrepreneurial intention. The family business has a direct effect on entrepreneurial intention. Entrepreneurial motivation has a direct effect on entrepreneurial intention. Entrepreneurship education in the family environment has an indirect influence on entrepreneurial intention through entrepreneurial motivation. The family business has an indirect influence on entrepreneurial intention through entrepreneurial motivation.

Keywords: Entrepreneurship education in the family environment, family business, entrepreneurial intention, entrepreneurial motivation.

INTRODUCTION

Indonesia is a developing country with abundant natural and human resources. However, Indonesia cannot be separated from various problems that are being faced. One of them is the problem of the economy and the welfare of society. Indonesia is one of the countries with a reasonably large population, and as we know, Indonesia is also facing a problem, namely the relatively high unemployment rate. This is due to the high number of people and the lack of available job opportunities, causing the workforce not to be adequately absorbed—a high number of unemployed results in a lack of welfare for the Indonesian people. The Open Unemployment Rate (TPT) in Indonesia has decreased in the last year. Unemployment in Indonesia has decreased to 40,000 people, so that in August 2018, Indonesia's unemployment rate was stated at 5.34%. Efforts that can be made to reduce the number of unemployed in Indonesia include creating jobs or entrepreneurship (BPS, 2018). Entrepreneurship is an essential issue in the economy of a developing nation. The economic progress or decline of a nation is primarily determined by the existence and role of the group entrepreneurs.

Creating a job field requires a high and robust intention and motivation to make it happen. Apart from high intentions and motivation, it should also be accompanied by an entrepreneurial education background from formal and non-formal education, including school, the surrounding environment, and family. Pihie & Amalia (2009) stated that learning business and entrepreneurship through education is essential to ensure one can have all the relevant materials to equip oneself with entrepreneurial success. Entrepreneurship education is a relatively new field of education, and a comprehensive theory is being developed. Currently, Entrepreneurship education is leading to changes in its implementation, which also requires high-quality research. Entrepreneurship education in the family environment is a lifelong education that takes place anywhere and anytime. Entrepreneurship education can be an agent of social change. Most of what you hear about entrepreneurship is all wrong. It was not magic, it was not mysterious, and it had nothing to do with genes. This is a discipline that can be learned. So entrepreneurship does not have to be obtained based on genes, but entrepreneurship can also be learned by applying the discipline and intention of the person himself. One form of entrepreneurship that can compete in the current era is Family Business. (Tracey, 2001 in Wahjono, 2009) states that "A family business is a business where an owner wants his business to become a business that is run with his family members". This statement contains a profound meaning that a company is classified as a family company when the owner thinks and wants his company as a family company. Reinforced by the statement of (Miller & Rice, 1967 in Wahjono, 2009), "Many researchers agree that family involvement in companies makes family companies different compared to non-family companies". This statement agrees with (Bernard 1975 in Wahjono, 2009) that single-family members control family companies, especially critical business decision-making processes.

To set up a business, including Family Business, it is necessary to have the intention to start a business that will be established. *The theory of Planned Behavior* states that a person's intention to perform a behaviour intention is an intermediate variable that causes an attitude or other variables (Ajzen, 1991). Entrepreneurial intentions may be referred to as the achievement of a deliberate hope and confidence of an individual concerning his intention to start a new business venture in the future will come (Thompson 2009 & Bird in 1988 in Yousaf *et al.* 2015).

The use of behavioural theory cannot be separated from entrepreneurship motivation or *entrepreneurial intention*, meaning that entrepreneurship can be learned and mastered. Entrepreneurship can be a work choice and career choice for everyone if there is an intention and motivation to become an *entrepreneur* within a person. An individual's decision to become an entrepreneur can be made if they are willing and aware (Krueger et al., 2000 in Linan & Chen, 2009). Therefore everyone can become an entrepreneur if they want to. If someone has the intention to start, of course, it will be a good start for entrepreneurship (Fayolle et al., 2006 in Linan & Chen, 2009). Agree with the statement above that starting entrepreneurship can be influenced by several factors, such as needs, values, desires, habits, and beliefs (Bird, 1988). The intention is one of the essential things for an individual to start entrepreneurship. However, in addition to intention, motivation is needed to become an entrepreneur in various areas of life. According to Segal et al. (2005), the topic of motivation in the entrepreneurial literature has developed along the way related to one's psychology. In addition, Gilad and Levine (1986) in Segal et al. (2005) proposed two explanations related to entrepreneurial motivation, namely the "push" theory and the "pull" theory. The "push" theory argues that individuals are driven to entrepreneurship by *hostile* forces outside themselves, such as job dissatisfaction, difficulty finding work, insufficient pay, or inflexible work schedules. Meanwhile, the "pull" theory argues that individuals are attracted to entrepreneurial activities because they seek independence, self-fulfilment, wealth, and desired results. From the description above, it can be concluded that motivation is the driving force in a person that provides energy and directs one's actions to achieve a goal, namely entrepreneurship.

Currently, in Indonesia, there are various types of business activities and industries that are developing. One of them is the development of the local economy, which is a form of business development in an area to increase the income of an entrepreneur. In addition, the development of local business and industrial activities in Indonesia can encourage the growth of regional economic activities and create jobs. This is intended for success in developing the local economy of a region.

One of the local industries in Indonesia is the Marble Industry, located in the city of Tulungagung, which is currently famous for one of its overgrowing industries. One of the well-known industries in this area is manufacturing natural stone crafts such as marble and onyx. Almost every citizen in the area manages this industry. In general, the business is a home industry, a medium-scale or have included a PT. If we visit this industrial area, we will immediately be greeted by a row of *showrooms* and places for making natural stone crafts. Some focus on making home decorations such as statues, jars, etc. Others focus on *home appliances* such as *sinks*, *bathtubs*, dining tables, and others.

Based on official data from the Department of Industry and Trade of Tulungagung Regency, it is stated that in Tulungagung Regency, there are several business units of marble craftsmen scattered in several villages. Around 267 craftsmen set up businesses in the marble industry. The business unit has absorbed many workers, almost all of whom come from Tulungagung Regency. The unique expertise of Tulungagung in making marble crafts makes Tulungagung have the characteristics of marble crafts compared to other regions.

Of the many places of business, some are classified as significant, while others are *Family Businesses*. Some of the companies that are Family Businesses include Pearl Onix Company, Purnama Onyx Company, Gemmi Mulya Company, Permata Onyx, etc. These companies are classified as more developed than other companies. Therefore, interest in entrepreneurship looks better because the company has developed and has superior benefits to investigate these companies in research. A company's success cannot be separated from the entrepreneurial education obtained from the family environment by each managing the company. This is also what distinguishes the level of success of a company because not all companies have the background or knowledge of entrepreneurship education in their family environment. This is supported based on previous research as conducted by Mustapha et al. (2015) that the results of this study indicate that personal characteristics, family influence and entrepreneurial education in the family environment have a positive and significant influence on a person's intention to become an entrepreneur.

LITERATURE REVIEW

Entrepreneurial intention is a single desire of every planned behaviour, including entrepreneurship (Kruenger et al., 2000). Becoming an entrepreneur requires a process of planned personal behaviour (Ajzen, 1991). Entrepreneurial intention creates a person's desire by starting entrepreneurial activities and daring to take risks in his business (Souitaris et al., 2007). An individual's decision to become an entrepreneur can be made if they are willing and aware (Krueger et al., 2000 in Linan & Chen, 2009). From the views of several experts, it can be concluded that Entrepreneurial Intention is one of the essential things for an individual to start entrepreneurship. Therefore everyone can become an entrepreneur if they want to and start with a firm intention and determination to become an entrepreneur. Intentions can influence the creation of the next business (Kruenger et al., 2000). So an individual's success can be known from the extent to which the individual has the intention and willingness to succeed. By firm intention and determination, one can quickly start a business (Hermawan, 2016; Handayati, 2020; Prastaningtyas, 2019). Entrepreneurship education in the family environment is a process of family change that can help someone have special knowledge to increase their abilities and identify entrepreneurial opportunities (Aldrich & Cliff, 2003). Entrepreneurship education leads to changes in its implementation, which also requires high-quality research.

The views of some experts can be concluded that entrepreneurship education plays an essential role in one's success. However, it turns out that Entrepreneurship Education does not have to be obtained from schools but can also be obtained from one's family environment. With entrepreneurship education in the family environment, everyone can learn entrepreneurship from the surrounding environment without spending much money.

This also shows how important the family is as a factor that influences a person's interest in entrepreneurship. A positive mindset towards entrepreneurship needs to be formed from an early age so that his interest in entrepreneurship is getting more significant and more stable about entrepreneurship. In addition, it is also supported by entrepreneurship education in the family

environment, which must be supported by support from the family so that it creates the intention and discipline for someone to study entrepreneurship.

A family business is a company managed by family members who jointly own and manage the family without non-family workers (Chua et al., 1999). The family business is a business where the owners want a business to run along with the same families (Tracey, 2001 in Wahjono, 2009). Family involvement in companies makes family companies different from non-family companies (Miller & Rice, 1967 in Wahjono, 2009). Single-family members control family companies, especially in making crucial business decisions (Bernard 1975 in Wahjono, 2009).

From the views of several experts, it can be concluded that Family *Business* has a profound meaning. A company is classified as a family company when members of the family themselves manage it. As a family-owned and controlled business, the management and performance of the company, both small and large, are heavily influenced by the family's vision and mission. However, the family business certainly does not escape from various problems that are sometimes difficult to solve. For example, there is *distrust* or distrust among family members, conflicts in leadership succession, conflicts in decision making, the issue of the crown prince (the successor to the throne in the company), differences in managerial mindset between the first generation and the next generation, etc. As a result, it is not uncommon for family businesses to experience a decline, even being forced to close, due to prolonged internal conflicts within the family. It is challenging to run a family company because succession is not easy (Mierzwiak, R & Więccek, JE, 2015).

Entrepreneurial motivation is a person's attraction and belief in entrepreneurship to become rich (Solesvik, 2012). There are two explanations related to entrepreneurial motivation, namely the "push" theory and the "pull" theory of Gilad and Levine (1986) in Segal et al. (2005). The "push" theory argues that individuals are driven to entrepreneurship by *hostile* forces outside themselves, such as job dissatisfaction, difficulty finding work, insufficient pay, or inflexible work schedules. Meanwhile, the "Pull" Theory argues that individuals are attracted to entrepreneurial activities because they seek independence, self-fulfilment, wealth, and desired results.

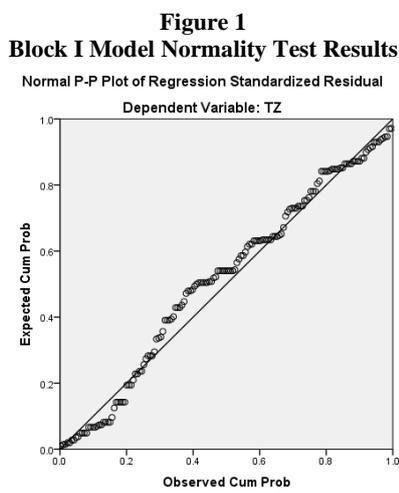
Based on the above opinion, it can be concluded that motivation is a driving force in a person who can provide energy and direct one's actions to achieve a goal. This is followed by feelings of pleasure and a tendency to look for activities that are liked to foster high self-confidence to get something that someone wants. The relationship of motivational factors is very close to intention. Intentions are assumed to capture the motivational factors that influence behaviour (Ajzen, 1991). These motivational factors are influential due to the encouragement of intentions from within a person to take action to start or achieve business goals.

RESEARCH METHOD

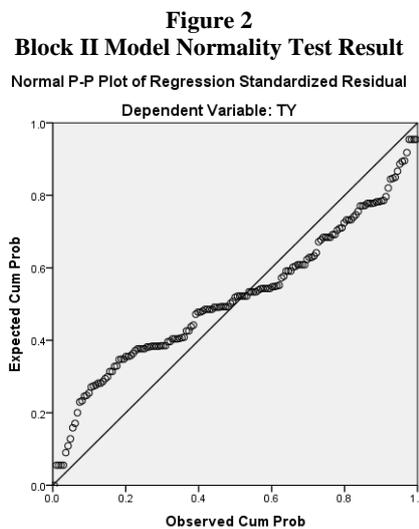
This study uses a quantitative approach. This research method uses descriptive research methods and *explanatory* research. Descriptive research is a type of research to describe the variables and an object under study. At the same time, *explanatory* research is a type of research that explains the causal relationship between variables through hypothesis testing to obtain a conclusion. The population in this study were all Marble Craftsmen in Tulungagung, of 267 craftsmen. The sample size in this study was calculated using the formula Krejcie & Morgan (1970), with the calculation results as many as 157 respondents. The data analysis technique used descriptive statistical analysis, classical assumption test, multiple linear regression, and path analysis. Hypothesis testing using a t-test to determine the direct effect and *Sobel test* to determine the indirect effect.

DATA ANALYSIS RESULTS

Based on the descriptive statistical analysis of respondents, it is known that the respondents who answered the questionnaire were 157 respondents. Respondents have the most business in the company, aged 1-10 years as much as 48.4%. Most of the company founders are male, with a total of 98.7%. Most respondents' education level is in high school, with a total of 76.4%. The classical assumption test in this study uses normality and linearity tests. Normality test using *PP Plot Regression Standardized Residual* which can be seen in the following graph.



Based on the *PP Plot* graphic shown in Figure 1, it can be seen that the normality test in the first regression with *Entrepreneurial Motivation* as the *dependent* variable and *Entrepreneurial Education in the Family Environment, Family Business* as the *independent* variable shows a regular distribution pattern because the data above are spread around the line and follow the direction of the diagonal line.

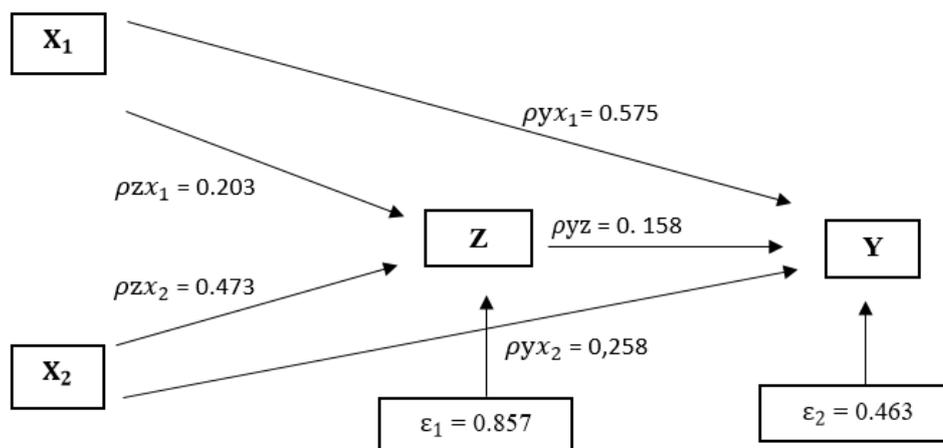


Based on the *PP Plot* graphic image shown in Figure 2, it can be seen that the normality test in the second regression with *Entrepreneurial Intention* as the *dependent* variable and *Entrepreneurial Education in the Family Environment, Family Business, Entrepreneurial Motivation* along with satisfaction as the *independent* variable shows a regular distribution pattern because the data spreads around the line and follows the direction of the diagonal line.

The results of the linearity test obtained the *Deviation from the Linearity* value of the *Entrepreneurial Intention* variable with *Entrepreneurial Education in the Family Environment* showing the value of $\text{sig.} = 0.091 > 0.05$, meaning that the data is linear. N use-values *Deviation from Linearity* variable *Family Business* with *Entrepreneurial Intention* shown use-values $\text{sig.} = 0.061 > 0.05$, meaning that the data is linear. N use-values *Deviation from Linearity* variable *Entrepreneurial Motivation* with *Entrepreneurial Intention* shown use-values $\text{sig.} = 0.477 > 0.05$, meaning that the data is linear.

Path analysis in this study is used to determine the direct and indirect effect on the dependent variable. The path analysis coefficient in this study consists of two regression equations, namely, the first equation, regression from variable X_1 to variable Z and from variable X_2 to variable Z . And the second equation, regression from variable X_1 to variable Y , from variable X_2 to variable Y and from variable Z to variable Y . The two regression equations are described as follows.

Figure 3
Structural Equation Model



Based on linear regression output in the first equation, the known flood was variable significance value of entrepreneurship education in the family environment (X_1) is approximately 0.007 less than 0.05 ($\text{sig} \leq 0.05$), and demonstrate the value of 2712 > 1653. Variable family business (X_2) is 0.000 less than 0.05 ($\text{sig} \leq 0.05$), and demonstrate the value

of $6315 > 1653$. These results indicate that the regression in the first equation, namely, X_1 and X_2 has a direct effect on Z . The effect of error $\varepsilon_{E1} = 0.857$. Based on linear regression output in the second equation, note that the significant value of the variable of entrepreneurship education in the family environment (X_1) is 0.000 less than 0.05 ($\text{sig} \leq 0.05$), and demonstrate the value of $11432 > 1653$. Variable family business (X_2) is 0.000 less than 0.05 ($\text{sig} \leq 0.05$) shows the value of $4,717 > 1653$. Variable entrepreneurial motivation (Z) is approximately 0,002 less than 0.05 ($\text{sig} \leq 0.05$), and demonstrate the value of $3.115 > 1653$. These results indicate that the regression in the second equation, namely, X_1 , X_2 , and Z has a direct effect on Y . The effect of error $\varepsilon_{E2} = 0.463$.

Based on calculations Sobel test, the influence of entrepreneurship education in the family environment on entrepreneurial intention through entrepreneurial motivation demonstrates the value of $2,055 > 1653$ So it can be concluded that in this study, the variables of entrepreneurship education in the family environment indirect effect on entrepreneurial intention through intervening entrepreneurial motivation, and variable entrepreneurial motivation can mediate entrepreneurship education in the family environment on entrepreneurial intention. The influence of family business through entrepreneurial motivation on entrepreneurial intention t count $2,920 > t$ table $1,974$ So it can be concluded that in this study, the family business variable has an indirect influence on entrepreneurial intention through intervening entrepreneurial motivation, and the entrepreneurial motivation variable can mediate family business on entrepreneurial intention.

DISCUSSION

The analysis results in this study indicate that entrepreneurship education in the family environment affects *entrepreneurial motivation*. The results of this study are supported by previous research by Mahendra et al., 2017; Peterman et al., 2003; Pruett et al., 2009; Chu, 2000. Identifying entrepreneurial opportunities can be done with entrepreneurship education in the family environment that begins with a family change process that can help someone have special knowledge that will increase their abilities (Aldrich & Cliff, 2003). This marble craftsman in Tulungagung gets an education and direct motivation and encouragement from the family environment. Of course, it will help a marble craftsman know more about entrepreneurship and positively influence the development of his life. Marble craftsmen's motivation for entrepreneurship is strongly influenced by the family environment. The family environment is the main thing in the educational environment that has a significant influence on entrepreneurship. In the family environment, they receive education from childhood such as religious education, moral values and entrepreneurial skills. Because the marble business in Tulungagaung has been passed down from generation to generation as a family business, so they will be more motivated in running a business later.

The results of the analysis in this study indicate that *family business* affects *entrepreneurial motivation*. The results of this study are supported by previous research by Bae et al., 2014; Mustapha, M., 2015; Mierzwiak et al., 2015; Wahjono, SI et al., 2014. The family environment will have a significant impact on the continuation of a person's future. A *family business* or family business is a business or a company whose business is managed by various members of their own family. Single-family members control family companies, especially in making crucial business decisions (Bernard 1975 in Wahjono, 2009). A person can grow his entrepreneurial spirit because of the motivation from within himself and encouragement and support from the family so that it fosters enthusiasm for entrepreneurship. The topic of motivation in the entrepreneurial literature has evolved along avenues related to one's psychology (Segal et al., 2005). *Entrepreneurial motivation* is self-motivation, contributing to internal and external factors that allow it to grow entrepreneurial intentions (Mahendra et al., 2017). Most of the marble craftsmen in Tulungagung are businesses that come from their previous families or a supportive environment to run the same business. Therefore this kind of business can motivate young marble entrepreneurs. Moreover, with the existence of social media, this young generation is greatly facilitated in promoting and introducing their products to individual consumers.

The results of the analysis in this study indicate that *family business* affects *entrepreneurial intention*. The results of this study are supported by previous research by Farrukh et al., 2017; Periansya, P., 2018; Mierzwiak et al., 2015; Wahjono et al. 2014. Everyone's intentions are different. Of course, the willingness to set up a family business, not all will be owned by every individual. Family Business is a business founded based on every individual's will when the owner wants his company to become a family business. Therefore, the intention is needed as the first step in starting a person's entrepreneurship. Family business plays a significant role in the career choice of every family member, especially the children of family members who are related to the family business (Sequeira, JM & Carr, JC 2007). Becoming an entrepreneur requires a process of planned personal behaviour (Ajzen, 1991). *Entrepreneurial intention* creates a person's desire to start entrepreneurial activities and dare to take risks in his business (Souitaris et al., 2007). An individual's decision to become an entrepreneur can be made if they are willing and aware (Krueger et al., 2000 in Linan & Chen, 2009).

The results of the analysis in this study indicate that *entrepreneurial motivation* affects *entrepreneurial intention*. Previous studies support the results of this study by Galloway et al. 2006; Mahendra et al. 2017; Sequeira et al. 2007; Giacomini et al. 2011. A person's motivation to become an entrepreneur can come from the surrounding environment or oneself. To be an *entrepreneur*, you need two interrelated things, including *entrepreneurial motivation* and *entrepreneurial intention*, that can help someone become a successful entrepreneur. *Entrepreneurial motivation* is the energy that drives individuals to carry out activities that lead to the achievement of needs, satisfaction, and reducing imbalances by opening a company or business (Zimmerer et al., 2008). It can be concluded that motivation is a driving force in a person who can provide energy and direct one's actions to achieve a goal, namely entrepreneurship. *Entrepreneurial intention* is an individual's decision to become an entrepreneur if they are willing and aware (Krueger et al., 2000 in Linan & Chen, 2009). If someone has the intention to start, of course, it will be a good start for entrepreneurship (Fayolle et al., 2006 in Linan & Chen, 2009). So with a strong awareness and intention, someone will become an entrepreneur if they have a firm intention and determination to become an entrepreneur.

The analysis results in this study indicate that entrepreneurship education in the family environment affects *entrepreneurial intention*, and *entrepreneurial motivation* can mediate as an intervening variable. Entrepreneurship Education in the family environment can help someone have a more profound ability in entrepreneurship or business. Entrepreneurship education in the family environment is a lifelong education that takes place anywhere and anytime. Entrepreneurship education can be one of the causes of a person's social change. Entrepreneurship Education in the Family Environment is a process of family change that can help someone have special knowledge that will increase their abilities and identify entrepreneurial opportunities (Aldrich & Cliff, 2003). Entrepreneurship education leads to changes in its implementation, which also requires high-quality research. *Entrepreneurial intention* creates a person's desire to start entrepreneurial activities and dare to take risks in his business (Souitaris et al., 2007). An individual's decision to become an entrepreneur can be made if they are willing and aware (Krueger et al., 2000 in Linan & Chen, 2009). If someone has the intention to start, of course, it will be a good start for entrepreneurship (Fayolle et al., 2006 in Linan & Chen, 2009). To start entrepreneurship can be influenced by several factors, such as needs, values, desires, habits, and beliefs (Bird, 1988). In essence, the family has a significant role in providing support for one's future. Therefore, the motivation given by the family to start a business is very necessary. There are two explanations related to entrepreneurial motivation, namely the "push" theory and the "pull" theory of Gilad and Levine (1986) in Segal et al. (2005). The "push" theory argues that individuals are driven to entrepreneurship by *hostile* forces outside themselves, such as job dissatisfaction, difficulty finding work, insufficient pay, or inflexible work schedules. Meanwhile, the "pull" theory argues that individuals are attracted to entrepreneurial activities because they seek independence, self-fulfilment, wealth, and desired results.

The analysis results in this study indicate that *family business* affects *entrepreneurial intention*, and *entrepreneurial motivation* can mediate as an intervening variable. A family business is a company managed by family members who jointly own and manage the family without non-family workers (Chua et al., 1999). A family business is a business in which an owner wants his business to be a business that is run with his family members (Tracey, 2001 in Wahjono, 2009). Family involvement in companies makes family companies different from non-family companies (Miller & Rice, 1967 in Wahjono, 2009). Single-family members control family companies, especially in making crucial business decisions (Bernard 1975 in Wahjono, 2009). Family business plays a significant role in the career choice of every family member, especially the children of family members who are related to the family business (Sequeira, JM & Carr, JC 2007). Entrepreneurship (*entrepreneurship*) is an essential issue in the national economy that is growing. The existence of entrepreneurs primarily determines the progress or decline of a nation's economy. One of the things that make entrepreneurs successful is the intention and motivation that everyone has. The relationship of motivational factors is very close to intention. Intentions are assumed to capture the motivational factors that influence behaviour (Ajzen, 1991). These motivational factors are influential due to the encouragement of intentions from within a person to start or achieve business goals.

As a family-owned and controlled business, the management and performance of the company, both small and large, are heavily influenced by the family's vision and mission. However, the family business certainly does not escape from various problems that are sometimes difficult to solve. For *example*, there is *distrust* or distrust among family members, conflicts in leadership succession, conflicts in decision making, the issue of the crown prince (successor to the throne in the company), differences in pattern managerial thinking between the first generation and the next generation, and so on. Behavioural theories can not be separated from the broader entrepreneurial motivation or *entrepreneurial intention*, meaning that entrepreneurship can be learned and entrepreneurship as a job choice and career options for everyone, if in such a person there is an intention and motivation to become an *entrepreneur*. Therefore, the intention is needed as the first step in starting a person's entrepreneurship.

CONCLUSION

The results of this study are recommended for marble artisans in Tulungagung. The family business has indeed mushroomed in the marble craftsmanship environment. This is evidenced by the hereditary business that is run from generation to generation. Of course, if an artisan already has a family with the business, the motivation arises to run the business. Motivation for the craftsmen must be improved, given the importance of Entrepreneurship Education in Family Environment to maintain and develop his company so that the company continues to grow and survive until the next generation. It is hoped that other researchers can be a reference for similar research in the future.

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