

INTERACTION OF FAMILY AND PEERS ON ENTREPRENEURSHIP INTENTIONS

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ABSTRACT

Entrepreneurial intention is one of the right solutions to spur economic growth. Where this intention is strongly influenced by various factors, one of which is the environment. Based on this explanation, the researcher wants to focus on knowing how environmental variables (family and peers) influence the entrepreneurial intention variable (through the theory of planned behavior). Its process, this research is based on quantitative research (with the expo facto method) which focuses on questionnaires as the research instrument (using 111 respondents with accidental sampling). In addition, this research has also been said to be feasible and can be continued because it has fulfilled all the requirements starting from the instrument test and classical assumptions. Based on the analysis process (multiple linear regression analysis with SPSS 23), the results obtained explain that there is a positive and significant influence between the family environment and peers on entrepreneurial intentions (0.573 and 0.489).

Keywords: Entrepreneurial intention, family, peer.

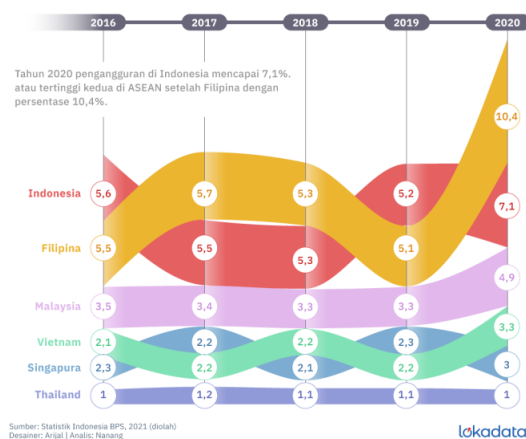
ABSTRAK

Intensi berwirausaha merupakan salah satu solusi yang tepat untuk memacu pertumbuhan ekonomi. Dimana intensi ini sangat dipengaruhi oleh berbagai faktor, salah satunya lingkungan. Berdasarkan paparan tersebut, peneliti ingin berfokus untuk mengetahui bagaimana pengaruh variabel lingkungan (keluarga dan teman sebaya) terhadap variabel intensi berwirausaha (melalui teori theory planned behavior). Dalam prosesnya, penelitian ini didasarkan pada penelitian kuantitatif (dengan metode expo facto) yang berfokus pada kuesioner sebagai instrument penelitiannya (menggunakan 111 responden dengan accidental sampling). Selain itu, penelitian ini juga sudah dikatakan layak dan dapat dilanjutkan karena telah memenuhi semua syarat mulai dari uji instrument maupun asumsi klasik. Berdasarkan analisis tersebut (analisis regresi linier berganda dengan SPSS 23) maka diperoleh hasil penelitian yang menjelaskan bahwa terdapat pengaruh yang positif dan signifikan antara lingkungan keluarga dan teman sebaya terhadap intensi berwirausaha (0, 573 dan 0, 489).

Kata kunci: Intensi berwirausaha, keluarga, teman sebaya.

A. INTRODUCTION

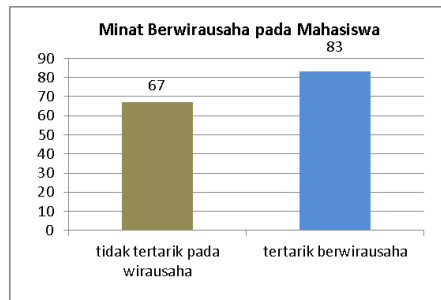
Unemployment is one of the classic problems faced by all countries, where a high unemployment rate will harm people's welfare. Failure to overcome this problem can also have an impact on various fields including social, economic, and political (Purwanto, 2007). Indonesia itself is one of the countries that have a fairly high unemployment rate in ASEAN. This is following the Indonesian statistical report BPS, 2011.



Source: <https://dialeksis.com/berita/pengangguran-indonesia-kedua-tertinggi-di-asean-setelah-filipina/>

Figure 1.1 Unemployment rate in ASEAN

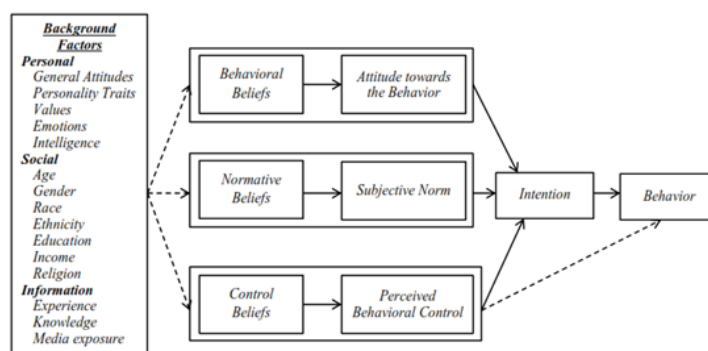
Where Indonesia occupies the second position with the highest number of unemployed in ASEAN, namely 7.1%. The first position of the country is occupied by the Philippines with an unemployment rate of 10.4%. Based on the presentation and report, the increase in the number of unemployed in Indonesia was also affected by the worsening pandemic conditions. This condition also affects all aspects of society. The relatively high unemployment rate is also influenced by various factors, one of which is low entrepreneurial intentions. This condition affects the development of a country, including Indonesia. The low interest in developing entrepreneurship is also evident, where Indonesia only has 3.4% of entrepreneurs. This number is still far below neighboring countries such as Singapore, Malaysia, and the Philippines. The same is also seen in the interest in entrepreneurship in young people. Where young people are very afraid of starting a business. This can be seen from the results of the initial survey which showed that there were 44.6% of young people were still reluctant to do business. This is according to the table below:



Source: Results of Preliminary Observations

Graph 1.1 Interest in Entrepreneurship

The high disinterest of young people in starting entrepreneurship is motivated by various reasons where 45% of students are afraid to start entrepreneurship because of a lack of capital, 33% are afraid of uncertainty in the entrepreneurial world and the remaining 22% are due to a lack of information and experience in the business world. Therefore, one solution that can be done to overcome the problem above is to stimulate and foster an interest in entrepreneurship from a young age. This is done because entrepreneurship is an effort that is right and fast in spurring and improving people's welfare (reducing unemployment). In the process, several things must be considered, one of which is the understanding and interest of the community towards entrepreneurship. This is important because, according to the theory of planned behavior, the higher a person's intention to act, the higher the probability level of a person acting. (Ajzen, 2005). Therefore, all parties must participate in efforts to increase the intensity. Intention itself is not a new thing where this theory was first introduced by Ajzen in 1980, and this theory was based on and developed from the Theory of Reasoned. This theory itself explains how a person performs an action based on his own will and all the factors that influence it (attitude towards behavior, subjective norms, and perceived behavioral control). These three factors have a very large influence, where the first factor is the attitude towards behavior or better known as behavioral beliefs. This factor refers to the beliefs that a person has towards a certain behavior and is a belief that will encourage the emergence of attitudes. The second, Normative belief. This factor refers to a person's belief in the understanding or disagreement of a person or group that can influence a person's behavior. And finally, control beliefs are beliefs related to the sources and opportunities needed to shape behavior. The three factors (attitudes towards behavior, subjective norms, and perceived behavioral control) are formed by background factors including personal (general attitudes, personality traits, values, emotions, and intelligence), social (age, gender, race, ethnicity, education, income, religion), information (experience, knowledge, media exposure)



Source: Kan & Fabrigar, 2017

Figure 1.2 Theory of Planned Behavior

Based on the explanation and picture above, it is explained that the three factors above focus on 1 fundamental thing, such as behavioral beliefs which are seen as attitudes that determine behavior, normative beliefs which are seen as subjective norms, and lastly, control beliefs which are resources and opportunities that are seen as underlying behavioral controls (Ajzen, 2005). Based on the explanation and elaboration of the theory above, it can be seen that one of the backgrounds is social where the broad social picture also emphasizes environmental conditions. (Bellò et al., 2018; Giacomini et al., 2011; Liñán et al., 2011). In this study, researchers focused on 2 very intense environments for self-development, namely the family and peer environment. The family environment itself is the main and first factor that supports and stabilizes the self-development of students and is also proven to influence interest in entrepreneurship (Wahyuningsih, 2020). This can happen because the family (mother or father who is self-employed) tends to provide strong inspiration to spur entrepreneurial interest and the independent nature and entrepreneurial flexibility that they have acquired from an early age. (Hisrich et al., 2005). The same thing is also shown Wahyuningsih, (2020) where the family environment has a more significant influence on students' interest in entrepreneurship because parents of students tend to provide encouragement, enthusiasm, and guidance to students and pay attention in the form of supervision, fulfillment of learning facilities, and provision of guidance which ultimately spurs interest in entrepreneurship. Accordingly, the contribution of the parents' environment is also explained by Marini & Hamidah, (2014), he explained that the family environment can be a conducive environment to training and honing entrepreneurial character, which can be a provision for children to start directing their interests in the future. so that the cultivation of entrepreneurial character or spirit that is instilled early on in children will improve attitudes, motivation, and interest, and ultimately will try to become an entrepreneur (Jusmin, 2012).

In addition to the family environment, peers are also an important factor in the process of forming entrepreneurial intentions. In the process, the formation of entrepreneurial intentions is strongly influenced by the support of peers, both as friends and as tutors in spurring entrepreneurial intentions (Nabi et al., 2018). In addition, the magnitude of peer influence is also due to the high level of interaction and the similarity of

goals and motivations. This is explained by Nesi et al., (2018) Peer groups are the second environment consisting of people with the same interests and goals. So that with the same goals and interests, it will be easier for someone to interact and develop an interest in entrepreneurship properly. Furthermore, peers also contribute by increasing a person's abilities, this can happen through increasing abilities through the introduction of economic literacy activities so that he will be able to understand economic problems and be able to make decisions in economic matters so that through this interaction he will have a source of income. (Ahmed et al., 2020; Suratno et al., 2021).

Based on the description, problems, and theory above, the researcher realizes that he has limitations regarding the study, especially in the interest in entrepreneurship. In this section, the researcher only focuses on a person's interest in entrepreneurship and does not provide a more in-depth study of the various factors that drive interest in entrepreneurship. The same thing is seen in both variables (family and peer environment) where the study only looks at interactions in general (not specifically examining the family environment including fathers, mothers, brothers, and sisters). The same thing happened to peers who did not examine various interactions such as close friends, both boys and girls and playmates). In addition to limitations, this research has updates, one of which focuses on the 2 environments with the highest interaction. In addition, the research location and respondents are located in areas with minimal interest in entrepreneurship (Kupang, NTT) so that they can examine the causes and problems that exist (low interest in entrepreneurship).

In line with the explanation above, this research is supported by various studies that explain how the contribution of these two environmental variables. One of them is Utama & Syaiful, (2020) where he explained that interaction between peers built through good communication would encourage and spur the development of interest in entrepreneurship. The same is also shown Bellò et al., (2018) which he explained that interaction and association between peers would make a person more creative and increase interest in entrepreneurship. Based on this explanation, researchers are interested in seeing the influence of the environment and its impact on interest in entrepreneurship. The difference in this study lies in the study of entrepreneurship and in areas where the economy and entrepreneurship are still low like East Nusa Tenggara. This is done to become the basis for developing entrepreneurial interest in underdeveloped areas. Based on this explanation, researchers are interested in research entitled "Interaction of the family environment and peers on entrepreneurial intentions"

B. RESEARCH METHOD

This study aims to explain how the influence of variable x (family environment and peers) on variable Y (entrepreneurial intention) is based on quantitative research using expo facto methods. In the process, this study used a questionnaire as a research instrument. This questionnaire consists of 59 statements that have been tested through research instrument tests (validity and reliability tests) and has been declared valid and

reliable. The questionnaire (59 statements) is divided into 3 major parts, namely family environment (18 statements), peers (19 statements), and entrepreneurial intentions (22 statements) which are distributed using the Google form. The description of the indicators in this study are as follows:

No	Variabel	Variable indicator	totals
1	Family	1. How parents educate children. 2. Relations between family members 3. Home atmosphere. 4. The economic situation of the family 5. Understanding parents 6. Cultural background (Slameto, 2010)	18
2	Peers	1. Social interactions are carried out 2. Habits with peers 3. The desire to imitate (imitation) 4. An attitude of solidarity 5. new knowledge or experience 6. Peer encouragement (Winaryo, 2018)	19
3	Entrepreneurial Intention	1. Motivation for entrepreneurship 2. Interested in entrepreneurship 3. The feeling of pleasure for entrepreneurship 4. Desire to do business (Mustofa, 2014)	22

Table 2.1 Operational Definition

As for the sample used in the study, namely 111 respondents (college student) using accidental sampling. Furthermore, the data was analyzed using classical assumptions as a condition for conducting multiple linear regression analysis in SPSS 23. The research framework is described in Figure 1.3.

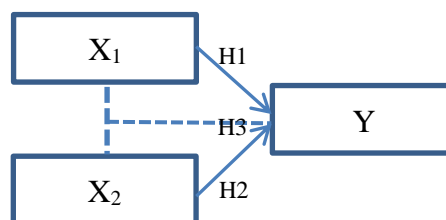


Figure 2.1 Thinking Framework

C. RESULTS AND DISCUSSION

Based on the exposure of the study, the process of collecting data and information related to x_1 , x_2 , and y , the following results are obtained:

Table 3.1 Multiple Regression Results

		Coefficients ^a		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	3,682	6,477		,569
	X1	,573	,097	,442	5,923
	X2	,489	,093	,392	5,261

a. Dependent Variable: Y

Source: SPSS Analysis Results

In table I, it is explained that there is a clear and significant effect. This can be seen in the Unstandardized Coefficients (B) table that the magnitude of the x1 and x2 contributions to y is 0.573 and 0.489. These two variables also have a clear contribution (can be seen in the sign value <0.05). In addition, this table also explains the constant value which explains the direction of influence, namely 3.682. Based on the table description and the initial description of table I, the equations for the three variables can be drawn as follows:

$$Y = 3,682 + 0,573 X_2 + 0,489 X_1$$

From these equations, it can be concluded that all variables make a clear and meaningful contribution. Both from x1, and x2 as well as the direction of influence. In addition, from this equation, it can also be concluded that if all independent variables have an influence value of 0, then the influence that can affect the y variable is 3.682. However, if the two independent variables have an influence value of 1 then the influence will be 4.744. the same table also explains how the effect of the independent variables separately or better known as the t-test. while the t-test in table I explains that the effect of x1 and x2 separately is worth 5, 923 and 5, 261. Based on these results it can be concluded that separating the two variables has a positive contribution and sig. this is based on t-count > t-table (x1 (5, 923) and x2 (5, 261) > t-table (1.65870).

Furthermore, this study focuses on the f test. This test aims to see and understand the effect of the independent variables on the dependent variable simultaneously. The test results are presented in the following table:

Table 3.2 Simultaneous Test Results (Test F)

		ANOVA ^a			
Model		Sum of Squares	df	Mean Square	F
1	Regression	10438,476	2	5219,238	43,986
	Residual	12814,821	108	118,656	
	Total	23253,297	110		

a. Dependent Variable: Y

b. Predictors: (Constant), X₂, X₁

Source: SPSS Analysis Results

Based on the exposure of the research results in table III, it is known that the f test is declared acceptable. This is following the basis for making decisions on the f test, namely $f_{\text{count}} (43.986) > F_{\text{table}} (3.08)$. based on the results and the basis for decision making can be explained simultaneously independent variables can affect one's intention in entrepreneurship.

Table 3.3 Determinant Coefficient Results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,670 ^a	,449	,439	10,893	,449	43,986	2	108	,000

a. Predictors: (Constant), X_2 , X_1

Source: SPSS Analysis Results

Finally, in the IV results table, it is explained that the R Square value is 0.449. These results explain the contribution of the independent variable of 44.9% and the rest is the contribution of other variables.

Based on the studies and research results that have been presented, the researcher obtained results that explained that the family environment can encourage and spur the development of one's interest in entrepreneurship (positive and significant influence). This result is in accordance with one of the functions of the family environment, namely caring for and educating. Where the family is the first educational environment that teaches knowledge, attitudes, and behavior that greatly influence the development of a child (S. N. arta Aini et al., 2015; Wahyuningsih, 2020). One of the pieces of knowledge that need to be instilled by parents is entrepreneurship. In this case, parents must teach and give examples to their children about the basics of entrepreneurship. This is reinforced by Katz & Green, (2009), which emphasizes that a child will find it easier to develop skills, competence, and confidence to become an entrepreneur if, from an early age, he has acquired entrepreneurial knowledge and experience. In addition, parents also have the influence and role to inspire children to be involved in entrepreneurial activities (Bagheri & Pihie, 2010). Therefore, parents must be real figures that can be imitated, studied, and used as a guide in developing a business for a child who wants to start a business. So it is not uncommon for families with entrepreneurial backgrounds to deliberately bring their children into the business from an early age, this is done to help families in company activities and teach children about some business strategies (Q. Aini & Oktafani, 2020; Lambing & Kuehl, 2000). This is in line with the research conducted Anggraeni, (2015) where he explained that the family environment can stimulate and increase the interest in entrepreneurship for class XI students of SMK Islam Nusantara Comal, Pematang district, 2014/2015 (positive and sig), this is based on the large encouragement of families to shape character, especially their children to be more independent and have values entrepreneurship. This is also in line with Marini & Hamidah, (2014) where he emphasized

that the family environment can spur and stimulate interest in entrepreneurship for class XII SMK students in the Catering Skills Competency in the City of Yogyakarta (positive (0.461) and significance (0.000). The same is also seen in research Q. Aini & Oktafani, (2020) where there is a positive (0.431) and significant influence between the family environment on the interest in entrepreneurship.

In addition to the family environment, this research also focuses on the peer environment. where this variable makes a good (positive and significant) contribution to entrepreneurial intentions. This influence can be seen from the interactions between peers that are well established which will spur the development of Attitude toward entrepreneurship, Subjective norms, and Perceived behavioral control which ultimately encourages entrepreneurial intentions (Lingappa et al., 2020). In addition, this influence can also be formed from interactions carried out by someone in their environment (work or school environment) which will add information, experience, and interest in entrepreneurship. (Nanda & Sørensen, 2010). Specifically, in the campus environment, interaction and communication of entrepreneurial activities are also built and supported by institutions so that the person will be more motivated to develop an interest in entrepreneurship (Moog et al., 2015). Not only that but this influence is also strengthened by consistent interactions both in terms of time and quality. It is as described by Suratno et al., (2021) students tend to spend time with their friends and through this interaction, they explore knowledge and elaborate their understanding by going into the business world. So based on this explanation it can be concluded that peers have a good influence or contribution (positive and significant) (M. E. Astuti, 2021; Rahman et al., 2020; Utama & Syaiful, 2020). This is reinforced research Nurhadifah & Sukanti, (2018) who explained that peers can spur the development of student entrepreneurship interests, where he also emphasized that peers are the second family after parents and siblings. In fact, not infrequently peers know more than family.

Based on the description, problems, and theory above, the researcher realizes that he has limitations regarding the study, especially in the interest in entrepreneurship. In this section, the researcher only focuses on a person's interest in entrepreneurship and does not provide a more in-depth study of the various factors that drive interest in entrepreneurship. The same thing is seen in both variables (family and peer environment) where the study only looks at interactions in general (not specifically examining the family environment including fathers, mothers, brothers, and sisters). The same thing happened to peers who did not examine various interactions such as close friends, both boys and girls and playmates). In addition to limitations, this research has updates, one of which focuses on the 2 environments with the highest interaction. In addition, the research location and respondents are located in areas with minimal interest in entrepreneurship (Kupang, NTT) so that they can examine the causes and problems that exist (low interest in entrepreneurship).

Finally, based on the discussion above, it is explained that the interaction of the two environments can spur a person's development starting from knowledge, character, and

experience, especially the desire to start a business (entrepreneurship). This interaction can be in the form of communication, discussion, and elaboration of knowledge so that it will form someone who can develop the world of entrepreneurship. This is as explained in the research by Shahzad et al., (2021) which explains that these two environments can help a person in fostering the demand for entrepreneurship and the need for freedom and attention from parents, apart from that it also emphasizes selective abilities in associating with peers. The same thing was also explained by S. Astuti & Sukardi, (2013) who explained that the family environment and peers had a positive and significant influence on interest in entrepreneurship and they also emphasized the importance of entrepreneurship and how it can help national economic development. In contrast to this study, Rahmadi & Heryanto, (2020) explained that the social and family environment did not have a significant effect, this was due to the low quality of interaction and communication.

D. CONCLUSION

Based on the results and discussion above, it can be concluded that the environment (family and peers) has a positive and significant influence on forming entrepreneurial intentions. This explains that the environment has a vital role in shaping one's views and one's interest in developing a business especially the business of managing natural resources such as seafood creations and others (based on the size of marine resources in NTT), where the role can be in the form of input, knowledge, and encouragement (verbal and non-verbal) which will influence one's concept of thinking and one's interest in developing ideas and ideas. In line with that, peers also have a role in encouraging and forming entrepreneurial intentions from the interactions that occur.

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Based on the results and discussion above, there are several suggestions that researchers found in order to achieve improvements in entrepreneurial intentions, including the need for intense attention from the family environment in supporting entrepreneurial intentions from an early age and instilling entrepreneurial values from small things. In line with that, peers must also have a more tangible impact in helping and encouraging entrepreneurial ideas and intentions, such as being active in helping and providing real input.

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