

## The Influence of Creativity and Family Support On the Entrepreneurial Interests of Generation Z in Bandar Lampung

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### ARTICLE HISTORY

Received : January, 2026

Accepted : March, 2026

Published : April, 2026

### ARTICLE IDENTITY

Vol. 7 No. 1 April 2026

### DOI

<https://doi.org/10.32815/jpro.v7i1.29>

16

### ABSTRACT

The aim of this study is to examine how creativity and family support influence the entrepreneurial interests of Generation Z in Bandar Lampung City. This study applies quantitative methods and purposive sampling techniques involving 100 respondents. Data was collected. It was collected through questionnaires. The data was then analysed. The analysis used multiple linear regression, taking into account classical assumption tests. The results of the study indicate that the variables of creativity and family support influence entrepreneurial interest simultaneously. This study shows that creativity and family support are complementary factors in shaping the entrepreneurial interest of Generation Z.

**Keywords:** Creativity, Family Support, Interest in Entrepreneurship

### ABSTRAK

Penelitian ini memiliki tujuan untuk mengkaji pengaruh kreativitas dan dukungan keluarga terhadap minat berwirausaha Generasi Z di Kota Bandar Lampung. Penelitian ini menerapkan metode kuantitatif dan teknik purposive sampling yang melibatkan 100 responden. Pengumpulan data dilakukan melalui kuesioner ini dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan variabel kreativitas dan dukungan keluarga secara simultan berpengaruh terhadap minat berwirausaha. Penelitian ini menunjukkan bahwa kreativitas dan dukungan keluarga merupakan faktor yang saling melengkapi dalam membentuk minat berwirausaha Generasi Z.

**Kata Kunci:** Kreativitas, Dukungan Keluarga, Minat Berwirausaha

## INTRODUCTION

The unemployment rate among the productive age group remains a major problem in Indonesia due to the imbalance between the number of job seekers and the availability of jobs (Rachmawati et al., 2022). Information from the Central Statistics Agency indicates that by 2024, Indonesia's employment structure will still be dominated by the informal sector at 59.40%, while the formal sector will only absorb 40.60% of the workforce (Antara, 2025). This condition confirms that entrepreneurship, especially in the development of the MSME sector, is a good option to reduce the number of unemployed people and increase the country's economic growth, which is its main objective. Micro, Small and Medium Enterprises in Indonesia contribute around 61% to the Gross Domestic Product and are able to absorb around 97% of the workforce in this country.

Generation Z is a productive age group with great potential for entrepreneurial development. This generation is known as digital natives who are adaptable to technology, creative, and innovative. However, data shows that unemployment rates are still dominated by Generation Z, especially in the 15–24 age range. Even though there is a strong interest among youth in pursuing entrepreneurship (World Economic Forum, 2019), its realization still faces various obstacles, such as limited capital, lack of business experience, and minimal environmental support (Susanto, 2024). The city of Bandar Lampung, as the economic center of Lampung Province, has shown an increase in entrepreneurial activity, especially in the MSME sector. As of July 2025, more than 51,000 Business Identification Numbers had been issued, with MSMEs dominating (Tuti Nurkhomeiyah, 2025). However, the employment structure in this region is still dominated by the informal sector, and the open unemployment rate remains relatively high (aswati.id, 2025). This condition indicates that the entrepreneurial potential of Generation Z in Bandar Lampung has not been fully optimized.

A key internal factor that significantly influences the development of entrepreneurial interest is innovation. Creativity enables individuals to generate new ideas, see opportunities, and create innovations that have economic value (Wardani & Dewi, 2021); (Kharisma et al., 2024). However, creativity needs to be supported by external factors, especially family support. Family support plays a role in shaping individuals' beliefs, motivation, and subjective norms in making entrepreneurial decisions. This is in line with the Theory of Planned Behavior, which explains that an individual's determination to behave is influenced by attitudes, subjective norms, and perceptions of behavioral control (Ajzen, 1991). This study is important because it helps us to understand how creative thinking and family support influence young people in Generation Z in Bandar Lampung City to dream of starting a business. These findings are expected to contribute significantly to the development of research on entrepreneurship among Generation Z and serve as a guideline for the government, educational institutions, and families in strengthening the entrepreneurial ecosystem.

## **THEORETICAL BACKGROUND**

This study is based on a social psychology approach using the Theory of Planned Behavior (TPB) developed by (Ajzen, 1991) as the main theoretical framework in explaining entrepreneurial interest. TPB states that a person's intention to perform a behavior is determined by three main elements, namely attitude toward the behavior, subjective norm, and perceived behavioral control. These three components simultaneously form behavioral intention, which is a direct determinant of actual action (Ajzen, 1991).

Ajzen explains that individual characteristics and social factors are included in background factors that do not directly influence intention, but play a role in shaping basic beliefs that influence attitudes, subjective norms, and perceived behavioral control. Therefore, TPB is considered relevant to explain how internal and external factors contribute to shaping Generation Z's interest in entrepreneurship.

### **2.1. Creativity**

Creativity is an individual's ability to generate new, original, and innovative ideas to solve problems and take advantage of opportunities (Andika Isma et al., 2023). In the context of entrepreneurship, creativity plays an important role as psychological capital that drives the creation of innovative products, services, and business models. Research findings (Aura & Alam, 2023) show that individual involvement in activities that support creativity development can significantly improve creative thinking skills. Within the TPB framework, creativity is positioned as part of the background factors that influence perceived behavioral control. Individuals with high levels of creativity tend to have stronger self-confidence in facing business challenges, thereby strengthening their perception of control and forming a positive attitude towards entrepreneurship. Thus, creativity plays a role in increasing interest in entrepreneurship by strengthening attitudes and perceived behavioral control.

### **2.2. Family Support**

Family support is a form of attention, encouragement, and assistance provided by the family in helping individuals achieve their goals and overcome problems (Afriani & Novrita, 2024). This support can be emotional, moral, or instrumental, which influences an individual's confidence in making career decisions, including entrepreneurship. In the TPB, family support is closely related to the subjective norm component, which is an individual's perception of social influence from parties considered important. Generation Z who receive support and approval from their families tend to have stronger subjective norms towards choosing entrepreneurship (Yogas & Hidayah, 2024). In addition, family support can also strengthen perceived behavioral control through the provision of resources and experience, thereby increasing interest in entrepreneurship.

### **2.3 Entrepreneurial Intention**

Entrepreneurial interest is defined as an individual's desire, interest, and readiness to start and run a business independently with a willingness to face the risks that may arise (Ramdani, 2023). This interest reflects an individual's psychological readiness before the realization of

actual entrepreneurial behavior. Based on TPB, entrepreneurial interest is a form of behavioral intention that is influenced by an individual's attitude towards entrepreneurship, subjective norms from the social environment, and perceptions of control over one's abilities (Ajzen, 2020). Therefore, creativity as an internal factor and family support as an external factor are considered to play an important role in shaping the entrepreneurial interest of Generation Z.

## RESEARCH METHODS

This research utilizes a quantitative method to examine how creativity and familial assistance impact the entrepreneurial aspirations of Generation Z in Bandar Lampung City. The quantitative method was chosen because it can objectively examine the relationship between variables with numerical data analysis (Muin, 2023). The research population was Generation Z in Bandar Lampung City aged 13–30 years, with a total of 356,141 people (BPS, 2024). The sample was identified through purposive sampling, focusing on Generation Z individuals living in Bandar Lampung City. The sample size of 100 people was chosen using the Slovin formula, which takes into account a 10% margin of error.. The initial data was gathered by sending out a digital survey through Google Forms, while secondary data was sourced from scientific journals, books, and official publications from the Central Statistics Agency. The research instrument was developed based on indicators of creativity, family support, and interest in entrepreneurship using a five-point Likert scale (Sugiyono, 2019).

Data analysis was performed using SPSS version 29. Data evaluation encompassed traditional assumption verification, which involved checks for normality, multicollinearity, and heteroscedasticity, to confirm that the regression model applied was suitable. (Dr. Imam Machali, 2021). In addition, a multiple linear regression analysis was used to examine the impact of creativity and family support on entrepreneurial interest.. Hypothesis testing was performed using the t-test utilized for individual assessments and the F-test used for concurrent evaluations at a significance threshold of 5% ( $\alpha = 0.05$ ), and the evaluation of the coefficient of determination ( $R^2$ ) to assess how much the independent variables contribute to the dependent variable.

## RESULT AND DISCUSSION

### 4.1. Respondent Characteristics

The respondents in this study were predominantly female, with 78 respondents or 78%, while there were 22 male respondents or 22%.

**Tabel 1. Respondent Characteristics Based On Gender**

No	Gender	Quantity	Percentage
1	Male	22	22%
2	Female	78	78%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source: Data processing results (2025)

**Tabel 2. Respondent Characteristics Based On Age**

No	Age	Quantity	Percentage
1	13-18 Tahun	9	9%
2	19-23 Tahun	85	85%
3	24-28 Tahun	6	6%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source: Data processing results (2025)

Based on the table above, 85% of respondents were aged 19-23 years old, 9% were aged 13-18 years old, and 6% were aged 24-28 years old.

**Tabel 3. Respondents Characteristics**

No	Category	Quantity	Percentage
1	Students	85	85%
2	Worker	14	14%
3	Not a worker	1	1%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source: Data processing results (2025)

Based on the table above, 85% of respondents were students, 14% were employed, and 1% were unemployed.

#### 4.2. Descriptive Analysis

**Tabel 4. Descriptive Statistical Test Results**

##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kreativitas	100	13	50	41.85	6.600
Dukungan Keluarga	100	10	50	43.78	6.172
Minat Berwirausaha	100	10	50	42.23	7.478
Valid N (listwise)	100				

Source: Data processing results (2025)

According to the descriptive statistics, it is established that this study involved 100 participants. The creativity variable had a mean value of 41.85 with a standard deviation of 6.600, indicating that the respondents' creativity level was high and relatively homogeneous. The family support factor recorded a mean score of 43.78 and a standard deviation of 6.172, indicating that the respondents received strong family support in encouraging their interest in entrepreneurship. Furthermore, the entrepreneurial interest variable has a mean value of 42.23 with a standard deviation of 7.478, which shows that respondents have a high interest in entrepreneurship despite variations between respondents. Overall, these results provide an overview that high creativity and family support are in line with the high entrepreneurial interest of Generation Z in Bandar Lampung City.

### 4.3 Validity Test

According to the findings of the study that has been carried out, every element in the survey has fulfilled the necessary standards, whereby if the calculated  $r$  value is greater than the table  $r$  value of 0.196, it can be concluded that all items in the questionnaire are valid and can be used in reliability testing.

**Tabel 5. Validity Test Results**

No	Variable	Rhitung	Rtabel	Description
1	Creativity (X <sub>1</sub> )	0,787	0,196	Valid
2	Family Support (X <sub>2</sub> )	0,803	0,196	Valid
3	Interest in entrepreneurship (Y)	0,866	0,196	Valid

Source: Data processing results (2025)

### 4.3 Reliability Test

Based on the results obtained from SPSS version 29, it shows that the variables have a Cronbach's Alpha greater than 0.60, so it is assumed that the reliability of the statements is acceptable. The results of the reliability test of this study can be seen as follows:

**Tabel 6. Reliability Test Results**

No	Variable	Cronbach's Alpha	Description
1	Creativity (X <sub>1</sub> )	0,900	Sangat Reliabel
2	Family Support (X <sub>2</sub> )	0,890	Sangat Reliabel
3	Interest in entrepreneurship (Y)	0,933	Sangat Reliabel

Source: Data processing results (2025)

## 4.4 Test Classical Assumptions

### 4.4.1 Normality Test

**Tabel 7. Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.63324681
Most Extreme Differences	Absolute	.085
	Positive	.075
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.069 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processing results (2025)

The examination findings reveal that the  $p$ -value of  $0.069 > 0.05$ , suggesting that the leftover data follows a normal distribution. Thus, the assumption of normality in this regression model has been met and is suitable for further analysis.

#### 4.4.2 Multicollinearity Test

In this study, the test results obtained a tolerance value of 0.424 for each variable of creativity and family support, with an acceptable threshold exceeding 0.10 and a VIF figure of 2.358 less than 10. Thus, it can be concluded that this regression model shows no signs of multicollinearity.

#### 4.4.3 Heteroscedasticity Test

The examination was carried out with the help of a scatterplot, revealing that the leftover points were distributed randomly on both sides of zero on the Y-axis without creating any distinct pattern. This distribution pattern proves that the residual variance is constant. Therefore, it can be determined that the regression model does not show signs of heteroscedasticity and has fulfilled the assumption of homoscedasticity.

#### 4.5 Multiple Linear Regression Equation

**Tabel 8. Multiple Linear Regression Results**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.950	3.440		.276	.783		
	Kreativitas	.589	.109	.520	5.385	<.001	.424	2.358
	Dukungan Keluarga	.379	.117	.313	3.242	.002	.424	2.358

a. Dependent Variable: Minat Berwirausaha

Source: Data processing results (2025)

$$Y = 0,950 + 0,589 X_1 + 0,379 X_2$$

1. A constant value of 0.950 indicates that when creativity and family support variables are considered constant, the level of interest in entrepreneurship is at 0.950. A favorable creativity regression coefficient of 0.589 indicates that a rise in creativity contributes to a heightened interest in entrepreneurship..
2. Entrepreneurial interest can be increased by as much as 0.589 units as a result of creativity, provided that no other variables change.
3. The coefficient for family support in the regression analysis is 0.379, indicating a positive relationship. This implies that a rise in family support will lead to a growth in entrepreneurial interest by 0.379 units.

According to the values of these regression coefficients, one can infer that both creativity and assistance from family contribute positively to the interest in entrepreneurship, with creativity being the variable that has a relatively greater influence.

#### 4.6 Partial Test (T)

According to the findings from the t-test, the creativity variable presented a t-value of 5.385, which is greater than 1.984, along with a significance level of. Meanwhile, the family support variable had a t-value of 3.242 > 1.984 with a significance level of 0.002 < 0.05. According to the findings from various linear regression assessments and t-tests, it can be inferred that, in part,

creativity and family support each have a positive and significant effect on the entrepreneurial interest of Generation Z in Bandar Lampung City. Creativity has a more dominant effect than family support in increasing entrepreneurial interest.

#### 4.7 Simultaneous Test (F)

**Tabel 9. simultaneous test results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3410.479	2	1705.240	77.831	<,001 <sup>b</sup>
	Residual	2125.231	97	21.910		
	Total	5535.710	99			

a. Dependent Variable: Minat Berwirausaha

b. Predictors: (Constant), Dukungan Keluarga, Kreativitas

Source: Data processing results (2025)

The simultaneous test results show that the calculated F value of 77.831 > 3.090 with a significance level of 0.001 < 0.05. Therefore, it can be concluded that all independent variables, namely Creativity and Family Support, simultaneously have a significant effect on the dependent variable, namely Interest in Entrepreneurship.

#### 4.8 Coefficient of Determination Test

**Tabel 10. Determination Coefficient Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 <sup>a</sup>	.616	.608	4.68077

a. Predictors: (Constant), Dukungan Keluarga, Kreativitas

b. Dependent Variable: Minat Berwirausaha

Source: Data processing results (2025)

The results of the analysis in the table above show that the coefficient of determination (R Square) value is 0.616, which is equivalent to 61.6%. Thus, the results of this study indicate that 61.6% of the variation in entrepreneurial interest among Generation Z in Bandar Lampung City can be explained by creativity and family support, while the remaining 38.4% is influenced by other factors outside the research variables.

## Discussion

### **Creativity has a positive and significant effect on Entrepreneurial Interest.**

The results of the study show that the t-value of 5.385 exceeds 1.984, This indicates that imaginative thinking positively influences and greatly impacts the desire to pursue entrepreneurship. Thus, creativity plays an important role in increasing Generation Z's interest in entrepreneurship. These results are consistent with the theory of planned behavior (Ajzen, 2020), in which creativity contributes to the formation of positive attitudes and perceived behavioral control. Creative individuals tend to be more confident in facing business risks and challenges, Therefore, they have a greater interest in entrepreneurship. These findings are consistent with the research. (Utami et al., 2023) which states that creativity has a significant effect on the entrepreneurial interest of the younger generation.

### **Family support has a positive and significant effect on Entrepreneurial Interest.**

The partial test results in this study show a t-value of  $3.242 > 1.984$ , which means that family support is also proven to have a significant effect on entrepreneurial interest. In the TPB framework, family support is related to subjective norms, namely individuals' perceptions of social support from their immediate environment. Emotional and moral support from family strengthens Generation Z's confidence in choosing entrepreneurship as a career alternative. These results are in line with (Afriani & Novrita, 2024), which emphasizes the strategic role of family in shaping the career choices of the younger generation.

### **Creativity and Family Support have a positive and significant effect on Entrepreneurial Interest.**

Simultaneously, the results of this study have a calculated f value of  $77.831 > 3.090$  with a sig value of  $0.001 < 0.05$ . Therefore, it can be concluded that creativity and family support have a positive and significant effect on entrepreneurial interest. Creativity and family support complement each other in shaping the entrepreneurial interest of Generation Z in Bandar Lampung City. Creativity provides internal capacity, while family support strengthens social legitimacy and self-confidence. The combination of these two factors is very important in encouraging Generation Z not only as job seekers but also as creators of new jobs.

## CONCLUSION

From the analysis results on how creativity and family support affect the entrepreneurial interest of Generation Z in Bandar Lampung, these conclusions can be made:

Creativity has a positive and significant effect on Generation Z's interest in entrepreneurship in Bandar Lampung City. This is because creativity encourages individuals to find business opportunities, generate new ideas, and boost their confidence in facing the risks and challenges of entrepreneurship. Generation Z members with high levels of creativity tend to view entrepreneurship as a realistic and attractive opportunity to pursue.

Family support plays a major and important role in inspiring Generation Z to start their own business.. This is because the family is the closest environment that plays a significant role in shaping an individual's attitudes, beliefs, and career choices. Moral and emotional support, as well as the family's positive view of entrepreneurship, can increase Generation Z's courage and motivation to choose entrepreneurship as a career alternative.

Creativity and family support have a significant influence on Generation Z's interest in entrepreneurship in Bandar Lampung City. This indicates that interest in entrepreneurship is not only shaped by internal factors such as creativity, but also reinforced by external factors such as family support. The combination of these two factors is an important asset in motivating Generation Z to transition from job seekers to job creators.

Given the limitations of this study, it is hoped that it will serve as a foundation for future research to further develop this area. Future researchers are advised to include additional variables suspected of influencing entrepreneurial interest. Furthermore, subsequent studies could explore the research model using the Theory of Planned Behavior (TPB) framework in greater depth, for example, by incorporating attitudes, subjective norms, and perceived behavioral control as mediating or moderating variables. The research could also be expanded to different regions or employ qualitative or mixed-methods approaches to gain a deeper understanding of Generation Z's entrepreneurial interest and its relationship to unemployment issues.

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