



THE INFLUENCING FACTORS OF INTERNATIONAL ENTREPRENEURIAL INTENTION AMONG GENERATION Z IN INDONESIA

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Article's Information

DOI:

10.37253/jgbmr.v7i1.10551

e-ISSN:

2685-3426

EDITORIAL HISTORY:

SUBMISSION: June 10, 2025

ACCEPTED: June 19, 2025

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ABSTRACT

The newer generation, particularly Generation Z (Gen Z), has a distinct perspective due to the advancements in digital technology. Currently, a significant number of them are interested in establishing their own enterprises, and a few of them are internationally recognized. The objective of this investigation is to investigate the factors that influence the international entrepreneurial intention of Gen Z in creating international ventures, such as entrepreneurship education, entrepreneurial opportunity identification, entrepreneurial motivation, and family support. The survey employed a quantitative methodology and purposive sampling, included 251 Gen Z respondents from Indonesia over the period from January to April 2025. The SmartPLS 4.1 results indicated that entrepreneurship education, entrepreneurial motivation, and family support each had a significant impact on international entrepreneurial intention. Furthermore, entrepreneurial motivation had significant impact on family support. However, entrepreneurial opportunity identification did not have a significant impact on international entrepreneurial intention. These results suggest that the emotional and pedagogical support provided to the younger generation significantly influences their inclinations to pursue international entrepreneurship.

Keywords: entrepreneurial motivation, entrepreneurial opportunity identification, entrepreneurship education, family support, international entrepreneurial intention

INTRODUCTION

Entrepreneurship plays an important role in boosting a country's economy. As of 2024, there are approximately 56.50 million entrepreneurs in Indonesia, with 32.21 million (57%) operating independently and 24.29 million (43%) assisted by employees (BPS Indonesia, 2024). Based on the level of education, the majority of entrepreneurs have completed primary school education, totaling 26.88 million (47.56%), followed by high school with 15.58 million (27.58%), junior high school with 10.62 million (18.80%), and higher education with 3.42 million (6.06%). The Indonesian government continues to strive to improve national entrepreneurship policies to foster entrepreneurs and enhance entrepreneurial capacity. To achieve this, the entrepreneurship ratio target is raised from 3.23% in 2024 to 3.60% in 2029, and subsequently to 8.00% by 2045 (Kemenkop UKM, 2024). With a score of sufficient or higher in 11 out of 13 conditions of the entrepreneurship framework, Indonesia has a favorable national entrepreneurial environment (Nations, 2023). Nevertheless, the level of entrepreneurship in Indonesia is still falling behind compared to ASEAN countries, even though entrepreneurship plays a vital role in making leaps in the national economy (Anantia, Putra, & Aliandrina, 2022).

Those who were born between 1997 and 2012, commonly known as Generation Z or Gen Z, have chosen to pursue international entrepreneurship instead of becoming permanent employees (Pichler, Kohli, & Granitz, 2021). This is due to the development of social media and technology, which is becoming more open, inspiring the entrepreneurial spirit of Gen Z to speed up their journey to financial independence. Gen Z has seen one of the biggest spikes in business interest in this age of rapid

technology advancement. The only way to become well-known is to use technology to market the company since brand equity can be raised through digital marketing (Angela & Kesumahati, 2023). This phenomenon is not limited to wealthy nations, but it also happens in emerging nations like Indonesia. According to age, the majority of entrepreneurs in Indonesia in 2023 are elderly, with 10.6 million elderly individuals as novice entrepreneurs and 798,000 as established entrepreneurs, accounting for 20.25% of the total entrepreneurs (Ahdiat, 2023). In contrast, young entrepreneurs aged 15-19 only number 400,000. However, as many as 35.5% of young people aged 15 to 35 in Indonesia aspire to become entrepreneurs (Novrizaldi, 2023). The perception index is among the highest compared to other ASEAN countries.

The above discussion demonstrates that, although there has been a notable growth in entrepreneurial ambition, a number of factors, including education, opportunities, motivation, and family support, have not been extensively investigated. Even though the future of entrepreneurship appears bright for Gen Z, actual experience in the industry demonstrates that starting and growing a firm abroad requires more than just sheer willpower. Gen Z will overcome many challenges, including a lack of money, a limited network, and a lack of practicality, as they lack experience and only wish to launch a firm. The family support element is one that is frequently overlooked but is important. Support from family members is frequently crucial when deciding whether to take business risks or stick to a safer route. Regretfully, in Indonesia, parents with less education are typically viewed as having little knowledge of the possibilities of global entrepreneurship, particularly if Gen Z, which is thought to lack experience, makes the decision

(Nations, 2023). This ultimately causes Gen Z to pause or perhaps limit their desire to pursue entrepreneurship in the global market. This makes Gen Z eventually hesitate or even confine their entrepreneurial intentions to the international realm. Berliawan, Suharto, & Tyas (2024) claim that an entrepreneur's final choice is frequently impacted by his surroundings, particularly his parents, who spend more time together.

Numerous earlier studies have examined entrepreneurial intention, covering variables such as education, personal motivation, and opportunity identification (Hadiyati, 2023; Ma & Huang, 2020; Tian, Akhtar, Qureshi, & Iqbal, 2022). However, there has been a dearth of research that concentrates on the intention of becoming international entrepreneurs. Other than that, the importance of family support that plays a role in motivating Gen Z to succeed in the global business world has received little attention. In this age of globalization, family support serves as a guide for young people in making decisions and developing global business aspirations, in addition to being a blessing or source of cash. In addition, according to previous study, family support is greatly impacted by entrepreneurial motivation, especially when it comes to entrepreneurship (Chauhan et al., 2024). However, there aren't many studies that specifically look at this link which emphasize the role that motivation plays in getting family support for business ventures. Therefore, this study aims to fill in gaps by examining the influencing factors of international entrepreneurial intention by using some variables, i.e entrepreneurship education, entrepreneurial opportunity identification, entrepreneurial motivation, and family support.

LITERATURE REVIEW

Entrepreneurship Education and International Entrepreneurial Intention

Education is a learning process for international business interests that provides increased knowledge, skills and attitudes of individuals towards entrepreneurship, but according to Anwar, Thoudam, & Saleem (2022), entrepreneurship education is a process that increases individual entrepreneurial self-efficacy. Providing an appropriate setting with the most up-to-date curriculum to satisfy students' needs in order to become entrepreneurs is one way that entrepreneurship education. Consequently, students make decisions based on their desires rather than their needs. Since they have acquired a lot of business-related concepts, students may have high aspirations for entrepreneurship when they first enroll in their degree (Kesumahati, 2021). Entrepreneurship education also teaches financial literacy, which is useful for students who are going to start a business. This is because the majority of students are unaware of the method by which they should allocate their resources in response to the low level of financial literacy (Justyn & Marheni, 2020).

According to Anwar et al. (2022), entrepreneurship education has a positive impact on entrepreneurial intention. Some studies convey the same evidence. (Hoang, Le, Tran, & Du, 2021) state that education on entrepreneurs has a positive effect on the entrepreneurial interest of Vietnamese university students. Zhang, Li, Zhang, Gong, & Liu (2022) mention that education has a significant stimulating effect on the generation of entrepreneurial intentions. Amalia & Hadi (2024) state that entrepreneurial education has a positive effect on student business interest. Rembulan & Fensi (2018) also evidence that institutions have a positive

effect on entrepreneurial interest. Thus, it is formulated that:

H1: Entrepreneurship education has a significant impact on international entrepreneurial intention

Entrepreneurial Opportunity Identification and International Entrepreneurial Intention

Opportunity identification is the process of recognizing potential ideas that will be developed into profitable international businesses. According to Ma & Huang (2020), problem identification and entrepreneurial intentions can provide a process of understanding self-knowledge of new ventures. The effect of the ability to see business opportunities has a positive and significant impact on student entrepreneurial interest (Hadiyati & Fathkurahman, 2023). Ma & Huang (2020) state that the identification of opportunities by supplier employees will be related to employee entrepreneurial intentions. He et al. (2024) convey that identification of business opportunities has a positive effect on sustainable entrepreneurial intentions significantly. (Esfandiar et al., 2019) evidence that there is a positive relationship with entrepreneurial interest. Tian et al. (2022) mention that business opportunities have a positive and significant effect on entrepreneurial intentions. Therefore, it is proposed that:

H2: Entrepreneurial opportunity identification has a significant impact on international entrepreneurial intention

Entrepreneurial Motivation and International Entrepreneurial Intention

Entrepreneurial motivation is a desire from within individuals to start an international business that gives impetus to each of them which is a key factor in entrepreneurship and is very important for creating and developing international

businesses. Entrepreneurs are often motivated by a combination of push and pull factors. Push motives, such as job dissatisfaction or a lack of career advancement, encourage people to pursue entrepreneurial endeavors when they are unhappy with their current circumstances. Pull motives are fueled by the appeal of entrepreneurship's benefits, such as financial independence and individual achievement. Both of these factors may contribute to the desire to pursue international entrepreneurship, especially when people perceive foreign markets as chances to realize their business goals. Julindrastuti & Karyadi (2022) argue that motivation does not affect entrepreneurial interest. However, some studies evidence that entrepreneurial motivation has a positive effect on entrepreneurial interest (Athreye, Sengupta, & Odetunde, 2023; Krisnansari, Wulansari, & Husnannisa, 2024; Malebana, 2021; Tammu & Pompeng, 2023). Therefore, it is proposed that:

H3: Entrepreneurial motivation has a significant impact on international entrepreneurial intention

Entrepreneurial Motivation and Family Support

Individuals with high entrepreneurial motivation tend to have greater confidence in their ability to establish and manage a business. This confidence can persuade family members that the individual is capable of facing entrepreneurial challenges, making them more likely to provide moral and emotional support. Previous studies have investigated the substantial correlation between entrepreneurial motivation and family support (Chauhan et al., 2024; Krisnansari et al., 2024; Tammu & Pompeng, 2023). Hence, it is proposed that:

H4: Entrepreneurial motivation has a significant impact on family support.

Family Support and International Entrepreneurial Intention

Family support is one of the factors in the interest of Gen Z entrepreneurs where the family can form an entrepreneurial mindset. Entrepreneurship can be formed and developed if it grows in an entrepreneurial family (Putri & Ahyanuardi, 2021; Candy & Vira, 2024). Although Putri & Ahyanuardi (2021) argue that family support does not have a positive effect on entrepreneurial intention, however some studies evidence the contradict version, which state that family support has significant influence on entrepreneurial intention (Adha et al., 2023a; Laguía, Moriano, & Gorgievski, 2019; Tentama et al., 2024). Therefore, it is proposed that:

H5: Family support has a significant impact on international entrepreneurial intention

METHODS

The method in this study takes a quantitative method with purposive sampling technique. The participants in this investigation are individuals who are classified as Gen Z, or those born between 1997 and 2012. In addition, they are also interested in establishing an international business. Data collection was carried out over the periode from January to April 2025 with the help of Google Form. The questionnaire uses a Likert Scale with five levels ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Each question presented is an adapted question from previous questions. The questionnaire begins with questions in the form of respondents' interest in international business, name, gender, date of birth and several questions about the variables being studied such as entrepreneurship education, entrepreneurial opportunity identification, entrepreneurial motivation, family support, and international entrepreneurial intention. There are each 5

questions on entrepreneurship education and entrepreneurial opportunity identification taken from He et al. (2024) and Tian et al. (2022). Entrepreneurial motivation has 5 questions that are adapted from 3 previous studies, namely Bux & van Vuuren (2019); He et al. (2024); and Kim-Soon, Ahmad, & Ibrahim, (2014). Family support has 5 items taken from Esfandiar et al. (2019 and Hyder (2023). International entrepreneurial intention items are taken from Tian et al. (2022) with 5 questions. The number of respondents determined for sampling is following Hair et al. (2019) formula. The minimum number of intended respondents is 250, as the questionnaire contains a total of 25 items. The results of the data collected will then be entered into the SmartPLS version 4.1 application to be tested for outer and inner model measurement.

RESULTS

Respondent Demographic Data

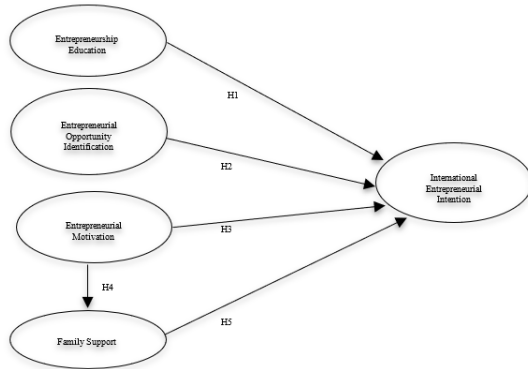
The results of this study involved 251 respondents who were successfully collected through predetermined sampling techniques. The number of male respondents dominates the number of female respondents, which is 187 (74.5%). Student and also worker statuses are dominated by 59.0%, with minority status of civil servants, self-employed, and those who are not yet working 0.8% each.

1. Common Method Bias (CMB)

Common Method Bias (CMB) are tested through the SPSS application using Harman's one factor (single factor test). The CMB value must not exceeding 50% to avoid errors in the data according to Kock (2021). The results in the data show that the variance is at 38.20%. Hence, the data is free from CMB.

2. Outer Loading

Based on the measurement results of the indicators, all the outer loading values of the indicators in this study are above 0.6 as shown in Table 2, which means they are declared valid (Duryadi, 2021).



Picture 1. Research Model

Table 1. Respondent Demographic Data

Variable	Criteria	Frequency	Percentage (%)
Gender	Male	187	74.5
	Female	64	25.5
Total		251	
Status	Students	51	20.3
	Students and also workers	148	59.0
	Students and also self-employed	36	14.3
	Civil servants	2	0.8
	Private employees	10	4.0
	Self-employed	2	0.8
	Not yet working	2	0.8
Total		251	

3. Reliability and Convergent Validity

The reliability and validity of the data is tested through Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). In the Cronbach's Alpha & Composite Reliability test, the results show a value above 0.6 which indicates that the research instrument used meets the reliability criteria according to (Hair et al.,

2019). The data will be declared to have convergent validity if the AVE value is above 0.05 (Duryadi, 2021). The AVE values for all variables have met the minimum requirement as shown in Table 2.

Table 2. Cronbach's Alpha, Composite Reliability, and AVE

Construct	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Entrepreneurship Education		0.865	0.902	0.649
EE1	0.781			
EE2	0.791			
EE3	0.827			
EE4	0.790			
EE5	0.831			
Entrepreneurship Opportunity Identification		0.880	0.912	0.675
EO1	0.776			
EOI2	0.829			
EOI3	0.832			
EOI4	0.823			
EOI5	0.845			
Entrepreneurial Motivation		0.753	0.834	0.503
EM1	0.768			
EM2	0.623			
EM3	0.735			
EM4	0.730			
EM5	0.718			
Family Support		0.796	0.841	0.516
FS1	0.699			
FS2	0.641			
FS3	0.701			
FS4	0.805			
FS5	0.768			
International Entrepreneurial Intention		0.838	0.885	0.607
IE1	0.839			
IE2	0.755			
IE3	0.803			
IE4	0.815			
IE5	0.700			

4. Coefficient of Determination (R^2)

The coefficient of determination (R^2) analysis as shown in Table 3, indicate that

entrepreneurial motivation can explain family support by 21.7% where the rest is 78.3% explained by variables that are not in the model. This result is categorized as “weak”. Meanwhile, international entrepreneurial intention can be explained by independent variables by 65.7% while the rest is 34.3% explained by other variable. This result is categorized as “strong” (Hair et al., 2019).

Table 3. Coefficient of Determination (R^2)

Construct	R Square	R Square Adjusted	Description
Family Support	0.217	0.214	Weak
International Entrepreneurial Intention	0.657	0.651	Strong

Table 4. Standardized Root Mean Square Residual (SRMR)

	Sample Mean
Saturated Model	0.052
Estimated Model	0.054

5. Goodness of Fit (GoF)

To get the quality of the research results, GoF test is used to assess the overall model. The quality control index is measured using the GoF index by finding the average of the AVE which is multiplied by the average R square and then squared. The test result produce a value of 0.5158 which is declared strong because the minimum criteria must exceed 0.36 (Hair et al., 2019).

6. Hypothesis Testing

The results of hypothesis testing show that there are 4 direct relationships that have significant effects and only 1 relationship that does not have significant effect with the criteria that T statistic must be > 1.96 and P -value < 0.05 as shown in Table 5.

Table 5. Hypothesis Testing

Path Relationship	T Statistic	P-Value	Conclusion
H1: Entrepreneurship Education -> International Entrepreneurial Intention	2.294	0.022	Significant
H2: Entrepreneurial Opportunity Identification -> International Entrepreneurial Intention	0.359	0.720	Not Significant
H3: Entrepreneurial Motivation -> International Entrepreneurial Intention	6.061	0.000	Significant
H4: Entrepreneurial Motivation -> Family Support	10.869	0.000	Significant
H5: Family Support -> International Entrepreneurial Intention	3.638	0.000	Significant



Picture 2. SmartPLS Output

H1: Entrepreneurship Education Has a Significant Impact on International Entrepreneurial Intention

Table 3 shows that entrepreneurship education has a significant positive effect on international entrepreneurial intention because the the T statistic value is 2.294 and p -value is 0.022. Therefore, H1 is accepted. This is in line with previous studies (Amalia & Hadi, 2024; Anwar et al., 2022; Hoang et al., 2021; Rembulan & Fensi, 2018; Zhang et al., 2022). Entrepreneurship education teaches students basic business skills like how to spot opportunities, manage risk, and use resources. Furthermore, entrepreneurship education fosters the development of an individual into an entrepreneur, one who is proactive, innovative, and resilient. These skills make entrepreneurship more possible and appealing by improving international entrepreneurial intention.

H2: Entrepreneurial Opportunity Identification Has a Significant Impact on International Entrepreneurial Intention

Tabel 3 shows that entrepreneurial opportunity identification has no significant effect on international entrepreneurial intention since the T statistic value is 0.359 and p -value is 0.720. Therefore, H2 is rejected. This finding contradicts research conducted by previous studies which state a significant effect on the relationship between the two variables (Esfandiar et al., 2019; Hadiyati, 2023; He et al., 2024; Ma & Huang, 2020; Tian et al., 2022). Even though entrepreneurial opportunity identification is important, some entrepreneurial education program may not give it enough attention. The study reveals that in some programs, opportunity identification was often ignored or not given enough attention during classes, which led to little change in students' views on opportunity identification and their desire to start a business (Karimi et al., 2012). The circumstances and individuals involved can also alter how important entrepreneurial opportunity identification is in influencing entrepreneurial intention.

The academic environment, business education, and financial availability, for instance, had little impact on students' inclination to launch their own companies, according to a survey conducted among Turkish university students (Maslakci, Sürücü, & Şeşen, 2024).

H3: Entrepreneurial Motivation Has a Significant Impact on International Entrepreneurial Intention

Tabel 3 shows that entrepreneurial motivation has significant effect on international entrepreneurial intention since the T statistic value is 6.061 with a p -value of 0.000. Therefore, H3 is accepted. This support previous studies (Krisnansari et al., 2024; Tammu & Pompeng, 2023). Entrepreneurs that are intrinsically motivated are more likely to do things that help their businesses expand internationally, such as looking for fresh knowledge, researching other markets, and coming up with new ideas. This proactive strategy is necessary for internationalization since it helps entrepreneurs find and take advantage of opportunities in global marketplaces. Additionally, the ability to absorb and use new information is a skill that motivated entrepreneurs with a high learning orientation possess. This skill makes it easier for them to identify and seize global possibilities, which helps their businesses become more globally oriented.

H4: Entrepreneurial Motivation Has a Significant Impact on Family Support

Tabel 3 shows that entrepreneurial motivation has significant effect on family support since the T statistic value is 10.869 with a p -value of 0.000. Therefore, H4 is accepted. This study result is in line with previous studies' findings (Chauhan et al., 2024; Krisnansari et al., 2024). Motivation adds to goal clarity and better planning. Additionally, since motivation acts as a psychological signal that indicates seriousness, dedication, and

success potential which are elements that often improve family members' desire to offer support, therefore entrepreneurial motivation improves family support. Families are more willing to aid an entrepreneur when they trust the individual knows what they're doing, and motivation often serves as a substitute for that trust.

H5: Family Support Has a Significant Impact on International Entrepreneurial Intention

Tabel 3 shows that family support has significant effect on international entrepreneurial intention since the T statistic value is 3.638 and 0.000 for the *p*-value. Therefore, H5 is accepted. This finding support the studies conducted by Athreye et al. (2023) and Malebana, (2021), where motivation has a significant effect on international business interest. But in contrast to the study result from Julindrastuti & Karyadi (2022) stating that there is no significant effect between the two variables. This shows that family support, belief, and encouragement boost an individual's entrepreneurial self-efficacy, or their confidence in their capacity to be a successful business owner. Furthermore, family support offers a safety net, both financial and emotional, which minimizes the perceived risk of failure. Entrepreneurship is risky. People are more inclined to take the jump into business as a result of this lowered perception of danger.

DISCUSSIONS AND CONCLUSIONS

Based on the research findings, it can be concluded that opportunity identification has no significant effect. However, entrepreneurship education, entrepreneurial motivation, and family support have positive and significant effects on international entrepreneurial intention of Gen Z in establishing business abroad. The study's findings

indicate that the association between entrepreneurial motivation and family support has the biggest impact among the variables. Despite the lack of empirical study to explicitly link entrepreneurial motivation and family support, this finding implies that motivated individuals are more likely to ask for and receive assistance from their families. This help further strengthens their entrepreneurial goals and objectives. Cultivating entrepreneurial passion may be a key strategy for promoting family support for entrepreneurial efforts. The study results also suggest that to encourage Gen Z to start a business in the international arena, support from various sources is needed, especially from education and family. Educational institutions should further integrate entrepreneurship education into their curriculum in a practical and applicable manner, and families should provide support not only financially but also morally and emotionally. In addition, Gen Z is expected to increase their knowledge about entrepreneurship.

This study's findings also provide recommendations for policymakers and the government. Theoretical knowledge is frequently prioritized over practical skills in Indonesia's entrepreneurship education, which neglects the development of design thinking, innovation, and opportunity recognition. In order to enhance the quality of education, it is recommended that government and policymakers reform the curriculum, integrate experiential learning, adopt a global perspective, establish supportive ecosystems, introduce policy incentives, simplify business registration, and promote entrepreneurship through media campaigns and public recognition. Lastly, this study has managerial implications, including the implementation of programs that involve families in the entrepreneurial journey, establish support networks, implement incentive programs, organize training workshops, and expose

entrepreneurs to markets. This will enhance motivation, mentorship, resource availability, and market exposure, thereby fostering a supportive entrepreneurial ecosystem.

LIMITATIONS

This research has limitations because it only studies Gen Z in Indonesia. Subsequent study is suggested to adopt another model framework by adding mediation or moderation factors. In addition, qualitative research including interview techniques are also recommended to enhance the understanding of international entrepreneurial intention.

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