

## **Analysis of Factors Influencing Entrepreneurial Intentions of Students in West Jakarta**

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doi.org/10.51505/IJEBMR.2025.9510

URL: <https://doi.org/10.51505/IJEBMR.2025.9510>

Received: Apr 20, 2025

Accepted: Apr 27, 2025

Online Published: May 07, 2025

### **Abstract**

The purpose of this study was to examine the influence of demographics, social and environmental factors on entrepreneurial intentions among students in West Jakarta. The sample of this study was students registered at universities in West Jakarta for the period 2020-2023. The sample was selected using a purposive sampling method totaling 100 samples by distributing questionnaires using G-form and then processing the data using Smart PLS 3.0. The results of this study are that demographics have a positive but insignificant influence on entrepreneurial intentions. Social and environmental factors have a positive and significant influence on entrepreneurial intentions.

**Keywords:** demographics, environment, social, entrepreneurial intentions

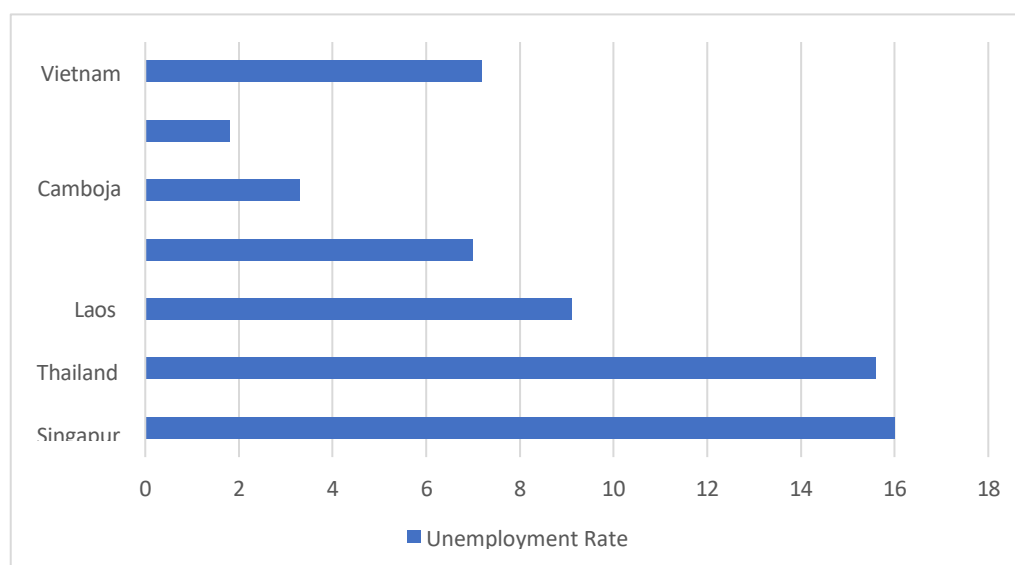
### **1. Introduction**

#### *1.1 Introduce the Problem*

Economic development requires the support of Human Resources (HR). HR support in the development process can be seen from the role of HR in various economic sectors that aim to increase productivity. However, in reality, there are still few residents who are interested in being actively involved directly in various economic sectors, especially college graduates. Based on data from the Directorate General of Higher Education in 2011, it stated that interest in entrepreneurship for college graduates is still very low, which is 6.14% of the total number of graduates. This figure is lower than the interest in entrepreneurship from high school graduates which reached 22.63%. Meanwhile, data from 2011 stated that the number of entrepreneurs in Indonesia had only reached 1.65 percent of the total population of Indonesia, Indonesia only had 3,707,205 entrepreneurs which should be 4.75 million people. Meanwhile, Harvard sociologist Mc Clelland also stated the same thing, a country can achieve prosperity if 2% of its population becomes entrepreneurs. (news.detik.com). Likewise, according to Osborne, a country becomes prosperous if it has at least 2% entrepreneurs. The results of research conducted by the Global Entrepreneurship Monitor also show that one-third of economic growth is generated through entrepreneurial activities or also known as entrepreneurship. (<http://www.gemconsortium.org>). There is a tendency among the younger generation of job seekers, especially those who are

educated at universities to look for work in the formal sector. This indicates that the younger generation of job seekers still do not have positive intentions towards work in the private sector, which has an impact on the increasing number of job seekers who are not accommodated, finally they are better off unemployed than working in the private sector. (Budhyani, 2003). According to Hafiyyan (2022), the entrepreneurship ratio in Indonesia is 3.4% and this number is still very far from the number of entrepreneurship needed in Indonesia to become a developed country, which requires a ratio of 12-14%. According to Rahman (2022), the GEI (Global Entrepreneur Index) of Indonesian entrepreneurship still ranks low in the world, namely 75th out of 137 countries. According to Dihni (2022), the ILO (International Labor Organization) which collects data from the World Bank, the number of unemployed in Indonesia was 16% in 2021 and when compared with data in Southeast Asia, it is among the highest.

**Table 1 Unemployment Rate in Southeast Asia**



Source: Katadata.co.id

According to Lidwina (2019), entrepreneurship is important for Indonesia because it can help create new jobs, help absorb labor, help increase tax revenues, encourage people to be more independent and to be able to compete with other countries. Entrepreneurship can provide opportunities for individual freedom and financial gain. So by increasing the intention of entrepreneurship in students, it can indirectly help Indonesia increase the number of entrepreneurs and create new jobs.

Cultivating the entrepreneurial spirit of college students is believed to be an alternative way out to reduce the unemployment rate, because graduates are expected to become educated young entrepreneurs who are able to start their own businesses. The number of young entrepreneurs in Indonesia, which is only around 0.18% of the total population, is still far behind developed countries such as America which reaches 11.5% and Singapore which has 7.2% of young

entrepreneurs from its total population. In fact, by consensus, a country in order to progress, ideally has 5% of its total population as entrepreneurs who can be a competitive advantage for the nation.

Furthermore, in response to the current and future business world competition that relies more on knowledge and intellectual capital, in order to become a competitive nation, the development of young entrepreneurs needs to be directed at groups of educated young people. Students who are prospective college graduates need to be encouraged and their intention to become entrepreneurs (Entrepreneurial intention) developed. Zimmerer (2002:12), stated that one of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the provision of entrepreneurship education.

The university is responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to dare to choose entrepreneurship as their career. Universities need to implement concrete entrepreneurial learning patterns based on empirical input to equip students with meaningful knowledge in order to encourage students' enthusiasm for entrepreneurship (Yohnson 2003, Wu & Wu, 2008).

According to Kania (2021), this study refers to the theory of planned behavior (TPB) which is used to predict entrepreneurial intentions in students. According to Budiono (2020), this theory shows factors that can specifically influence a person's entrepreneurial intention. According to Molino (2018), this theory is a model that is widely adopted for entrepreneurial intention research. This theory has been widely applied in researching entrepreneurial intention. This theory states that perceptions that have been embedded in a person's daily environment will influence a person's actions to have entrepreneurial intentions. According to Li (2019), the topic of entrepreneurial intention is a popular topic to discuss in policy making, academics and students. Entrepreneurial intention is an activity that focuses the mind on creating a business that is beneficial to society. An entrepreneur must have a high entrepreneurial intention in order to be motivated to open a new business. High entrepreneurial intention indicates being ready for the risks ahead and having a high desire to learn from failure. According to Yesika (2022), demographic factors are a detailed identification of population characteristics in the majority of society to determine the impact on entrepreneurial intention. The parts included in demographics in this study are age, gender, work experience and family income. Based on previous research conducted by Borges (2021), Seyoum (2021), Teddy (2022), Setiawan (2022), Dubey (2022) stated that demographics have a significant influence on entrepreneurial intentions. However, in research conducted by Barraza (2021), Liu (2021), Cahyaningsih (2019), Omer (2020), Molino (2018), it was stated that demographics do not have a significant influence on entrepreneurial intentions. According to Kurniawan (2022), the social aspect in entrepreneurial intention is to measure how much influence a person's position in society is assessed from the influence of their surroundings. The parts included in social in this study are parents, culture and support. Based on previous research conducted by Budiono (2021), Marco (2022), Jo (2019), Elysaberth (2022), Garaika (2019) stated that social has a significant influence on entrepreneurial intention. However, in research conducted by Laura (2021),

Alshebami (2020), Doanh (2021), Bhinekawati (2020), Elysaberth (2022) stated that social does not have a significant influence on entrepreneurial intention. According to Ibnu (2020), the environment is a part of the whole of individuals, institutions and other forces that are beyond a person's control but can affect a person's entrepreneurial intensity. The part included in the environment in this study is related to educational institutions. Based on previous research conducted by Purbawijaya (2021), Natasha (2022), Wijaya (2021), Daniel (2021), Blegur (2020), Bazkiaei (2020), stated that the environment has a significant influence on entrepreneurial intentions. However, research conducted by Chandra (2019), Putri (2020), Liadi (2019), Yijun (2021), Yongchuan Shi (2020), Rosa (2020), Monica (2021), stated that the environment does not have a significant influence on entrepreneurial intentions.

### *1.2. Theoretical Review*

Entrepreneurial intention. can be interpreted as the initial step in a process of establishing a business that is generally long-term (Lee & Wong, 2004). According to Krueger (1993), entrepreneurial intention reflects a person's commitment to starting a new business and is a central issue that needs to be considered in understanding the entrepreneurial process of establishing a new business.

Entrepreneurial intention has recently begun to receive attention for research because it is believed that an intention related to behavior can be proven to be a reflection of actual behavior. In the theory of planned behavior (Fishbein & Ajzen, 1985 in Tjahjono & Ardi, 2008) it is believed that factors such as attitudes, subjective norms will shape a person's intentions and will then directly affect behavior. Therefore, understanding a person's intention to become an entrepreneur can reflect a person's tendency to establish a real business (Jenkins & Johnson, 1997).

Basically, the formation of an entrepreneurial spirit is influenced by internal and external factors (Priyanto, 2008). Internal factors originating from within the entrepreneur can be in the form of personal traits, attitudes, willingness and individual abilities that can give the individual strength to become an entrepreneur. While external factors come from outside the entrepreneur which can be elements from the surrounding environment such as the family environment, business environment, physical environment, socio-economic environment and others. In addition to personality traits factors, several other studies highlight the influence of individual attitudes on entrepreneurial intentions. Gurbuz & Aykol (2008) and Tjahjono & Ardi (2010), found several elements of attitudes contained in the Theory of Planned Behavior model from Fishbein and Ajzen (TPB) influence students' entrepreneurial intentions. The elements of attitudes contained in the TPB include autonomy/authority, economic challenge, self-realization, and perceived confidence, security & workload, avoid responsibility, and social career. Several studies also found that socio-demographic factors can encourage the emergence of a person's intention to become an entrepreneur. The socio-demographic factors studied include gender, age (Johnson et al., 2010) and parental occupation (Gerry et al., 2008; Nishanta, 2008). The study model of a person's entrepreneurial intention is incomplete if it does not involve contextual factors in addition to socio-demographic factors and a person's attitude factors, because these three groups

of factors form an integral unit in the study model of a person's entrepreneurial intention. Several contextual factors that have received sufficient attention from researchers are the role of entrepreneurship education and entrepreneurial experience (Vesper & McMullan, 1988; Kourilsky & Carlson, 1997; Gorman et al., 1997; Rasheed, 2000). In theory, it is believed that providing education and entrepreneurial experience to a person from an early age can increase a person's potential to become an entrepreneur. Several studies show results that support this statement (Kourilsky & Walstad, 1998; Gerry et al., 2008). In addition to education and entrepreneurial experience, academic support, social support and business environment support (Gurbuz & Aykol, 2008) are also thought to be contextual factors that influence entrepreneurial intentions.

**Demographics.** According to Liados (2021), there is an impact of demographics on entrepreneurship, risk avoidance, personal characteristics, background and career intentions in business. According to Festa (2022), demographics greatly influence insight and views on the process and consequences of a population size and composition. According to Svtowa (2022), demographics on finance are a basic part of will, self-confidence and vision that can influence intention. According to Yesika (2022), demographics are the character or uniqueness of a population that can explain various factors that can influence the decision-making process and are the fuel to drive an intention. According to Suwito (2020), demographics are a collection of individual behaviors and actions. Factors in demographics include age structure, gender and finances. Based on the definition that has been explained, the researcher concludes that demographic factors include age, gender, work experience and family finances which are characters, uniqueness, insights and views on the process and consequences of a population size and composition that can have an impact on entrepreneurship, decision making, risk avoidance and background and fuel to have career intentions in business that have a vision and mission basis.

**Environment.** According to Hassan (2020), the environment through educational institutions is a means to encourage innovation, risk taking, creativity, and critical thinking skills that will lead to job creation. According to Porfirio (2022), the environment with educational institutions has an important role in strengthening the beliefs of prospective entrepreneurs, increasing knowledge that influences behavior and strengthening the attitudes of entrepreneurs by strengthening psychological characters, namely trust, risk avoidance and others. According to Bazkiaei (2020), the college environment has a role in offering entrepreneurship programs to instill a mindset in future graduates to encourage students to think about future business plans. According to Daniel (2021), the environment is divided into primary and secondary environments. In addition, the environment is an economic status that functions on attitudes and relationships. According to Putri (2020), the environment is something beyond the control of the organization that can influence each other in performance to take opportunities in business and is required to be competitive by continuing to innovate optimally.

Based on the definition that has been presented, the researcher concludes that the environment is divided into primary and secondary. The environment is an economic status that functions towards attitudes, relationships and this is beyond the control that influences each other in performance for decision-making that is required to be competitive and innovative, in addition through educational

institutions which are a means of encouraging innovation, risk-taking, creativity directing to dare to establish a business for employment.

Social. According to Farooq (2018), that social support has a primitive role from the early stages of creating a new business which is an important moment to determine the success of a new entrepreneur. According to Porfirio (2022), that social has an influence on a person's intentions or behavior because individuals usually seek approval from people in their closest circle, for example when they want to start a business. According to Bazan (2020), that social experience indirectly influences pressure on a person's behavior to want to create a business. According to Cahyaningsih (2019), that social is basically an individual's desire for others by evaluating and comparing how good someone is to others and social has an influence in planning a business and developing an innovation in order to beat competitors by comparing the business being run with the aim of increasing status. According to Santoso (2021), that social influences the desire to do or agree with the actions that want to be taken, this can encourage motivation for the person to become an entrepreneur. Based on the definition that has been explained, the researcher concludes that social has an influence on a person's intentions because individuals usually seek approval from those closest to them which can indirectly influence pressure on behavior and can provide support that has a primitive role from the early stages of creating a business which is an important moment and determines the success of a new entrepreneur, besides that it is the desire of individuals who like to compare how good someone is to others where it is in accordance with the efforts that always have innovation to be able to beat competitors to increase status.

**The Relationship Between Demographics and Entrepreneurial Intentions.** According to Dubey (2022), demographics are a positive and significant predictor of entrepreneurial intentions and have been confirmed, after exploring using different objects the results revealed that demographic factors positively and significantly influence entrepreneurial intentions. According to Santoso (2021), demographics have a positive and significant relationship, especially the gender stereotype section, it was found that there is a legitimacy of social functions for both sexes and men are more interested in starting an entrepreneurial career to achieve wealth and have challenging jobs. According to Sivotwa (2022), there is a positive and significant relationship between demographics on financial access to entrepreneurial intentions that are obtained and have been maintained which leads to having the intention of having a successful new business. According to Yesika (2022), demographics are characters that exist in society that can positively influence and significantly influence making decisions related to entrepreneurial intentions. According to Setiawan (2022), demographics, especially financial capabilities, greatly influence and are significantly needed in starting a business activity and in business operations.

**The Relationship Between Environment and Entrepreneurial Intentions.** According to Hatos (2022), that the environment based on educational institutions refers to training programs, workshops, courses and practical and direct experience in the business sector whose purpose is to improve knowledge, entrepreneurial skills and promote positive attitudes towards positive and significant influences on entrepreneurial intentions. According to Bazkiaei (2020), that the environment refers to the motivation obtained has a positive and significant influence on entrepreneurial skills, inspiration, building entrepreneurial ideas and increasing awareness of

having a business. According to Wibowo (2018), that the environment can improve students' managerial abilities so that they get business support and can have a positive and significant influence on entrepreneurial intentions. According to Alshebami (2020), that entrepreneurial intentions are not enough to take steps but there needs to be solid environmental support which can change a person's mentality and mindset towards certain behaviors, so that indirectly the environment has a positive and significant influence on entrepreneurial intentions. According to Mehtap (2018), that the environment based on educational factors has a positive and significant influence and is a prerequisite for initiative in entrepreneurial intentions because it can increase creativity, mindset, critical thinking and provide and utilize business opportunities.

**The Relationship Between Social and Entrepreneurial Intentions.** According to Bazan (2020), social can influence self-efficacy which is influenced by perceived support so that it indirectly has a positive and significant influence on entrepreneurial intentions. According to Garaika (2019), social, especially the idol part, especially idolizing parents, can provide examples of success that can be achieved by someone, provide behavioral patterns that need to be achieved to achieve success in business and have a positive and significant influence on individual confidence in their ability to carry out a business. According to Seyoum (2021), social is an asset embedded in relationships that can increase resource productivity, developed through dynamic interactions and relationships between family and friends, which become a source of competitive advantage for a significant and positive influence on entrepreneurial intentions. According to Farooq (2018), social influences a person's perception of entrepreneurial intentions, by providing a sense of security that helps people make better decisions regarding significant and positive influences on entrepreneurial intentions. According to Kim (2022), social has a positive and significant influence, and increases the value of entrepreneurial intentions and determines the importance of entrepreneurial intentions because of the increasing entrepreneurial knowledge that is spread in social interactions.

### *1.3. Empirical Model*

Demographics are the character, uniqueness and views on the composition of a population that has been framed comparatively that has an impact on decision making. Demographics are someone's fuel when they want to have a career intention in business activities. Demographics have a legitimacy function that attracts people to be interested in starting a business to achieve wealth in their career. Demographics can influence a person's mindset due to indirect routines. Social has a role for someone when they want to make a decision by asking for approval from those closest to them. Social is a lifestyle that considers a person's perception. Social influences the pressure on behavior to be interested in business. Social influences the high or low self-efficacy of the support received. Social pays attention to examples of success and a person's behavior patterns to be used as competitors in order to achieve success.

The environment has prerequisites for initiative in creativity, mindset and critical when seeing business opportunities. A solid environment can help change the mentality of mindset towards certain behaviors for decision making that is required to be competitive and innovative. The environment helps provide motivation in building ideas, daring to take risks, creativity and

awareness to dare to establish a business. The environment can also help instill a mindset to encourage an intention.

From the demographic, social and environmental aspects of entrepreneurial intentions that have been described above. The researcher then created the following framework of thought:

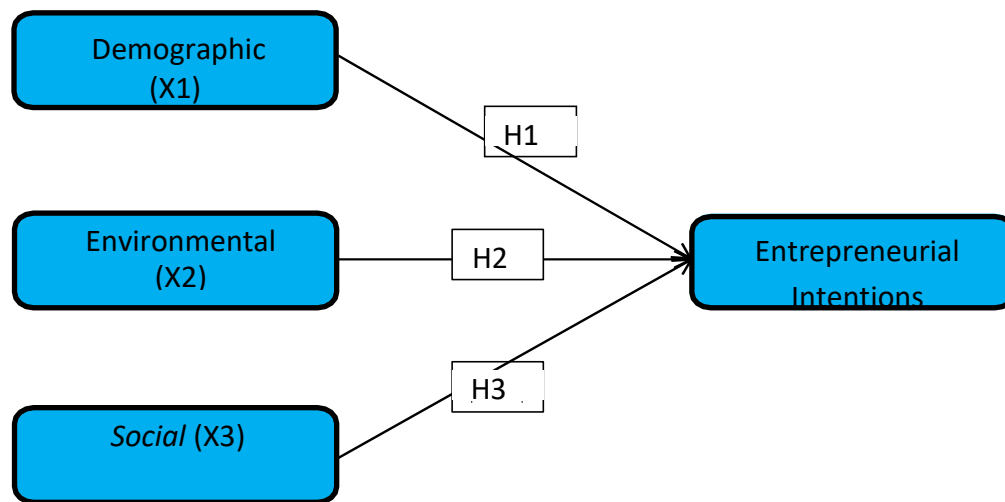


Figure 2: Empirical Model Research Methods

Based on the explanation of the variables and the framework of thought above, the researcher formulated a hypothesis for the formulation of the problem in this study, namely:

H1: There is an influence of individual socio-demographic characteristic factors on entrepreneurial intentions among students in West Jakarta

H2: There is an influence of environmental characteristic factors on entrepreneurial intentions among students in West Jakarta

H3: There is an influence of social factors on entrepreneurial intentions among students in West Jakarta.

## 2. Method

This research was conducted in West Jakarta, the type of design in this study uses descriptive research and verification research. This descriptive research is to show where the conditions of a respondent include, age, domicile, gender, status, education, occupation and income. In this verification research aims to find out how the relationship between other variables will be seen by the respondents. These variables include Demographic, Environmental and Social Factors as independent variables, Entrepreneurial Intention as dependent variables. Of the three variables, they are latent variables that can be measured using indicators. Indicators measured using a likert scale. Using a likert scale because this study is not experimental, therefore a cross-sectional design is used when collecting data, collecting all the information needed from providing this population sample is only done once to respondents. In addition, the data used is primary data. The data was obtained by distributing questionnaires made with google docs. The questionnaire

will be distributed via email, Instagram, whatsapp, facebook and line. If you have received the questionnaire, the respondents can re-collect the questionnaire online and it will automatically be documented on the researcher's computer via Google Drive in the form of Excel software. The data obtained from Excel will be processed using Smart PLS software version 3.0.

The population in this study were all students who were studying in West Jakarta. The sampling technique in this study was non-probability sampling of the purposive type which did not provide equal opportunities for all members of the population to be used as research samples. The non-probability sampling technique with the purposive type is a technique where researchers use certain considerations in determining the sample (Darmanah, 2019). This sample selection technique was used because the researcher had determined that the research sample had the criteria, namely students studying in West Jakarta with the 2020-2023 education year. The number of respondents was obtained through the distribution of G-forms of 107 respondents. The results of the screening question stated that 7 respondents were not used because they did not match the criteria for the subjects in this study, so the number of research samples used was 100 respondents.

### 2.1. Operationalization of Variables and Instruments

Measuring instruments in research are usually called research instruments. Research instruments are tools used to measure natural or social phenomena that are observed. Specifically, these phenomena are called research variables. The Likert scale (1-5) is used for Demographic Factors, Environmental Factors and Social Factors with answers strongly disagree-strongly agree.

Table 2. Operational Concept of Research Variables

Variable	Concept	Indicator Variable
Entrepreneurial intention (Y) Dubey (2022)	A person's desire to become an entrepreneur in a career and to have a strong desire to establish a new business. In addition, willing to bear all the risks that will be faced and learn directly from the risks experienced.	1. Career 2. Desire to be an entrepreneur 3. Ready to run a business 4. Work hard 5. Dare to start
Demographic Factors (X1) Vanni, (2021), Elysaberth, (2021), Doanh (2021)	Demographic factors such as gender, age, education and work experience of a person influence their desire to become an entrepreneur (Mazzarol et al., 1999; Tkachev and Kolvereid, 1999).	1. Age 2. Gender 3. Semester 4. Work experience

Environmental Factors (X2) Dubey (2022)	Environmental factors that are believed to influence entrepreneurship are their access to capital, information and the quality of social networks they have (Indarti, 2004)	<ol style="list-style-type: none"> <li>1. Ease of obtaining capital</li> <li>2. Banking provides the same services</li> <li>3. Availability of information about MSMEs</li> <li>4. Having good cooperative relationships</li> <li>5. Establishing cooperation with certain agencies</li> </ol>
Social [X3] Dubey (2022)	Individual desires for others by comparing how good someone is to others and planning and developing innovations in order to beat competitors in the business being run to increase status, Dubey (2022)	<ol style="list-style-type: none"> <li>1. Parental encouragement</li> <li>2. Running yourself in doing entrepreneurship</li> <li>3. National Culture Encourages Creativity and Innovation</li> <li>4. National culture influences independence and initiative</li> <li>5. Deciding to become an entrepreneur with family support</li> </ol>

Source: Processed data

## *2.2. Data Analysis Techniques*

The data analysis technique used to answer the problem formulation contained in the study uses PLS-SEM with the help of Smart PLS software due to limited samples. In PLS-SEM analysis there are 3 stages, the first stage is model specification, then the second stage is outer model evaluation and the last stage is inner model evaluation.

At the model specification stage, the inner and outer models will be determined to explain the relationship between each indicator and the most appropriate variable concept. In determining the inner and outer models, the inner model must be determined first, then in determining the outer model, it is necessary to pay attention to the selection of a multi-item scale or single-item scale.

At the outer model evaluation stage, the reliability and validity of the model will be evaluated. At this stage, it also defines and explains the specific relationship between indicators and theoretical concepts, whether reflective or formulative.

## **3. Result**

The technique in this study is the structural equation modeling (SEM) technique. Data processing from the study used the PLS SEM program with smart PLS software 3.0. This study uses

hypothesis analysis with the Path Coefficient test and significance test (p-value). The following are the results of the Path Coefficient test analysis:

**Table 3** Path Coefficient Test Analysis Results

	<i>Path Coefficient</i>	Remark
Demographic-> Entrepreneurial intention	0.074	Positive
Environmental Factors-> Entrepreneurial intention	0.422	Positive
Social -> Entrepreneurial intention	0.621	Positive

Source: Processed data

Table 3 shows that the Path Coefficient test shows that demographic, environmental and social variables have a positive influence on entrepreneurial intentions. The significance test, namely the p-value, must be less than 0.05 ( $<0.05$ ). The following are the results of the p-value test analysis:

**Table 4** P-Values Test Analysis Results

	P-values	Remark
Demographic ->0,182 Entrepreneurial intention		Not significant
Environmental Factors ->0,011 Entrepreneurial intention		Significant
Social -> Entrepreneurial intention0,003		Significant

Source: Processed data

Table 4 shows the p-value test of the entrepreneurial, environmental and social intention variables less than 0.05 which means that it meets the p-value test criteria in significance. Meanwhile, the demographic variable does not meet the p-value test criteria in significance because it has a value  $>0.05$ .

#### 4. Discussion

This study shows that demographic variables are not significant to the entrepreneurial intention variable in students in West Jakarta. This result can occur because although the influence of demographics on students in this study has been embedded for a long time and influences a person's views on the interest in starting a business. In reality, when someone enters the world of college, most of their activities are on campus. Where if someone adapts to a new environment and many people, it will make a person's mind more open and indirectly influence their interest in something. The results of this study are in line with the research of Sushil (2018), Wheadon (2018), Cong (2021), where demographics have a positive but insignificant influence on entrepreneurial intentions. The results of this study are not in line with the findings of previous research conducted by Sinha, 1996, which stated that demographic factors such as age, gender, educational background and work experience of a person are taken into account as determinants

of the desire to become an entrepreneur. This study was conducted in India which found that a person's educational background determines the level of a person's desire and the success of a business being run or in other words demographic factors drive the desire to become an entrepreneur. The difference in results between previous research and research conducted based on the facts that are happening at the present time has become familiar to us when we hear the word "unemployment", we often hear complaints from people who do not get or have jobs. Aribowo in Aulia (2007), stated that in the past we thought that entrepreneurship was an innate talent from birth and honed through direct experience in the field, so now this paradigm has shifted because people who are not talented and everyone can do it. Entrepreneurship has become a discipline that studies the values, abilities and behavior of a person in facing life's challenges to obtain opportunities with various risks that may be faced. From the opinion above, it means that anyone can become an entrepreneur, not necessarily based on demographic factors such as age, gender, semester, and work experience. The most important thing here is the willingness to become an entrepreneur and we must provide education about entrepreneurship to the younger generation from an early age.

Social variables have a positive and significant relationship with the entrepreneurial intention variable in students in West Jakarta. This means that the more often a student socializes, the more it will influence the student's view of being interested in having a business. Social is a means of support that can encourage students to realize their desire to start a business. In addition, usually when students want to do something, they will ask for other people's opinions and compare themselves with their surroundings to be motivated. The results of this study are in line with the research of Bazan (2020), Garaika (2019), Seyoum (2021), Farooq (2018), Kim (2022), where social has a positive and significant influence on entrepreneurial intentions.

Environmental variables have a positive and significant relationship to the entrepreneurial intention variable in students in West Jakarta. This means that when students choose an environment, it greatly influences their views and influences their interest in being interested in having a business. The environment in the world of lectures can encourage students' mindsets and encourage confidence in starting a business. The environment outside of lectures which is socializing can change students' mindsets to see business opportunities and have a more innovative mindset. The results of this study are in line with the research of Hatos (2022), Bazkiaei (2020), Wibowo (2018), Alshebami (2020), Mehtap (2018), where the environment has a positive and significant influence on entrepreneurial intentions. The indicators used in forming environmental variables are access to capital, availability of information, social networks. Access to capital is a classic obstacle, especially in starting new businesses, at least in developing countries with the support of financial institutions that are not very strong (Indarti, 2004). Previous empirical studies have shown that difficulties in accessing capital, credit and financial system constraints are seen as major obstacles to business success by aspiring entrepreneurs in developing countries (Marsden, 1992; Meier and Pilgrim, 1994; Steel, 1994). In developed countries where financial infrastructure is highly efficient, access to capital is also perceived as an obstacle to becoming an entrepreneur due to the high entry barriers to large capital to labor ratios in many existing industries. Relatively recent research has shown that access to capital is

one of the determinants of business success (Kristiansen et al., 2003; Indarti, 2004). The availability of business information is an important factor that drives a person's desire to start a new business (Indarti, 2004) and a critical factor for business growth and sustainability (Duh, 2003; Kristiansen, 2002b; Mead & Liedholm, 1998; Swierczek and Ha, 2003). Research conducted by Singh and Krishna (1994) in India proved that a strong desire to obtain information is one of the main characteristics of an entrepreneur. Information seeking refers to the frequency of contact made by a person with various sources of information. The results of these activities often depend on the availability of information, either through one's own efforts or as part of social resources and networks. The availability of new information depends on a person's characteristics, such as education level and quality of infrastructure, including media coverage and telecommunications systems (Kristiansen, 2002b). Mazzarol et al. (1999) stated that social networks influence entrepreneurial desires. Social networks are defined as relationships between two people that include a) communication or delivery of information from one party to another; b) exchange of goods and services from both parties; and c) normative content or expectations that a person has towards another person because of their special characteristics or attributes. For entrepreneurs, networks are a tool to reduce risk and transaction costs and improve access to business ideas, information and capital (Aldrich and Zimmer, 1986). The same thing was expressed by Kristiansen (2003) who explained that social networks consist of formal and informal relationships between key actors and supporters in a related circle and describe the path for entrepreneurs to gain access to the resources needed in establishing, developing and succeeding a business. The results of this study are in accordance with the findings of previous research conducted by Kristiansen (2001; 2002) who stated that environmental factors such as social relationships, physical and institutional infrastructure can influence the desire to become an entrepreneur or in other words, the better the level of mastery of the environment, the higher the desire to become an entrepreneur.

### **Acknowledgments**

This research was supported by Tarumanagara University where the author served as a lecturer at the university. We thank Prof. Dr. Sawidji Widodoatmodjo, SE, MM as Dean of the Faculty of Economics and Business, Tarumanagara University, who provided insight and expertise that was very helpful in this research. We would like to thank the International Journal of Economics, Business and Management Research (IJEbMR) for giving the author the opportunity to share with the public through its scientific journal. We would also like to thank all parties who have provided guidance and assistance in completing this research. Hopefully good cooperation will always be realized with various parties.

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