



Factors That Influence The Entrepreneurial Intention Of UMKM Fashion In The East Jakarta Small Industry Center

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Abstract



The main objective of this study is to determine the factors that influence entrepreneurial intention. The research design uses a causal quantitative descriptive approach. The objects in this study were fashion traders as many as 100 respondents at the Small Industry Center. The data collection method uses questionnaires distributed to fashion traders. Data analysis in this study used multiple linear regression analysis, classical assumption test, r square test and hypothesis test, using the SPSS 26 data processing tool. The first stage in this research is to determine the indicators for each variable and compose statements that will be used as a questionnaire, then after the data is collected, it is tested for the validity of the questions for each variable along with its reliability. The second stage examines the relationship between entrepreneurial attitudes, entrepreneurship education, family factors, and entrepreneurial intentions. The next stage will measure the research results of each variable relationship.

Keywords: Entrepreneurial Attitude, Entrepreneurship Education, Family Environmental Factors, and Entrepreneurial Intensity.

Introduction

The more developed the country, the more educated and unemployed people, the more pronounced the world of business (business). Higher education as an institution that is one of the role models of society that can encourage a culture of entrepreneurship. Universities are also expected to be able to produce credible entrepreneurs so that they can encourage people's intention to become entrepreneurs, especially students. Students as part of the educated community hope to be able to create jobs to increase their interest in becoming entrepreneurs.

Entrepreneurship education in Indonesia is still far from foreign countries, even in some countries this education has been provided decades ago. Even in the United States, more than 500 schools taught entrepreneurship courses in the 1980s. At the same time, in Indonesia, they only talked about entrepreneurship education in the 1980s. Therefore, we should be grateful that there are now some schools that are really geared towards making their students as future entrepreneurs after they graduate. Based on empirical studies related to entrepreneurial intentions by previous research. According to researchers (Septiana, D., & Nurkhin, 2019) Entrepreneurial attitudes towards entrepreneurial intentions, intelligence in the face of obstacles to entrepreneurial intentions, as well as the role of entrepreneurial attitudes in mediating

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intelligence has a positive effect on entrepreneurial intentions. According to (Budi, 2018) The role of education is very important because it can grow interest in entrepreneurship. According to (Oktarina, H., Agung, E.A & Aswad, 2019) The role of the family environment is very important to foster a person's motivation for his interest in entrepreneurship. Education and learning experiences can be obtained from different environments, not only the school environment, but through the community and family. The community and family environment can provide entrepreneurial experience when the environment becomes the focus of entrepreneurship. As with families, self-employed or unemployed parents provide experience to their children. Entrepreneurial motivation is not enough to acquire entrepreneurial knowledge or training. There needs to be a transfer of skills in which fields are used as the focus of entrepreneurship or entrepreneurship. Family support can be used as motivation and motivation as the main driving factor for the growth of entrepreneurial interest. The role of the family is very important in encouraging students' entrepreneurial interest.

Entrepreneurship education is a field of education that has specific goals for individual and social development globally. Entrepreneurship learning has become a relevant issue in the field of economic development that involves people directly at all levels. As a field that prepares learners to become business professionals, entrepreneurship education is an active learning method that puts learners at the center of the educational process, allowing them to take responsibility for their own learning, both in experimenting and developing themselves (Hurriah Ali Hasan, 2020). (Puspaningrum & Margunani, 2021) Previous researchers Explain the research shows that (1) attitudes, education, and social environment simultaneously affect entrepreneurial intentions, (2) attitudes have a positive effect on entrepreneurial intentions, (3) education has a positive effect on entrepreneurial intentions, and (4) social environment has a positive effect on entrepreneurial intentions.

Method

Causal research is research that aims to find out about the relationship that is causal in the presence of independent variables (attitudes (X1), education (X2), and family factors (X3)) and the dependent variable (entrepreneurial intention (Y)). In this research, the measurement method ordinarily uses the Likert scale which is used to measure the attitudes, beliefs and perceptions of a person or a group of people about social phenomena. The research was conducted at the Small Industry Center (PIK) starting in April 2022. Populasi yang dijaidikain object dailaim research yaittu Trader Small Industry Center yang jumlahlahih 100 traders who were selected using saturated sampling technique. The data collection technique in this research is by conducting a survey and distributing questionnaires directly to the object of research. Data analysis techniques in this study used validation tests, reliability tests, for classical assumption tests researchers used normality tests, multicollinearity tests, heteroscedicity tests, to test the hypothesis researchers used multiple regression coefficient approaches.

Results and Discussion

Multiple Linear Regression Analysis

Table 1 Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.237	.347		.683	.496
Entrepreneurial Attitude	.091	.028	.253	3.241	.002
Education	.489	.088	.491	5.573	.000
Family Environment	.267	.089	.243	2.995	.003

a. Dependent Variable: Intensitas Berwirausaha
Source: Research results (2022)

$$Y = 237 + (0,091 X1) + (0,489 X2) + (0,267 X3) + e$$

Coefficient of Determination

Table 2 Results of the Coefficient of Determination R2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966 ^a	0.933	0.931	1.54373

a. Predictors: (Constant), X3, X1, X2

Source: Research results (2022)

From table 2 it can be seen from R square is equal to 0.933 or 93.3% which means that the variable intensity of entrepreneurship can be influenced by 93.3% by entrepreneurial attitudes, education, and family environment. The difference of 7.7% (100% - 93.3%) is influenced by other factors or variables not used in this study.

Partial T Test

Table 3 Partial Significance Test (t test)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients	Std. Error	Standardized Coefficients		
		B		Beta		
1	(Constant)	0.237	0.347		0.683	0.496
	Entrepreneurial Attitude	0.091	0.028	0.253	3.241	0.002
	Education	0.489	0.088	0.491	5.573	0
	Family Environment	0.267	0.089	0.243	2.995	0.003

a. Dependent Variable: Intensitas Berwirausaha

Source: Research results (2022)

Based on the results of table 3 can be known how much effect independent variable partially (individually to the dependent variable is as follows:

The Influence of Entrepreneurial Attitude on the Intensity of Entrepreneurship

The value of t count on the variable entrepreneurial attitude amounted to 3.241. So in this case t count (3.241) so it can be concluded that the variable entrepreneurial attitude has a significant effect on the intensity of entrepreneurship.

Effect of Education Variables on the Intensity of Entrepreneurship

The value of t count on the variable Education amounted to 5.573. So in this case t count so it can be concluded that the education variable has no effect on the intensity of entrepreneurship.

The Influence of Family Environment on the Intensity of Entrepreneurship

The calculated value on the variable Family Environment 2.995 So in this case t count so it can be concluded that the variable Family Environment has a significant effect on the intensity of entrepreneurship.

Conclusion

Based on the results of research and discussion that has been carried out regarding the factors that influence the entrepreneurial intention of fashion UMKM in the East Jakarta Small Industry Center. The following conclusions can be drawn: Berdasarkan hasil uji pada variabel sikap secara parsial berpengaruh signifikan dan berkontribusi positif terhadap Intensitas



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Berwirausaha. In encouraging entrepreneurial activity, individual attitudes play a key role. This research underscores that having a positive attitude towards entrepreneurship can stimulate entrepreneurial intensity and help individuals overcome barriers that may arise in the entrepreneurial journey. In supporting an innovative and sustainable economy, attention to entrepreneurial attitudes is of key importance. Based on the test results on education variables are partially insignificant and contribute negatively to entrepreneurial intensity. In trying to understand the factors that influence entrepreneurial intensity, this study shows that education has no significant influence in this context. With the recognition of the complexity of entrepreneurial dynamics, policy makers and practitioners can focus more on other factors that can motivate and help individuals engage more intensively in entrepreneurial activities. Based on the test results on the Family Environment variable partially has a positive effect on employee performance, the Entrepreneurial Intensity of this study clearly shows that the family environment has a positive and significant influence on entrepreneurial intensity. Support, inspiration, and values instilled by the family environment can be an important driving factor in developing an entrepreneurial spirit.

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