

Analyzing the Role of Knowledge, Family Influences, and Personality in Shaping Entrepreneurial Behavior

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Abstract-This study aims to examine the influence of entrepreneurial knowledge, family factors, and personality on interest in entrepreneurship among students of the Faculty of Entrepreneurship, Garut University. This study used quantitative with a descriptive approach. The sample used was 201 respondents who were distributed using a questionnaire through Google Forms and processed using the SPSS version 26 statistical application using a simple random sampling technique. The data was analyzed by multiple linear regression analysis and hypothesis testing. The results of the study showed that the Entrepreneurship Knowledge Variable had a significant influence of 13.860 on interest in entrepreneurship; Family factors also have a significant influence on interest in entrepreneurship of 11.943; and personality variables had a significant influence on interest in entrepreneurship of 12.998. Entrepreneurial knowledge variables, family factors, and personality have an influence of 97% on interest in entrepreneurship, and the remaining 3% is influenced by other variables. These findings highlight the critical role of both internal and external factors in shaping students' entrepreneurial aspirations, underscoring the importance of integrated support systems in entrepreneurial education.

Keywords: entrepreneurial interest, entrepreneurial knowledge, family factors, personality.

I. INTRODUCTION

Potential natural in Indonesia so abundant, however still lots Indonesian people who choose to work as employees rather than start their own business. Only about 3.47% of the Indonesian population are entrepreneurs, so country this need more Lots inspiration for build business. The role of entrepreneurs will certainly have an impact on economic progress and improving economic conditions in Indonesia today [1]. The presence of young entrepreneurs in Indonesia is increasingly common and spreading like a positive epidemic. Number of people under 30 years old which start business they Alone has increase. Even, part big business new led by child young, start from business micro, small, And medium (MSMEs) to start-ups.

Indonesia is a country with the largest population, abundant natural resources and this country deserves to be called the richest country with various potentials. However, the problem of unemployment is still a serious issue. And difficult For completed [2]. A number of program government For overcoming unemployment has not provided satisfactory results. The government has taken various steps to reduce the unemployment rate in Indonesia among college graduates, one of which is by encouraging them to become entrepreneurs [3].

Importance role businessman in economy moment This No in doubt Again. The sustainability of a country's economy depends on the activities and existence of businessman. Businessman must own motivation Which strong, mission And well-defined vision, proper communication skills, and the passion to innovate and exploit opportunities [4]. They play an important role as business pioneers, innovators, and responsible parties in business. The role of consumers is a major factor in determining the success or failure of a business.

There are many factors that influence this situation, including the lack of support and access to resources needed to start and run a business, as well as people's reluctance to start a business by taking risks. The government must ensure that there is adequate support for those who want to become entrepreneurship [5]. Matter this show that Still there is a stigma in society that having a permanent job is safer and more stable than become a businessman. Start business Alone own the potential that big For create field work And strengthen national economy [6].

Based on information from the Central Statistics Agency data in August 2022, the number of unemployed people in Indonesia reached 8.42 million people, an estimated increase from February 2022 with a total of 8.40 million people. The Minister of



Cooperatives and SMEs launched information based on data from the Central Statistics Agency regarding the number of entrepreneurs is only around 3.47% of the total population of Indonesia, which is 260 million people [7].

Greater efforts are needed to increase the level of entrepreneurship and help potential entrepreneurs overcome obstacles such as limitations capital, access market, And lack of support from environment. Government can take role in create condition Which conducive for entrepreneurs by simplifying the business registration process, facilitating access to capital and funding, and providing assistance programs to help new entrepreneurs start their businesses [8] Meanwhile, the community, especially generation young, can consider For become businessman and use the opportunities available. In this way, they can help reduce the unemployment rate and strengthen the economic order in Indonesia.

In developing countries, the problem of unemployment is very serious because it has a negative impact on the economic and social conditions of a country. However, in developed countries, the problem of unemployment is only part of the ongoing economic cycle [9]. The high unemployment rate is caused by the large number of college graduates who tend to choose to look for work rather than start their own businesses. By starting a new business, individuals can employ others and create new jobs, while strengthening the country's economy. Therefore, the government and various institutions must continue to facilitate and provide support for those who want to start new businesses so that they can grow and succeed.

The analysis of the role of knowledge, family influences, and personality traits in shaping entrepreneurial behavior reveals several untouched areas of research that represent significant gaps in the current literature. Understanding these gaps is crucial for advancing the field, particularly in integrating diverse factors influencing entrepreneurial intention and behavior.

One significant research gap lies in understanding the interaction effects of multiple personal traits and family influences on entrepreneurial intention. While numerous studies have documented aspects of individual traits and family support independently, their combined influence has been less thoroughly examined. For instance, the research by Liu et al. shows how family economic status moderates the relationship between entrepreneurship education and entrepreneurial intention, but there is less focus on how

this economic status interacts with specific personality traits, like risk-taking or innovativeness, to shape intention [10]. Meanwhile, studies indicate a lack of comprehensive frameworks that integrate these variables, as seen in the findings by Farrukh et al., which emphasize that while entrepreneurial education plays a role, intention often depends more on personal and family dynamics than previously acknowledged [11].

Additionally, there exists minimal exploration of longitudinal and contextual factors that transition individuals from intention to actual entrepreneurship. Most studies emphasize the antecedents of entrepreneurial intention rather than the path toward actual entrepreneurial behavior [12]. For example, addressed personal enablers in migrant entrepreneurship, yet this focus does not wholly represent the diverse backgrounds and evolving family dynamics of budding entrepreneurs that can affect their journey toward business initiation [13]. Analyzing these transitions, as done by scholars like urges the need for more robust models that encompass not only immediate motivations but also long-term support systems [14].

Another gap in the literature is the less emphasized role of educational methodologies in enhancing entrepreneurial traits through family engagement in diverse socio-economic contexts. While Kholifah et al. stress the importance of personality development within vocational education, more research is required to delineate how family influences can be maximally harnessed through tailored educational programs [15]. The pedagogical approaches used in entrepreneurial education are frequently generalized and do not account for how specific family dynamics might influence individual learning and personality development [16].

Moreover, there is still limited empirical evidence on the moderating effects of personality traits across different cultural and economic backgrounds in shaping entrepreneurship. The broad role of personality traits in entrepreneurial intention, yet the need to explore these interactions across varying institutional environments signals an important gap for future research [17]. Additionally, the linkage between personality traits such as emotional intelligence and entrepreneurial success remains somewhat anecdotal and warrants rigorous quantitative validation [17].

In conclusion, while existing studies have addressed individual aspects of entrepreneurial behavior influenced by knowledge, family dynamics, and personality traits, a more integrated approach that



encompasses longitudinal studies, contextual variability, and educational frameworks is required to fully understand these relationships and aid in fostering entrepreneurial ecosystems. Entrepreneurship also plays a very crucial role in building a nation in individuals and society. However, it has also been proven that entrepreneurship can have an important role in supporting a better national life, including by fostering an entrepreneurial spirit and attitude.

Thus, the role of the millennial generation today is very large in national development, the many ways of thinking of the millennial generation, this can bring the millennial generation become carrier change And become pioneer, No only following existing customs, but also creating the latest trends in society. Starting a business for beginners is one form of something that is indeed not easy, because becoming an entrepreneur is not only about the availability of capital, technology, market and creativity, but the mindset, nature and behavior of a strong entrepreneur can be instilled deeper to become a strong entrepreneur.

II. LITERATURE REVIEW

2.1 Understanding Interest Entrepreneurship

Interest refers to a strong or high drive and enthusiasm for something [18]. In several of these descriptions, researchers argue that interest is an ideal and desire to learn or seek something. Something which based on motivation personal For reach objective or certain desires. Along with talent and intelligence, interest is an important factor that influences workflow. A person's fluency and success in doing their work has a big chance if the person is interested in their work.

Entrepreneurship is branch knowledge which to examine about human policies, skills and attitudes towards obstacles in life and taking advantage of opportunities to gain advantage. This is a skill to get or make something new and take advantage of opportunities to gain profit. Although business is actually a vast ocean where entrepreneurs are, there is no quick way to do this, but it must be a long process [19].

The grand theory surrounding entrepreneurial behavior can fundamentally be constructed from personality traits, particularly highlighted through the lens of the Big Five personality traits. That distinct personality characteristics such as openness, conscientiousness, and emotional stability significantly predict entrepreneurial outcomes, thus placing individual psychology at the center of

entrepreneurial success [20]. This aligns with the findings which suggest a relationship between psychological characteristics and entrepreneurial intentions, although the strength and specificity of these relationships can vary depending on contextual factors [21]. As such, a common ground arises where psychological frameworks can predict entrepreneurial success by contributing to the formation of an entrepreneurial personality archetype.

Furthermore, the impact of family background significantly enhances this understanding of entrepreneurial behavior. How students' entrepreneurial intentions are influenced by their entrepreneurial family backgrounds, underscoring the critical role familial support and traditions play in fostering entrepreneurial spirit [22]. This notion is supported by which demonstrate a correlation between adults' interests in entrepreneurship education and their family background, suggesting that familial factors can shape entrepreneurial motives and educational engagement [23]. Research indicates that entrepreneurs often perceive familial entrepreneurial legacy as both a motivating factor and a resource pool from which to draw, reinforcing the notion of family influence as a significant factor in entrepreneurial success [24].

2.2 Understanding Knowledge Entrepreneurship

Knowledge is the ability to have an understanding and use the reports that have been received. Entrepreneurship is an effort to create wealth. additional with personal who is willing to take risks in the form of matter money as well as time and mark plus a product and services [25]. A businessman is person which start business latest and accepting all risks to achieve business success and growth through the process of identifying opportunities and coordinating the potential needed to make the business grow [26].

Entrepreneurial knowledge is included in science because in the process of understanding it uses a natural way. Entrepreneurship is a branch of knowledge that discusses principles, skills and actions in overcoming life's challenges. Another definition states that entrepreneurial knowledge is the understanding needed to be able to create new products or services, start new businesses, use innovative techniques, and develop businesses with new organizations [27]. Becoming an entrepreneur requires creativity and making new things and being different from others. Entrepreneurship has a very



important role in building and developing a nation.

Knowledge entrepreneurship is primarily supported by several grand theories from both entrepreneurship and knowledge management domains. One of the earliest and most influential is Schumpeter's Theory of Innovation, which defines entrepreneurs as disruptors who introduce innovations and transform industries through "creative destruction. This aligns with knowledge entrepreneurs who innovate by applying intellectual resources to create new value. In parallel knowledge creation Theory with its SECI model (Socialization, Externalization, Combination, and Internalization) provides a dynamic framework for understanding how tacit and explicit knowledge interact in organizational learning and innovation processes [28].

Additionally, the Resource-Based View (RBV) and Effectuation Theory complement the understanding of knowledge entrepreneurship. RBV emphasizes that competitive advantage stems from strategic resources, such as knowledge, which must be valuable, rare, inimitable, and non-substitutable (VRIN). Knowledge entrepreneurs thus leverage their expertise as a strategic asset. Meanwhile, suggests that entrepreneurs do not rely solely on market predictions but rather utilize existing means who they are, what they know, and whom they know to co-create opportunities. Together, these theories form a comprehensive lens to understand the creation and application of knowledge as a core entrepreneurial function[29].

2.3 Family Factor Knowledge

Family hold role succeed or whether or not a business. Family environment play role key in to form view and attitude towards one's entrepreneurship. Moral and material support can motivate and help individuals in running their businesses. However, without family support, this can be a barrier for individuals to become entrepreneurs.

Encouragement family can in the form of support mentally, matter which useful, appreciation and financial assistance. Family support provides a sense of security and makes members family feel each other notice. Support family very important to determine the success or failure of one's business. It is very important for individuals who intend to become entrepreneurs to get the blessing and support of their family which will give them the strength, courage and encouragement to make it happen [30].

In recent explorations of family factors and their influence on entrepreneurship, a notable theory is the family embeddedness theory, which posits that the entrepreneurial behaviors and intentions of individuals are deeply intertwined with their familial context and relationships. This theory emphasizes how children raised in entrepreneurial families gain early exposure to business practices, thereby shaping their self-efficacy and intentions toward entrepreneurship. Support this notion, indicating that parental influence, particularly from fathers, reinforces children's entrepreneurial interests, establishing a foundation for future entrepreneurial [31].This highlights the significant role familial background plays in fostering a proactive mindset necessary for entrepreneurial activity.

Furthermore, the Social Cognitive Theory (SCT) provides a comprehensive framework linking family factors to entrepreneurial behavior. This perspective highlights the interplay between individual agency and social context, illustrating how learning occurs through observation and modeling within family structures. As advocated families serve as a primary socializing force, where children's aspirations and behaviors are shaped through interactions with entrepreneurial role models, thereby constructing their intentions and subsequent entrepreneurial actions [32]. This connection supports the claim made by Liao et al. that familial support and the observations made within a familial context significantly influence entrepreneurial intention and behaviors, revealing how social and familial interplay cultivates entrepreneurial identities [33].

III. RESEARCH METHODS

Research design involves a systematic and objective design of methods used to collect, process, analyze, and present data to address problems or test hypotheses and develop new research. principle general [34]. Can concluded that with the existence of a research design, researchers have a clear and structured guide to conducting a study. Method study Which use analysis data numeric For determining the influence between variables and making population generalizations, quantitative is based on the philosophy of positivism and focuses on studying populations or samples certain use tool quantitative For gather information [35].



The population for this study were students of the Faculty of Entrepreneurship, Universitas Garut. The population in this study was known with certainty through student data of 405 students. A sample is a part of a population, meaning that only some elements of the population are taken to form a sample and not all of them [36]. The selection of samples from the population must reflect the characteristics of the population well. The sample selection technique in this study was carried out using the *simple random sampling method*.

The data collection method in this study was through a questionnaire. Questionnaire is statement data about the object study Which given to individuals or a group object For to obtain results specific like preferences, beliefs, desires and attitudes [37]. Briefly, a questionnaire is a method of collecting data with a series of statements to obtain data sources or information from respondents. In study this, analysis descriptive used as technique which carried out by utilizing instruments to obtain data and analyzing the data obtained to be able to provide clear results regarding the truth as well as the characteristics and influences between the events studied.

IV. RESULT AND DISCUSSION

The variables in this study are the variable of Entrepreneurial Interest (Y) as the dependent variable, the variable of Entrepreneurial Knowledge (X_1), the variable of Family Factor (X_2), and the variable of Personality (X_3) as the independent variable. To find out the condition of the variables studied, a descriptive analysis will be carried out by describing the data that has been collected. In this study, the researcher used a continuum line to find out how strong the level of the variables being studied is.

Sample which has collected through distribution questionnaire must Tests were carried out so that analysis could be carried out, including normality tests, multicollinearity tests, and heteroscedasticity tests.

Table 1. Results Test Normality

No	Variables	Kolmogorov Smirnov	Sig.
1	Interest in Entrepreneurship	201	0.091
2	Knowledge Entrepreneurship	201	0.081
3	Family Factors	201	0.084
4	Personality	201	0.200

Source: Researcher, 2024.

Significance value in the Kolmogorov Smirnov test on the entrepreneurial interest variable (Y) as big as $0.091 > 0.05$, so that based on test Kolmogorov Smirnov normality of normally distributed data, the significance value of the Kolmogorov Smirnov test on the entrepreneurial knowledge variable (X_1) is $0.081 > 0.05$ so data distributed normal, mark significance on test Kolmogorov smirnov on variable factor family (X_2) as big as $0.084 > 0.05$ then the data is normally distributed, and the significance value in the Kolmogorov Smirnov test on the variable personality (X_3) is $0.200 > 0.05$, so based on test normality Kolmogorov smirnov data normally distributed .

Table 2. Coefficient Multicollinearity

No	Variables	Std.Error	Toleranc e	VIF
1	Knowledge Entrepreneurship	0.008	0.887	1.127
2	Family Factors	0.006	0.187	5,340
3	Personality	0.007	0.181	5,516

Source: Researcher, 2024.

In table *coefficient* can seen that mark standard error not enough from 1 (one), namely the entrepreneurial knowledge variable (X_1) = 0.008, the family factor variable (X_2) = 0.006, and the personality variable (X_3) = 0.007. So it can be it is said that mark standard error low And multicollinearity not detected.

Table 3. Coefficient Heteroscedasticity

No	Variables	Sig.
1	Knowledge Entrepreneurship	0.987
2	Family Factors	0.387
3	Personality	0.342

Source: Researcher, 2024

where the significance value of the entrepreneurial knowledge variable (X_1) is $0.987 > 0.05$, there is no heteroscedasticity in the regression model, the family factor variable (X_2) has mark significance $0.387 > 0.05$ so no happen heteroscedosity in the regression model, and the personality variable (X_3) has a significance value of $0.342 > 0.05$, so there is no heteroscedosity in the regression model.

Based on testing results study This contradictory with previous research, namely in research [38], where the results of the research stated that family factors do not influence interest. entrepreneurship, matter This proven with mark significance as big as 0.062 which is more than 0.05. The results of this



study are in line with previous research conducted in research [39] that knowledge entrepreneurship, factor family And personality can influence students' interest in entrepreneurship.

Entrepreneurial knowledge gained in school through direct and indirect experience. Knowledge is directly gained through involvement student in training entrepreneurship, while indirectly students learn the concepts of entrepreneurship in the learning process on campus while the family environment is the first and main media that influences behavior in child development. The family environment is the smallest group in society consisting of father, mother, children and other family members. The family environment, especially parents, plays an important role in the development and growth of children. Parents also play a role as directors for their future, It means in a way No direct person old Also can influence their child's interest in choosing a job including becoming an entrepreneur.

A person who has the desire to become an entrepreneur requires a personality Which sturdy Which covers level trust self Which tall, optimistic attitude, risk-taking skills, high level of discipline, leadership qualities, and strong orientation towards the future, likes challenges, is not afraid to fail, can easily adapt to new environments, accepts all suggestions and criticisms well, has ideas for achieving life goals, and creative and constructive thinking.

V. CONCLUSION AND SUGGESTIONS

Students who have entrepreneurial knowledge can be easily seen from the behavior and actions they will take. Somebody which own knowledge about entrepreneurship will easily find ideas and be able to take advantage of opportunities, but there are not a few people who already have ideas but are still not ready to face various obstacles and risks in the future. Family factors are one of the things that can influence interest in entrepreneurship somebody can seen How life somebody within his family. Sometimes the relationship that is established within the family environment can influence time front a child, family Which full of support and affection can be a reflection of children to have a better future, one of which is becoming an entrepreneur.

The more understand knowledge base entrepreneurship as well as aspects business so the more easy Also student find idea And able to utilize opportunity until capable face challenge And risk in entrepreneurship. The higher the self-confidence and

optimism and the encouragement of belief, the higher the intention of interest in entrepreneurship. Capable grow courage in take risk and liking challenges in students is one way to achieve the goal of building and creating students who graduate with a business.

VI. REFERENCE

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