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Contribution of Attitude, Education, and Family Support to the Entrepreneurial Interest of the Young Generation

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Abstract– ***The purpose of the research is to examine the influence of attitude, education , and family environment on interest in entrepreneurship among young people. This research uses probability sampling and data collection is carried out by the methods of questionnaire that is deployed on the respondents and processed using SPSS Statistics 25. The population in this research is among young people, especially the Millennial Generation and Generation Z domiciled in Garut, West Java who have attended entrepreneurship lessons or courses and sampled in this research are 102 respondents. Sampling techniques in the research carried out by simple random sampling. Its data type is primary data. The results of this research indicate that (1) Attitude has a significant effect on Interest in Entrepreneurship by 41.2% (2) Education has a significant effect on Interest in Entrepreneurship by 50.9% (3) Family environment has a significant effect on Interest in Entrepreneurship by 61.3% (4) Attitude, Education, and Family Environment has a significant effect on Interest in Entrepreneurship by 68.5% and the rest is influenced by variables not mentioned in this study.***
Keywords: Attitude, Education, Family Environment, Interest in entrepreneurship, young people.

I. INTRODUCTION

Entrepreneurship and entrepreneurship are positive production factors that can encourage and utilize other resources such as natural resources, capital and technology to create wealth and prosperity, by opening up new jobs, new income, as a driving force for economic activity and producing products or services needed by society, so developing entrepreneurship is an obligation for every development [1] .

The level of entrepreneurship in Indonesia is still lower than in India and Malaysia. Currently, economic growth in India has succeeded in adding and producing new entrepreneurs, where the entrepreneurial rate in India is 7 percent (CNBC Indonesia). While in Malaysia, the entrepreneurial rate reaches 5 percent of the total population. The growth of entrepreneurs in Indonesia is quite slow when compared to India and Malaysia, which in 2016 was recorded at 1 percent and in 2018 the growth only reached 3.1% of the Indonesian population [2] .

The problems of unemployment and poverty are still a major concern in every country in the world, especially in Indonesia. The Central Statistics Agency (BPS) noted that the number of unemployed in Indonesia reached 8.75 million people in February 2021. This number increased by 26.26 % compared to the same period last year of 6.93 million people. Although, the unemployment rate decreased compared to 10.44% compared to August 2020 which reached 9.77 million people.

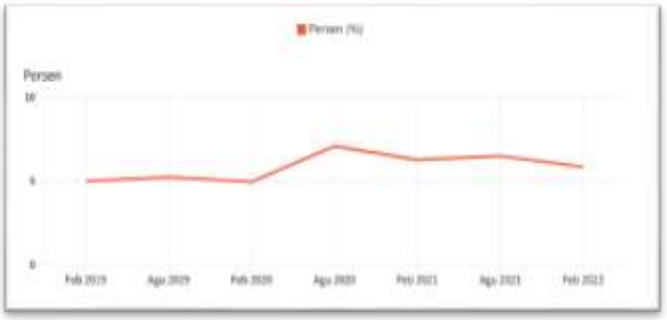


Figure 1. Indonesia's Unemployment Rate
Source: www.bps.go.id

Based on the image above, it shows that the number of unemployed in Indonesia in February 2022 was 8.40 million people. Compared to the number in February last year, the number decreased by around 350 thousand people. Meanwhile, when compared to the number in

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August last year , the decrease was around 700 thousand people. So that Indonesia's open unemployment rate (TPT) in February 2022 was 5.83 percent.

The problems of unemployment and poverty are caused by the comparison between the number of job opportunities offered not being comparable to the number of graduates or new workforce offered at various levels of education. The high unemployment rate in Indonesia is caused by people's high dependence on the government [3]. Individuals prefer to work in government-owned institutions rather than trying to start their own business. Many people prefer to become private employees or government employees because of the certain and clear income plus the guarantee of old age (retirement) every month. The economic situation in a country will be successful if supported by entrepreneurs who are able to open up employment opportunities because the efforts provided by the government are very limited [3] .

Entrepreneurship is a very important force in global economic growth that can create economic growth. The role of SMEs in 2007 reached 49.84 million business units, and 99.99% of national business actors, in the national economic system is beyond doubt, seeing its contribution as a workforce absorber, the formation of National Gross Domestic Product (GDP), national export value, and national investment [4] .

Entrepreneurship can move a country because it is believed to be the mainstay of economic growth and the welfare of the international community [5] . The entrepreneurial process requires a willingness to take calculated risks so that obstacles can be overcome to achieve the desired success.

Entrepreneurial interest can arise from various factors, such as freedom to work without ties, self-confidence, entrepreneurial education, hope for a more decent life if the business is successful, advice and support from the environment, belief in entrepreneurial competence, entrepreneurial experience, parental work factors as entrepreneurs, character of daring to take risks, need for achievement and accomplishment. Interest is assumed to capture motivational factors that influence behavior. The stronger the interest to engage in behavior, the greater the likelihood of performance [6] .

Thus, parental experience is a drive towards something based on the knowledge and experience they have which is useful for providing input so that later it can influence the decisions that will be taken by a child. The family environment that can influence someone to become an entrepreneur can be seen in terms of the parents' work factors. Parents' work is often seen that there is an influence from parents who work alone and have their own business, then their children tend to become entrepreneurs.

II. LITERATURE REVIEW

2.1 Interest in Entrepreneurship

The theory of planned behavior states that interest is an intermediary variable that causes behavior from an attitude or other variables [7] . Interest itself is an indication of how hard people are willing to try, how much effort they plan to put into carrying out a behavior. As a general rule, the stronger the interest in engaging in a behavior, the more likely it is to be performed. However, it should be clear that behavioral interests can find expression in behavior only if the behavior in question is under volitional control. Interest is also one of the psychological aspects of humans that drives them to obtain something to achieve a goal, so that interest contains an element of desire to know and learn about something that they want as a need [8] .

Entrepreneurial intention or entrepreneurial interest can be interpreted as the initial step in a process of establishing a business that is generally long-term [9] . Interest or *intention* is the desire to perform a behavior. The stronger the intention to engage in a behavior, the more likely it is to be carried out [10] . Individuals have stronger intentions to act when taking action is felt to be feasible and enjoyable. Interest in entrepreneurship then becomes a representation of planned actions to carry out entrepreneurial behavior.

Entrepreneurial interest can be interpreted as the initial step of a process of establishing a

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business which is generally long-term. Entrepreneurial interest is defined as the tendency of an individual's desire to carry out entrepreneurial actions by creating new products through business opportunities and risk taking. In the theory of planned behavior, it is believed that factors such as attitudes, subjective norms will shape a person's interests and then directly influence behavior [11] .

Thus, entrepreneurial activities are largely determined by the interests of the individual themselves. People will not suddenly become entrepreneurs without a specific trigger. Before someone starts a business (entrepreneurship), a strong commitment is needed to start it. In general, the stronger the interest, the better the performance. Likewise in entrepreneurship, the stronger the interest, the better the performance in entrepreneurship in the future.

2.2 The Role of Education in Shaping Attitudes

Entrepreneurship education as a goal intervention by instructors in a student's life, by providing entrepreneurial knowledge and skills that are useful for students to survive in the business world [12] . Entrepreneurship education is an educational program that aims to provide knowledge, skills and motivation to encourage success in entrepreneurship and foster an entrepreneurial spirit [13].

Entrepreneurship education is related to a set of educational and training programs that try to direct entrepreneurial behavior or provide elements that influence a person's intentions, such as entrepreneurial knowledge and fostering a desire/interest in entrepreneurship through efforts to carry out entrepreneurial activities [14].

Entrepreneurial attitude as a sense of responsibility, always dynamic, tenacious and persistent. An entrepreneur must have a mental attitude that dares to accept criticism and useful suggestions and take the initiative to move forward and do his best to achieve success. According to [16], the greatest asset to maintain entrepreneurial ability is a positive attitude. The right mental attitude towards work is very important. Successful entrepreneurs enjoy their work and are totally dedicated to what they do. Their positive mental attitude turns their work into exciting, interesting and satisfying work.

Entrepreneurship education is important to create human resources who have creative and innovative skills as well as other social skills. Entrepreneurship education is not only to shape the mindset of young people, but also to provide skills and knowledge that are important for developing an entrepreneurial culture.

Thus, the entrepreneurship education provided is to transmit the mindset and behavior of an entrepreneur to students until they behave and become entrepreneurs. This mindset will be seen from the attitude and mentality related to understanding entrepreneurship.

2.3 The Role of the Family Environment

The family environment is the first social environment where a child develops and grows from an early age . A family is a group of people who live together in a common residence where each family member feels an inner connection and thus influences, cares for, and submits to each other [17]. The role of the family in child development is the first social environment introduced to child, or it can be said that a child knows social life is primarily in the environment family.

The environment is a phenomenon from outside the individual that influences or affects the individual through his five senses. The process by which an individual interacts with the environment, thus gaining experience and developing into someone who is able to adapt to the environment. The environment referred to in this study is the family environment and community environment because the family environment and community environment have a great influence on a person's interest in entrepreneurship.

The home environment provides children with attention, affection, encouragement, guidance, and parental role models, which enable them to develop for their children's future lives. The family environment has a very large impact

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on a child's development and career choices such as family support, insight provided, attitudes applied, family background, and also their economy because in the family environment can influence children for the future in achieving their dreams (Maryasih, 2022). Therefore, the dimensions of the family environment variable, namely: (1) Support, (2) Insight, (3) Attitude, (4) Background, and (5) Economy.

III. RESEARCH METHODS

Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool for finding information about what we want to know [16] . Research design is a structured procedure that covers steps from broader assumptions to detailed methods. which is used as a reference in the research process [17] . The type of research used in this study is comparative causal research.

Sampling procedure used in this study is non-probability with the technique purposive sampling technique Purposive sampling is a sampling technique based on considerations certain [18] . This study used a questionnaire as an instrument for obtain primary data. A questionnaire is a series of written questions answered by respondents [19] . The data analysis technique uses multiple linear regression tests, hypothesis tests to see the relationship between variables.

IV. RESULT AND DISCUSSION

This research is quantitative in nature where the data produced will be in the form of numbers. From the results of data processing carried out using SPSS software. This study aims to analyze the influence of attitudes, education, and family environment on entrepreneurial interest among young people. Data were collected using a questionnaire from 102 young respondents who had studied entrepreneurship at school or college in Garut Regency. The questionnaire distributed used a Likert scale of 1-5.

This study uses 3 independent variables consisting of attitude, education, and family environment as well as a dependent variable, namely interest in entrepreneurship. The questionnaire created with the variables studied had an average of 6 question items. The variables in this study are Attitude, Education, and Family Environment as independent variables and Interest as the dependent variable.

The normality test for data distribution in this study used the method Kolmogorov-Smirnov. The following are the results of the normality test obtained as follows:

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.64706759
Most Extreme Differences	Absolute	.065
	Positive	.064
	Negative	-.065
Test Statistics		.065
Asymp. Sig. (2-tailed)		.200 c,d

Source: Data Processing 2025

Based on the table above, it shows that *Kolmogorov-Smirnov* of 0.065 indicates > 0.05 , it is concluded that there is no difference in the frequency of observations (results) with the normal expected frequency, meaning that all data in this study are normally distributed. Furthermore, a multicollinearity test is carried out by looking at tolerance and VIF. If the tolerance obtained is close to 1, and the VIF is not more than 10, then it is concluded that multicollinearity does not occur.

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Table 2. Multicollinearity Test Results

No.	Independent Variable	*Collinearity Statistics*		Conclusion
		Tolerance	VIF	
1	Attitude (X_1)	0.767	1,304	Not Multicollinear
2	Education (X_2)	0.757	1,322	Not Multicollinear
3	Family Environment (X_3)	0.778	1,285	Not Multicollinear

Source: Data Processing, 2025

Based on the table above, it is proven that the tolerance value of the attitude variable is 0.767 on the education variable of 0.757 and the family environment variable of 0.778 while the variance inflation factor (vif) value on the attitude variable is 1.304 on the education variable of 1.322 and the family environment variable of 1.285. Based on this, this study all independent variables on This study did not show any multicollinearity, which was indicated by with tolerance value approaching 1, and VIF < 10.

Table 3. Summary Model of the Influence of Attitude, Education, and Family Environment on Interest

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 [a]	.469	.452	2.68728
a. Predictors: (Constant), Family Environment, Attitude, Education				

Source: Data processing, 2025

The influence between attitude, education, and family environment on interest is stated with an R value of 0.685. While the R2 value [of] 0.469 is stated as a coefficient of determination which means that interest in entrepreneurship is influenced by attitude, education, and family environment by 68.5% while 31.5% is influenced by variables not mentioned in this study.

Table 4. ANOVA Effect of Attitude, Education, and Family Environment on Interest

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	624,139	3	208,046	28,809	.000 [b]
	Residual	707,704	98	7.221		
	Total	1331.843	101			
a. Dependent Variable: Interest						
b. Predictors: (Constant), Family Environment, Attitude, Education						

Source: Data processing, 2025

In this study, there is a main hypothesis to be tested, namely H_4 : Attitude, Education, and Family Environment have an influence on entrepreneurial interest. The significance value is 0.000 <0.05, which means that H_4 is accepted or can be interpreted that attitude, education, and family environment have a significant influence on entrepreneurial interest.

The results of this study support the research that has been conducted that attitude has a significant influence on entrepreneurial interest by showing a significance value of 0.001 in the study [20]. This indicates that the role of attitude can influence entrepreneurial interest, because the higher the attitude of students in understanding entrepreneurship, the higher the student's interest in entrepreneurship. Factors related to attitude, such as decision making, responsibility, achieving progress, curiosity, and

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skills also support this variable towards entrepreneurial interest.

education has a positive influence in research [21]. This encourages that the better the entrepreneurship education received by young people, the better the interest in entrepreneurship among young people. Other research also shows that entrepreneurship education also has significance by showing a significance value of 0.000 <0.5 in research [22] . This indicates that the role of entrepreneurship education can influence interest in entrepreneurship because someone who gains knowledge from entrepreneurship education can implement it and factors related to entrepreneurship education such as a brave foundation, and a way of thinking can also support this variable towards interest in entrepreneurship.

The role of the family environment can influence the interest in entrepreneurship, because if a young person is in a family environment that supports entrepreneurship, then the higher the intention of a person to do entrepreneurship. As well as factors related to the family environment, such as support conditions, insight, attitude, background, and economy also support this variable towards the interest in entrepreneurship.

V. CONCLUSION AND SUGGESTION

Based on the results of the research discussion regarding Influence of Attitude, Education. These results show that attitudes, education, and family environment have a significant influence on entrepreneurial interest among young people. Entrepreneurship education needs to be provided to instill innovative and creative values in responding to opportunities, creating opportunities and entrepreneurial skills and knowledge, because interest in entrepreneurship is the starting point for how the business is run and how to manage risks.

Entrepreneurial interest in young people is not only influenced by education and family environment, but there are still many other factors that can influence. Therefore, it seems that further research is still needed to examine other factors that influence entrepreneurial interest. However, this study has empirically proven that attitudes, education, and family environment are factors that can influence entrepreneurial interest among young people.

Further researchers are advised to combine it with moderating variables with the aim of determining its influence when associated with other variables.

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