

The Role of Entrepreneurial Passion in Mediating the Relationship between Entrepreneurial Intentions

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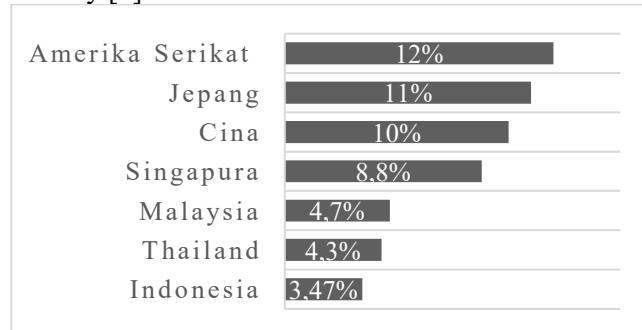
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This research aims to find out how creativity influences entrepreneurial intentions through entrepreneurial passion of the age group 20 to 24 years in West Java Province. This research used a quantitative approach and the data collection method in this research was non-experimental or survey with a correlational research design. The population in this research was the age group 20 to 24 years in West Java Province and the sample in this research was 271 respondents processed using SmartPLS 3 software. The sampling technique in this research used probability sampling with a cluster random sampling type. The type of data in this research was interval with a semantic differential scale type. This research used the path analysis method. The results of this research show that Creativity influenced Entrepreneurial Intentions by 51.5 %. Creativity influenced Entrepreneurial Passion by 50.4%. Entrepreneurial Passion influences Entrepreneurial Intentions by 19.3 % Creativity influenced Entrepreneurial Intentions through Entrepreneurial Passion by 9.7%.

Keywords: Creativity, Entrepreneurial Intention, Entrepreneurial Passion.

I. INTRODUCTION

The low awareness of Indonesian society about the importance of entrepreneurship is still low compared to other countries [1]. The ratio of entrepreneurs to the total population in Indonesia is still low, one of which is that a country must have at least 5% of entrepreneurs from its total population to be considered a developed country [2].



Source : [1]

Figure 1. Entrepreneurial Ratio in 2024

The ratio of Indonesian entrepreneurs in 2022 in Figure 1, as much as 3.47 % of the total population, this ratio shows that the intention to become entrepreneurs is still low. This age is considered very productive for the workforce. The low intention to become entrepreneurs among the Indonesian people could be one of the factors causing the high unemployment and poverty rates in Indonesia [3]. National priority programs and funding to complete 12 years of compulsory education as regulated in Article 31 of the 1945 Constitution of the Republic of Indonesia and Law No. 20 of 2000 concerning national

education, where individuals are required to complete education up to high school level and graduate at the age range of 17 to 19 years [4].

In addition, the indicator of productive age for work in Indonesia is individuals aged 20 to 40 years [5]. This is because at the age of 20 years, the average individual's ability still does not have adequate skill maturity and is still in the process of education, while at the age of over 40 years, the individual's physical ability begins to decline [6]. While the job opportunities available in the official environment are very limited, this is very unfortunate considering the creativity and ability of the 20 to 24 year old age group is currently very high and has the potential to develop further. One of the main problems in increasing entrepreneurship is that most individuals do not realize how important it is to be an entrepreneurial and independent generation [7].

Other factors that cause low entrepreneurial intentions include prestige, lack of self-confidence, feeling unattractive (feeling lazy), lack of capital, difficulty in dividing time, and fear of failure based on other people's experiences [8]. Understanding how to improve and encourage the 20 to 24 year old age group that has the potential to start with having the intention or intention to become an entrepreneur is very necessary because it can reduce the percentage of unemployment by creating more jobs and can increase the entrepreneurial ratio [9].

Entrepreneurial intention as a strong desire or determination in an individual to start a business or



enterprise, but no action has been taken to realize that determination or desire. In creating a business, an important initial step is to have a strong intention or desire to be an entrepreneur [10]. Through entrepreneurial intention, it can be predicted which individuals have the potential to become entrepreneurs.

Based on empirical observations by previous researchers, the controller of entrepreneurial intention is creativity [11]. This serves as a basis for building entrepreneurship in the future [12]. In the entrepreneurial process, creativity is an important component, which can influence how products and services will be made [13]. Creativity refers to the creation of new ideas that are beneficial for the long term and the short term [14]. Every individual has the potential for creativity inherent in him/her, but many individuals are not aware of this. Creativity can be improved and trained in various ways, so that it can help foster the intention to become an entrepreneur [15]. Creativity often arises when seeing something that already exists and trying to think in a new and different way. In the context of entrepreneurship, creating new ideas and presenting innovations can foster the intention to become an entrepreneur.

The role of entrepreneurial passion in encouraging individuals to turn creative ideas into real action. Entrepreneurial passion provides the additional energy, drive, and perseverance needed to overcome obstacles [16]. Thus, entrepreneurial passion serves as a bridge connecting creativity with entrepreneurial intentions. Where it helps creative ideas generated by individuals can be emotionally moving and provide the necessary impetus to start a business venture [17].

Based on entrepreneurial passion, it is a controller in encouraging entrepreneurial intentions and creativity towards entrepreneurial intentions. [11]. Thus, this scientific work can provide information in solving the problem of low awareness of the 20 to 24 year old age group in entrepreneurship.

II. LITERATURE REVIEW

2.1 Concept of Entrepreneurial Intention

Entrepreneurial intention is an individual's desire to pursue entrepreneurship before making a decision to start a business [18]. Entrepreneurial intention is an individual's desire to pursue entrepreneurship to start or develop a business [19]. Entrepreneurial intention is an individual's desire or willingness to pursue entrepreneurial activities to direct abilities, attention, experience, and actions when running a business [20].

The dimensions of entrepreneurial intention according to previous authors include desire, plan, and

act (action) [21]. Desire aimed at individuals who have the desire or passion to start a business. plan aimed at individuals who have plans or hopes that will be carried out so that business ideas can be implemented. Action is aimed at individuals who take action when they find a business opportunity.

The dimensions of entrepreneurial intention according to previous authors include career, planning, improving social status, being ready to do anything to become an entrepreneur and being serious about starting a business [22]. Career is aimed at individuals who choose a career as an entrepreneur. Planning is aimed at individuals who have plans to start a business. Improving social status is aimed at individuals who wish to improve their social status by becoming entrepreneurs.

The dimensions of entrepreneurial intention according to previous authors include motivation, self-confidence, skills and competence [23]. Motivation is aimed at individuals who have the drive to run a business. Self-confidence is aimed at individuals who have a feeling of optimism in their ability to succeed in starting and running their business. Skills and competencies are aimed at individuals who have the ability to carry out entrepreneurial activities.

Based on the opinion of [24] which states that the consideration of opening a business is aimed at individuals who have the consideration to open their own business. Doing anything to become an entrepreneur is aimed at individuals who are willing to do anything to become an entrepreneur. Taking the initiative to move forward is aimed at individuals who have the initiative to move forward to create their own business. Launching their own business in the future is aimed at individuals who have decided to start their own business in the future. Intending to start a new business is aimed at individuals who have the intention to start a new business in the future.

2.2 Entrepreneurial Passion Concept

Entrepreneurial passion as an individual who has a strong positive feeling can encourage to achieve a goal, increase persistence and motivate to create ideas in entrepreneurship [25]. Entrepreneurial passion is an individual who has a positive feeling when involved in entrepreneurial activities and is associated with an important role for the identity of entrepreneurs [26]. Entrepreneurial passion is an individual who has a strong positive feeling experienced by consciously obtaining strong positive emotions and participating in business activities related to a meaningful role for the entrepreneur's self-identification [16].



Entrepreneurial passion can be described as an individual who has positive feelings towards entrepreneurial activities or certain "domains" that are engaged in, and which are related to entrepreneurship, such as creating, or developing, and correlated with the activity or "domain" as the core of an activity [27] . Thus, entrepreneurial passion is a positive emotion in relation to entrepreneurial activities and a strong motivational drive to follow these feelings . As a research variable, the author determines the variation of values that can be used as a measure of the creativity variable, namely very possessive, possessive, fairly possessive, do not possessive, and very do not possessive.

2.3 The Concept of Creativity

Creativity is an individual's skill to create new ideas, rational concepts, and creative solutions that provide added value or innovation in various fields [28] . Creativity is an individual's skill that can create something new from existing data, information or factors, the results can come from previously existing results or new results [29] . Creativity is an individual's skill in creating new relationships, reviewing problems from different perspectives, combining two or more previously existing concepts and creating new concepts [30] .

Creativity as an individual skill or ability that can create a competitive advantage for all individuals involved in the development and transformation of entrepreneurship [31] . Creativity is an individual's skill in creating innovative and unique concepts, using imagination so that they can develop ideas to create different businesses and provide added value [32] .

The dimensions of creativity according to previous authors include having initiative, having broad interests, having a high curiosity, being self-confident, and being willing to take risks [30] . Having initiative is aimed at individuals who have the ability and attitude to take initiative or act proactively to create new opportunities. Having broad interests is aimed at individuals who have an interest and desire to learn and engage in a variety of fields or topics. Having a high sense of curiosity is aimed at individuals who have a strong drive and desire to seek knowledge, understand and explore their surroundings. Self-confidence is aimed at individuals who have strong belief in their own abilities and potential.

Thus, creativity is an individual skill that can create new and different ideas or concepts from those that already exist to provide added value, thus creating an advantage. As a research variable, the author

determines the variation of values that can be used as a measure of creativity variables, namely very expert, expert, quite expert, not expert, and very not expert.

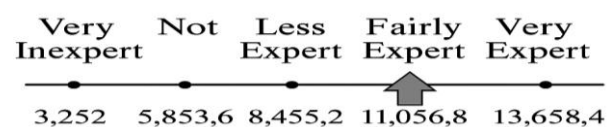
III. RESEARCH METHODS

The approach in this research is quantitative, because the variables in this research can be measured and their hypotheses can be tested. The quantitative approach describes the hypothesis testing approach by analyzing the measured variables using measurement methods to interpret the results using statistical procedures [33] .

This study uses a correlational design. Correlational design is a type of research design that is applied to see how the relationship between two or more variables [34] . In this study, the correlational form is path analysis, which is where the relationship involves direct and indirect variables [35] . The variables analyzed for their relationship in this study are creativity as an exogenous variable, entrepreneurial intention as an endogenous variable and entrepreneurial passion as an intervening variable. After the data is collected, the next step is to analyze the data using special statistical techniques to answer the research questions and test the proposed hypotheses. The data analysis used in this study is path analysis, because this study involves correlational relationships between variables directly and indirectly. Path analysis is an analysis that develops from regression analysis to see how variables directly and indirectly relate to each other [35] .

IV. RESULTS AND DISCUSSION

Based on the findings of the number of dimension values on the creativity variable, it obtained a score of 11,745. The values obtained will be presented in a continuum line. Creativity based on the continuum line can be explained that the highest value of the creativity variable dimension is the challenged dimension and the lowest value is the inventor dimension. The continuum line for the creativity variable as an exogenous variable in this study is as follows:

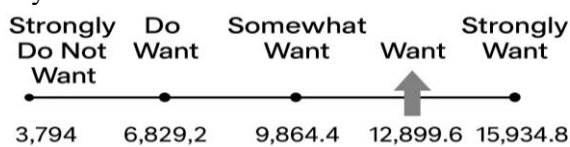


Source: (Author, 2025)
Figure 2 Creativity Continuum



Based on Figure 2, the creativity variable continuum line is explained from the score of the dimension item answers obtained of 11,745, which is included in the "expert" category because the value is in the interval between 11,056.8 to 13,658.4, with the average value obtained from the respondents' answers to the creativity variable being 4.

Based on the findings of the entrepreneurial intention variable, it obtained a score of 14,244. The value obtained will be presented in a continuous line. Entrepreneurial Intention based on the continuum line can be explained that the highest value of the entrepreneurial intention variable dimension is the starting dimension and the lowest value is the desire dimension. The continuum line for the entrepreneurial intention variable as an exogenous variable in this study is as follows:



Source: (Author, 2025)

Figure 3 Entrepreneurial Intention Continuum

Based on Figure 3, the continuum line of the entrepreneurial intention variable is explained from the score of the dimension item answers obtained of 14,244, which is included in the "want" category because the value is in the interval between 12,899.6 to 15,934.8, with the average value obtained from the respondents' answers to the creativity variable being 4.

Table 1. Path Coefficients Values Entrepreneurial Passion Towards Entrepreneurial Intentions

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD EV)	T statistics (/O/STDEV)	P-Value
Entrepreneurial Passion -> Entrepreneurial Intention	0.193	0.194	0.100	1,936	0.053

Source: (SmartPLS, 2025)

Based on the data analysis, it can be concluded that there is an influence between entrepreneurial passion and entrepreneurial intention, which is indicated by the parameter coefficient of 0.193. The significance value (p-value) obtained is 0.053, lower

than the alpha level of 10%, and the t-statistic value is 1.936 which exceeds the t-table value of 1.65.

Table 2. Path Coefficients Value of Creativity Towards Entrepreneurial Intention Through Entrepreneurial Passion

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD EV)	T-statistics (/O/STDEV)	P-Value	R-Square
Creativity -> Entrepreneurial Passion -> Entrepreneurial Intention	0.097	0.100	0.055	1,768	0.078	
Creativity -> Entrepreneurial Intention						0.504*0.193 (0.097)

Source: (SmartPLS, 2025)

Based on the data analysis, it can be concluded that there is an influence between creativity, entrepreneurial intention, and entrepreneurial passion, which is indicated by the parameter coefficient of 0.097. The significance value (p-value) obtained is 0.078, lower than the alpha level of 10%, and the t-statistic value is 1.768 which exceeds the t-table value of 1.65. The results of data processing using SmartPLS version 3 in Table 4.14 show that Ha4 can be accepted, indicating that there is an influence. Thus, creativity has an indirect influence on entrepreneurial intention through entrepreneurial passion, which means that if the level of creativity increases, then entrepreneurial intention and entrepreneurial passion also tend to increase.

The findings of this study are in line with previous research conducted by [11] which showed that all of his research related to creativity plays a role in building entrepreneurial intentions. The differences in findings obtained are caused by several factors such as research subjects and differences in respondent characteristics such as demographics and age. In addition, it can also be caused by differences in research units because it can affect research results.

Creativity plays an important role in encouraging entrepreneurial intentions, because the ability to think creatively allows individuals to identify new opportunities in a creative way. innovative and



fresh. The success of creativity is seen when individuals are able to produce new ideas or solutions that are not only beneficial for the individual themselves, but also for the wider community. Educational qualifications also have an influence, because the level of education can determine the knowledge and skills that individuals have, as well as access to networks and resources that are important for starting and developing a business [26].

Learning orientation, which includes a willingness to continue learning and adapt to change, is also important. Individuals who are always looking to improve their knowledge and skills tend to be better prepared for the challenges of entrepreneurship [36]. This mindset involves a proactive attitude, the courage to take risks, and resilience in the face of failure. Individuals with a strong entrepreneurial mindset tend to be more able to see and take advantage of opportunities, and are better prepared to overcome obstacles that arise. Finally, entrepreneurial creativity is an important element that allows individuals to create innovative and different business ideas. This creativity helps entrepreneurs to think outside the box and offer unique solutions that can attract market interest [18].

Based on the opinion of [11] which shows that all of his research related to creativity plays a role in building entrepreneurial passion, which leads to entrepreneurial intentions. The differences in findings obtained are caused by several factors such as research subjects and differences in respondent characteristics such as demographics and age. In addition, it can also be caused by differences in research units because it can affect research results.

Thus, the context of entrepreneurial passion reflects a positive emotional drive towards entrepreneurial activities and a strong motivation to implement these ideas. The more intense an individual's interaction with entrepreneurial activities, the higher their involvement in developing entrepreneurial intentions. This interaction not only generates tremendous excitement for starting a business, but also provides clear direction in organizing creative ideas into concrete steps in building and managing an innovative and potentially successful business.

V. CONCLUSION AND SUGGESTIONS

Based on the results of the study, it can be concluded that creativity in the 20 to 24 age group provides the ability to generate innovative ideas, identify new opportunities, and motivate to pursue

ambitions. Entrepreneurial intentions in the 20 to 24 age group provide a strong drive and purpose to explore and pursue an entrepreneurial career. Entrepreneurial passion in the 20 to 24 age group provides enthusiasm, strong motivation, and commitment to pursue a career and business in the field of entrepreneurship. Therefore, Creativity influences entrepreneurial intentions through entrepreneurial passion in the 20 to 24 age group in West Java Province very good.

The results of this study contain recommendations that the author conveys for the policies of each province in Indonesia to be able to hold more affordable and easily accessible entrepreneurship workshops or training, provide incentives or funding for local startups, and facilitate networking and mentorship from successful entrepreneurs in the area.

VI. REFERENCE

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