

From Internal and External Factors: Generation Z's Motivation to Become an Entrepreneur as A Career Choice

Muhamad Rizalul Huda¹, Tri Lestari Wahyuning Utami^{2*}, Khoirina Noor Anindya³, Mellisa Fitri Andriyani Muzakir⁴
Universitas Islam Indonesia

Corresponding Author: Tri Lestari Wahyuning Utami trilestari.utami@uii.ac.id

ARTICLE INFO

Keywords: Entrepreneurship, Generation Z, Intrinsic Motivation, Extrinsic Motivation, Career

Received : 16, February

Revised : 18, April

Accepted: 20, June

©2026 Huda, Utami, Anindya, Muzakir: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Digitalization opens up opportunities for Generation Z to pursue entrepreneurship as a career choice. The career decision to become an entrepreneur is influenced by both internal and external factors. This study aims to explore the motivations of Generation Z in choosing entrepreneurship as a career. The findings indicate that the intrinsic motivations influencing this choice include prior experience, financial security, and self-actualization. Meanwhile, external factors, particularly family influence and the social environment, also play an important role in shaping Generation Z's motivation to pursue an entrepreneurial career. However, this study remains limited in its exploratory scope and therefore calls for further research to identify additional factors that may influence Generation Z's career decisions.

INTRODUCTION

Digitalization, as reflected in technological advancement, has driven changes in lifestyles, including business models. With increasingly easy internet access, starting a business has become more feasible. In other words, access to online information has encouraged interest in entrepreneurship (Ashraf et al., 2021). The presence of social media and e-commerce has also reinforced the notion that business can be undertaken by anyone, especially those who are technologically literate. Market reach has become broader and more accessible to various segments of society. A BPS survey cited in BPPTIK (2023) showed that the number of e-commerce businesses increased by 4.46 percent in 2022, reaching 2,995,986 businesses. The largest e-commerce growth occurred among businesses with revenues below IDR 300 million. This indicates that small-scale enterprises have experienced rapid growth as part of this digital business trend.

Business growth indicates that entrepreneurship has become a career choice for many people, particularly younger generations. Generation Z, as a generation currently at the stage of choosing a career, shows a strong tendency to choose entrepreneurship. They are widely recognized as an innovative and adaptive generation, and their technological literacy is considered to contribute to a strong entrepreneurial intention. A Deloitte study in 2023, as reported in a Kumparan (2024), showed that 70% of Generation Z desire workplace flexibility, preferring work arrangements that balance their personal and professional lives, as well as flexibility in work location. With digital skills and an entrepreneurial spirit, Generation Z is expected to be capable of creating employment opportunities (Faziah, 2024).

Becoming an entrepreneur, presents its own challenges and obstacles compared with pursuing a corporate career. Therefore, strong determination is required for an individual to choose entrepreneurship as a career. Individuals who decide to become entrepreneurs generally possess a strong intention to do so. Entrepreneurial intention refers to an individual's tendency or desire to undertake entrepreneurial action by creating new products through business opportunities and risk-taking (Ramayah & Harun, 2005). A strong intention toward a particular activity will encourage a person to work harder to pursue it than someone who is not interested in it. Accordingly, motivation plays an important role for entrepreneurs as an initial driving force to start and sustain a business (Amadea & Riana, 2020).

The factors that encourage an individual to become an entrepreneur can be categorized into internal and external factors. Internal factors stimulate intrinsic motivation, whereas external factors constitute part of extrinsic motivation. Internally, an individual's decision to choose entrepreneurship as a career may be influenced by education (Astiana et al., 2022; Sansone et al., 2021), need for achievement (Uysal et al., 2022), innovative capability (Bhatti et al., 2021; Efrata et al., 2021; Pham et al., 2023), and locus of control (Kurjono et al., 2021; Uysal et al., 2022). Furthermore, external factors such as social relations and the surrounding environment also play a role (Anwar et al., 2021). These social relations may include family relationships (Ehsanfar et al., 2023), partners, and

the wider environment, including influencers (Guiñez-Cabrera & Aqueveque, 2022).

Previous studies on entrepreneurship at the individual level have largely focused on entrepreneurial intention (Bhatti et al., 2021; Molino et al., 2018; Saoula et al., 2023). These studies have mostly examined entrepreneurial interest without reaching the stage of taking action to become an entrepreneur. However, it is important to conduct exploratory research to examine the underlying reasons why entrepreneurship is chosen as a career. Based on this gap, the research question in this study is: how is Generation Z motivated to choose entrepreneurship as a career option? This study aims to explore the internal and external motivations of Generation Z individuals who are already running businesses. An exploratory study was conducted in order to obtain in-depth, diverse, and open-ended answers.

LITERATURE REVIEW

Entrepreneurial Intention

Entrepreneurship is one of the career choices available to individuals. Interest in becoming an entrepreneur may emerge when a person is still young, even while still in school or as a student (Fragoso et al., 2020), as well as when they have already pursued another career as an employee (Mehtap et al., 2017). An individual's interest in operating a business is driven by a strong commitment that may later determine how they behave as an entrepreneur (Krueger & Carsrud, 1993). A person's interest in something, even in seemingly small matters, can have a substantial impact on personal transformation and on the surrounding environment. Individuals who are open to new experiences tend to have a higher interest in entrepreneurship (Phuong et al., 2021). They are more aware to business opportunities.

Entrepreneurial intention can be examined through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). The Theory of Planned Behavior states that the relationship among attitudes, subjective norms, and perceived control influences an individual's behavioral intention to perform a particular action. An individual's interest in establishing a business can be influenced by several factors. One of these is education relevant to the business field, which can increase an individual's ability and motivation to start an independent business (Anal & Singh, 2023). Furthermore, an individual's motivation to establish a business may be shaped by various factors, including financial needs, the desire to innovate, and the desire to maintain control over one's own business (Astuti & Martdianty, 2012). Environmental support is also important in running a business. For example, a stable and sustainable business environment can increase interest in business, whereas an unstable business environment may reduce business interest (Andrade & Carvalho, 2023). These various internal and external factors influence how a person is motivated to establish a business. Such factors may either strengthen or weaken motivation

Intrinsic and Extrinsic Motivation

Motivation can be defined as a process that influences an individual's behavior in achieving goals or objectives. In general, encouragement and motivation can be categorized into intrinsic and extrinsic motivation. Motivation may originate from within the individual (intrinsic) or from outside the individual (extrinsic). Intrinsic motivation arises from the satisfaction and enjoyment gained from carrying out an action, whereas extrinsic motivation derives from rewards or consequences obtained from performing an action, such as salary (Adnyana et al., 2026). Intrinsic motivation is supported by personal intention driven by personal experience and self-appreciation (Hennessey et al., 2014). Internal factors may include long-developed experience and knowledge, as well as personal needs, whether financial needs or self-actualization.

Extrinsic motivation is supported by the role of external factors, such as family and partners. Family can be a factor that encourages someone to establish a business. For example, the motivation to start a business may come from a family background in business. A family business background plays a role in increasing a person's interest and motivation to become an entrepreneur (Jena, 2020). Individuals may acquire knowledge from their family at an early stage regarding how to run a business (Amofah et al., 2024).

The drive to become an entrepreneur may also be influenced by the presence of a role model. An individual who has an entrepreneurial role model may wish to follow that person's career path (Efrata et al., 2021). With current digital developments, entrepreneurial influencers have increasingly provided perspectives on how to become an entrepreneur (Guiñez-Cabrera & Aqueveque, 2022). They offer illustrations of achievements and knowledge to followers who aspire to follow in their footsteps. These role models can serve as a source of extrinsic motivation for individuals to become entrepreneurs (Cheng et al., 2025).

METHODOLOGY

This study employed a qualitative research design aimed at obtaining in-depth findings regarding Generation Z's motivation for choosing entrepreneurship as a career. The purpose was to generate more exploratory findings concerning the reasons underlying job choice after completing higher education.

Sampling and Data Collection

This study used non-probability sampling, specifically convenience sampling. The respondents targeted as the sample were Generation Z, particularly undergraduate students who had either recently completed their studies or were in their final semester and were already running their own businesses. The data were collected through In-Depth Interviews (IDI) with each respondent. IDI was chosen in order to obtain comprehensive narratives about how the respondents selected and initiated their businesses. Through this method, more detailed responses regarding the respondents' experiences could be obtained, allowing the researchers to explore the findings more thoroughly.

Profile of Respondents

This study involved 16 respondents from Generation Z who were actively running their businesses (see Table 1). They operated businesses in several sectors, including food and beverage, fashion, merchandise, and various digital businesses. The digital businesses included content production, digital marketing management for other businesses, and agency services. Most respondents already had business-related experience that they had developed during their university years. In addition, some of them were freelance workers. This indicates that none of the respondents had permanent employment that constrained their working time.

Table 1. Profile of Respondents

Code	Gender	Industry	Business/Working Experience
JF	Male	Tour & Travel	Freelance
RA	Male	Skincare & Travel	Entrepreneur
YI	Male	Food and Beverage & Merchandise	Entrepreneur
AN	Female	Food and Beverage & Merchandise	Entrepreneur
FI	Female	Food and Beverage	Non Experience
MZ	Male	Digital Agency	Entrepreneur
GR	Male	Food and Beverage	Freelance
MV	Male	Food and Beverage	Freelance
SS	Female	Food and Beverage	Entrepreneur
IA	Female	Digital Content	Entrepreneur
NB	Female	Digital Marketing	Freelance
GF	Female	Fashion	Entrepreneur
AL	Female	Fashion	Entrepreneur
NF	Female	Food and Bevergae	Entrepreneur
FM	Female	Food and Beverage	Entrepreneur
AH	Female	Food and Beverage	Entrepreneur

Source: Data Processed (2026)

Data Analysis

The data analysis conducted in this study was descriptive analysis by compiling the interview results in order to identify patterns in the responses. To test validity, this study employed triangulation, specifically source triangulation and theory triangulation. Cross-checking information from various sources was conducted to ensure that the collected data were valid (Belloto, 2018). In addition, the findings were also linked to the underlying theoretical framework

RESEARCH RESULT

Intrinsic Motivation

The internal factors underlying an individual's career choice emerge from personal thoughts and are rooted in personal reasons. In the concept of motivation, this is referred to as intrinsic motivation, which may be defined as motivation derived from experience and creativity developed through long-term learning (Hennessey et al., 2014). The results of this study indicate that several intrinsic motivations encourage individuals to become entrepreneurs, namely experience, financial needs, and self-actualization

Experience was reflected in the fact that respondents had prior experience as entrepreneurs. This experience made them confident that they were capable of running a business. One respondent (MZ), who had experience as a project manager, stated that such experience served as the foundation of his business. This work experience provided the confidence and skills needed in business. In addition, individuals with prior experience tend to have higher self-efficacy. According to Anwar et al. (2021) and Neneh (2022), self-efficacy plays an important role in increasing an individual's interest in becoming an entrepreneur. This is in line with the findings of this study, in which the majority of respondents with business experience expressed confidence in running a business

Financial needs also served as a basis for respondents in running their businesses. Business outcomes were perceived to provide greater financial security for some respondents. As stated by one respondent,

"I think that is everyone's goal, because with financial freedom, at least our life becomes one step more secure" (JF).

Financial freedom became a primary goal in establishing a business. This concept is in line with the findings of Mulyani et al. (2019), who argued that financial security is also a valid reason for choosing to become an entrepreneur. The respondents viewed *entrepreneurship* as an effective means of fulfilling such needs while simultaneously giving them control over their personal financial condition. This drive was based on the belief that becoming an entrepreneur provides a more promising source of income along with work flexibility. This is consistent with several respondents who treated business as an activity pursued alongside their freelance work.

Several respondents from Generation Z perceived becoming an entrepreneur as a form of self-actualization. This is consistent with the statement of one respondent who said,

"...at first, I wanted to open a new store and then create job opportunities so that I could be useful to people around me" (AH).

The respondents argued that their career as business owners constituted an achievement they had attained. This is in line with entrepreneurial intention research, in which the need for achievement is a factor influencing an individual's interest in becoming an entrepreneur (Bhatti et al., 2021). The motivation to establish a new business increases along with the need to achieve business success (Kusumawijaya, 2019).

Contributing to society and the country also became a source of pride for respondents, one example being their role in creating job opportunities. In addition, respondents also experienced a sense of achievement when their businesses contributed to the success of other businesses.

Extrinsic Motivation

Career choice may also be driven by desires shaped by external factors. External factors influencing an individual's desire to become an entrepreneur include family support, family background, the social environment, and economic conditions (Jena, 2020). The findings of this study indicate that external motivation was obtained from people closest to the respondents, such as family members and partners. This is consistent with a respondent's statement,

"there was indeed encouragement from others, because I built this business thanks to an invitation from my partner, MZ, who trusted me as a partner and as part of the stakeholders" (JF).

Family plays an important role in influencing a person's desire to become an entrepreneur, for example through support from families that are largely composed of businesspeople or from entrepreneurial parents (Amofah et al., 2024).

The external factors influencing motivation were also related to how individuals creatively identified opportunities in the market. Respondents perceived that market potential and trends also encouraged them to establish their businesses. As one respondent stated,

"...many MSMEs nowadays only sell products, but their marketing is still lacking, whereas since the COVID period people have started selling through Gojek, Grab, Shopee Food; basically, they have started selling online" (NB).

Recognized market opportunities can be processed by innovative individuals. By reading market opportunities, individuals can generate ideas for running a business. In this case, respondent NB stated that the weakness of MSMEs in digital marketing created an opportunity for their business to contribute through providing digital marketing management services to MSMEs that became their clients. Thus, external factors combined with internal capabilities can motivate individuals to become entrepreneurs.

Developments in information technology can also be an important consideration in starting a business. Technological advancement overall has a positive impact on start-up businesses by providing various benefits, including facilitating marketing, promotion, and sales, as well as enabling operational efficiency through digital platforms such as *e-commerce* and social media. As one respondent explained,

"...technological advancement has been very helpful in starting this business, especially in presenting the business profile and creating more efficient marketing strategies, as well as making it easier to reach prospective consumers" (JF).

As argued by Anal & Singh (2023), education can improve individual capability and motivation, particularly in terms of technology utilization supported by knowledge gained through education.

DISCUSSION

An individual's motivation to become an entrepreneur can be examined through the internal and external factors that influence it. Internal factors generate intrinsic motivation within the individual. This internal motivation encourages a person to become an entrepreneur because of personal beliefs and convictions. Meanwhile, external factors constitute encouragement derived from outside sources, such as family, partners, and the surrounding social and economic environment. External encouragement influences an individual's decision-making in choosing a particular path. For example, individuals who are raised in a business-oriented environment and are accustomed to business activities are more likely to be encouraged to start their own businesses.

Among these two factors, internal factors appear to be the primary driver, as they are already present within an individual even before determining a future career path. The findings of this study indicate that the choice of entrepreneurship as a career is rooted in experiences gained from an early age and during schooling. Early experimentation and an initial desire to trade or sell became the basis that eventually developed into a strong drive to become an entrepreneur. Experiences cultivated over many years can become a source of intrinsic motivation (Hennessey et al., 2014), in this case, motivation to become an entrepreneur.

In addition to experience-based motivation, the need for recognition and achievement also constitutes an important factor. Becoming a successful entrepreneur is a strong aspiration among those who choose entrepreneurship as a career. They perceive business establishment as a pathway to success. Such success is also reflected in financial stability, as entrepreneurship is considered a fast and appropriate route to achieving that condition.

External motivating factors that encourage individuals to choose entrepreneurship generally arise from their surrounding environment. This study shows that family and partners are the main external drivers in choosing this career. Parents who own businesses become a model for their children in choosing a similar career path. Some individuals also choose this career in order to continue their parents' businesses because they perceive it as their responsibility as successors. In addition to parents, the extended family also shapes an individual's character, making them feel more comfortable and more confident in choosing entrepreneurship as a career. The role of partners is also an important consideration, and partners may even become business associates, as individuals may find it appealing to collaborate with them in business, both as business partners and life partners

These two factors complement one another, as external motivation can stimulate the emergence of internal motivation. For example, a family environment in which most members are entrepreneurs may shape the way an individual thinks about business. This, in turn, gives rise to intrinsic motivation, leading the individual to perceive entrepreneurship as an appropriate career path and as a means of attaining financial stability

CONCLUSIONS AND RECOMMENDATIONS

The career choice becoming entrepreneurs is motivated by both internal and external factors. Intrinsic motivation constitutes an internal drive shaped by experience and personal needs, such as the need for self-esteem and financial security. Meanwhile, extrinsic motivation is influenced by social relationships and the surrounding environment.

Intrinsic motivation may arise from an individual's prior experience. Experience gained from working in other places provides knowledge that can serve as a foundation for starting a business. In fact, experience in running a business during school years is also beneficial in motivating individuals to develop an existing business or start a new one because they are already familiar with the business world. The need for recognition also becomes a motivation for individuals to establish a business. They take pride in their status as entrepreneurs, which also represents a form of self-actualization. Technological advancement and early practical experience support the development of their confidence and business capability, including the ability to identify market opportunities. The external reason underlying the choice of entrepreneurship as a profession is support from social relationships. Family, partners, and other social environments that provide perspectives on business can also encourage individuals to establish a business. Intrinsic and extrinsic motivations are complementary forms of encouragement that work together in shaping entrepreneurial career choice.

This study is limited to Generation Z individuals with higher education backgrounds, including both those who are still pursuing their studies and those who have already graduated. In fact, some members of Generation Z are still in school, while others are already within working age. Therefore, future research may expand this topic by examining Generation Z from a wider range of educational and professional backgrounds. In addition, this study has not yet explored the issue in relation to respondents with a family business background. Respondents who come from family business backgrounds may have different stories, as they may inherit an existing business, whereas individuals without such a background must build their businesses independently.

ADVANCED RESEARCH

This study has not yet captured the role of influencers in shaping an individual's motivation to become an entrepreneur. Entrepreneurial influencers frequently share the outcomes they have achieved as well as the stories of how they attained them. This presents an interesting avenue for future research, particularly in examining how influencers affect the motivation of younger generations to pursue entrepreneurship.

ACKNOWLEDGMENT

We would like to thank all respondents and colleagues who participated in conducting this study.

REFERENCES

- Adnyana, D. M. I., Yuesti, A., Alve, J. A., & Madrigal, D. V. (2026). The Influence of Motivation on Employee Performance and Leadership: A Comparison of Intrinsic and Extrinsic Motivation in Indonesia and the Philippines. *Journal of Economics, Finance and Management Studies*, 9(1), 139–146. <https://doi.org/10.47191/jefms/v9>.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).
- Amadea, P. T., & Riana, I. G. (2020). Pengaruh Motivasi Berwirausaha, Pengendalian Diri, Dan Lingkungan Keluarga Terhadap Niat Berwirausaha. *E-Jurnal Manajemen Universitas Udayana*, 9(4), 1594. <https://doi.org/10.24843/ejmunud.2020.v09.i04.p18>.
- Amofah, K., Dziwornu, M. G., Rachwał, T., Saladrigues, R., & Agyarko, F. F. (2024). Environmental support and entrepreneurial intentions: Exploring the mediating role of attitude and behavioural control and moderating effect of family background. *Entrepreneurial Business and Economics Review*, 12(1), 195–213. <https://doi.org/10.15678/EBER.2023.120111>.
- Anal, D., & Singh, T. (2023). Entrepreneurial Intention Theories. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 151–155. <https://doi.org/10.36713/epra12947>.
- Andrade, F. L. de, & Carvalho, L. M. C. (2023). Entrepreneurial Intention of University Students under the Perspective of the Theory of Planned Behaviour: Integrative Literature Review. In *Administrative Sciences* (Vol. 13, Number 11). Multidisciplinary Digital Publishing Institute (MDPI). <https://doi.org/10.3390/admsci13110242>.
- Anwar, I., Jamal, M. T., & Saleem, I. (2021). Traits and entrepreneurial intention: Testing the mediating role of entrepreneurial attitude and self-efficacy. *Journal for International Business and Entrepreneurship Development*, 13(1), 40–60. <https://doi.org/10.1504/JIBED.2021.112276>.
- Ashraf, M. A., Alam, M. M. D., & Alexa, L. (2021). Making decision with an alternative mind-set: Predicting entrepreneurial intention toward f-commerce in a cross-country context. *Journal of Retailing and Consumer Services*, 60(September 2020). <https://doi.org/10.1016/j.jretconser.2021.102475>.
- Astiana, M., Malinda, M., Nurbasari, A., & Margaretha, M. (2022). Entrepreneurship Education Increases Entrepreneurial Intention among Undergraduate Students. *European Journal of Educational Research*, 11(2), 995–1008. <https://doi.org/10.12973/eu-jer.11.2.995>.
- Astuti, R. D., & Martdianty, F. (2012). Students' Entrepreneurial Intentions by Using Theory of Planned Behavior: The Case in Indonesia. *The South East Asian Journal of Management*, 6(2). <https://doi.org/10.21002/seam.v6i2.1317>.
- Belloto, M. J. (2018). Data Analysis Methods for Qualitative Research: Managing the Challenges of Coding, Interrater Reliability, and Thematic Analysis. *The Qualitative Report*, 23(11), 2622–2633.

- Bhatti, M. A., A Al Doghan, M., Mat Saat, S. A., Juhari, A. S., & Alshagawi, M. (2021). Entrepreneurial intentions among women: Does entrepreneurial training and education matters? (Pre- and post-evaluation of psychological attributes and its effects on entrepreneurial intention). *Journal of Small Business and Enterprise Development*, 28(2), 167–184. <https://doi.org/10.1108/JSBED-09-2019-0305>.
- BPPTIK. (2023, December 31). Kewirausahaan digital, peluang ekonomi di era digital. BPPTIK.
- Cheng, C. S., Kamaruddin, J. N., Goh, T.-H., & Melati, I. S. (2025). Assessing the Influence of Digital Entrepreneurial Role Model, Innovative Cognition and Social Media Adroitness on Digital Entrepreneurial Intention Among University Students in Malaysia. *Information Management and Business Review*, 17(2), 383–393.
- Efrata, T. C., Radianto, W. E. D., & Effendy, J. A. (2021). The influence of role models on entrepreneurial intention: Does individual innovativeness matter? *Journal of Asian Finance, Economics and Business*, 8(2), 339–352. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0339>.
- Ehsanfar, S., Namak, S. K., & Vosoughi, L. (2023). A developing-country perspective on tourism students' entrepreneurial intention using trait approach and family tradition. *Tourism Recreation Research*, 48(1), 43–59. <https://doi.org/10.1080/02508281.2021.1885800>.
- Faziah, F. (2024, June 18). Peluang Gen Z di Masa Depan: Karir dan Perubahan Sosial. *Kumparan.Com*. <https://kumparan.com/farah-n-f/peluang-gen-z-di-masa-depan-karir-dan-perubahan-sosial-22wvfr4UTop/full>.
- Fragoso, R., Rocha-Junior, W., & Xavier, A. (2020). Determinant factors of entrepreneurial intention among university students in Brazil and Portugal. *Journal of Small Business and Entrepreneurship*, 32(1), 33–57. <https://doi.org/10.1080/08276331.2018.1551459>.
- Guiñez-Cabrera, N., & Aqueveque, C. (2022). Entrepreneurial Influencers and Influential Entrepreneurs: Two Sides of The Same Coin. *International Journal of Entrepreneurial Behaviour and Research*, 28(1), 231–254. <https://doi.org/10.1108/IJEER-08-2020-0563>.
- Hennessey, B., Moran, S., Altringer, B., & Amabile, T. M. (2014). Extrinsic and Intrinsic Motivation. *Wiley Encyclopedia of Management*.
- Jena, R. K. (2020). Measuring the impact of business management Student's attitude towards entrepreneurship education on entrepreneurial intention: A case study. *Computers in Human Behavior*, 107(December 2018), 1–10. <https://doi.org/10.1016/j.chb.2020.106275>.
- Krueger, N. F., & Carsrud, A. L. (1993). Entrepreneurial intentions: Applying the theory of planned behaviour. *Entrepreneurship and Regional Development*, 5(4), 315–330. <https://doi.org/10.1080/08985629300000020>.
- Kurjono, K., Samlawi, F., Muntashofi, B., & Saprudin, N. (2021). The effect of locus of control and tolerance of ambiguity on entrepreneurial intention. *6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)*, 7–12.

- Kusumawijaya, I. K. (2019). The Prediction of Need for Achievement to Generate Entrepreneurial Intention: A Locus of Control Mediation. *International Review of Management and Marketing*, 9(4), 54–62. <https://doi.org/10.32479/irmm.8330>.
- Mehtap, S., Pellegrini, M. M., Caputo, A., & Welsh, D. H. B. (2017). Entrepreneurial intentions of young women in the Arab world: Socio-cultural and educational barriers. *International Journal of Entrepreneurial Behaviour and Research*, 23(6), 880–902. <https://doi.org/10.1108/IJEBR-07-2017-0214>.
- Molino, M., Dolce, V., Cortese, C. G., & Ghislieri, C. (2018). Personality and social support as determinants of entrepreneurial intention. Gender differences in Italy. *PLoS ONE*, 13(6). <https://doi.org/10.1371/journal.pone.0199924>.
- Mulyani, Inayati, T., & Aryanto, R. (2019). Digital Generation: Entrepreneurial Motivation of Generation Z in Digital Era. *International Journal of Recent Technology and Engineering (IJRTE)*, 8(4), 5376–5380. <https://doi.org/10.35940/ijrte.D7592.118419>.
- Neneh, B. N. (2022). Entrepreneurial passion and entrepreneurial intention: the role of social support and entrepreneurial self-efficacy. *Studies in Higher Education*, 47(3), 587–603. <https://doi.org/10.1080/03075079.2020.1770716>.
- Pham, M., Nguyen, A. T. T., Tran, D. T., Mai, T. T., & Nguyen, V. T. (2023). The impact of entrepreneurship knowledge on students' e-entrepreneurial intention formation and the moderating role of technological innovativeness. *Journal of Innovation and Entrepreneurship*, 12(1). <https://doi.org/10.1186/s13731-023-00351-7>.
- Phuong, N. T. M., Quoc, T. H., Cup, L. Van, & Lien, L. T. K. (2021). The students' attitudes and entrepreneurial intention: Evidence from Vietnam universities. *Management Science Letters*, 11, 783–794. <https://doi.org/10.5267/j.msl.2020.10.028>.
- Ramayah, T., & Harun, Z. (2005). Entrepreneurial intention among the students of Universiti Sains Malaysia (USM). *International Journal of Management and Entrepreneurship*, 1, 8–20.
- Sansone, G., Ughetto, E., & Landoni, P. (2021). Entrepreneurial intention: An analysis of the role of Student-Led Entrepreneurial Organizations. *Journal of International Entrepreneurship*. <https://doi.org/10.1007/s10843-021-00288-6>.
- Saoula, O., Shamim, A., Ahmad, M. J., & Abid, M. F. (2023). Do entrepreneurial self-efficacy, entrepreneurial motivation, and family support enhance entrepreneurial intention? The mediating role of entrepreneurial education. *Asia Pacific Journal of Innovation and Entrepreneurship*, 17(1), 20–45. <https://doi.org/10.1108/apjie-06-2022-0055>.
- Uysal, Ş. K., Karadağ, H., Tuncer, B., & Şahin, F. (2022). Locus of control, need for achievement, and entrepreneurial intention: A moderated mediation model. *International Journal of Management Education*, 20(2). <https://doi.org/10.1016/j.ijme.2021.100560>.