



The Influence of Creativity and Family Environment on Entrepreneurial Intention Mediated by Self-Efficacy in Management Students S1 Meruya Campus in the 2021/2022 Academic Year, Mercu Buana University

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Abstract: This study aims to determine the effect of Creativity and Family Environment on Entrepreneurial Intention Mediated by Self-Efficacy in Undergraduate Management Students of Meruya Campus in the 2021/2022 academic year of Mercu Buana University. The population of this study were students of Universitas Mercu Buana S1 Management Study Program in 2021/2022, with a sample size of 247. The data analysis method uses purposive random sampling using Partial Least Square (Smart-PLS). The results of the study found that creativity has a significant effect on entrepreneurial intention, creativity has a significant effect on self-efficacy, family environment has no effect on entrepreneurial intention, family environment has a significant effect on self-efficacy, self-efficacy has a significant effect on entrepreneurial intention, self-efficacy significantly mediates creativity on entrepreneurial intention, and self-efficacy significantly mediates family environment on entrepreneurial intention.

Keywords: Creativity, Family Environment, Self-Efficacy, Entrepreneurial Intention

Introduction

The progress or decline of a country's economy is largely dependent on the existence and role of groups of entrepreneurs. According to Berger and et al (2021), Boutillier (2021) explains that overall economic change depends on individuals who are able to create positive change, namely entrepreneurs. The entrepreneurial spirit is seen in many thriving and innovative businesses. These companies seek to encourage their managers to become entrepreneurs. The number of entrepreneurs reaching at least 4% or even 40% of the total population is crucial to the successful development of a country, as seen in Japan (Rovanto et al., 2022).

An increase in the number of unemployed intellectuals will have a negative impact on the overall economic conditions in Indonesia. According to Dharmawati, so far, graduates can be symbolized as frogs in a shell. This means that in their minds there is only one option after finishing college, which is to find a job (Mafiz, 2019).

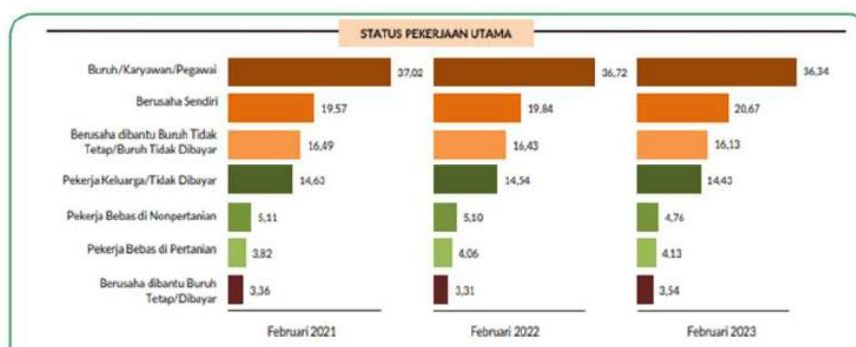


Figure 1. Percentage of working population according to main employment status
Source: Central Statistics Agency 2023

People with Diploma I/II/III and Diploma IV, S1, S2, S3 graduates have a key role to play in meeting the need for a qualified workforce and also in addressing the challenge of unemployment. By increasing their awareness and interest in entrepreneurship, they can be a key driver in creating new jobs. This is in line with the focus of entrepreneurship education that has been introduced by many Indonesian universities. Improving the quality of education, equipping graduates with entrepreneurial skills, and motivating them to run their own businesses are important steps in addressing the unemployment challenge and capitalizing on Indonesia's demographic bonus. As such, undergraduate graduates play a key role in driving the country's economic growth and development

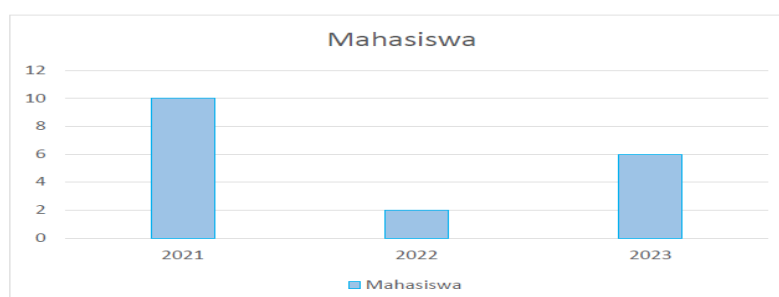


Figure 2. The number of student applicants who passed the KBMI selection
Source: Mercu Buana University Entrepreneurship Center 2023

Through Figure 2, we can conclude that to achieve the desired level of interest in entrepreneurship among students, continuous improvement efforts need to be made. The figure illustrates that interest in entrepreneurship among students has not yet reached the expected optimal point. Therefore, continuous action is required to spur interest in entrepreneurship. It is important to recognize that entrepreneurial interest is changeable and influenced by various factors. Therefore, efforts to increase it should involve various elements, including improvements in educational approaches, increased access to resources, and providing encouragement to students to develop their entrepreneurial skills. Significant and sustainable changes in entrepreneurial interest do not always happen instantly, but through planning, good program implementation, and periodic measurement and evaluation.

Joko Untoro explains entrepreneurship as a bold action taken by a person to meet their needs by using their abilities and optimizing their potential to create value for themselves and others (Firmansyah 2019). In addition, as cited by Stein and Jhon F. Burgess in Firmansyah (2019), entrepreneurs are people who manage, organize, and are willing to take risks to create new business opportunities.

According to Basrowi (2014: 64-66) and Ariyani (2023), there are two types of factors that influence entrepreneurial interest: internal and external factors. Internal factors include matters of the mind, emotions, and personal issues that affect entrepreneurial interest, including individual motivation, individual ability, and sense of fun. External factors include environmental and external factors that can influence entrepreneurial interest. These external factors include factors such as the physical and mental state of the individual.

The results of the interviews identified that the factors influencing entrepreneurial interest in Management students of Universitas Mercu Buana Jakarta include creativity, family environment, and self-efficacy. Creativity is the main driver, while social support and the ability to control achievement-related behaviors are also important. Further research may be needed to understand the relationship and dynamics between these factors.

Previous studies, such as Lubada et al. (2021), found that entrepreneurial intention is influenced by creativity. In contrast, Biraima et al. (2022) found that creativity does not significantly affect entrepreneurial intention. They found that by including self-efficacy variables, creativity can affect entrepreneurial intention (Lubada et al., 2022). While Ritonga (2022) showed that family environment has no effect on entrepreneurial interest, Mahfudzi and Fitri (2022) found that family environment has a positive effect on entrepreneurial interest. In addition, the intermediate variable "Self-Efficacy" has a positive and significant impact on entrepreneurial intention.

Pre-survey results show that most undergraduate management students at Universitas Mercu Buana (65%) do not show high interest and commitment towards doing business, while only 35% show high interest and commitment. This highlights the importance of motivation and commitment in business success. While the majority of respondents are risk-taking and have business experience, low interest and commitment is still an issue.

The previous survey also found that 60% of respondents felt comfortable solving their problems, while the other 40% felt uncomfortable. Schumpeter, cited by Zampetakis et al. (2011: 189), asserts that creativity is a key component in entrepreneurship. This is supported by research by Lubada et al. (2021) shows that creativity has a positive effect on entrepreneurial interest. Creativity is considered an important personal factor in solving problems and identifying opportunities (Biraglia & Kadile, in Lubada et al., 2021).

The pre-survey also found that 50% of respondents believed that economic conditions affect their personal development, while the other 50% disagreed. Indriyani & Subowo (2019) mentioned that the family environment can shape students' interest in business. However, research by Kamma & Hardiana (2018) and Wardani et al. (2021) show that there is no significant influence between family environment and entrepreneurial interest, which is supported by Habeahn (2018) and Kamma & Hardiana (2018) who state

that family support has no impact on entrepreneurial interest because education, practice, and experience determine entrepreneurial opportunities more.

The pre-survey showed that 60% of respondents were mentally mature in starting a business, although 40% felt the need to consider other factors. Self-efficacy is also an important factor in entrepreneurial interest (Santos & Liguori, 2019), referring to a person's belief in their ability to start and run a business (Hsu et al., 2019). Lack of self-efficacy can hinder engagement in entrepreneurial activities (Chen et al., 2012). Self-efficacy can increase entrepreneurial interest when combined with personal initiative (Solesvik, 2017).

From the data and descriptions described above, the problem identification in this study is as follows:

- 1) The amount of interest in entrepreneurship has not significantly increased;
- 2) Lack of student creativity in building and formulating studies related to entrepreneurial interest
- 3) There is still doubt or lack of confidence in students;
- 4) External factors, namely the family environment that is still not enough to add a sense of entrepreneurship.

Research Method

This study uses a quantitative approach. Creativity and family environment are the independent variables of this study, and self-efficacy and entrepreneurial intention are the dependent variables. The research results are presented clearly and easily understood, and they have the ability to explain and analyze how the independent variables affect the dependent variables. Aspects, indicators, and questions are mentioned as data collection tools for the research variables.

In this study, the sampling technique was purposive sampling. Purposive sampling, according to Sekaran and Bougie (2017), involves selecting a group of individuals who are most likely to provide the desired information. The sample of this research is management students of Universitas Mercu Buana in the 2021/2022 academic year who take entrepreneurship classes or participate in entrepreneurial activities organized by the institution. The Slovin formula was used to determine the sample size, which resulted in 247 samples.

The data analysis method used in this research is the Structural Equation Model (SEM) by utilizing the Smart-PLS analysis tool. Partial Least Square (PLS), which is a variance-based SEM model, is designed for causal-predictive analysis in contexts with high complexity and limited theoretical support (Ghozali, 2014). To evaluate validity and reliability, measurement models are applied, while structural models are used for causality testing.

Result and Discussion

Respondent Characteristics

The analysis results are presented descriptively for each variable obtained. This study conducted a survey of 247 Management students at Universitas Mercu Buana during the 2021/2022 academic year. Respondents' characteristics were analyzed based on gender,

participation in Entrepreneurship courses, parents' profession, entrepreneurial experience, and sources of entrepreneurial information. The data shows that 66% of the respondents are female, while 34% are male. All respondents have participated in Entrepreneurship courses. Parents' professions are equally divided, with 45% as entrepreneurs and 45% as private employees, followed by 7% civil servants and 3% state-owned employees. In terms of entrepreneurial experience, 36% of respondents have never been involved in business. The main source of entrepreneurial information, cited by 48% of respondents, was entrepreneurship seminars

Descriptive Statistical Analysis of Research Variables

Tabel 1. results of questionnaire statements based on the entrepreneurial intention variable

Dimensi	Indikator	Sangat Setuju	Setuju	Kurang Setuju	Tidak Setuju	Sangat Tidak Setuju	Mean
		5	4	3	2	1	
Keinginan (Desires)	Siap untuk menjadi pengusaha	60.73%	37.65%	1.62%	0.00%	0.00%	4.567
	Tujuan professional menjadi seorang pengusaha	48.99%	45.34%	5.67%	0.00%	0.00%	4.409
Prediksi Diri (Self-prediction)	Akan melakukan segala upaya untuk memulai dan menjalankan perusahaan sendiri	45.75%	51.82%	2.43%	0.00%	0.00%	4.409
	Bertekad untuk menciptakan sebuah perusahaan di masa depan	63.56%	36.44%	0.00%	0.00%	0.00%	4.611
Niat Perilaku (Behavioral intention)	Berpikir sangat serius dalam memulai sebuah perusahaan	45.34%	49.39%	5.26%	0.00%	0.00%	4.377
	Memiliki niat kuat untuk memulai sebuah perusahaan dalam waktu dekat	46.56%	52.63%	0.81%	0.00%	0.00%	4.433

Source : Data processed by researchers (2024)

Based on the data in Table 1, it can be seen that the average response of respondents to this variable is "Strongly Agree." The highest average response, at 4.677, was for the indicator "Determined to set up a company in the future" under the Self-Prediction dimension. Meanwhile, the lowest mean response, at 4.377, was for the indicator "Strongly consider starting a company" under the Behavioral Intention dimension

Tabel 2. Results of Questionnaire Statements Based on Creativity Variables

Dimensi	Indikator	Sangat Setuju	Setuju	Kurang Setuju	Tidak Setuju	Sangat Tidak Setuju	Mean
		5	4	3	2	1	
Pencipta Peluang	Saya sangat antusias bahwa ide – ide kreatif yang saya miliki mampu menarik perhatian konsumen.	39.27%	53.85%	6.88%	0.00%	0.00%	4.3
	Sikap antusias yang saya miliki membuat saya	39.68%	51.82%	7.69%	0.81%	0.00%	4.279

Dimensi	Indikator	Sangat Setuju	Setuju	Kurang Setuju	Tidak Setuju	Sangat Tidak Setuju	Mean
		5	4	3	2	1	
Penemu	menjadi lebih percaya diri untuk menciptakan produk baru.						
	Saya bersemangat untuk membuat ide – ide baru yang kreatif.	45.34%	53.04%	1.62%	0.00%	0.00%	4.413
	Karena saya bersemangat, maka pemasukan saya lebih banyak dari sebelumnya.	45.34%	49.80%	4.86%	0.00%	0.00%	4.381
	Saya memiliki ide – ide yang kreatif sehingga usaha saya mengalami perkembangan	45.34%	52.23%	2.43%	0.00%	0.00%	4.405
	Perkembangan usaha yang saya miliki berasal dari kerja keras saya.	43.32%	53.85%	2.83%	0.00%	0.00%	4.381
	Saya belajar dengan gigih agar lebih berhasil	39.27%	54.25%	6.48%	0.00%	0.00%	4.304
	Saya gigih dalam mengembangkan ide – ide kreatif.	43.72%	50.61%	5.67%	0.00%	0.00%	4.356
	Ide – ide kreatifitas yang saya miliki saya tekuni dengan sungguh – sungguh	44.13%	52.23%	3.64%	0.00%	0.00%	4.381
	Setiap hal yang saya kerjakan di usaha saya, pasti saya tekuni.	44.53%	53.04%	2.43%	0.00%	0.00%	4.397
	Apabila ada permintaan konsumen yang sulit, saya bersedia bekerja keras untuk memenuhinya.	46.15%	51.82%	2.02%	0.00%	0.00%	4.417
	Saya bersedia bekerja keras agar usaha saya mengalami peningkatan.	54.66%	44.53%	0.81%	0.00%	0.00%	4.364
Pengambil Resiko yang diperhitungkan	Saya berani memulai ide – ide kreatifitas yang baru	44.53%	52.23%	3.24%	0.00%	0.00%	4.389
	Saya tidak malu – malu untuk mempromosikan hasil dari kreatifitas saya	49.39%	49.39%	1.21%	0.00%	0.00%	4.409
	Saya tidak malu – malu untuk mempromosikan hasil dari kreatifitas saya	44.94%	50.61%	4.45%	0.00%	0.00%	4.381

Dimensi	Indikator	Sangat Setuju	Setuju	Kurang Setuju	Tidak Setuju	Sangat Tidak Setuju	Mean
		5	4	3	2	1	
	Saya tidak pernah malu untuk belajar dari orang lain yang lebih berpengalaman dengan saya.	40.08%	51.01%	8.91%	0.00%	0.00%	4.389
	Jika terjadi kegagalan dalam usaha saya, saya akan melakukan evaluasi	44.53%	51.82%	3.64%	0.00%	0.00%	4.385
	Dalam menjalankan usaha ini saya tidak takut terjadi kerugian, karena saya sudah memikirkan solusinya.	44.53%	52.63%	2.83%	0.00%	0.00%	4.393

Source : Data processed by researchers (2024)

Based on the data in Table 2, it can be seen that the average response of respondents to this variable is "Agree." The highest average response, at 4.417, was for the indicator "If there are difficult customer demands, I am willing to work hard to fulfill them" under the Innovator dimension. Meanwhile, the lowest mean response, at 4.279, was for the indicator "My enthusiasm makes me more confident in creating new products" under the Opportunity Creator dimension. Table

Table 3. Results of Questionnaire Statements Based on Family Environment Variables

Dimensi	Indikator	Sangat Setuju	Setuju	Kurang Setuju	Tidak Setuju	Sangat Tidak Setuju	Mean
		5	4	3	2	1	
Kondisi Ekonomi Keluarga	Pendapatan orang tua saya dapat mencukupi kebutuhan pendidikan saya	56.68%	43.32%	0.00%	0.00%	0.00%	4.543
Cara Orang Tua Mendidik	Orang tua mendidik saya untuk bekerja keras	51.82%	48.18%	0.00%	0.00%	0.00%	4.510
	Orang tua memberikan motivasi kepada saya untuk belajar berwirausaha	53.04%	46.96%	0.00%	0.00%	0.00%	4.522
Suasana Rumah	Saya merasa nyaman ketika belajar di rumah	47.77%	52.23%	0.00%	0.00%	0.00%	4.470
Relasi Antar Keluarga	Komunikasi dengan orang tua dan saudara-saudara saya terjalin baik	53.44%	46.56%	0.00%	0.00%	0.00%	4.510
	Saya selalu bermusyawarah dengan keluarga jika ada masalah	49.39%	50.61%	0.00%	0.00%	0.00%	4.470
	Saya selalu meluangkan waktu dengan keluarga untuk bertukar pikiran dan bercerita	51.01%	48.99%	0.00%	0.00%	0.00%	4.486

Source : Data processed by researchers (2024)

Based on the data in Table 3, it can be seen that the average respondent's response to this variable is Strongly Agree. The highest average respondent response is 4.543 where the response to the indicator "My parents' income can meet my educational needs." in the dimension of Family Economic Conditions and the lowest average respondent response is 4.470 where the response to the indicator "I always consult with my family if there is a problem" in the dimension of Inter-Family Relations and to the indicator "I feel comfortable when studying at home" in the dimension of Home Atmosphere

Table 4. Results of Questionnaire Statements Based on Self-Efficacy Variables

Dimensi	Indikator	Sangat Setuju	Setuju	Kurang Setuju	Tidak Setuju	Sangat Tidak Setuju	Mean
		5	4	3	2	1	
Level	Saya yakin mampu mengatasi sulitnya mengembangkan usaha	37.65%	51.01%	11.34%	0.00%	0.00%	4.239
	Saya senantiasa meningkatkan wawasan tentang berwirausaha dengan membaca buku dan belajar dari pengalaman orang lain	40.89%	55.87%	3.24%	0.00%	0.00%	4.352
	Walaupun banyak yang menganggap menjadi wirausahawan tidak menjanjikan, saya tetap ingin menjadi wirausahawa	40.08%	49.80%	10.12%	0.00%	0.00%	4.275
Strength	Kegagalan orang dalam berwirausaha, menjadikan saya lebih berhati-hati dalam merencanakan usaha	42.91%	48.18%	8.91%	0.00%	0.00%	4.316
	Saya menjadikan pengalaman hidup sebagai jalan mencapai kesuksesan	49.80%	49.80%	0.40%	0.00%	0.00%	4.47
	Saya menyukai situasi yang baru	42.51%	48.58%	8.91%	0.00%	0.00%	4.312
General	Saya akan selalu bersemangat dalam menghadapi tantangan-tantangan baru dalam dunia usaha	44.53%	51.82%	3.64%	0.00%	0.00%	4.377
	Saya berkomitmen dalam menyelesaikan tugas-tugas dengan baik	44.94%	55.06%	0.00%	0.00%	0.00%	4.425
	Saya yakin keberuntungan akan berpihak jika usaha dilakukan dengan baik	40.89%	49.39%	9.72%	0.00%	0.00%	4.287
	Saya yakin akan mendapatkan apa yang diinginkan jika disertai oleh usaha keras	38.06%	50.61%	11.34%	0.00%	0.00%	4.243

Source : Data processed by researchers (2024)

Based on the data in Table 4, it can be seen that the average respondent's response to this variable is Agree. The highest average respondent response is 4.47 where the response to the indicator "I make life experience a path to success" in the Strength dimension and the lowest average respondent response is 4.239 where the response to the indicator "I believe I can overcome the difficulties of developing a business" in the Level dimension.

Hypothesis Testing (Path Coefficient Estimation)

Table 5. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Creativity -> Entrepreneurial Intention	0.406	0.404	0.064	6.37	0.000
Creativity -> Self-Efficacy	0.716	0.718	0.039	18.421	0.000
Family_Environment -> Entrepreneurial Intention	-0.043	-0.043	0.05	0.857	0.391
Family_Environment -> Self-Efficacy	0.119	0.119	0.049	2.413	0.016
Self-Efficacy -> Entrepreneurial Intention	0.458	0.461	0.063	7.252	0.000

Sumber : Output PLS, 2024

Based on Table 5 it can be concluded that :

- 1) H1 : Creativity variable has an influence of 0.406 on entrepreneurial intentions with a statistical T value of 6.37 and a P value of 0.000, meaning that the hypothesis is accepted so that it can be said that creativity partially has a positive and statistically significant effect on entrepreneurial intentions.
- 2) H2 : Creativity variable has an influence of 0.716 on self-efficacy with a statistical T value of 18.421 and a P value of 0.000, meaning that the hypothesis is accepted, it can be ascertained that creativity partially has a positive and meaningful influence on SelfEfficacy.
- 3) H3 : The Family Environment variable has no effect of -0.043 on Entrpreneurial Intention with a T-Statistic value of 0.857 and P-Values of 0.391, which means that the hypothesis is rejected so that it can be stated that the Family Environment has no significant influence on Entrpreneurial Intention.
- 4) H4 : The Family Environment variable has an effect of 0.119 on Self-Efficacy with a T-Statistic value of 2.413 and P-Values of 0.016, which means that the hypothesis is accepted so that it can be stated that Family Environment has a positive and significant

effect on Self-Efficacy.

- 5) H5 : The Self-Efficacy variable has an effect of 0.458 on Entrepreneurial Intention with a T-Statistic value of 7.252 and P-Values of 0.00, which means that the hypothesis is accepted so that it can be stated that partially Self-Efficacy has a positive and significant effect on Entrepreneurial Intention.

Table 6. Path Coefficient Test Results (Path Coefficient – Specific Indirect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Creativity -> Self-Efficacy -> Entrepreneurial_Intention	0.328	0.331	0.046	7.171	0.000
Family_Environment -> Self-Efficacy -> Entrepreneurial Intention	0.054	0.055	0.025	2.199	0.028

Source : Output PLS, 2024

Based on Table 6 it can be concluded that : 1) H6 : The hypothesis is accepted where the Self-efficacy variable significantly acts as a mediating variable, namely mediating the indirect effect of Creativity on Entrepreneurial Intention with a path coefficient (0.328) and p-value (0.000 < 0.05).

Goodness of Fit Index (GoF)

	Average variance extracted (AVE)	R-square
Creativity	0.968	
Entrepreneurial Intention	0.896	0.631
Family Environment	0.927	
Self-Efficacy	0.938	0.588
Rata-rata	0.6165	0.6095

Source : Output PLS, 2024

$$\text{Nilai GOF} = \sqrt{\text{rata - rata AVE} \times \text{rata - rata R Square}}$$

$$\text{Nilai GOF} = \sqrt{0.6165 \times 0.6095}$$

$$\text{Nilai GOF} = 0.613$$

Based on the calculation results, the GoF value is 0.613, indicating that the combined performance between the outer model and the inner model in this study can be classified into Large GoF

Discussion

Effect of Creativity on Entrepreneurial Intention

This creativity has a positive and significant influence on entrepreneurial intentions. This means that the higher the creativity of a student, the higher his intention to start a business. This is in accordance with the research reviewed, the results of Samlawi and Kurjono's research (2023) explain that management skills and creativity have an influence on entrepreneurial intentions. And according to Jiantong's research (2021), entrepreneurship education, entrepreneurial spirit and creativity have a positive and significant influence on entrepreneurial intentions.

Effect of Creativity on Self-Efficacy

This creativity has a positive and significant impact on self-efficacy. This is consistent with the research findings of Lubada et al. (2021), who found that entrepreneurial intention can be influenced by entrepreneurship education; creativity, need for achievement, and self-efficacy can serve as a link between entrepreneurship education and the need for achievement. success, creative spirit, and desire for entrepreneurship.

The Effect of Family Environment on Entrepreneurial Intention

The goal of entrepreneurship is not influenced by this family environment. This is in accordance with the research reviewed. Widianingroom's study (2020) found that the family environment did not affect the preference for entrepreneurship, and Sandi and Nurhayati's study (2019) found that the family environment did not affect the interest in entrepreneurship.

The Effect of Family Environment on Self-Efficacy

This family environment has an influence on self-efficacy. This is in accordance with the research reviewed, as shown by Lestasri (2019) that the family environment has a significant influence on self-efficacy. In addition, research by Rastiti et al. (2021) shows that the family environment has an influence on self-efficacy. This research is in line with the findings of Indriyani & Subowo (2019), Kurniawan et al. (2016), Lestari.

Effect of Self-Efficacy on Entrepreneurial Intention

This self-efficacy affects the desire for entrepreneurship. This is in accordance with the research discussed previously. Previous research, as shown by Adnyana & Purnami (2016), Al-Ghazali & Afsar (2020), Al-Jubari et al. (2019), Ananda et al. (2020), Damayanti & Hidayatulloh (2020), Hutasuhut (2018), Sandi & Nurhayati (2020), and Wahyuningsih & Usman (2019), found that the main factor in increasing entrepreneurial intention is

self-efficacy.

The influence of Self-Efficacy in mediating Creativity on Entrepreneurial Intention

The results showed that creativity and entrepreneurial intention were significantly influenced by the self-efficacy variable. This is in accordance with the research discussed earlier. The results of this study support the work of Juarez and Lema (2023). Students have a positive and significant impact of creativity on their self-efficacy and entrepreneurial intentions. Research conducted by Bignettie et al (2020) showed that entrepreneurial self-efficacy is a mediator of the relationship between creativity and entrepreneurial intention.

The influence of Self-Efficacy in mediating Family Environment on Entrepreneurial Intention

The results of the study are in accordance with the research reviewed: the self-efficacy variable has a significant influence on the family environment and entrepreneurial intentions. Previous research conducted by Al Ayyubi et al. (2018), Atiningsih & Kristanto (2018), Indriyani & Subowo (2019), Lestari & Sukirman (2013), and Utari & Sukidjo (2020) supports the findings of this study. This study is known to be able to mediate the relationship between family environment and the desire for entrepreneurship.

Conclusion

The conclusions is: (1) Creativity has a positive and significant effect on entrepreneurial intentions in undergraduate management students at Mercu Buana University Jakarta. (2) Creativity has a positive and significant influence on self-efficacy (Self-Efficacy) on S1 Management students at Mercu Buana University Jakarta. (3) Family environment (Family Environment) does not have a significant influence on entrepreneurial intentions (Entrepreneurial Intention) on S1 Management students at Mercu Buana University Jakarta. (4) Family environment (Family Environment) has a significant effect on self-efficacy (Self-Efficacy) in S1 Management students at Mercu Buana University Jakarta. (5) Self-efficacy (Self-Efficacy) has a significant influence on entrepreneurial intentions (Entrepreneurial Intention) on undergraduate students of Management, Mercu Buana University Jakarta. (6) Self-efficacy significantly mediates the effect of creativity (Creativity) on entrepreneurial intentions in undergraduate management students at Mercu Buana University Jakarta. (7) Self-efficacy (Self-Efficacy) significantly mediates the influence of the family environment (Family Environment) on entrepreneurial intentions (Entrepreneurial Intention) in undergraduate students of Management Mercu Buana University Jakarta.

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