

## Generation Z Entrepreneurial Morals towards Intention through Self-Efficacy and Motivation, Based on Creative Economy

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### ABSTRACT

This research aims to identify the influence of entrepreneurial morals on entrepreneurial intention, with self-efficacy and entrepreneurial motivation as intervening variables among Generation Z students of tourism study program. This is a quantitative research using the Path Analysis method. Based on computation, sample of this research is using 100 tourism students from Indonesian Education University (UPI), who are participating in the entrepreneurship program. The results of the study indicate that entrepreneurial motivation plays an important role as a significant mediator in linking entrepreneurial moral with entrepreneurial intention, while self-efficacy does not have a significant influence on the relationship between entrepreneurial moral to entrepreneurial intention. Overall, entrepreneurial moral play a significantly important role in increasing the self-efficacy, entrepreneurial motivation and entrepreneurial intention of tourism students. It is expected that this research can recommend and contribute to the development of a more effective and relevant creative economy-based entrepreneurship program to increase interest in entrepreneurship among tourism students.

### Kata-kata kunci:

Moral Kewirausahaan;

Minat;

Efikasi-Diri; Motivasi.

### ABSTRAK

**Moral Kewirausahaan terhadap Minat Berwirausaha melalui Efikasi Diri dan Motivasi Wirausaha, Berbasis Ekonomi Kreatif.** Penelitian ini bertujuan untuk mengidentifikasi pengaruh moral kewirausahaan terhadap minat berwirausaha dengan melalui variabel intervening efikasi diri dan motivasi berwirausaha pada mahasiswa Generasi Z di bidang studi kepariwisataan. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan metode Path Analysis, dengan populasi mahasiswa pariwisata yang menempuh studi di Universitas Pendidikan Indonesia (UPI) yang mengikuti program kewirausahaan. Berdasarkan hasil perhitungan, maka jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 mahasiswa kepariwisataan. Hasil penelitian menunjukkan motivasi berwirausaha pada mahasiswa memainkan peran penting yang signifikan sebagai mediator dalam menghubungkan moral kewirausahaan mahasiswa dengan minat wirausaha mahasiswa, sementara efikasi diri mahasiswa tidak memiliki pengaruh yang signifikan dalam hubungan pengaruh moral kewirausahaan dengan minat berwirausaha mahasiswa. Di mana secara keseluruhan, moral kewirausahaan memainkan peran penting secara signifikan dalam meningkatkan efikasi diri, motivasi berwirausaha, dan minat wirausaha mahasiswa pariwisata. Pada penelitian ini diharapkan dapat memberikan rekomendasi dan kontribusi dalam pengembangan program kewirausahaan berbasis ekonomi kreatif yang lebih efektif dan relevan untuk meningkatkan minat berwirausaha di kalangan mahasiswa pariwisata.

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## Introduction

The Central Bureau of Statistics (BPS) noted that the number of unemployed in Indonesia reached more than 8 million people, including 1 million university graduates. This is a serious concern for the government and prospective workers to overcome the unemployment problem in a country with a population of 270.20 million. Students play an important role in tackling the job vacancy crisis, rather than relying solely on government policies. The causes of unemployment can be categorized into four types: frictional, structural, seasonal and cyclical unemployment, with cyclical unemployment occurring due to fluctuations in the business cycle. The impacts of high unemployment rates include a decrease in public welfare, government income, individual income, and individual skills (Rosa et.al, 2019). Entrepreneurship is a sector that is considered able to improve mentality, skills, create jobs and community income (C. Ningsih, et.al, 2023; C Winesti, et.al, 2019; Pyke, S., et.al, 2016). The tourism sector has significant contributor of foreign exchange in Indonesia (C. Ningsih, A Sudono, 2016). The development of entrepreneurship in the creative economy sector has encouraged the interest of the community and tourists to enjoy authentic local products from various regions (C. Ningsih, H. Taufiq A, 2021). This interest has encouraged many people to travel to certain destinations or regions, especially to enjoy local tourist attractions or traditional dishes (Irma Citra R., et. al, 2023; C. Ningsih, et.al 2023; Mitchell & Hall, 2003).

In this context, entrepreneurial morals or ethics play an important role in developing entrepreneurial potential among the younger generation. Previous research (Oosterbeek et al., 2010) found that entrepreneurship education could improve entrepreneurial morals such as self-confidence and motivation, increase creativity, and help individuals learn to work in teams. Thus, instilling entrepreneurial values is very important in shaping the mentality, attitudes, and actions of students to become real entrepreneurs, encouraging them to choose entrepreneurship as their career path (Kourilsky and Walstad, 1998). In the aspect of cultivating values, motivation and self-efficacy are two psychological factors that play an important role in forming interest in entrepreneurship. Motivation theory states that motivation is an active drive to achieve certain goals (Sardiman, 2011). Meanwhile, Self-Efficacy Theory by Albert Bandura emphasizes the importance of an individual's belief in their ability to achieve certain goals. (Bandura, A, 1977)

This study aims to examine the relationship between entrepreneurial morality, self-efficacy, and motivation with entrepreneurship intention among tourism students, as well as to identify psychological factors that can increase entrepreneurial interest among them. The findings from this research are expected to provide a deeper understanding of the factors that influence interest in entrepreneurship among tourism students. In addition, the results of this study are also expected to contribute to the development of more effective and relevant entrepreneurship programs to increase entrepreneurial interest among students.

According to Krueger, N. F., and Carsrud, A. L. (1993), entrepreneurial intention is an individual's interest in starting their own business by daring to take risks. Entrepreneurial intention reflects an individual's inner tendency to be interested in creating a business and then organizing, managing, bearing risks and developing the business they creates. (Scarborough et al., 2016). Indicators of intention in entrepreneurship according to Mudjiarto, et.al (2006) include: first, make a profit; second, fulfill personal interests and desires; third, open yourself to being a leader for yourself and your team; fourth, desire for freedom in management.

Entrepreneurial moral is a process in which norms or ethics are created so that entrepreneurs become innovators and pioneers. Entrepreneurial moral changes the view of what is "right" or "wrong", not just accepting the current morality. Entrepreneurial moral not only describes the development of business and professional ethics, but also people and organizations who become leaders because they create new ethical norms and are able to get followers of those norms. (Kaptein, M, 2019; Schumacher and Wasieleski 2013)

Entrepreneurial moral presents proactive leadership (Brown, Treviño and Harrison, 2005). Wu and Wang define proactive leadership as "generating and running one's own initiative, focusing on the future and leading activities that are continuously maintained to bring about change in the environment" (Wu, C & Wang, Y, 2011).

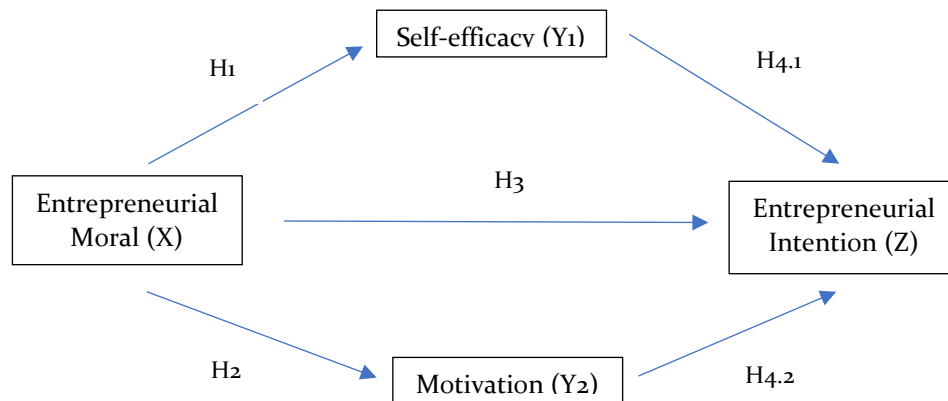
Research by Oosterbeek et al. (2010) found that instilling entrepreneurial values could increase students' self-confidence and motivation. In addition, through entrepreneurship programs, students can also develop proactive, creative attitudes and learn how to work in teams. These findings underscore the importance of entrepreneurship programs in preparing students with relevant skills and attitudes to engage in the world of business and entrepreneurship (Adam, E.R, 2020; Anjum, T., et. al, 2021; Aragon-Sanchez, A., 2017)

Entrepreneurial motivation is an encouragement directed towards entrepreneurial goals, including awareness and exploitation of business opportunities (Tyra, et.al, 2020). A study conducted by Trisnawati and Inanda (2019) describes entrepreneurial motivation as a condition that encourages individuals to engage in entrepreneurial activities independently, have self-confidence, be future-oriented, dare to take risks, be creative, and have a high enthusiasm for innovation. Entrepreneurial motivation acts as a driving force that motivates individuals to engage in entrepreneurial activities in order to achieve entrepreneurial goals. In addition, Venesaar (2006) emphasized that entrepreneurial motivation is the overall driving force within an entrepreneur who creates entrepreneurial activities and provides direction for their implementation in order to achieve the desired goals. The entrepreneurial drive and motivation possessed by students are a key factor that influences their interest in being involved in entrepreneurship, especially in the tourism industry that based on the creative economy.

Self-efficacy is the belief that a person is able to overcome situations and achieve various positive outcomes. It can help individuals deal with unsatisfying situations and empower them to believe that they can achieve desired outcomes. Self-efficacy plays a role in decision-making, thinking processes, and the courage to take risks. Individual self-efficacy is achieved gradually through the development of complex cognitive, social, linguistic, and/or physical skills acquired through experience (Kourilsky & Walstad, 1998). Individuals with high entrepreneurial spirit are able to stand alone, dare to make decisions, and pursue their goals independently (Kourilsky & Walstad, 1998). The higher the self-efficacy, the greater the intention to engage in entrepreneurship. Self-efficacy or belief in a particular domain is based on the individual's self-perception of their skills and abilities (Khusnul, F.A, 2015; Maulana, M & Wahyuni, R, 2018; Lathifah, S, 2019). A person's self-efficacy is a choice of capacity to take action. Self-efficacy is believed to be a reliable predictor of behavior leading to certain goals (Hidayat, 2019; Tiondang, et.al, 2022).

By combining several concepts and theories, including Scarborough et al. (2016) for entrepreneurial intention and Wu, C & Wang, Y, (2011) for entrepreneurial moral, thus this research aims to analyze "The Influence of Entrepreneurial Moral on Tourism Students'

Entrepreneurial Intention with Self-Efficacy and Motivation as Intervening Variables". The research framework is as follows (picture 1):



Picture 1. Research Conceptual Framework

From the pictures 1, we can see the research framework that the independent variable, namely entrepreneurial moral (X), influences the dependent variable, namely entrepreneurial intention (Z) through the variables of self-efficacy (Y1) and motivation (Y2), which using the Path Analysis test.

Based on the theories explained above, the following hypotheses can be obtained:

- H1 = Entrepreneurial morals have a significant effect on entrepreneurial intention through the moderating variable self-efficacy
- H2 = Entrepreneurial morals have a significant effect on entrepreneurial intention through the moderating variable entrepreneurial motivation
- H3 = Entrepreneurial moral has a significant effect on increasing entrepreneurial intention
- H4.1 = Self-efficacy has a significant effect on entrepreneurial intention
- H4.2 = Entrepreneurial motivation has a significant effect on entrepreneurial intention

## Method

This study uses a quantitative research approach, namely the path analysis method in its testing method. The reason for using path analysis is that it makes it easier for researchers to analyze complex models that cannot be done by multiple linear regression. Path analysis can also be used to find out direct or indirect relationships, one of which is through intervening variables. The population consist of tourism students of Indonesian Education University (UPI), participating in the entrepreneurship program, with a sample size of 100 people. We adopted a stratified sampling technique and varied survey days to avoid potential bias of the sampling. Potential respondents were invited to complete questionnaires in the onsite survei

## Result and Discussion

Data testing on 100 student respondents (Table 1), shows that each statement in each variable has a Loading value that exceeds 0.5. In addition, there is no Loading value less than 0.5 among these variables. These results indicate that the Loading value of each item and the Average Variance Extracted (AVE) value of each variable have met the requirements for

convergent validity testing with a value of  $> 0.5$ . In addition, each variable has also met the requirements for composite reliability testing with a composite reliability value and Cronbach's Alpha  $\geq 0.7$ . Therefore, each variable can be considered reliable.

Table 1 Validity and Reliability Test

Variable	Indicator	Outer Loading	AVE	Composite Reablitiy	Cronbach Alpha	Note
Entrepreneurial Moral	Concepts Understanding	0.658	0.501	0.857	0.801	Valid
	Attitude	0.720				Valid
	Value	0.668				Valid
	Net Working	0.686				Valid
	Skill	0.768				Valid
	Confident	0.740				Valid
	Entrepreneurial Motivation	Control Maker				0.726
Economic Independence		0.768	Valid			
Goal Achievement		0.800	Valid			
Self-satisfaction		0.802	Valid			
Environmental Encouragement		0.661	Valid			
Success		0.743	Valid			
Self-Efficacy		Overcome Obstacles	0.831	0.647	0.846	0.729
	Mental & Emotional Maturity	0.790	Valid			
	Capability	0.791	Valid			
Entrepreneurial Intention	Business Profits	0.764	0.587	0.913	0.892	Valid
	Open Business Opportunities	0.678				Valid
	Leader Benefits	0.787				Valid
	Leader & Team Roles	0.773				Valid
	Leadership Spirit	0.752				Valid
	Flexibility of Working Hours	0.769				Valid
	Implementing My Own Ideas	0.773				Valid
	Social Spirit	0.778				Valid

Based on Table 1, this indicates that data testing has shown the consistency and reliability of the measuring instrument used in the study. With qualified Loading and AVE values, it can be ascertained that each question item in the questionnaire accurately measures the construct to be studied. In addition, high composite reliability and Cronbach's Alpha indicate that all questions in each variable have a strong relationship and can be relied on to measure the variable. These results provide confidence that the data obtained from this study have adequate validity and reliability for further analysis. Thus, the results of the study can be considered credible and reliable to conclude the relationship between the variables studied.

Table 2. Hypothesis Test/Direct T-Test Result

Variabel	Original Sample (O)	T Value	P Values	95% Confidence Interval		F Square
				Lower	Upper	
X_ Entrepreneurial Moral -> Y1_Self-Efficacy	0.635	9.657	0	0.506	0.757	0.674
X_ Entrepreneurial Moral -> Y2_ Entrepreneurial Motivation	0.615	7.057	0	0.445	0.774	0.608
X_ Entrepreneurial Moral -> Z_ Entrepreneurial Intention	0.338	2.364	0.018	0.077	0.639	0.096
Y1_Self-Efficacy -> Z_ Entrepreneurial Intention	0.006	0.057	0.954	0.225	0.201	0.000
Y2_ Entrepreneurial Motivation -> Z_ Entrepreneurial Intention	0.367	2.775	0.006	0.095	0.589	0.124

Based on Table 2, the results of the regression coefficient and t-test, and using a significance level of 0.05 (P Value <0.05), it can be interpreted as follows: The relationship between variables X1\_ Entrepreneurial Morals and Y\_Self-Efficacy has a regression coefficient value of 0.635. This value indicates that there is a positive relationship between Entrepreneurial Moral and Self Efficacy. The results of the t-test with a t value of 9.657 indicate that this relationship is statistically significant (P Value = 0 <0.05). Therefore, the hypothesis stating that Entrepreneurial Moral has a positive significant effect on Self-Efficacy is accepted. The relationship between variables X2\_ Entrepreneurial Moral and Y\_ Entrepreneurial Motivation has a regression coefficient value of 0.615. This value indicates that there is a positive relationship between Entrepreneurial Moral and Motivation. The results of the t-test with a t value of 7.057 indicate that this relationship is also statistically significant (P Value = 0.005 <0.05). Therefore, the hypothesis stating that Entrepreneurial Moral has a positive effect on Entrepreneurial Motivation is also accepted.

The relationship between the variables Entrepreneurial Moral and Entrepreneurial Intention has a regression coefficient value of 0.338. This value indicates that there is a positive relationship between Entrepreneurial Morale and Entrepreneurial Interest. The results of the t-test with a t value of 2.364 indicate that this relationship is statistically significant (P Value = 0 <0.05). Therefore, the hypothesis stating that Entrepreneurial Morale has a positive effect on Entrepreneurial Interest is also accepted. Thus, the results of this study indicate that



Entrepreneurial Moral has a positive effect significantly on Self-Efficacy and Entrepreneurial Motivation, and Self-Efficacy and Entrepreneurial Motivation have a positive effect on Entrepreneurial Intention. All hypotheses proposed in this study are supported by the data obtained and are valid at a significance level of 0.05. These results indicate a significant relationship between the variables studied in the context of this study.

Tabel 3. Hypothesis Test/Indirect T-Test Result

<i>Variabel Moderating</i>	<b>Original Sample (O)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>95% Confidence Interval</b>		<b>Upsilon V</b>
				<b>Lower</b>	<b>Upper</b>	
X_ Entrepreneurial Moral -> Y1_Self Efficacy -> Z_ Entrepreneurial Intention	-0.004	0.055	0.956	-0.173	0.125	0.002
X_ Entrepreneurial Moral -> Y2_Entrepreneurial Motivation -> Z_ Entrepreneurial Intention	0.225	2.583	0.01	0.066	0.403	0.051

Based on Table 3, the results of the mediation/indirect influence test through the Moderating Self Efficacy Variable, the T statistics value is 0.055 with P values of 0.956. Because the P value (0.956) is greater than the set significance level <0.05. In the 95% confidence interval, the effect obtained lies in the value -0.173 to 0.125, then tested for the upsilon(v) mediation effect referring to Ogbeibu et.al (2020), namely 0.175 (high mediation), 0.075 (low mediation), and 0.01 (low mediation). Based on these calculations, the Upsilon V obtained is -0.002, the influence of the moderating variable that has been tested states that the mediation effect "has no effect". The hypothesis regarding indirect influence through the Self-Efficacy Moderating Variable is considered insignificant or fails to be accepted. This means that there is no strong statistical evidence to state that the Moderating Self Efficacy Variable acts as a significant mediator in the relationship between entrepreneurial moral and entrepreneurial intention. On the other hand, for the indirect influence through the Moderating Entrepreneurial Motivation Variable, the T statistics value is 2.583 with P values of 0.01. Because the P value (0.01) is smaller than the significance level set at <0.05, in the 95% confidence interval the influence obtained lies in the value 0.066 to 0.403. Based on these calculations the Upsilon V obtained is 0.051. The influence of the moderating variable that has been tested states the mediation effect "low". The hypothesis regarding the indirect influence through the Moderating Entrepreneurial Motivation Variable can be accepted significantly. This means that there is sufficient statistical evidence to state that the moderating variable Entrepreneurial Motivation acts as a significant mediator in the relationship between Entrepreneurial Moral and Entrepreneurial Intention.

On the other hand, for the indirect influence through the Moderating Entrepreneurial Motivation Variable, the T Statistics value is 2.583 with P Values of 0.01. Because the P value (0.01) is smaller than the significance level set at <0.05, in the 95% confidence interval the influence obtained lies in the value 0.066 to 0.403. Based on these calculations the Upsilon V obtained is 0.051. The influence of the Moderating Variable which has been tested states the mediation effect "low". The hypothesis regarding the indirect influence through the Moderating Entrepreneurial Motivation Variable can be accepted significantly. This means that there is

sufficient statistical evidence to state that the moderating variable Entrepreneurial Motivation acts as a significant mediator in the relationship between Entrepreneurship courses and Entrepreneurial Interest. On the other hand, for the indirect influence through the Moderating Entrepreneurial Motivation Variable, the T Statistics value is 2.583 with P Values of 0.01. Because the P value (0.01) is smaller than the significance level set at <0.05, in the 95% confidence interval the influence obtained lies in the value 0.066 to 0.403. Based on these calculations the Upsilon V obtained is 0.051. The influence of the Moderating Variable which has been tested states the mediation effect " low". The hypothesis regarding the indirect influence through the Moderating Entrepreneurial Motivation Variable can be accepted significantly. This means that there is sufficient statistical evidence to state that the moderating variable entrepreneurial motivation acts as a significant mediator in the relationship between entrepreneurial moral and entrepreneurial intention.

### Conclusion

The research underscores the important of entrepreneurial moral that significantly direct and indirect influences self-efficacy, entrepreneurial motivation and intention in students. The finding confirms the importance of self-efficacy and motivation in increasing entrepreneurial interest among students. This research provides value insights for tourism academic institution to improve the quality of entrepreneurial moral, self-efficacy and entrepreneurial motivation in the educational environment that can be an effective step in encouraging students to become entrepreneurs and act as agents of social change in society. Furthermore, it is necessary to note the importance of improving entrepreneurship programs by integrating learning about developing entrepreneurial skills and helping students build self-confidence in entrepreneurship.

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