

## MODELING IN PREDICTING ENTREPRENEURIAL INTENTION

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**Abstract:** Job opportunities for college graduates are increasingly limited. On the other hand, the number of intellectual unemployment is increasing. The mindset of students who are still job seekers oriented rather than creating jobs (job creators) makes the imbalance between labor demand and supply worse. The study of the variable explanatory variables of entrepreneurial intention has been carried out, although the results are not conclusive and the involvement of mediating variable or the moderation is still limited. Finding and re-explaining variable that can explain the problem regarding the low entrepreneurial interest is a decent job to be examined again in this study. This study was conducted on final-level student respondents at accredited A colleges in Semarang through interviews by using questionnaires. The data obtained were analyzed using the Binary Logistic Regression Test. The results show that attitude and contextual factors are the variables that can explain the entrepreneurial interest clearly. The self-confidence variable is actually not able to moderate the influence of attitude and contextual factors on the entrepreneurial interest. This study also shows that autonomy and authority are dimensions that have dominant influence in explaining attitudinal factor and academic support is the dominant dimensions in explaining contextual factor.

**Keywords:** attitudinal factor, contextual factor, early trust, entrepreneurial interest

### INTRODUCTION

Indonesia faces the problem of limited employment opportunities for college graduates with the increasing number of intellectual unemployment in recent years. The International Labor Organization (ILO) report notes the number of opened unemployment in 2009 in Indonesia was 9.6 million people (7.6%), and 10% of them were scholars (Nasrun, 2010).

Data from the Indonesian Central Bureau of Statistics supports the ILO statement which shows that half of the number of unemployed people in Indonesia are those with Diploma / Academic / College graduates (Setiadi, 2008). The conditions faced will be further aggravated by the situation of global competition (e.g the enactment of the ASEAN Economic Community /AEC) which will confront the graduates of Indonesian universities competing freely with graduates from foreign universities. Therefore, college graduates need to be directed and supported not only to be job seekers but also to be able to become job creators as well. Growing the entrepreneurial spirit of the college students is believed to be an alternative way to reduce the unemployment rate, because scholars are expected to be educated young entrepreneurs who are able to pioneer their own business. The number of young entrepreneurs in Indonesia, which is only about 0.18% of the total population, still left far behind the advanced countries such as America, which reaches 11.5% and Singapore which has 7.2% of young entrepreneurs from the total population. Even though by consensus, a country can be advanced, ideally having entrepreneurs as much as 5% of the total population which can become a nation's competitive advantage. Furthermore, addressing the competition of the business world today and the future that relies more on knowledge and intellectual capital, so that in order to become a nation's competitiveness, the development of young entrepreneurs needs to be directed at a group of educated (intellectual) young people. Previous research has conducted studies to determine the factors that influence interest in entrepreneurship.

**Table 1.** Previous Research Review

Research Source	Research Variables	Research Result
Komala, Ingarwati and Arnold Kaudin (2010)	Independent Variables: - Motivation - Entrepreneurial Self Efficacy - Risk taking propensity Dependent Variable: Entrepreneurial Intention	- Motivation has a positive and significant influence on entrepreneurial intention - Entrepreneurial Self Efficacy and Risk taking propensity berpengaruh positive but insignificant on entrepreneurial intention
Suharti, Lieli and Hani Sirine (2011)	Independent Variables: (Attitudinal Factors) - Autonomy and authority - Economic challenge - Security and workload - Avoid responsibility - Self realization & participation - Social environment & career - Perceived confidence Independent Variables: (Contextual Factors): - Entrepreneurship education/training - Academic support - Social support - Environmental support Dependent Variable: Entrepreneurial Intention	Attitudinal Factors - Autonomy and authority, Economic challenge, Self realization, Perceived confidence has a positive and significant influence on entrepreneurial intention - Security and workload, Avoid responsibility, Social environment & career berpengaruh has a positive but insignificant influence on entrepreneurial intention Kontekstual - Academic support & Social support has a positive and significant influence on entrepreneurial intention - Entrepreneurship education/training & Environmental support has a positive but insignificant influence on entrepreneurial intention
Aprilianty, Eka (2012)	Independent Variables: - Entrepreneurial personality - Entrepreneurial knowledge - Environment Dependent Variable: Entrepreneurial Intention	- Entrepreneurial personality, Entrepreneurial knowledge, and Environment has a positive and significant influence on entrepreneurial intention
Azwar, Budi (2013)	Independent Variables (Attitudinal Factors): - Autonomy and authority - Economic challenge - Self realization - Security and workload	- Economic challenge, avoid responsibility, and perceived confidence has a positive and significant influence on entrepreneurial intention - Autonomy and authority, Security and workload, Self realization, Social career has a

Research Source	Research Variables	Research Result
	<ul style="list-style-type: none"> <li>- Avoid responsibility</li> <li>- Social career</li> <li>- Perceived confidence</li> </ul> <p>Independent Variables (Contextual Factors):</p> <ul style="list-style-type: none"> <li>- Academic support</li> <li>- Social support</li> <li>- Environmental support</li> </ul> <p>Dependent Variable: Entrepreneurial Intention</p>	<p>positive but insignificant influence on entrepreneurial intention</p> <ul style="list-style-type: none"> <li>- Social support has a positive and significant influence on entrepreneurial intention</li> <li>- Academic support and environment support has a positive but insignificant influence on entrepreneurial intention</li> </ul>
Puspitaningsih, Flora (2014)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Self Efficacy</li> <li>- Entrepreneurial knowledge</li> </ul> <p>Mediating Variable: - Motivation</p> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Self Efficacy has a positive but insignificant influence on motivation</li> <li>- Entrepreneurial knowledge has a positive but insignificant influence on motivation</li> <li>- Self Efficacy has a positive but insignificant influence on entrepreneurial intention</li> <li>- Entrepreneurial knowledge has a positive but insignificant influence on entrepreneurial intention</li> <li>- Motivation has a positive and significant influence on entrepreneurial intention</li> </ul>
Habib, Muhammad Farid Al and I Ketut Rahyuda (2015)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Self efficacy</li> <li>- Need for achievement</li> </ul> <p>Mediating Variable: - Risk taking</p> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Self efficacy has a positive and significant influence on risk taking</li> <li>- Need for achievement has a positive and significant influence on risk taking</li> <li>- Self efficacy, Need for achievement and risk taking have a positive and significant influence on entrepreneurial intention</li> </ul>
Rapii, Muhammad dan Muhamad Juaini (2015)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Locus of control</li> <li>- Self efficacy</li> <li>- Need for achievement</li> </ul> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Locus of control, Self efficacy and Need for achievement have a positive and significant influence on entrepreneurial intention</li> </ul>
Handaru, Agung Wahyu., Widya Parimita dan Inka Winarni Mufdhalifah (2015)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Adversity quotient</li> <li>- Self efficacy</li> <li>- Need for achievement</li> </ul> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Adversity quotient, Self efficacy and Need for achievement have a positive and significant influence on entrepreneurial intention</li> </ul>
Hapsah, Rifqi dan Siti Ina Savira (2015)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Self efficacy</li> <li>- Creativity</li> </ul> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Self efficacy and creativity have a positive and significant influence on entrepreneurial intention</li> </ul>
Walipah dan Naim (2016)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Attitudinal Factors</li> <li>- Contextual factors</li> </ul> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Attitudinal Factors and Contextual factors have a positive and significant influence on entrepreneurial intention</li> </ul>
Yusuf, Ayus Ahmad dan Amir Hamzah (2016)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Self believe</li> <li>- Entrepreneurial spirit</li> </ul> <p>Dependent Variable: Entrepreneurial Intention</p>	<ul style="list-style-type: none"> <li>- Self believe and Entrepreneurial spirit have a positive and significant influence on entrepreneurial intention</li> </ul>
Ardiyani, Ni Putu Pebi dan AAG Agung Artha Kusuma (2016)	<p>Independent Variables:</p> <ul style="list-style-type: none"> <li>- Attitude</li> <li>- Education</li> <li>- Family environment</li> </ul>	<ul style="list-style-type: none"> <li>- Attitude, Education and Family environment have a positive and significant influence on entrepreneurial intention</li> </ul>

Research Source	Research Variables	Research Result
	Dependent Variable: Entrepreneurial Intention	
Ghassani, Putri Fathaniah dan Ida Nurida (2016)	Independent Variables: - Entrepreneurial characteristics Dependent Variable: Entrepreneurial Intention	- Entrepreneurial characteristics has a positive and significant influence on entrepreneurial intention
Hendrawan, Josia Sanchaya dan Hanie Sirine (2017)	Independent Variables: - Independent attitude - Motivation - Entrepreneurial knowledge Dependent Variable: Entrepreneurial Intention	- Independent attitude, Motivation, and Entrepreneurial knowledge have a positive and significant influence on entrepreneurial intention
Widyawati & Mujiati 2021	Independent Variables: - Entrepreneurial education - Self efficacy Dependent Variable: Entrepreneurial Intention	- Entrepreneurial education and Self efficacy have a positive and significant influence on entrepreneurial intention
Rukmana et al 2023	Independent Variables: - Parental support - Pride - Opportunity recognition - Social network Dependent Variable: Entrepreneurial Intention	- Parental support has a positive but insignificant influence on entrepreneurial intention - Pride has a positive but insignificant influence on entrepreneurial intention - Opportunity recognition and Social network have a positive and significant influence on entrepreneurial intention

Source: Summarized from Various Previous Research for this Study, 2025

Table 1 above shows that studies on entrepreneurial interest have been conducted using many factors. However, research on entrepreneurial interest still has the appeal to be re-examined because the results shown from previous studies still provide inconclusive results.

This phenomenon leads to the problem that fostering entrepreneurial interest among students and what factors influence students' interest in choosing an entrepreneurial career after they have graduated, are still questions and require further analysis.

## LITERATURE STUDY AND HYPOTHESIS DEVELOPMENT

### Interest

Entrepreneurial intention or entrepreneurial interest can be interpreted as the first step of the process of establishing a business that is generally long-term in nature (Lee and Wong, 2004). According to Krueger (1993), entrepreneurial interest reflects one's commitment to start a new business and is a central issue that needs to be considered in understanding the entrepreneurial process of establishing a new business. The entrepreneurial interest has recently begun to get attention to be examined because it is believed that an interest related to behavior is proven to be a reflection of real behavior. In the theory of planned behavior (Fishbein and Ajzen, 1985 in Tjahjono and Ardi, 2008) it is believed that factors such as attitudes and subjective norms will shape one's interests and then directly affect behavior. Therefore an understanding of someone's entrepreneurial interest (entrepreneurial intention) can reflect the tendency of people to establish businesses in real terms (Jenkins and Johnson, 1997).

### Self Confidence

According to Bygrave (1994) entrepreneur is someone who is able to see opportunities and try to create ways to get results from these opportunities. Meanwhile, Meng and Liang (1996) summarize the views and definitions of entrepreneurs from several experts and define them as people who have the following characteristics: creative, innovative and proactive; dare to take risks; have clear vision and mission; have high achievement needs; diligent and have a high sense of responsibility; confidence; as well as excited and enthusiastic.

## **Inter-Variable Influence and Hypothesis Development**

Basically the formation of entrepreneurial spirit is influenced by internal and external factors (Priyanto, 2008). Internal factors originating from within the entrepreneur can be in the form of personal traits, attitudes, willingness and abilities of individuals which can give strengths to individual to conduct entrepreneurship. Whereas external factors originating from outside of the entrepreneur can be the elements from the surrounding environment such as family environment, business environment, physical environment, socio-economic environment etc.

### **1. The Effect of Attitude Factor on Entrepreneurial Interest**

Some psychological characteristics are found in a number of studies as determinants of entrepreneurial behavior such as: need of achievement (Nishanta, 2008), initiative and creativity (Gerry et al., 2008), the propensity to take risk (Gerry et al., 2008), self-confidence and locus of control (Nishanta, 2008), self-esteem and innovative behavior (Robinson et al., 1991), espoused values and personal goals (Gorman et al., 1997) and leadership (Gerry et al., 2008). In addition to personality traits factors, several other studies highlight the influence of individual attitudes on entrepreneurial interest. Gurbuz and Aykol (2008) and Tjahjono and Ardi (2010), found several attitudinal elements found in the Theory of Planned Behavior (TPB) model from Fishbein and Ajzen influenced students' entrepreneurial interests. The attitude elements contained in TPB include autonomy / authority, economic challenge, self realization and perceived confidence, security and workload, avoid responsibility, and social career. Several studies also found that socio-demographic factors could encourage the emergence of someone's entrepreneurial interest. The socio-demographic factors studied are gender, age (Johnson et al., 2010) and parents' job (Gerry et al., 2008; Nishanta, 2008).

Based on the description above, the following hypothesis are developed:

- H1 : Attitude factor has positive effect on entrepreneurial interest
- H1a : Autonomy and authority have positive effect on attitude factor
- H1b : Economic challenge has positive effect on attitude factor
- H1c : Self realization has positive effect on attitude factor
- H1d : Security and workload have positive effect on attitude factor
- H1e : Avoid responsibility has negative effect on attitude factor
- H1f : Social career has positive effect on attitude factor

### **2. The Effect of Contextual Factors on Entrepreneurial Interest**

In order to develop a model of entrepreneurial interest, the model must also include contextual factors that originate from outside of the individual. Contextual factors in addition to socio-demographic factors and one's attitude factor, because the three groups of factors form an integral unit in the research model of one's entrepreneurial interests. Some contextual factors that have received considerable attention from the researchers are the role of entrepreneurship education and entrepreneurial experience (Vesper and McMullan, 1988; Kourilsky and Carlson, 1997; Gorman et al., 1997; Rasheed, 2000). In theory, it is believed that the provision of education and entrepreneurial experience on someone from an early age can increase one's potential to become an entrepreneur. Some studies show results that support this statement (Kourilsky and Walstad, 1998; Gerry et al., 2008). In addition to entrepreneurial education and experience, the support of the academic (academic support), social support and the support of the business environment (Gurbuz and Aykol, 2008) are also thought to be contextual factors that influence entrepreneurial interest.

Based on the description above, the following hypothesis are developed:

- H2 : Contextual factor has positive effect on the entrepreneurial interest
- H2a : Academic support has positive effect on contextual factor
- H2b : Environmental support has positive effect on contextual factor

### **3. The Effect of Self-Confidence in Moderating the Effect of Attitude Factor and Contextual Factor on Entrepreneurial Interest**

Saidi and Hartati (2008) define that entrepreneurs are people who have the ability to mobilize various existing potentials to achieve their goals. Whereas according to Kasmir (2006) entrepreneurs are people who have the soul to dare to take risks to open a business on various occasions. The definition includes the meaning that entrepreneurs are people who

have the potentials to dare to take risks in opening a business by utilizing all of their abilities to recognize products, manage and determine the way of production to market their products in order to be able to live properly as human beings.

Therefore self confidence is absolutely necessary. Confident that the business being run will succeed. Confidence that the business being run will bring profit. Confidence that the business being run will open new jobs. Confident that the business being run will provide welfare. Without self-confidence, the existing attitude and contextual factors will weaken the entrepreneurial interest.

Based on the description above, the following hypothesis are developed:

- H3 : Self-confidence moderates the influence of attitudinal factor on entrepreneurial interest
- H4 : Self-confidence moderates the influence of contextual factor on the entrepreneurial interest

## **RESEARCH METHOD**

### **Population**

The population of this study was the final semester students of the Economics Faculty of the A-Accredited University in Semarang.

### **Sample**

The sample is determined by using judgment sampling approach where respondents who meet the criteria encountered during the study period will be used as research samples.

### **Method of collecting data**

To collect research data, the questionnaire was chosen as the method of data collection in this study. The questionnaire is a list of written questions previously formulated that will be answered by the respondents. The questionnaire was chosen because it is an efficient data collection mechanism to know exactly what is needed and how to measure research variables (Sekaran, 2006).

The type of question in the questionnaire is closed question where the respondent is asked to make a choice between a series of alternatives given by the researcher (Sekaran, 2006) on a scale of 1-10.

### **The Development of Research Variable Measurement**

#### **1. Attitude Factor Variable**

The measurement of attitude variable was adopted from Gurbuz and Aykol (2008) which included five dimensions, namely autonomy and authority with six indicators, economic challenge with eight indicators, security and workload with five indicators, avoid responsibility with four indicators, and social career with four indicators .

#### **2. Contextual Factor Variable**

The measurement of contextual factor variable was adopted from Gurbuz and Aykol study (2008) which consisted of two dimensions, namely academic support measured by four indicators and environmental support which were also measured by using four indicators.

#### **3. Self Efficacy Variable**

The development of the confidence variable measurement was adopted from the studies conducted by Gerhardt and Kickul (2007) and Flavius (2010) which included *magnitude*, *strength*, and *generality*.

#### **4. Entrepreneurial Interest Variable**

The development of the entrepreneurial interest measurement is carried out by adopting indicators from studies conducted by Inggawati and Kaudin (2010) which include (1) want to set up their own business, (2) want to run their own business, and (3) want to develop their own business results. The sum of the three answers to the statements is then classified as follows which refers to the entrepreneurial interest:

1 = if the score is 3 which indicates students entrepreneurial interest

0 = if the score is <3 which indicates there is not or lack of entrepreneurial interest

## Analysis Technique

### 1. Test of Influence

Hypothesis testing was done by multivariate analysis using logistic regression because the independent variable is combination of metric and non metric (nominal) (Ghozali, 2005) and the dependent variable is qualitative data using dummy variables (Sumodiningrat, 2001). This analysis technique no longer requires normality test and classic assumption test on the independent variables (Ghozali, 2005). Gujarati (2003) states that logistic regression ignores *heteroscedasticity*, meaning that the dependent variable does not require *homoscedasticity* for each of its independent variables. The equation of the logistic regression model used is as follows:

$$\text{Ln} \frac{MB}{1 - MB} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Notation:

- GC = Probability of students who are interested in entrepreneurship
- $\alpha$  = Constant
- X1 = Attitude factor
- X2 = Contextual factor
- X3 = Self-confidence
- X1.X3 = Attitude factor \* Self-confidence
- X2.X3 = Contextual factor \* Self-confidence
- $\beta$  = Coefficient
- $\varepsilon$  = Error term

### 2. Moderating Test

The testing of moderating influence was done by using the Moderated Regression Analysis (MRA) approach.

## RESEARCH RESULT

Logistic regression is used to test whether the probability of the occurrence of the dependent variable can be predicted by the independent variable. However, the assumption of multivariate normality distribution cannot be fulfilled because the dependent variable is categorized as dichotomy. Data analysis was conducted in two stages, namely first, to examine the effect of attitudinal factors and contextual factors as well as self-efficacy as an independent variable on entrepreneurial interest and second, to examine the effect of attitudinal factors, contextual factors and interaction of attitudinal and self-efficacy and interaction of contextual factors and self efficacy as moderating effect on entrepreneurial interest. The results of each step of the analysis are outlined below:

### Testing of the Effect of Attitudinal Factors, Constextual Factors and Self Efficacy on Entrepreneurial Interest

The following is the explanation of the testing results of the influence of attitudinal factors, contextual factors and self efficacy on entrepreneurial interest.

#### 1. Assessing the Fit Model

The first step in the logistic regression test is to assess the overall fit model on the data. The hypothesis used to assess the fit model is as follows:

H0: The model hypothesized is fit with data

Ha: The model hypothesized is not fit with data

Statistics used to assess fit model was based on the likelihood function and Hosmer and Lemeshow's Goodness of Fit Test. The Likelihood L of the model is the probability that the model hypothesized describes the input data. To test the null and alternative hypothesis, L is transformed into  $-2 \text{ Log } L$ .

**Table 2.** The Result of -2 Log L Value

Iteration	-2 Log likelihood	Coefficients
		Constant
Step 0	1	146.581
	2	145.964
	3	145.963
	4	145.963

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 145,963

c. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Source: Processed primary Data, 2025

The SPSS output produces -2 Log L value of 145,963 with df of 140 (141-1), so that the value of  $\chi^2$  table is 168,613. Because the value of -2 Log L of 145.963 is smaller than the value of  $\chi^2$  table of 168.613, it can be concluded that  $H_a$  is rejected and  $H_0$  is accepted, meaning the model is fit with the data.

## 2. Parameter Estimation and Its Interpretation

The estimation of the maximum likelihood parameter of the model can be seen on the variable output display in the equation.

**Table 3.** Parameter Estimation Result

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>	FS	.016	4.716	1	.030	1.017
	FK	-.104	9.575	1	.002	.902
	SE	-.125	5.171	1	.023	.882
	Constant	2.238	1.295	2.989	1	.084

Source: Processed Primary Data, 2025

### a. H1 Testing: The Effect of Attitudinal Factor on Entrepreneurial Interest

Based on the results of the first hypothesis testing, namely the effect of attitude factor on entrepreneurial interest attitude, probability of 0.030 (<0.05) was obtained, meaning that attitude factor was proven to have significant effect on entrepreneurial interest, so it can be concluded that H1 was accepted.

### b. H2 Testing: The Effect of Contextual Factor on Entrepreneurial Interest

Based on the result of the first hypothesis testing, namely the influence of contextual factor on entrepreneurial interest, the probability result was 0.002 (<0.05), meaning that the contextual factor was proven to have significant effect on entrepreneurial interest, so it can be concluded that H2 was accepted.

### c. H3 Testing: The Effect of Self Efficacy on Entrepreneurial Interest

Based on the result of the first hypothesis testing, the effect of self efficacy on entrepreneurial interest, the probability of 0.023 (<0.05) was obtained, meaning that self efficacy was proven to have significant effect on entrepreneurial interest, so it can be concluded that H3 was accepted.

## The Estimation of R Square Value

In the Logistic Regression model, estimation of the R Square value in the Multiple Regression model can be done by analyzing the value of Nagelkerke's  $R^2$  which explains the variability of the dependent variable which can be explained by the variability of the independent variable. The following are the results of the calculation of the Nagelker's  $R^2$  value obtained in this study.

**Table 4.** The Result of Nagelkerke's  $R^2$  Value

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	126.323 <sup>a</sup>	.130	.202

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Source: Processed Primary Data, 2025

The output result of SPSS gives Nagelkerke R Square value of 0.202, meaning that the variability of the dependent variable (entrepreneurial interest) can be explained by the independent variables (attitude factor, contextual factor, and self efficacy) of 20.2%.

**The Testing of the Moderating Effect**

The testing of the self-confidence effect as the moderating variable of the influence of the attitudinal factors and contextual factors on the entrepreneurial interest was done by using MRA approach. The test results are presented below.

**Table 5.** The Testing of Moderating Effect

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>						
FS	.017	.008	4.661	1	.031	1.017
FK	-.107	.033	10.284	1	.001	.898
FS_SE	-.003	.002	2.074	1	.150	.997
FK_SE	.009	.006	2.390	1	.122	1.009
Constant	.006	.840	.000	1	.995	1.006

Source: Processed Primary Data, 2025

**a. H4 Testing: The Influence of Attitudinal Factor on Entrepreneurial Interest Moderated by Self-Confidence**

Based on the testing results of the effect of the attitude factor on the entrepreneurial interest moderated by self-confidence, the probability of 0,150 (> 0,05) was obtained, meaning that self-confidence was proven to have no significant effect in moderating the influence of attitude factor on entrepreneurial interest.

**b. H5 Testing: The Effect of Contextual Factor on Entrepreneurial Interest Moderated by Self-Confidence**

Based on the testing results of the influence of contextual factor on the entrepreneurial interest moderated by self-confidence, the probability result of 0.122 (> 0.05) was obtained, meaning that self-confidence was proven to have no significant effect in moderating the effect of contextual factor on entrepreneurial interest.

**The Testing of Dominant Factor**

This testing is intended to find out the dominant dimensions in explaining the variables. The testing of the dominant factor was done by registering each dimension with the total score of the variables presented in the following table:

**Table 6.** The Testing of Dominant Effects on Attitudinal Factor Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Finding
	B	Std. Error	Beta			
(Constant)	-3.615	4.958		-.729	.467	
Autonomy dan Authority	1.547	.545	.396	2.837	.005	Ha accepted
Economic Challenge	1.094	.268	.315	4.079	.000	Ha accepted
Security and Workload	1.053	.267	.195	3.949	.000	Ha accepted
Avoid Responsibility	.197	.700	.034	.281	.779	Ha rejected
Social Career	1.026	.413	.176	2.484	.014	Ha accepted

Source: Processed Primary Data, 2025

The variables of attitude factor studied in this study were measured using five dimensions compiled using their indicators. The testing results of the influence of each dimension on attitude factor variables indicated that the autonomy and authority dimensions were dimensions with the dominant influence in explaining the occurrence of variations in attitude factors.

**Table 7.** The Testing of Dominant Effects on Contextual Factor Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Finding
	B	Std. Error	Beta			
(Constant)	10.316	1.131		9.118	.000	
Academic Support	1.424	.061	.892	23.220	.000	Ha accepted
Environmental Support	1.604	.087	.841	18.359	.000	Ha accepted

Source: Processed Primary Data, 2025

The variables of contextual factors were measured by using two dimensions, from both dimensions, the academic support has the dominant influence in explaining the contextual factor.

## CONCLUSION

Job opportunities for college graduates are increasingly limited. On the other hand, the number of intellectual unemployment is increasing. These conditions encourage the educational institutions to be able to change the mindset of the students who are originally oriented to be job seekers to become job creators. Growing the entrepreneurial spirit of the college students is believed to be an alternative way to reduce the unemployment rate, because scholars are expected to be the educated young entrepreneurs who are able to pioneer their own business. However, the previous studies related to factors that can foster the entrepreneurial interest have yielded inconclusive results. Based on these phenomena, this study develops a research model that can explain the variable of entrepreneurial interest predictor.

The findings of this study are that attitude factor and contextual factor are proven significantly as the variables that can explain the entrepreneurial interest. This study also shows that self-confidence is not a variable that can moderate the influence of attitude factors and contextual factors on entrepreneurial interest.

## MANAGERIAL IMPLICATION

The result of this study indicates that attitudinal and contextual factors have a real role in increasing the students' entrepreneurial interest. The main attitudinal factor is related to autonomy and authority. This means that the desire to get freedom integrates actions into the main thing that determines the students' attitude. Another finding is that the academic support dimension is the main factor in the variable of contextual factor. This is where the importance of the educational institutions role appears in providing support for their students. The entrepreneurship curriculum should be prepared not only as a supplement with a minimum number of Semester Credit Systems. However, the entrepreneurship curriculum needs to be designed with the number of Semester Credit Systems that is sufficient for the students to accept theory and practice. The courses contained in the curriculum should also be able to provide sufficient support and space for the growth of the students' entrepreneurial interest.

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