



**A study of emerging entrepreneurs: do parent quality shaping
entrepreneur intention?**

**Um estudo de empreendedores emergentes: a qualidade dos pais está
moldando a intenção dos empreendedores?**

**Un estudio de emprendedores emergentes: ¿la calidad de los padres
influye en la intención de los emprendedores?**

Sri Palupi Prabandari¹

Ida Yulianti²

Dias Satria³

Irma Kurniasari⁴

Abstract

This research aims to determine the influence of the quality of parental education on entrepreneurial intentions among young entrepreneurs. Through a comprehensive approach, this research analyzes the extent to which the quality of parental upbringing shapes young entrepreneurs' intentions to start a business venture. Entrepreneurship is a widely accepted social, economic and cultural phenomenon. Entrepreneurs are individuals who create businesses with risk and uncertainty in order to gain future profits. Entrepreneurship is influenced by family socialization factors, where parents act as the first agents in instilling entrepreneurial values. The family socialization process influences an individual's understanding of entrepreneurial literacy and determines his or her interest in this field. This research uses an extension of Ajzen's Theory of Planned Behavior (TPB), which assumes that parents' intention to support their children's entrepreneurship is influenced by attitudes towards behavior, subjective norms (SN), and perceived behavioral control (PBC). This

¹ Doctor of Philosophy in Management, Universitas Brawijaya, Jl. MT. Haryono 165, Malang 65145.

E-mail: palupi@ub.ac.id Orcid: <https://orcid.org/0000-0003-4378-0054>

² Doctor of Philosophy (PhD) in Marketing Management by Lincoln University, Universitas Brawijaya, Jl. MT. Haryono 165, Malang 65145. E-mail: ida_yulianti@ub.ac.id Orcid: <https://orcid.org/0000-0002-1899-757X>

³ Doctor of Philosophy (PhD) in Agriculture Food and Wine by University of Adelaide, Universitas Brawijaya, Jl. MT. Haryono 165, Malang 65145. E-mail: dias.satria@ub.ac.id
Orcid: <https://orcid.org/0000-0002-4068-6807>

⁴ Magister Management, Universitas Brawijaya, Jl. MT. Haryono 165, Malang 65145.

E-mail: irmakurniasari.id@gmail.com Orcid: <https://orcid.org/0000-0003-4598-9070>





research involves a sample of young entrepreneurs who are in the early stages of business development. A survey method is used to collect data from respondents, and statistical analysis will be carried out to link the quality of parental education with entrepreneurial intentions. It is hoped that the results of this research will provide better insight into how parental parenting factors can shape entrepreneurial intentions among young entrepreneurs. With a deeper understanding of these relationships, it will be possible to develop more effective policy recommendations and educational programs to support the development and growth of young entrepreneurs in the future.

Keyword: Parenting. Entrepreneur. Theory of Planned Behaviour.

Resumo

Este estudo tem como objetivo investigar a influência da qualidade da educação parental nas intenções empreendedoras de jovens empreendedores. Através de uma abordagem abrangente, esta investigação analisa até que ponto a qualidade da educação parental molda as intenções dos jovens empreendedores em iniciar empreendimentos empresariais. O empreendedorismo é um fenómeno social, económico e cultural amplamente aceite. Um empreendedor é um indivíduo que cria um negócio com risco e incerteza para obter rentabilidade no futuro. O empreendedorismo é influenciado por fatores de socialização familiar, onde os pais atuam como os primeiros agentes na instilação de valores empreendedores. O processo de socialização familiar influencia a compreensão do indivíduo sobre a alfabetização empreendedora e determina o seu interesse pela área. Este estudo utiliza a Teoria do Comportamento Planejado (TPB) estendida de Ajzen, que assume que a intenção dos pais de apoiar o empreendedorismo de seus filhos é influenciada por atitudes em relação ao perigo, norma subjetiva (SN) e controle comportamental percebido (PBC). O estudo envolve uma amostra de jovens empreendedores que estão nos estágios iniciais de desenvolvimento de seus negócios. Métodos de pesquisa serão usados para coletar dados dos entrevistados, e análises estatísticas serão realizadas para vincular os fatores de qualidade da educação parental às intenções empreendedoras. Espera-se que os resultados desta investigação forneçam melhores conhecimentos sobre como os factores de educação parental podem moldar as intenções empreendedoras entre os jovens empreendedores. Com uma compreensão mais profunda desta relação, será possível desenvolver recomendações políticas e programas educativos mais eficazes para apoiar o desenvolvimento e o crescimento de jovens empreendedores no futuro.





Palavras-chave: Parenting. Entrepreneur. Theory of Planned Behavior.

Resumen

Esta investigación tiene como objetivo determinar la influencia de la calidad de la educación parental en las intenciones emprendedoras entre los jóvenes emprendedores. A través de un enfoque integral, esta investigación analiza hasta qué punto la calidad de la educación de los padres moldea las intenciones de los jóvenes emprendedores de iniciar un negocio. El espíritu empresarial es un fenómeno social, económico y cultural ampliamente aceptado. Los emprendedores son individuos que crean negocios con riesgo e incertidumbre para obtener ganancias futuras. El emprendimiento está influenciado por factores de socialización familiar, donde los padres actúan como los primeros agentes en inculcar valores empresariales. El proceso de socialización familiar influye en la comprensión de un individuo de la alfabetización empresarial y determina su interés en este campo. Esta investigación utiliza una extensión de la Teoría del Comportamiento Planificado (TPB) de Ajzen, que supone que la intención de los padres de apoyar el emprendimiento de sus hijos está influenciada por las actitudes hacia el comportamiento, las normas subjetivas (SN) y el control conductual percibido (PBC). Esta investigación involucra a una muestra de jóvenes emprendedores que se encuentran en las primeras etapas del desarrollo empresarial. Se utiliza un método de encuesta para recopilar datos de los encuestados, y se llevará a cabo un análisis estadístico para vincular la calidad de la educación de los padres con las intenciones empresariales. Se espera que los resultados de esta investigación proporcionen una mejor comprensión de cómo los factores parentales pueden dar forma a las intenciones empresariales entre los jóvenes emprendedores. Con una comprensión más profunda de estas relaciones, será posible desarrollar recomendaciones de políticas y programas educativos más efectivos para apoyar el desarrollo y crecimiento de los jóvenes empresarios en el futuro.

Palabra clave: Crianza. Emprendedor. Teoría del Comportamiento Planificado.

Introduction

Entrepreneurship is a social, economic and cultural phenomenon that has been widely accepted among governments, academics and students (Fayolle et al., 2016; Li and Wu, 2019). An entrepreneur is someone who creates a business accompanied by risk and





uncertainty in order to gain profitability in the future. As an entrepreneur, individuals have the ability to see and assess opportunities in business, gather the necessary resources, take appropriate action, and use innovation and creativity to achieve success.

Success as an entrepreneur makes a major contribution to a country's economy. Research carried out by Nowinski et al., (2019) states that entrepreneurship is the main driver of regional and economic development. On the other hand, the existence of entrepreneurs is an important aspect in the policy framework and economic activities (Hoang et al., 2020). Entrepreneurship has developed over time by creating new opportunities that contribute to the economy.

The development of an entrepreneurial climate is closely related to the environment in which a person grows. According to Basu (2004) individual extrinsic conditions such as family, geographical location, migration, gender provide support for a person's intentions. The family as an individual's closest line also influences a person's behavior in acting (Shim et al., 2010). Parents are the first agents who instill life values, including the value of entrepreneurship, through family socialization. Socialization refers to the process of acquiring and developing values, attitudes, standards, norms, knowledge and behavior that takes place for individuals (Zhao & Zhang, 2020). The family as an individual's closest environment has a big impact on literacy understanding of entrepreneurship. This literacy will in turn be used as an individual reference in determining interests.

Educational sources from parents have been proven to have a big impact on a person's behavior. Research conducted by (Noh, 2022) shows that financial teaching by parents has an impact on behavior both directly and indirectly. This is in line with research (Chatterjee et al., 2019) that parents have a dominant influence as social agents. Parental influence was found to be 1.5 times greater than education and twice the influence of friends Shim (2011). The process of interaction in the family occurs implicitly through daily interactions and explicitly through teaching.

Teaching about business delivered by parents can transfer positive emotions from the family domain to the business domain and can play an important role for entrepreneurial success (Greenhaus & Powell, 2006). Parents have certain characteristics which then transfer

knowledge to children, such as recognition of opportunities, decisions to start a business, and performance of new companies (Xu et al., 2023). Someone who has a family background who owns a business has high optimism in terms of abilities and resources to





pursue a career as an entrepreneur (Zellweger et al., 2011). However, several other studies state the opposite opinion, namely that there is a negative relationship between family instrumental support and entrepreneurial intentions (Bignotti and Le Roux, 2016; Gird & Bagraim, 2008; Marques et al., 2012; Zhang et al., 2014). Based on research conducted by Sieger & Minola, (2017) found that financial support provided by the family is an obstacle to forming entrepreneurial intentions.

Family support for children's entrepreneurial interests is provided specifically not only by contributing family resources, but also in more intangible aspects such as transmitting norms and values, thus verifying, for example, that relying on role models helps create a positive entrepreneurial image (Hmieleski & Corbett, 2006), especially among those who belong to the family circle (Davidsson & Honig, 2003). This research is supported by (Dou et al., 2021) which states that individual entrepreneurial attitudes and activities are rooted in parental influence through the process of socialization and example. High intensity of parental socialization increases the possibility of transferring entrepreneurial intentions to the next generation during adolescence. A person who has been treated by their parents in their childhood with respect and who grew up in an environment where they were allowed to follow their wishes and their opinions were considered and respected are more likely to develop higher levels of self-confidence and self-efficacy.

Therefore, this work aims to develop an explanatory model of the factors that determine parental support for the possibility of entrepreneurial courage in the younger generation. This is an important aspect to discuss because if parents have positive involvement intentions towards their children's entrepreneurial behavior, it will increase their children's entrepreneurial potential in the future, because “credible role models and emotional and psychological support are the ingredients The main aim is to empower individuals to have the potential to become entrepreneurs” (Krueger and Brazeal, 1994, p. 99). Human behavior requires a certain measure of planning until there is an intention to realize this support. This entrepreneurial intention is the best predictor of entrepreneurial behavior (Ajzen, 1991, 2001; Krueger and Brazeal, 1994; Fishbein and Ajzen, 1975). Likewise, knowing parents' intentions to support the possibility of their children's entrepreneurial behavior in the future is shown as how best to approach the determinants and conditions on which such supportive behavior will depend.

This research proposes an extended version of Ajzen's (1991) Theory of Planned Behavior (TPB), it is argued that parents' intention to support their offspring's





entrepreneurial behavior depends on the influence of three variables: attitude towards behavior, subjective norm (SN) and perceived behavioral control (PBC) (Ajzen and Fishbein, 2005 ; Ajzen and Cote, 2008). In line with this, but from a family perspective, the TPB has been used in the context of family business literature, especially in family business succession processes to analyze intentions as the main predictor of behavior of parents and children involved in the succession process. Nordqvist et al ., 2013). The extension of the TPB assumes the importance of parental role models and thus the relevance of their attitudes (Georgescu and Herman, 2020 ; Chlosta et al., 2012), which is explained based on their motivation towards their children's entrepreneurship, their perception of the existence of opportunities for their children to become entrepreneurs and their personal attitudes towards innovation. Additionally, this research builds on the perspective of institutional theory, and contributes to a better understanding of the role of institutions in entrepreneurship by increasing our knowledge of how normative and cultural- cognitive dimensional mechanisms operate within families and impact families. entrepreneurial activity of the offspring.

Literatur Review

2.1 Parent Quality

Previous research has demonstrated the importance of parental role models in an individual's likelihood of becoming self-employed, highlighting the relevance of parental attitudes (e.g. Georgescu and Herman, 2020 ; Chlosta et al ., 2012). Considering this, it is important to explore parents' personal attitudes towards children's entrepreneurship , expanding the TPB model to better understand this important variable. Entrepreneurial courage in the field of entrepreneurship as the best predictor of behavior means that motivation has been pushed aside as another element in the entrepreneurial process. Building on needs theory applied to the entrepreneurial process which relies on individuals' internal stimuli to guide their entrepreneurial behavior (Fayolle et al., 2014; Carsrud and Brännback, 2011), it is assumed that individuals have intrinsic needs that generate internal tensions that motivate them to act. In this way, motivation will influence personal attitudes and ultimately entrepreneurial behavior (Solesvik, 2013; Fayolle et al., 2014).

While role modeling is the most common method of parental socialization through daily interactions, parental teaching is also an important way to explicitly transfer financial





knowledge and skills (Serido and Deenanath, 2016). Xiao et al. (2011) also noted that children acquire or learn financial knowledge, skills, and behaviors from intentional and unintentional parental practices and teaching. Parents as the closest environment to children function as agents for instilling entrepreneurial values which in turn will influence the courage to become an entrepreneur.

2.2 Theory Planned Behavior

TPB (Ajzen, 1991) is often used in the analysis of entrepreneurial behavior, is an extension of the theory of reasoned action developed by Ajzen and Fishbein (1980). In it, the first two variables of the model, attitudes, are similar to the perceived desirability and perceived viability included in Shapero and Sokol's (1982) entrepreneurial event model. However, Ajzen added a third element that facilitates the formation of intentions: subjective norms (Liñán and Santos, 2007). The combined action of these three constructs will determine entrepreneurial intentions (Ajzen, 1991), the main determinant of entrepreneurial behavior (Ajzen, 1991, 2001; Krueger and Brazeal, 1994; Fishbein and Ajzen, 1975). Entrepreneurial intention differs from entrepreneurial orientation, which refers more to the active search for new opportunities (Wales et al., 2021). TPB has been used in the field of entrepreneurial behavior not only to analyze the intention to create or develop a new venture, but also to analyze other decision-making processes related to entrepreneurship, such as recognizing opportunities, innovation, leaving the company, forming entrepreneurial ties (Lortie and Castogiovani, 2015) or succession processes in family businesses (Nordqvist et al., 2013).

So far it has not been used to explain the intention to support possible entrepreneurial behavior of close relatives in areas clearly related to entrepreneurship given the level of risk and emotional attachment to the process and the positive impact of a mutually respectful and supportive family background to future entrepreneurial behavior (Duchek, 2018). In contrast, according to North (1990), institutions can be understood as rules that guide and influence human decisions and behavior, and they are not only formal but also informal. The latter is culture, social norms and conventions, which are not collected in any formal law but are socially accepted and promoted. Recent studies show that informal institutions have a higher and more positive influence than formal institutions on entrepreneurial activities (Audretsch et al., 2022; Aparicio et al., 2021; Urbano et al., 2019). Different authors highlight





the importance of the family in configuring normative and cultural-cognitive dimensions and their impact on entrepreneurial behavior (Monticelli et al., 2020; Murithi et al., 2020; Urbano et al., 2019). However, the majority of entrepreneurship studies that use Institutional approaches have adopted macro- or individual-level analyzes with the family level not considered despite calls to include these other levels (Urbano et al., 2019).

Attitude can be defined as “the extent to which a person has a favorable or unfavorable evaluation or assessment of the behavior in question” (Ajzen, 1991, p. 188).

The attitude

construct depends on the individual's beliefs regarding the behavior in question and the evaluation of the consequences of doing the same. This was originally proposed by Fishbein and Ajzen (1975). From the perspective that concerns us, we will analyze the attitudes of parents in relation to their children's entrepreneurial behavior as an antecedent of their intention to support it. According to Lortie and Castogiovani (2015), all previous work based on the TPB has confirmed a positive relationship between attitudes and intentions. Several analyzes have been conducted regarding the relationship between parents' entrepreneurial attitudes and support for their children's entrepreneurial initiatives, values or behavior. This can be understood from the perspective of institutional theory as the influence of informal institutions in the form of role models. In this sense, parents with a positive attitude towards entrepreneurial orientation or enrolled in jobs that require high independence and autonomy prefer parenting practices that emphasize self-control and independence and tend to use parenting styles that value control over one's life and independence.

2.3 Entrepreneur Intention

Schumpeter's innovation theory provides the theoretical basis of this research study. Proposed by Joseph Schumpeter in 1928 and suggested that entrepreneurs can create new opportunities for profit through innovative means (Schumpeter, 1928). Once again, in 1934, Schumpeter highlighted the important role of entrepreneurship in seeking new opportunities for creativity and innovation that combines opportunities to generate profits (Schumpeter, 1934). Loh and Dahesihsari (2013) highlight Schumpeter's theory of entrepreneurship as being intuitive and innovative to carry out activities without being too analytical, creative, inventive and having the ability to overcome self-doubt, to conquer uncertainty and manage unfavorable environments.





Porter (1992) supports Schumpeter's theory by stating that innovation is very important for the long-term growth of small businesses, especially in today's competitive global business environment. A study by Tripathi (2005, p. 1) highlights that Schumpeter considered women entrepreneurs as innovators and initiators, and concludes: “women entrepreneurs are women who initiate, organize and run business ventures and want to prove their mettle in innovation and competitive work. He also wants to oversee and control every aspect of his business for its overall success.”

According to Liñán and Fayolle (2015), entrepreneurial culture strengthens entrepreneurs' intentions to start new businesses. In American society, failed business ventures are viewed as lessons to be learned later. In contrast, the dominant culture in France does not condone failure and considers it a stigma (Solesvik et al. , 2014). Fayolle and Gailly (2015) tested the effectiveness of entrepreneurship education on the attitudes and intentions of students participating in academic programs in France. Researchers found that entrepreneurship education increased the interest of new trainees who had no previous knowledge of entrepreneurship, but the results were different and negative for respondents with previous experience. However, other studies show positive effects of educational plans on students with no prior knowledge of entrepreneurship (Riviezzo et al., 2019). Despite the differences, the results of these studies are due to methodology, objective conditions and cultural diversity. According to this study, understanding behavioral antecedents influences entrepreneurial intentions, thereby encouraging entrepreneurs to consider entrepreneurship as a desired career after graduation.

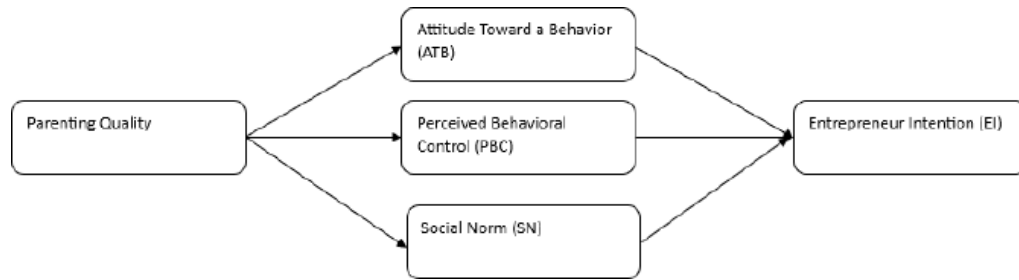
In an effort to understand a person's courage in choosing entrepreneurship as a future career, Ferreira et al. (2012) recommend studying the factors that influence entrepreneurial intentions as a critical issue in developing entrepreneurial behavior. Previous studies argue that entrepreneurial behavior is not innate, but rather deliberate and planned actions (Shirokova et al., 2016) driven by incentives and cognition, where the starting point is the formation of intentions (Vamvaka et al., 2020). Based on the literature review that has been carried out, a conceptual model is formed as follows. Figure 1 shows the research model concept:





Figure 1

Research Construct



Based on the conceptual model, The hypotheses were developed to be tested. These hypotheses are:

- H1: Parenting quality has a positive effect on Entrepreneurial Intention
- H2: Parenting quality has a positive effect on attitude toward behavior
- H3: Parenting quality has a positive effect on perceived behavioral control
- H4: Parenting quality has a positive effect on social norms
- H5: Attitude toward a behavior has a positive effect on Entrepreneurial Intention
- H6: Perceive behavioral control has a positive effect on Entrepreneurial Intention
- H7: social norms have a positive effect on Entrepreneurial Intention
- H8: the relationship between Parenting quality and Entrepreneurial Intention is mediated by attitude toward a behavior
- H9: The relationship between Parenting quality and Entrepreneurial Intention is mediated by perceived behavioral control
- H10: the relationship between Parenting quality and Entrepreneurial Intention is mediated by social norms

Method

Based on its approach, this research is included in quantitative research. Quantitative research is research that attempts to quantify data and generally applies certain statistical analyzes (Malhotra, 2010). Quantitative research aims to carry out accurate measurements of something (Cooper et al, 2006). Data and information collection in this research used a survey method. Data collection using the survey method is carried out by collecting information on samples taken from the population to describe, explain their knowledge, attitudes and behavior (Fink, 2003; Sekaran & Bougi, 2016).





According to Sekaran and Bougie (2016) the sample is part of the number and characteristics of the population. In other words, not all parts of the population are used as samples but only some are used as samples. Research sampling was carried out because of the difficulties and ineffectiveness of using overall population data. Sampling in research aims to save time, costs and to obtain a better level of accuracy (Cochran, 2015). This research uses the hair formula to determine the number of respondents. The sample in this study was taken from a portion of the entire population studied so that it is considered to represent the entire population. Determination of sample size was carried out using the formula Hair et al., (2013). The use of the Hair formula is due to the size of the research population which is not yet known with certainty. According to Hair et al., (2013) a good sample size ranges from 100-200 respondents and can be adjusted to the number of indicators used in the questionnaire with the assumption of 5-10 times the number of existing indicators. In this study, the number of indicators used was 26 indicators, so the minimum sample size that must be met is 130 respondents. This research used 472 respondents.

Result

This research uses Partial Least Square (PLS) data analysis. This method aims to provide predictions on the influence of the relationship between variable X and Y and explain the theoretical relationship between the two variables.

4.1 Validity and Reliability

Table 1

Validity and reliability

Variabel	Item	Parent Quality	Average	Cut Off	Result
Parent Quality	1.(PQ1)	0,74	0,629	0,6	Valid
	2. (PQ2)	0,60		0,6	Valid
	4. (PQ4)	0,82		0,6	Valid
	5.(PQ5)	0,83		0,6	Valid
	6.(PQ6)	0,79		0,6	Valid
Personal Attitudes_	7. (PA1)	0,66	0,770	0,6	Valid
	8.(PA2)	0,85		0,6	Valid
	9.(PA3)	0,75		0,6	Valid
	10. (PA4)	0,84		0,6	Valid
	11. (PA5)	0,75		0,6	Valid





Subjective Norm	12. (SN1)	0,71	0,770	0,6	Valid
	13. (SN2)	0,83		0,6	Valid
	14. (SN3)	0,77		0,6	Valid
Perceive Behavioral_	15. (PB1)	0,65	0,728	0,6	Valid
	16. (PB2)	0,77		0,6	Valid
	17. (PB3)	0,76		0,6	Valid
	18. (PB4)	0,79		0,6	Valid
	19. (PB5)	0,77		0,6	Valid
	20. (PB 6)	0,62		0,6	Valid
Entrepreneur Intention_	21. (EI1)	0,77	0,817	0,6	Valid
	22. (EI2)	0,81		0,6	Valid
	23. (EI3)	0,83		0,6	Valid
	24. (EI4)	0,86		0,6	Valid
	25. (EI5)	0,84		0,6	Valid
	26. (EI6)	0,80		0,6	Valid

Source: Data Primer 2023

The table above provides an overview of the factor loading results in this study. Based on this data, it can be seen that the factor loading value is above 0.6. This value shows that the items have valid values, meaning that each item has a strong relationship with the construct that is to be measured in the research. An outer loading value > 0.6 indicates good construct validity.

4.2 Reliability tests

The reliability test is carried out by measuring composite reliability, the test is carried out with the aim of measuring the reliability of a research instrument used in construct measurement. This method takes into account the depth of each item and its weight to produce a reliability value for each construct being measured. Based on the opinion of Hair et al., (2015), researchers can assign weights to items based on the reliability of individual items.

4.3 Inner Model Analysis

The next analysis is inner model analysis which is a structural model analysis. After analyzing the outer model, the next stage of analysis is inner model analysis. Inner model analysis is an analysis stage in Structural Equation Modeling (SEM) which aims to predict causal relationships between latent variables in a model.





Table 2

Inner Model Analysis

	R Square
Personal Attitudes_	0,159
Subjective Norm	0,387
Perceive Behavioral_	0,114
Entrepreneur Intention_	0,573
Q2	$= 1 - [(1 - R1^2) - [(1 - R1^2)(1 - R3^2)] - [(1 - R1^4)]$
Q2	0,805

This value gives an idea that this research model has a Q-Square predictive relevance above zero, so it can be said that this research model has relevant or good observation values. The results of this calculation also provide an explanation that this research model can explain all the information contained in this research by 80.5%.

4.4 Hypothesis Result

Table 3

Hyphotesis Test

Hipotesis	Description	Path Coefficient	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
H1	Parent Quality -> Entrepreneur Intention_	0,064	0,047	1,363	0,173	Rejected
H2	Parent Quality -> Perceive Behavioral_	0,337	0,046	7,334	0,000	Accepted
H3	Parent Quality -> Personal Attitudes_	0,399	0,049	8,220	0,000	Accepted
H4	Parent Quality -> Subjective Norm	0,622	0,029	21,160	0,000	Accepted
H5	Perceive Behavioral_ -> Entrepreneur Intention_	0,314	0,040	7,907	0,000	Accepted
H6	Personal Attitudes_ -> Entrepreneur Intention_	0,425	0,040	10,569	0,000	Accepted
H7	Subjective Norm -> Entrepreneur Intention_	0,132	0,053	2,503	0,013	Accepted





H8	Parent Quality -> Perceive Behavioral_ -> Entrepreneur Intention_	0,106	0,018	5,863	0,000	Accepted
H9	Parent Quality -> Personal Attitudes_ -> Entrepreneur Intention_	0,170	0,024	6,987	0,000	Accepted
H10	Parent Quality -> Subjective Norm -> Entrepreneur Intention_	0,082	0,034	2,436	0,015	Accepted

Based on the results of direct and indirect influence hypothesis testing in the table, the path coefficient value of each variable influence is explained as follows:

1. The results of data analysis show that the path coefficient value of Parent Quality on Entrepreneurial Intention shows a P value of 0.173. These results show that the p-value is >0.05 so it can be said that there is no influence between Parent Quality and Entrepreneurial Intention. Therefore H1 is rejected.
2. The results of data analysis show that the Parent Quality path coefficient value for Perceive Behavioral shows a P value of 0.000. These results show that the p-value is <0.05 so it can be said that there is an influence between Parent Quality and Perceive Behavior. Therefore H2 is accepted.
3. The results of data analysis show that the Parent Quality path coefficient value for Personal Attitudes shows a P value of 0.000. These results show that the p-value is <0.05 so it can be said that there is an influence between Parent Quality and Personal Attitudes. Therefore H3 is accepted.
4. The results of data analysis show that the Parent Quality path coefficient value for Subjective Norm shows a P value of 0.000. These results show that the p-value is <0.05 so it can be said that there is an influence between Parent Quality and Subjective Norm. Therefore H4 is accepted.
5. The results of data analysis show that the Perceive Behavioral path coefficient value for Entrepreneurial Intention shows a P value of 0.000. These results show that the p-value is <0.05 , so it can be said that there is an influence between Perceive Behavioral and Entrepreneurial Intention. Therefore H5 is accepted.
6. The results of data analysis show that the path coefficient value of Personal Attitudes towards Entrepreneurial Intention shows a P value of 0.000. These results show that the p-value is <0.05 , so it can be said that there is an influence between Perceive Behavioral and Entrepreneurial Intention. Therefore H6 is accepted.





7. The results of data analysis show that the Subjective Norm path coefficient value for Entrepreneurial Intention shows a P value of 0.000. These results show that the p-value is <0.05 so it can be said that there is an influence between Subjective Norm and Entrepreneurial Intention. Therefore H7 is accepted.
8. The results of this research explain that the relationship between Parent Quality and Entrepreneurial Intention through perceived behavior has a p-value <0.05 . From the results of this research, it can be seen that perceived behavior is a mediating variable in this flow. Therefore H8 is accepted.
9. The results of this research explain that the relationship between Parent Quality and Entrepreneurial Intention through Personal Attitudes has a p-value <0.05 . From the results of this research, it can be seen that Personal Attitudes is a mediating variable in this flow. Therefore H9 is accepted.
10. The results of this research explain that the relationship between Parent Quality and Entrepreneurial Intention through Subjective Norm has a p-value <0.015 . From the results of this research, it can be seen that Subjective Norm is a mediating variable in this flow. Therefore H10 is accepted.

Discussion

The younger generation is someone who is in early adulthood, namely between 18 and 25 years. Early adulthood is usually characterized by many changes and transitions, both physical, psychological and social. At this age, a person is experiencing the stage of searching for identity, exploring life and career, and determining clear life goals. In addition, early adulthood is also a time full of challenges, big decisions, and opportunities to grow and develop personally and professionally.

The increase in the number of young people choosing to become entrepreneurs or open businesses can be understood as a reflection of the unique characteristics of the millennial generation. The millennial generation is known as a group that moves relatively easily from one job to another, seeks experience, and pursues meaning in their careers. In this context, entrepreneurship stands out as an attractive alternative, as it gives them greater freedom and the opportunity to develop their own business, which is reflected in their initiative, creativity and determination. Young entrepreneurs are considered more independent and less tied to conventional corporate structures, and this allows them to pursue





their own vision without too many constraints. Thus, entrepreneurship is the main choice for the millennial generation who want to pursue quality and express their identity through the businesses they create, which is often the case. This research is research that investigates the impact of parental quality on entrepreneurial intention in young business people. The findings of this research provide support for the TPB (Ajzen, 1991) by showing that parent quality does not have a direct influence on entrepreneurial intention. Based on previous findings, parent quality has a direct influence on entrepreneurial intention (Greenhaus & Powell, 2006; Xu et al., 2023; Zellweger et al., 2011). This research contributes to the literature by expanding the TPB by adding and confirming the direct impact of parent quality on entrepreneurial intention.

Based on the results of data analysis, it can be seen that parent quality does not have a positive and significant influence on entrepreneurial intention directly. This illustrates that the level of parent quality does not have a direct influence on entrepreneurial intention.

This research supports the results of previous research which states that there is no influence between these two variables (Bignotti and Le Roux, 2016; Gird & Bagraim, 2008; Marques et al., 2012; Zhang et al., 2014). This condition occurs because the educational background of parents is different between individuals. Different backgrounds will have an impact on the knowledge that will be given to their children.

On the other hand, parent quality has an indirect impact. The findings of this research show that parent quality has a deep impact on a person's intention to choose the entrepreneurial profession. The results of this research show that parent quality has an indirect influence on entrepreneurial intention through mediating variables, namely attitude toward a behavior, perceived behavioral control, and subjective norms. This research shows that Parent quality encourages parents to be involved in in-depth interaction with their children, thus encouraging the formation of attitudes toward a behavior, perceived behavioral control, and subjective norms, which in turn have an impact on the young generation's desire for entrepreneurship.

Parent quality is included as a proxy for parents' teaching ability which is considered a person's basis for determining the intentions of the younger generation in entrepreneurship. This research shows that parent quality is a factor that cannot be ignored in future research. With this relationship, it is important for parents to improve their quality through academic and practical means so that they can equip their children with knowledge that is useful for their future.





Conclusions

This research tries to identify the impact of parental quality on the younger generation's intention to become an entrepreneur. The results show that parental quality does not directly influence entrepreneurial intentions, but has an indirect influence through variables such as attitudes towards behavior, perceived behavioral control, and subjective norms. This shows that parents play an important role in shaping their children's views and beliefs regarding entrepreneurship, although this influence is not direct. In conclusion, it is important for parents to improve their education and practices in order to help their children develop strong entrepreneurial intentions.

Future research relevant to this topic could include more in-depth research regarding the types of parental qualities that influence the entrepreneurial intentions of the younger generation, the influence of cultural factors in this relationship, comparisons between millennials and previous generations, as well as the influence of the educational environment on the development of intentions. entrepreneurship. Additionally, research could focus on social entrepreneurship, conduct longitudinal studies to look at changes in entrepreneurial intentions over time, and explore aspects of child psychology that play a role in shaping entrepreneurial intentions.

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