

ENTREPRENEURIAL INTENTION ON SELF-EFFICACY AND BUSINESS INDEPENDENCE OF HINDU GENERATION TOWARDS GOLDEN INDONESIA

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Abstract

This research aims to examine the Hindu young generation in Mataram City in supporting the Government's program towards golden Indonesia in 2045. The research location is focused on Mataram City, where Mataram City is the capital of West Nusa Tenggara Province, Indonesia where most educational institutions are in Mataram City, and the largest Hindu population is in Mataram City. The pluralistic characteristics of Mataram city can support the research conducted. The focus of this research raises the self-efficacy and competence of the Hindu young generation in Mataram City in running and forming a business. Self-efficacy forms the intention of young Hindus so that it will foster an entrepreneurial spirit, besides that entrepreneurial competence is very supportive in running the business. The role of education affects the younger generation of Hindus where education helps provide insight, an overview to useful training before

Kata kunci:
Efikasi Diri, Jiwa
Kewirausahaan,
Kompetensi Diri,
Niat
berwirausaha

Abstrak

Penelitian ini bertujuan untuk mengkaji generasi muda Hindu di Kota Mataram dalam mendukung program Pemerintah menuju Indonesia emas pada tahun 2045. Lokasi penelitian difokuskan di Kota Mataram, dimana Kota Mataram merupakan ibu Kota Provinsi Nusa Tenggara Barat, Indonesia dimana Lembaga Pendidikan Sebagian besar berada di Kota Mataram, serta penduduk yang beragama Hindu terbesar berada di Kota Mataram. Karakteristik kota Mataram yang majemuk dapat mendukung dari penelitian yang dilakukan. Fokus penelitian ini mengangkat efikasi diri dan kompetensi dari generasi muda Hindu di Kota Mataram dalam menjalankan dan membentuk usaha. Efikasi diri membentuk niat generasi muda Hindu sehingga akan menumbuhkan jiwa kewirausahaan, selain itu kompetensi kewirausahaan sangat mendukung didalam menjalankan usaha tersebut. Peran Pendidikan berpengaruh bagi generasi muda Hindu dimana Pendidikan membantu memberikan wawasan, gambaran hingga pelatihan yang berguna sebelum generasi muda Hindu

menjalankan usahanya secara mandiri, selain itu factor lingkungan berperan penting seperti lingkungan keluarga dan sekitar dari generasi muda Hindu dapat mempengaruhi karakter dari generasi muda Hindu apakah akan berani mengambil Keputusan untuk menjadi wirausaha atau tidak. Pengembangan penelitian sejenis perlu dilakukan, saran yang dapat diberikan untuk penelitian selanjutnya yakni perlunya menambah variabel proses pembentukan karakter dalam Pendidikan berwirausaha sehingga dapat mengembangkan penelitian ini.

Introduction

Entrepreneurial self-efficacy emerges from two beliefs, namely learning self-efficacy and creative self-efficacy (Bocconcelli et al., 2018). This development is based on Social Cognitive Theory (Bandura, 1995) (Bandura, 1997), which states that more specific self efficacy beliefs, such as entrepreneurial self-efficacy, are derived from broader beliefs. Learning self-efficacy refers to an individual's belief in their ability to acquire new knowledge. Effective self-learning, individuals can acquire and understand new concepts related to entrepreneurship, such as management, marketing, risk-taking and financial control. On the other hand, creative self-efficacy relates to the capacity to think in innovative ways. When one has creative self-efficacy, they can generate new ideas and solutions to enhance their entrepreneurial endeavors.

The utilization of self-efficacy and creative self-efficacy learning aims to provide further insight into the process of cultivating students' entrepreneurial intentions. Entrepreneurial self-efficacy pertains to an individual's belief in their ability to proficiently carry out the various responsibilities and tasks associated with being an entrepreneur. These include but are not limited to tasks such as management, marketing, risk-taking, financial control, and exploration of new innovations. The concept of entrepreneurial self-efficacy is commonly used as a matrix to assess an individual's likelihood of successfully starting a business venture (Krueger, 2009) .

Recognition of creativity, innovation and entrepreneurship as catalysts to foster an entrepreneurial culture and promote socio-economic development (Kuratko, 2005) . The integration of entrepreneurship subjects can be incorporated into the "core competencies" of educational programs and become a central theme in addressing market instability and the complex demands of technological and social change we face

(Vanevenhoven, 2013) . Students have an important role to play in driving innovation and entrepreneurship, which in turn drives economic development (Ever Grande Research Institute, 2020; Lihua, 2022) .

Hindus who are still afraid of entrepreneurship or owning a business, it is better to try to take action, open up insights, so that they become Hindus who have a growth mindset, a growth mindset. become a playmaker, and move quadrants, because the era has changed. When the era has changed, Hindus have only two choices: to change, and dare to innovate or dare not adapt, so that they are slow and lose money. The role of Hinduism is very important in efforts aimed at contributing to the welfare of humanity. In particular, the formation of human resources (HR) as entrepreneurial entities is considered very important, especially considering the relatively low number of entrepreneurs in Indonesia when compared to neighboring countries such as Malaysia and Thailand. This sentiment was expressed by Erick Thohir, Minister of State-Owned Enterprises (SOEs), who acknowledged the inadequate level of entrepreneurship in the country compared to other Southeast Asian countries. As an illustration, Indonesia's own entrepreneurial population only accounts for 3.47 percent. In contrast, neighboring countries such as Malaysia and Thailand boast entrepreneurship rates of around 4.74 percent and 4.26 percent respectively. Singapore stands out with the highest rate at 8.76 percent. (Surya Pradnya, 2022).

The purpose of this study is to analyze how the role of entrepreneurial intentions in fostering the entrepreneurial spirit through self-efficacy, entrepreneurial competence of the Hindu generation in realizing the golden Indonesia 2045.

This study has a contribution to the intention literature on entrepreneurial intentions put forward by Ajzen, how this literature can be used as reference material in realizing the spirit of the Hindu generation in entrepreneurship which is expected by the Indonesian government to produce a successful young generation in running entrepreneurship.

The next section of the paper discusses the theoretical framework and hypotheses of the study. In the "Methods" section the methodology used, as well as the variables used are presented. In the "Results" section, the main results of this research are obtained and then explained in the discussion section. In the "Discussion" section, the results of the study are discussed in more detail and finally the main conclusions, limitations and future research directions and suggestions are presented.

Metode

Business Independence Golden Indonesia 2045 Entrepreneurship Competency

The sample of this research is Hindu SMEs in Mataram City. Information about the sample uses specific criteria, namely first Hindu, secondly, having taken education and getting entrepreneurship lessons. To collect the information needed in this study using direct interview techniques to qualified samples. Interviews were conducted to obtain accurate information related to their interest in entrepreneurship after receiving entrepreneurship education and lessons. From the information data collected using data triangulation will be concluded from the overall answers given by the research sample so that conclusions can be drawn and the results of the study.

The type of data required in accordance with this research is qualitative data. Data if classified according to the origin of the source can be divided into two (1) primary data, namely data obtained directly from informants; (2) secondary data, namely data obtained indirectly from research subjects but obtained from other parties (Suyatno, 2006). Qualitative data sources as emphasized (Tobroni, 2001) place data sources as subjects that have the most important position. Qualitative research data sources can be classified into four, namely (1) sources (informants), (2) events or activities, (3) places or locations and (4) documents or archives.

Data sources in the form of sources (informants) on the grounds that sources (informants) are sources of information and at the same time act as actors who determine the success of research based on the information provided. In this study, the informants are young Hindus who run entrepreneurial activities and are currently studying at universities in Mataram City. Determination of informants in this research plan using purposive techniques, namely determining the group of participants who become informants according to selected criteria relevant to the research problem. The size of the purposive sample is often determined on the basis of saturation theory or saturation point, namely when in data collection, but new data does not provide answers to research questions. But it does not rule out the possibility that the next informant will be determined along with the development of the review and analysis of the research

results as it progresses, (Bungin, 2012). The criteria intended in the selection of informants are:

- a. They are the younger generation of Hindus;
- b. Those aged from 15 years old to 35 years old;
- c. Those who are running a business or are pursuing a university education
- d. They had enough time to be interviewed;
- e. They convey information according to facts in the field or do not convey information from their own opinions (Sugiyono, 201

Action

In this research, semi-structured interviews will be conducted, this type of interview is included in the in-depth interview category, where the implementation is more free in the form of questions based on research problems, for informants, namely the Hindu easy generation in Mataram City who run a business and who are currently studying at universities in Mataram City.

Literatur Review

Thus, the second part, "Literature Review" investigates the gap that will be exposed and solved. The flow of all the ideas are required to be clear, linked, well-crafted and well developed. It serves as the source of the research question and especially the base or the hypotheses that respond to the research objective. We advise using current and primary sources from trusted international references (top tier-journals).

Following the theories that are directly related to entrepreneurial intention, self-efficacy, entrepreneurial competence, this research is more focused and on target. Self-efficacy, a construct derived from social cognitive theory, is concerned with individuals' beliefs in their ability to carry out desired behaviors. The theory is explicitly rooted in individuals' self awareness of their own abilities. Self-efficacy is considered the most important factor that directly or indirectly influences behavior through its impact on goal setting, anticipation of outcomes, and other related factors (Bandura, 2012) .

Entrepreneurial self-efficacy as "a variable that determines the strength of entrepreneurial intentions and the likelihood of translating those intentions into entrepreneurial action". It summarizes the idea of whether a person believes in their ability to successfully start and sustain a business venture (Boyd & Vozikis, 1994) .

Entrepreneurial self-efficacy into five distinct components: marketing, innovation, management, risk-taking, and financial control (Chen et al., 1998) .

There is a significant relationship between entrepreneurship education and intention, while self-efficacy was found to partially mediate. Malebana and Swanepoel (2019) found that entrepreneurial self-efficacy mediates individual factors (entrepreneurial outcome expectations) and individual factors (entrepreneurial intention relationship). Piperopoulos and Dimov (2015) revealed that entrepreneurial self-efficacy plays an important mediating role between entrepreneurial intention and entrepreneurial desire and role models.

The main impact of entrepreneurship education on individual entrepreneurial self efficacy manifests in increased human capital (Malebana & Swanepoel, 2014) . This effect may differ depending on gender or course content (Nowiński et al., 2019) . Entrepreneurship policies mainly influence individual entrepreneurial self-efficacy through amplification of individual financial capital, removal of institutional barriers and provision of exemplary entrepreneurial behaviors and patterns (Acs et al., 2016) . The importance of formal institutions, such as legal frameworks, in entrepreneurship, as they shape entrepreneurs' perceptions, aspirations, confidence and fundamental vision (Lim et al., 2010) .

Entrepreneurial competence is widely recognized as a significant determinant of business expansion and triumph (Mitchelmore & Rowley, 2010) . Many researchers have proposed conceptual frameworks of entrepreneurial aptitude. The term "entrepreneurial competence" is often interchanged with other terms such as skills, knowledge, and expertise due to the lack of consensus among experts regarding its precise definition (Fayolle et al., 2006) . Bird (1995) argues that entrepreneurial competencies encompass the underlying qualities that drive the initiation, persistence, and expansion of entrepreneurial endeavors, including general and specialized knowledge, motivation, characteristics, self-perception, roles, and social aptitude (Bird, 1995) .

Entrepreneurial competencies are deeply embedded in an individual's background and can be acquired through work experience or formal education and training (Fayolle et al., 2006) . However, resource-based theories have elucidated the idea that for small and medium-sized enterprises (SMEs), competencies encompass the capacity of entrepreneurs and their collaborators to effectively acquire, utilize, and

leverage resources to achieve their business goals within a specific firm context (Mitchelmore & Rowley, 2010) . Consequently, the development of a comprehensive framework for entrepreneurial competencies requires future research that considers economic development policies (Komarkova et al., 2015).

Entrepreneurial intention in self-efficacy on entrepreneurial independence

Entrepreneurial intention, as defined, relates to an individual's inclination and determination to embark on the establishment of a new enterprise (Krueger, 2009) . This important cognitive process of formulating entrepreneurial intentions serves as an initial and crucial step in the vast and complex endeavor to institutionalize a new business (Kessler & Frank, 2009) . In the field of entrepreneurship, many conceptual frameworks have been used to explain the multifaceted nature of entrepreneurial intentions however, among the diverse models, the TPB (Theory of Planned Behavior) model, as highlighted by (Kautonen et al., 2015) (Karimi et al., 2014) stands out as an unparalleled, indispensable, and highly beneficial theoretical foundation.

The theoretical framework presented by (Ajzen, 1991) and (Liñán et al., 2016) says that entrepreneurial intention is directly influenced by three main motivating factors. These factors include perceived behavioral control, which refers to individuals' perception of the ease or difficulty in their ability to become entrepreneurs. In addition, attitudes towards entrepreneurship play an important role in shaping individuals' entrepreneurial intentions. This relates to the extent to which individuals have positive or negative personal judgments regarding the pursuit of entrepreneurial ventures. Finally, subjective norms are also identified as an important determinant, where social pressures emanating from family, friends, or close acquaintances can either encourage or discourage individuals from engaging in entrepreneurial behavior.

The basic framework of the Theory of Planned Behavior is mainly applied to study the impact of attitudes, subjective norms, and perceived behavioral control on behavioral intentions, based on the fact that subjects make conscious decisions and plans. The basic framework of the theory of planned behavior is described as follows

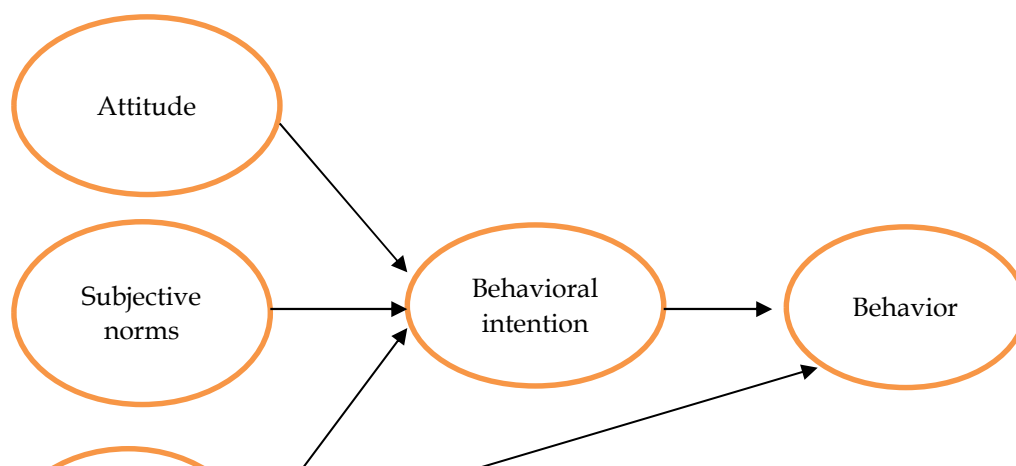


Figure 1. The framework of Icek Ajzen's proposed Theory of Planned Behavior

The concept of "perceived person-entrepreneurial fit" and suggests its role as a moderator in the relationship between self-efficacy and entrepreneurial intention. In other words, lower levels of fit or lack of fit lead to reduced entrepreneurial intentions, even if one has high levels of entrepreneurial self-efficacy (Hsu et al., 2019).

Hypothesis 1. Entrepreneurial self-efficacy has a positive effect on the business independence of Hindu generation in Mataram City.

Entrepreneurial competence on entrepreneurial independence

There is widespread agreement that entrepreneurship encompasses not only the conventional emphasis on establishing new businesses but also includes the creation of self employment opportunities and the identification of potential prospects, which includes intra preneurship, corporate, sustainable, and social entrepreneurship (Fayolle & Klandt, 2006; Lans et al., 2010). Individuals, who take on the role of entrepreneurs, have the ability to act independently or as integral members of a corporate system, thus giving birth to the formation of new organizations or fostering rejuvenation and innovation within pre-existing organizations. Consequently, this results in the generation of economic, social and/or cultural value (Hoogendoorn et al., 2010).

According to Europe's core competency framework, the core principle lies in the fact that the competency to be "entrepreneurial" relates to an individual's capacity to transform ideas into action. Perspectives that encompass this include a willingness to perceive opportunities with an open mind, creativity, innovation, and risk-taking, as well as the aptitude to strategize and oversee projects to achieve their goals. The dynamic processes involved in recognizing and/or generating opportunities are social constructs that depend on individual perceptions (Bandura, 1995) (Erikson, 2002) (Frank, 2007).

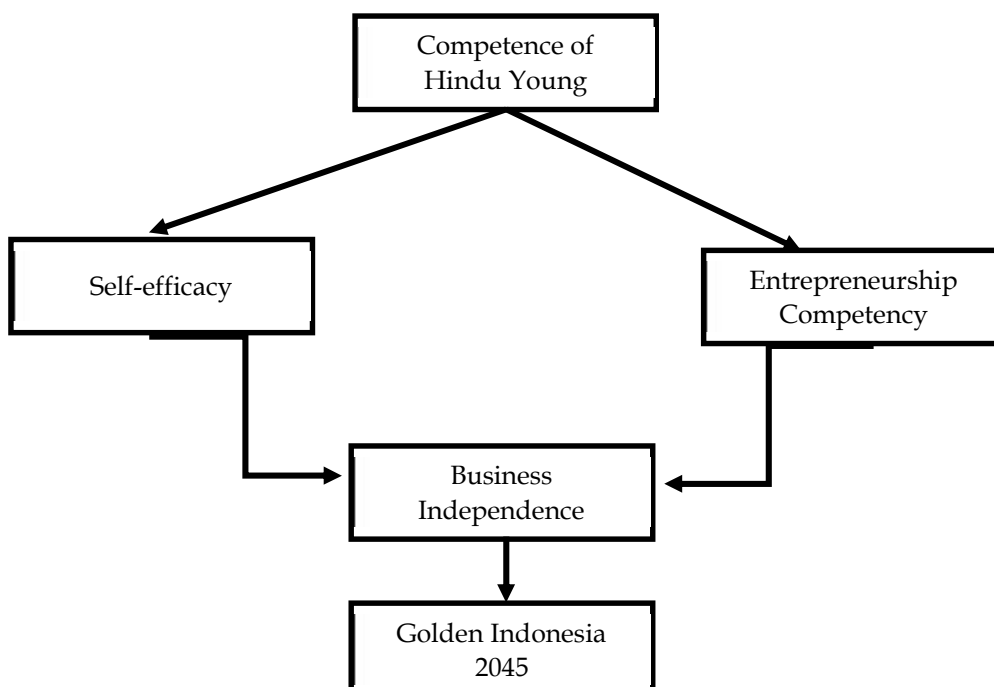
Based on an extensive literature review, (Man et al., 2002) asserts that entrepreneurial competence consists of six competency 'domains' namely, opportunity, relationship competence, conceptual, organizing, strategic, and commitment. Erikson (2002) considers that entrepreneurial competence is 'the ability to recognize and envision taking advantage of opportunities combined with the ability to acquire and utilize resources'. (Lans et al., 2010) emphasizes the social context in which individuals act, describing entrepreneurial competencies as 'new pathways to achieve innovation-related business targets'.

Hypothesis 2. Entrepreneurial competence has a positive effect on the business independence of the Hindu generation in Mataram City.

Social cognitive theory serves as a powerful framework for understanding the complex interactions between environmental factors, human behavior, and cognitive processes. Social cognitive theory, there are several interconnected theories, including social learning theory, which highlights the importance of observed behavior in shaping our own actions, and Self Efficacy Theory, an important element of the broader social cognitive theory of personality. These theories have made important contributions to various domains, such as behavior modification and the examination of ethical and social behavior. One of the most influential aspects of social learning theory lies in the idea that individuals acquire knowledge through the observation of others.

Hypothesis 3. Business independence has a positive effect on realizing the golden Indonesia 2045.

Based on the theory and literature used, the framework in this study is as follows:



Result and Discussion

1. Result

Entrepreneurial self-efficacy has the benefit of being used to measure how much strength, confidence a person has to succeed in carrying out tasks, especially in running a business or entrepreneurship. Self-efficacy which is a self-belief in learning and creativity can support a person including the Hindu generation in Mataram City in entrepreneurial activities. The confidence of this self-efficacy makes them learn and be able to adapt to new things so that ideas, ideas and innovations in entrepreneurship emerge and the most important thing is to bring up the entrepreneurial intentions of the younger generation. The characteristics of the younger generation can be one of the determinants when someone has the basics of self efficacy so as to produce a resilient younger generation in facing various problems that exist.

The competencies needed by adolescents in developing their abilities can be influenced by the education they receive. Education can shape character, views on the career they want to achieve which includes entrepreneurship. Education can provide experience, information and views from various role models that influence adolescents' perceptions. Education that is taken through formal and informal channels, adolescents are given the opportunity to develop potential, skills and knowledge that are relevant in relation to entrepreneurship. Education providers provide training, entrepreneurship programs to leadership that are very useful later for the generation.

The government has an important role in setting strategies in developing and supporting entrepreneurial behavior. The right strategy in fostering the intention of the younger generation so that their entrepreneurial spirit emerges and is able to create a business. This entrepreneurial spirit can be fostered since education, therefore the government in this case improves the quality of education and training for students in entrepreneurship.

Environmental conditions also have an important role for the younger generation in fostering entrepreneurial intentions, the need for policy makers to socialize

through institutions or agencies that handle MSMEs through the help of educational institutions, religious institutions, community leaders related to the influence of the environment on increasing intentions and fostering the entrepreneurial spirit through positive support from the environment.

2. Discussion

Entrepreneurship in Hinduism has its main goal to create lokasamgraha (shared prosperity), entrepreneurship will create the usefulness of a bang or service that has been created so that it will be able to meet needs and create the welfare and prosperity of Hindu entrepreneurs. Hindu-based entrepreneurship run by Hindu generations can shape the attitude of courage of a person or group to strive to be more creative, innovate to create goods or services based on Dharma.

The Hindu generation still has a sense of fear in entrepreneurial activities, making decisions to run a business is considered very difficult with consideration of the risk of accompanying losses. The habit factor needs to be changed by the current generation of Hindus, the pattern of daily living habits can determine the attitude that is carried out.

The Hindu generation to foster entrepreneurial intentions can try to take action, open the widest possible insight, change the mindset that has been able to inhibit the growth of entrepreneurial intentions. The Hindu generation should be a playmaker, so from it is as soon as possible to move quadrants, with the conditions of the development of an increasingly sophisticated era. Hindu society has a very important role in contributing to the welfare of the nation's life. This role can be done by one of them preparing human resources as an entrepreneur, where the current condition is that the number of young entrepreneurs is still low compared to other neighboring countries where the number of entrepreneurs in Indonesia is around 3.47 percent of the population (Surya Pradnya, 2022).

It is important for the government as a rule and policy maker to emphasize various efforts and support for entrepreneurship (Acs et al., 2016). The emphasis focused on entrepreneurship development and support from the government can create an entrepreneurial ecosystem for aspiring entrepreneurs, especially the younger generation. The regulations and policies formulated will be successful if all elements that are the target of the policy are able to understand the right factors and directions in

its implementation. Fundamental factors in specifications that can stimulate the development of entrepreneurship to be able to achieve the desired goals in entrepreneurship.

Various studies related to entrepreneurship have proven that every entrepreneur from the younger generation must start from being equipped from being able to access to education and training both obtained from formal institutions Based on research, it is proven that generation entrepreneurs as well as from experience gained. Entrepreneurs who are equipped with entrepreneurship education will more easily be able to run a business than entrepreneurs who do not have education (Ferreira and Trusko, 2018; Franke and Luthje, 2004; Koe, 2016).

Conclusion

Entrepreneurial self-efficacy has the benefit of being used to measure how much strength, confidence a person has to succeed in carrying out tasks, especially in running a business or entrepreneurship. Self-efficacy which is a self-belief in learning and creativity can support a person including the generation of Hindus in Mataram City in entrepreneurial activities. Self-confidence from this self-efficacy makes them learn and can adapt to new things so that ideas, ideas and innovations emerge in entrepreneurship and the most important thing is to bring up entrepreneurial intentions of the younger generation.

The competencies needed by adolescents in developing their abilities can be influenced by the education they receive. Education can shape character, views on the career they want to achieve, which includes entrepreneurship. Education can provide experiences, information and views from various role models that influence adolescents' perceptions. Education pursued through formal and informal channels, adolescents are given the opportunity to develop potential, skills, and knowledge that are relevant in relation to entrepreneurship.

The Hindu generation still has a sense of fear in entrepreneurial activities, making decisions to run a business is considered very difficult with consideration of the risk of loss that accompanies. The habit factor needs to be changed by the current generation of Hindus, the pattern of daily living habits can determine the attitude that is carried out. The Hindu generation to foster entrepreneurial intentions can try to take action, open the widest possible insight, change the mindset that has been able to inhibit

the growth of entrepreneurial intentions. The Hindu generation should become playmakers, therefore immediately moving quadrant, with the increasingly sophisticated conditions of the times

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