CHAPTER IV
RESULTS AND DISCUSSION

This research data analysis is done in two sequence, pilot testing and main study. The data of this research is primary data which is achieved by distributing questionnaire to respondents using online platform, Google Form. Respondents is undergraduate accounting student who has completed entrepreneurship class. The first sequence of the research in pilot testing. Pilot testing is performed before initial main study collected 45 respondents after 5 days of distribution. After throughout process of item elimination, the questionnaire that originally have 74 questions were squeezed into 61 questions for the main study. In the main study, 255 responses from the respondent are successfully collected after 19 days of distribution. However, only 218 respondents were considered valid for data analysis. This happens, due to some respondents are not making it through the screening question in the questionnaire. Besides answering the likert scale question, the respondent in the questionnaire were also asked to inform demographic questions such as gender, age, university of origin, cohort year, GPA, their role model, and ethnicity.

4.1 Pilot Testing

4.1.1 Pilot Test Respondent Characteristics

Table 4.1 Pilot Testing Respondent Based on Gender

Gender	Frequency	Percentage
Male	15	33.3%
Female	30	66.7%
Total	**45**	**100%**

Based on table 4.1, it can be seen that the gender of respondents in the pilot testing represented by both male and female. Out of a total of 45 respondents, 15 respondents were male which represent 33.3% of the total sample, while 30 respondents were female which representing 66.7%. Therefore, it can be

concluded that the majority of respondents who participated in the pilot testing were female.

Table 4.2 Pilot Testing Respondent Based on Age

Age	Frequency	Percentage
19	4	8.9%
20	7	15.6%
21	16	35.6%
22	11	24.4%
23	7	15.6%
Total	**45**	**100%**

Based on Table 4.2, the distribution of pilot testing respondents according to age shows that the respondents divided with 5 different ages. Out of 45 participants, 8.9% of the respondents were aged 19 years old, 15.6% of the respondents were aged 20 years old, 35.6% of the respondents were aged 21 years old, 24.4% of the respondents were aged 22 years old, and 15.6% of the respondents were aged 23 years old. These results indicate that the largest percentage of respondents were 21 years old, making 35.6% of the total, while the smallest group were those aged 19 years, which only cover 8.9% of the participants.

Table 4.3 Pilot Testing Respondent Based on University

University	Frequency	Percentage
UIN Sunan Kalijaga	1	2.25%
UIN Walisongo Semarang	1	2.2%
Universitas Airlangga	2	4.4%
Universitas Andalas	1	2.2%
Universitas Bina Nusantara	3	6.7%
Universitas Brawijaya	2	4.4%

Universitas Diponegoro	3	6.7%
Universitas Gadjah Mada	1	2.2%
Universitas Gunadarma	1	2.2%
Universitas Hasanuddin	1	2.2%
Universitas Indonesia	4	8.9%
Universitas Katolik Atma Jaya	2	4.4%
Universitas Muhammadiyah	1	2.2%
Universitas Negeri Padang	2	4.4%
Universitas Padjajaran	2	4.4%
Universitas Pamulang	1	2.2%
Universitas Pendidikan Indonesia	3	6.7%
Universitas Sebelas Maret	4	8.9%
Universitas Sumatera Utara	3	6.7%
Universitas Tanjungpura	1	2.2%
Universitas Tarumanagara	1	2.2%
Universitas Trisakti	3	6.7%
UPN "Veteran" Yogyakarta	2	4.4%
Total	**45**	**100%**

Based on Table 4.3, it can be seen that the respondents in the pilot testing came from various universities across Indonesia. The universities with the highest participation in pilot testing were Universitas Indonesia and Universitas Sebelas Maret, each contributing four respondents, which represents 8.9 percent of the total pilot testing respondents. Universitas Bina Nusantara, Universitas Diponegoro, Universitas Sumatera Utara, and Universitas Trisakti, were the second largest contributor of the respondent. Each university contributing three respondents which represent 6.7 percent of the total pilot testing respondents. This variety of respondents show a diverse academic representation among the respondents from all over Indonesia.

Table 4.4 Pilot Testing Respondent Based on Cohort Year

Cohort Year	Frequency	Percentage
2020	7	15.6%
2021	17	37.8%
2022	14	31.1%
2023	7	15.6%
Total	**45**	**100%**

Based on Table 4.4, the distribution of respondents according to their cohort year shows that the participants came from four different academic years, namely 2020, 2021, 2022, and 2023. Out of the total 45 respondents, 7 respondents were from the 2020 cohort which makes up 15.6 percent of total, 17 respondents were from the 2021 cohort which makes up 37.8 percent of total, 14 respondents or were from the 2022 cohort which makes up 31.1 percent of total, and 7 respondents were from the 2023 cohort which makes up 15.6 percent of total. From these results, it can be concluded that the highest contributor in this pilot testing came from 2021 cohort year, while the least contributor in this pilot testing came from 2020 and 2023 cohort year with the same amount of participation.

Table 4.5 Pilot Testing Respondent Based on GPA

GPA	Frequency	Percentage
Under 2.50	0	0%
2.50 - 2.99	3	6.7%
3.00 - 3.49	15	33.3%
3.50 - 4.00	27	60%
Total	**45**	**100%**

Based on Table 4.5, the distribution of respondents according to their Grade Point Average (GPA) falls under four different categories of range which is

under 2.50, 2.50–2.99, 3.00–3.49, and 3.50–4.00. Out of the total 45 respondents, no respondent had a GPA under 2.50, 6.7 percent of the respondent had a GPA ranging between 2.50 and 2.99, 33.3 percent of the respondent had a GPA ranging between 3.00 and 3.49, and 60 percent of the respondents had a GPA ranging between 3.50 and 4.00. Based on these results, it can be concluded that the majority of respondents which represented by 27 individuals achieved a GPA in the range of 3.50 to 4.00, indicating that most participants had high academic performance.

Table 4.6 Pilot Testing Respondent Based on Ethnicity

Ethnicity	Frequency	Percentage
Minangnese	33	73.3%
Non-Minangnese	12	26.7%
Total	**45**	**100%**

Based on Table 4.6, the distribution of respondents in pilot testing according to ethnicity shows that there were two ethnic groups involved in the research, namely Minangnese and Non-Minangnese. Out of the total 45 respondents, 33 respondents or 73.3 percent of the participant were Minangnese, while 12 respondents or 26.7 percent of the participant were non-Minangnese. These results indicate that the majority of respondents in this study were of Minangnese ethnicity, representing more than two-thirds of the total participants.

4.1.2 Pilot Test Descriptive Statistics

Table 4.7 Pilot Testing Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Entrepreneurial Intention	45	3.25	6.00	5.1356	0.48893
Creativity	45	3.54	6.00	5.1333	0.50132
Role Model	45	4.14	6.00	5.1127	0.41328
Risk Propensity	45	2.73	6.00	4.9879	0.71203
Ethnic Entrepreneurial Culture	45	3.50	5.56	4.7819	0.56575

Based on Table 4.7, it can be seen that the Entrepreneurial Intention variable, which consists of 20 statements, has a maximum value of 6.00, a minimum value of 3.25, an average value of 5.1356, and a standard deviation of 0.48893. The Creativity variable contains 13 statements, has a maximum value of 6.00, a minimum value of 3.54, an average value of 5.1333, and a standard deviation of 0.50132.

Meanwhile, the Role Model variable with total 14 statement has a maximum score of 6.00, a minimum score of 4.14, an average value of 5.1127, and a standard deviation of 0.41328. The Risk Propensity variable which represented by 11 statements showed a maximum value of 6.00, a minimum value of 2.73, an average value of 4.9879, and a standard deviation of 0.71203. Lastly, the Ethnic Entrepreneurial Culture variable with 16 statements recorded a maximum value of 5.56, a minimum value of 3.50, an average value of 4.7819, and a standard deviation of 0.56575. Every statement from every variable is measured using a 6-point Likert scale.

4.1.3 Pilot Test Validity and Reliability

a) Entrepreneurial Intention

Table 4.8 Validity and Reliability Personal Attitude

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
EI1	0.457	Valid	0.664
EI2	0.572	Valid	
EI3	0.346	Valid	
EI4	0.318	Valid	
EI5	0.420	Valid	

Table 4.8 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of personal attitude. The CITC value ranges from 0.318 to 0.572. It can be observed that every item that represent the personal attitude dimension exceeded the minimum threshold of 0.30 for CITC, hence why there is no items that were removed. The Cronbach's alpha value for items in personal attitude is 0.664 which exceed the minimum criterion of 0.60. Therefore, it can be confirmed that the items are measured consistently.

Table 4.9 Validity and Reliability Subjective Norm

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
EI6	0.468	Valid	0.621
EI7	0.452	Valid	
EI8	0.374	Valid	

Table 4.9 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of subjective norm. The CITC value ranges from 0.374 to 0.468. All item the subjective norm dimension exceeded the minimum value of 0.30 for CITC. In the end, no items were removed. The Cronbach's alpha value for items in subjective norm is 0.621 which

exceed the minimum criterion of 0.60. Therefore, it can be confirmed that the items within this dimension is consistent.

Table 4.10 Validity and Reliability Perceived Behavioral Control

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
EI9	0.580	Valid	0.844
EI10	0.785	Valid	
EI11	0.806	Valid	
EI12	0.552	Valid	
EI13	0.492	Valid	
EI14	0.607	Valid	

Table 4.10 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of perceived behavioral control. The value of CITC were ranging from 0.492 to 0.806, which met the recommended minimum of 0.30. On the other hand, the Cronbach's alpha value for all items is 0.844 meaning that it exceeded the minimum acceptable value of 0.60. From this value we can confirm that the item has good internal reliability.

Table 4.11 Validity and Reliability Entrepreneurial Intention

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
EI15	0.353	Valid	0.743
EI16	0.654	Valid	
EI17	0.472	Valid	
EI18	0.434	Valid	
EI19	0.614	Valid	
EI20	0.380	Valid	

Table 4.11 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of entrepreneurial intention.

Every one of the items in this dimension met the minimum criteria of 0.30 which range from 0.353 to 0.654. Based on this result, there were no item deletion and all items were considered valid. Consistent with the CITC, the Cronbach's alpha of this dimension is 0.743 and reflect good internal reliability.

b) Creativity

Table 4.12 Validity and Reliability Creativity

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
CR1	0.604	Valid	0.866
CR2	0.591	Valid	
CR3	0.475	Valid	
CR4	0.666	Valid	
CR5	0.471	Valid	
CR6	0.389	Valid	
CR7	0.548	Valid	
CR8	0.482	Valid	
CR9	0.524	Valid	
CR10	0.652	Valid	
CR11	0.529	Valid	
CR12	0.579	Valid	
CR13	0.462	Valid	

Table 4.12 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of creativity. There was no item deletion in this variable since all items reach minimum of CITC acceptance level of 0.30. The CITC ranging from 0.382 to 0.666 means that the item contributes consistently to the variable. In addition to that, the Cronbach's alpha value of 0.886 exceed the minimum threshold of <0.60 and verifies the instrument stability.

c) **Role Model**

Table 4.13 Validity and Reliability Role Model

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
RM1	0.040	Invalid	
RM2	-0.029	Invalid	
RM3	0.125	Invalid	0.116
RM4	0.008	Invalid	
RM5	0.190	Invalid	
	Corrected Item-Total Correlation	**Decision**	**Cronbach's Alpha**
RM6	0.100	Invalid	
RM7	0.333	Valid	
RM8	0.206	Invalid	
RM9	0.498	Valid	
RM10	0.538	Valid	0.759
RM11	0.680	Valid	
RM12	0.292	Invalid	
RM13	0.589	Valid	
RM14	0.470	Valid	

Table 4.13 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of role model. Item from RM1-RM5, RM6, RM8 and, RM12 were removed due to the failure into meeting the minimum criterion 0f 0.30 for CITC. The valid CITC remains 6 item which ranging from 0.333 to 0.680. Additionally, the Cronbach's alpha value of 0.759 exceed the acceptance level of <0.60, signifying great reliability despite item deletion.

d) **Risk Propensity**

Table 4.14 Validity and Reliability Risk Propensity

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
RP1	0.478	Valid	0.829
RP2	0.585	Valid	
RP3	0.793	Valid	
RP4	0.605	Valid	
RP5	0.620	Valid	
RP6	0.373	Valid	
RP7	0.285	Invalid	
RP8	0.644	Valid	
	Corrected Item-Total Correlation	**Decision**	**Cronbach's Alpha**
RP9	0.713	Valid	0.819
RP10	0.634	Valid	
RP11	0.686	Valid	

Table 4.14 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of risk propensity. All item valued above 0.30 except one item which RP7. After one item eliminated, the variable left with item ranging from 0.373 to 0.793. The Cronbach's alpha value of 0.829 and 0.819 implies the good internal consistency and stability.

e) **Ethnic Entrepreneurial Culture**

Table 4.15 Validity and Reliability Ethnic Entrepreneurial Culture

	Corrected Item-Total Correlation	Decision	Cronbach's Alpha
EEC1	0.544	Valid	0.704
EEC2	0.174	Invalid	
EEC3	0.544	Valid	
EEC4	0.179	Invalid	
	Corrected Item-Total Correlation	**Decision**	**Cronbach's Alpha**
EEC5	0.368	Valid	0.635
EEC6	0.472	Valid	
EEC7R	0.378	Valid	
EEC8	0.376	Valid	
EEC9	0.514	Valid	
	Corrected Item-Total Correlation	**Decision**	**Cronbach's Alpha**
EEC10	0.560	Valid	0.741
EEC11	0.417	Valid	
EEC12	0.613	Valid	
EEC13R	-0.074	Invalid	
EEC14	0.483	Valid	
EEC15	0.466	Valid	
EEC16R	-0.073	Invalid	

Table 4.15 shows the Corrected Item-Total Correlation (CITC) and Cronbach's alpha to examine the internal consistency of ethnic entrepreneurial culture. The variable has some negatively worded item that needs to be reverse, after the reversion happened the item is the labeled with additional 'R' in their name signifying that it was already reversed. There were some items elimination

happened, EEC2, EEC4, EEC13R, and EEC16R. After elimination of four invalid item, the variable left with item ranging from 0.368 to 0.613. The Cronbach's alpha value of 0.704, 0.635, and 0.741 suggest that the items within the variable has strong internal coherence.

4.2 Characteristics of Respondents

Table 4.16 Respondents based on Gender

Gender	Frequency	Percentage
Male	70	32.1%
Female	148	67.9%
Total	**218**	**100%**

Based on Table 4.16, it can be observed that the respondents in this study consisted of both male and female participants. Out of a total of 218 respondents, 70 respondents or 32.1 percent were male, while 148 respondents or 67.9 percent were female. This indicates that the majority of respondents who participated in this research were female, representing more than half of the total sample.

Table 4.17 Respondents based on Age

Age	Frequency	Percentage
18	5	2.3%
19	24	11%
20	54	24.8%
21	51	23.4%
22	51	23.4%
23	31	14.2%
24	1	0.5%
26	1	0.5%
Total	218	100%

Based on Table 4.17, it can be seen that the respondents in this research were divided into several age groups ranging from 18 to 26 years old. Out of the total 218 respondents, 5 respondents or 2.3 percent were aged 18 years, 24 respondents or 11 percent were aged 19 years, 54 respondents or 24.8 percent were aged 20 years, 51 respondents or 23.4 percent were aged 21 years, another 51 respondents or 23.4 percent were aged 22 years, 31 respondents or 14.2 percent were aged 23 years, 1 respondent or 0.5 percent was aged 24 years, and 1 respondent or 0.5 percent was aged 26 years. Based on these results, it can be concluded that the majority of respondents were aged 20 years, representing the largest proportion of participants in this study.

Table 4.18 Respondents based on university

University	Frequency	Percentage
STIE Wibawa Karta Raharja	1	0.5%
UIN Jakarta	1	0.5%
UIN Walisongo Semarang	1	0.5%
Universitas Airlangga	8	3.7%
Universitas Andalas	30	13.8%
Universitas Bina Nusantara	9	4.1%
Universitas Brawijaya	8	3.7%
Universitas Diponegoro	11	0.5%
Universitas Gadjah Mada	1	0.5%
Universitas Gunadarma	7	3.2%
Universitas Hasanuddin	5	2.3%
Universitas Indonesia	19	8.7%
Universitas Islam Malang	1	0.5%
Universitas Katolik Atma Jaya	4	1.8%
Universitas Muhammadiyah Surakarta	1	0.5%
Universitas Negeri Makassar	1	0.5%
Universitas Negeri Malang	1	0.5%

Universitas Negeri Padang	43	19.7%
Universitas Padjajaran	12	5.5%
Universitas Pembangunan Jaya	1	0.5%
Universitas Pendidikan Indonesia	6	2.8%
Universitas Sebelas Maret	11	5%
Universitas Sriwijaya	1	0.5%
Universitas Sumatera Utara	22	10.1%
Universitas Tarumanagara	3	1.4%
Universitas Terbuka	1	0.5%
Universitas Terbuka Jakarta	1	0.5%
Universitas Trisakti	7	3.2%
UPN "Veteran" Jawa Timur	1	0.5%
Total	**218**	**100%**

Based on Table 4.18, it can be seen that the respondents in this research came from various universities across Indonesia. The three universities with the highest number of respondents were Universitas Negeri Padang with 43 respondents or 19.7 percent, Universitas Sumatera Utara with 22 respondents or 10.1 percent, and Universitas Andalas with 30 respondents or 13.8 percent. This shows that most respondents were students from major universities in Sumatra.

Table 4.19 Respondents based on Cohort Year

Cohort Year	Frequency	Percentage
2020	28	12.8%
2021	36	16.5%
2022	76	34.9%
2023	54	24.8%
2024	24	11%
Total	**218**	**100%**

Based on Table 4.19, it can be seen that the respondents in this study came from different cohort years ranging from 2020 to 2024. Out of the total 218 respondents, 28 respondents or 12.8 percent were from the 2020 cohort, 36 respondents or 16.5 percent were from the 2021 cohort, 76 respondents or 34.9 percent were from the 2022 cohort, 54 respondents or 24.8 percent were from the 2023 cohort, and 24 respondents or 11 percent were from the 2024 cohort. These results indicate that the majority of respondents were from the 2022 cohort, representing the largest proportion of participants in this research.

Table 4.20 Respondents based on GPA

GPA	Frequency	Percentage
Under 2.50	0	0%
2.50 - 2.99	14	6.4%
3.00 - 3.49	104	47.7%
3.50 - 4.00	100	45.9%
Total	**218**	**100%**

Based on Table 4.20, the respondents' Grade Point Average (GPA) was grouped into four categories ranging from below 2.50 to between 3.50 and 4.00. Out of 218 respondents, no respondent had a GPA below 2.50. Meanwhile, 14 respondents or 6.4 percent had a GPA between 2.50 and 2.99, 104 respondents or 47.7 percent had a GPA between 3.00 and 3.49, and 100 respondents or 45.9 percent had a GPA between 3.50 and 4.00. These results indicate that the majority of respondents achieved a GPA above 3.00, showing that most participants had strong academic performance and able to maintain consistent study achievements.

Table 4.21 Respondents based on Role Model category

Role Model Category	Frequency	Percentage
Family member	70	32.1%
Close Relatives	26	11.9%
People around their environment	23	10.6%
Public Figure or Famous Entrepreneur	99	45.4%
Total	**218**	**100%**

Based on Table 4.21, it can be seen that the respondents identified various categories of role models that influence their life. Out of the total 218 respondents, 70 respondents or 32.1 percent considered their immediate family as their role model, 26 respondents or 11.9 percent were influenced by close relatives, 23 respondents or 10.6 percent by people around them, and the largest group, 99 respondents or 45.4 percent, identified public figures or famous entrepreneurs as their main source of inspiration. These findings indicate that most respondents are influenced by individuals outside their close social circle, particularly famous entrepreneurs or public figures.

Table 4.22 Respondents based on Role Model

Role Model	Frequency	Percentage
Ade Putra S	1	0.5%
Aghnia Punjabi	1	0.5%
Alicia Eva	1	0.5%
Alifah	1	0.5%
Andrew Susanto	1	0.5%
Andrew Tate	1	0.5%
Arief Muhammad	5	2.3%
Aul	1	0.5%
Father	35	16.1%

Baekhyun EXO	1	0.5%
Ir. Ciputra	1	0.5%
Baskara Putra	1	0.5%
Bj Habibie	1	0.5%
Bruno Mars	1	0.5%
Chairul Tanjung	4	1.8%
Cristiano Ronaldo	1	0.5%
Dato' Sri Tahir	1	0.5%
Deddy Corbuzier	6	2.8%
dr. Tirta	1	0.5%
Lecturer	1	0.5%
Eja	1	0.5%
Elon Musk	3	1.4%
Erika	1	0.5%
Fadil Jaidi	2	0.9%
Mother	26	11.9%
Mrs. Ani	1	0.5%
Mrs. Yati (Nasi uduk street vendor)	1	0.5%
Iky Rizky (Food vlogger)	1	0.5%
Jennie Blackpink	1	0.5%
Jerome Polin	3	1.4%
Jokowi	1	0.5%
Brother/Sister	8	3.7%
Grandfather	4	1.8%
Kendall Jenner	1	0.5%
Kim Namjoon	1	0.5%
Kumalasari	1	0.5%
Luna Maya	1	0.5%
Mami Toko	1	0.5%
Mark Zuckerberg	1	0.5%

Martalinda Basuki	1	0.5%
Maudy Ayunda	3	1.4%
Merry Riana	1	0.5%
Meyden	1	0.5%
Michimomo	1	0.5%
Nadya Shavira	3	1.4%
Nagita Slavina	2	0.9%
Najwa Shihab	4	1.8%
Nesa	1	0.5%
Nikita Mirzani	1	0.5%
Nurhayati Subakat	3	1.4%
Odelyn Mackenzie	1	0.5%
Parents	4	1.8%
Head of Neighborhood Unit	1	0.5%
Uncle	6	2.8%
Business Partner	1	0.5%
Prabowo	1	0.5%
Prajogo Pangestu	1	0.5%
Prilly Latuconsina	1	0.5%
Putri Tanjung	1	0.5%
Raffi Ahmad	3	1.4%
Raymond chin	1	0.5%
Reza Arap	3	1.4%
Riza Perdana Kusuma	1	0.5%
Best friend	3	1.4%
Sashfir	2	0.9%
Relative	2	1.0%
Cousin	4	1.8%
Selena Gomez	1	0.5%
Shinta Nurfauzia	1	0.5%

Sinta Herlina	1	0.5%
Soekarno	1	0.5%
Steve Jobs	1	1.0%
Susi Pudjiastuti	1	0.5%
Tanboy kun	1	0.5%
Aunt	5	2.3%
Tasya Farasya	4	1.8%
Tay Tawan	1	0.5%
Friends	3	1.4%
Close Friends	2	0.9%
Neighbor	2	0.9%
Tiara Tirka	1	0.5%
Timothy Ronald	6	2.8%
Vincent Tjendra	1	0.5%
Vizzily	1	0.5%
William Tanuwijaya	1	0.5%
Yasmin tiebymin	1	0.5%
Total	**218**	**100%**

Based on Table 4.22, it can be seen that the respondents in this study mentioned a wide variety of figures as their role models, ranging from family members to public figures and successful entrepreneurs. The most frequently mentioned role models were fathers with 35 respondents or 16.1 percent, followed by mothers with 26 respondents or 11.9 percent. Other commonly mentioned figures included Deddy Corbuzier and their uncle with 6 respondents or 2.8 percent each, as well as Arief Muhammad and Aunt with 5 respondents or 2.3 percent. These results indicate that while many respondents admire public figures, family members remain the most influential role models in this research.

Table 4.23 Respondents based on Ethnicity

Ethnicity	Frequency	Percentage
Minangnese	138	63.3%
non-Minangnese	80	36.7%
Total	**218**	**100%**

Ethic Group Origins	Frequency	Percentage
Minangnese	138	63.3%
Bali	4	1.8%
Banjar	6	2.8%
Batak	7	3.2%
Betawi	8	3.7%
Bugis	5	2.3%
Dayak	2	0.9%
Jawa	23	10.6%
Papua	1	0.5%
Sunda	14	6.4%
Tionghoa	8	3.7%
Toraja	2	0.9%
Total	**218**	**100%**

Based on Table 4.23, it can be seen that the majority of respondents in this study were Minangnese, with 138 respondents or 63.3 percent, while 80 respondents or 36.7 percent were classified as non-Minangnese. This indicates that most participants share a Minangnese ethnic background, aligning with the cultural context emphasized in this research.

Regarding the origins of ethnic groups, the Minangnese remained dominant with 138 respondents or 63.3 percent, followed by Javanese with 23 respondents or 10.6 percent, and Sundanese with 14 respondents or 6.4 percent. Smaller representations came from Batak (3.2 percent), Betawi (3.7 percent),

Tionghoa (3.7 percent), and other ethnic groups such as Banjar, Bugis, Bali, Dayak, Toraja, and Papua, each with less than 3 percent. These results suggest that the study's sample is largely homogeneous in ethnic composition, with the Minangnese group forming a strong majority while still reflecting some diversity from other regions in Indonesia.

4.3 Descriptives Statistics

Table 4.24 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EI	218	1.90	6.00	4.9484	0.64217
CR	218	3.00	6.00	4.8793	0.66536
RM	218	2.33	6.00	5.1690	0.64351
RP	218	2.10	6.00	4.8133	0.78720
EEC	218	2.67	5.58	4.7615	0.59772
Valid N (listwise)	218				

Based on Table 4.24, it can be seen that the Entrepreneurial Intention (EI) variable, which consists of several statements measured using a 6-point Likert scale, has a minimum value of 1.90, a maximum value of 6.00, an average value of 4.9484, and a standard deviation of 0.64217. The Creativity (CR) variable has a minimum score of 3.00, a maximum score of 6.00, an average value of 4.8793, and a standard deviation of 0.66536, indicating a relatively high and consistent level of creativity among respondents.

On the other hand, the Role Model (RM) variable shows a minimum value of 2.33 and a maximum of 6.00, with an average value of 5.1690 and a standard deviation of 0.64351, suggesting that most respondents strongly identify with influential figures or mentors. The Risk Propensity (RP) variable has a minimum score of 2.10, a maximum of 6.00, a mean of 4.8133, and a standard deviation of 0.78720, showing a moderate tendency among respondents to take risks. Lastly,

the Ethnic Entrepreneurial Culture (EEC) variable records a minimum value of 2.67, a maximum of 5.58, an average of 4.7615, and a standard deviation of 0.59772, reflecting a generally positive alignment with cultural values that support entrepreneurship.

4.4 Validity and Reliability Analysis

Table 4.25 Entrepreneurial Intention Factor Loading

Item		Variable	Factor Loading
EI1	<---	Personal Attitude	0.417
EI2	<---	Personal Attitude	0.486
EI3	<---	Personal Attitude	0.552
EI4	<---	Personal Attitude	0.569
EI5	<---	Personal Attitude	0.460
EI6	<---	Subjective Norm	0.530
EI7	<---	Subjective Norm	0.653
EI8	<---	Subjective Norm	0.668
EI9	<---	Perceived Behavioral Control	0.408
EI10	<---	Perceived Behavioral Control	0.578
EI11	<---	Perceived Behavioral Control	0.586
EI12	<---	Perceived Behavioral Control	0.568
EI13	<---	Perceived Behavioral Control	0.490
EI14	<---	Perceived Behavioral Control	0.590
EI15	<---	E.Int	0.478
EI16	<---	E.Int	0.563
EI17	<---	E.Int	0.484
EI19	<---	E.Int	0.613
EI20	<---	E.Int	0.563

Based on Table 4.25, it can be seen that all items used to measure the Entrepreneurial Intention meet the minimum factor loading criterion of 0.40, indicating that each statement contributes adequately to its respective variable. The factor loadings range from 0.408 to 0.668, showing that all indicators are valid and relevant for measuring the dimensions, namely Personal Attitude, Subjective Norm, Perceived Behavioral Control, and Entrepreneurial Intention. Since no item recorded a factor loading below the threshold value, no deletion was necessary in this stage of analysis. This result confirms that all items are suitable for further testing and can reliably represent the latent constructs within the Entrepreneurial Intention.

Table 4.26 Factor Loading Creativity

			Factor Loading
CR1	<---	Creativity	0.544
CR2	<---	Creativity	0.548
CR3	<---	Creativity	0.664
CR4	<---	Creativity	0.465
CR6	<---	Creativity	0.491
CR7	<---	Creativity	0.655
CR8	<---	Creativity	0.493
CR9	<---	Creativity	0.576
CR10	<---	Creativity	0.500
CR11	<---	Creativity	0.485
CR12	<---	Creativity	0.495
CR13	<---	Creativity	0.624

Based on Table 4.26, it can be seen that the factor loadings for the Creativity variable range from 0.465 to 0.664, indicating that all remaining items meet the minimum requirement of 0.40 and are therefore considered valid

indicators for measuring creativity. One item, CR5, was deleted due to not fulfilling the validity criteria or showing weak correlation with the latent construct. After the removal of CR5, all other items demonstrate satisfactory loading values, suggesting that the measurement model for the Creativity variable is reliable and consistent. This result confirms that the retained items accurately represent respondents creativity levels, which include aspects such as idea generation, originality, and innovative thinking.

Table 4.27 Factor Loading Role Model

			Factor Loading
RM7	<---	Role Model	0.584
RM9	<---	Role Model	0.471
RM10	<---	Role Model	0.477
RM11	<---	Role Model	0.499
RM13	<---	Role Model	0.462
RM14	<---	Role Model	0.575

Based on Table 4.27, it can be seen that all items measuring the Role Model variable have factor loading values ranging from 0.462 to 0.584, which exceed the minimum acceptable threshold of 0.40. This indicates that each item contributes adequately to the construct and can be considered valid for further analysis. Since all items met the required criteria, no deletion was necessary. These results confirm that the items used effectively represent the Role Model variable and are suitable for continued use in the structural model.

Table 4.28 Factor Loading Risk Propensity

			Factor Loading
RP1	<---	Risk Propensity	0.663
RP2	<---	Risk Propensity	0.560
RP3	<---	Risk Propensity	0.702
RP4	<---	Risk Propensity	0.671
RP5	<---	Risk Propensity	0.467
RP6	<---	Risk Propensity	0.705
RP8	<---	Risk Propensity	0.635
RP9	<---	Risk Propensity	0.541
RP10	<---	Risk Propensity	0.497
RP11	<---	Risk Propensity	0.691

Based on Table 4.28, the factor loading values for the Risk Propensity variable range from 0.467 to 0.705, all of which are above the minimum acceptable value of 0.40. This indicates that every item used is valid and contributes meaningfully to the measurement of the Risk Propensity construct. Since all indicators met the validity standard, no deletion was required. These results suggest that the items used effectively capture the level of willingness to take risks within the context of this study.

Table 4.29 Factor Loading Ethnic Entrepreneurial Culture

			Factor Loading
EEC1	<---	Ethnic Entrepreneurial Culture	0.575
EEC3	<---	Ethnic Entrepreneurial Culture	0.451
EEC5	<---	Ethnic Entrepreneurial Culture	0.552
EEC6	<---	Ethnic Entrepreneurial Culture	0.509
EEC8	<---	Ethnic Entrepreneurial Culture	0.414

			Factor Loading
EEC9	<---	Ethnic Entrepreneurial Culture	0.629
EEC10	<---	Ethnic Entrepreneurial Culture	0.534
EEC11	<---	Ethnic Entrepreneurial Culture	0.605
EEC12	<---	Ethnic Entrepreneurial Culture	0.550
EEC14	<---	Ethnic Entrepreneurial Culture	0.582
EEC15	<---	Ethnic Entrepreneurial Culture	0.560

Based on Table 4.29, the factor loading values for the Ethnic Entrepreneurial Culture variable range from 0.414 to 0.629, indicating that all remaining items meet the minimum acceptable threshold of 0.40. This confirms that each indicator contributes adequately to the measurement of the Ethnic Entrepreneurial Culture construct. EEC7R is a negatively worded item that had been reversed was deleted because it did not meet the validity criteria. After its removal, all other items showed satisfactory loading values, demonstrating that the indicators used are valid and consistent in representing the cultural aspects related to entrepreneurship within the studied population.

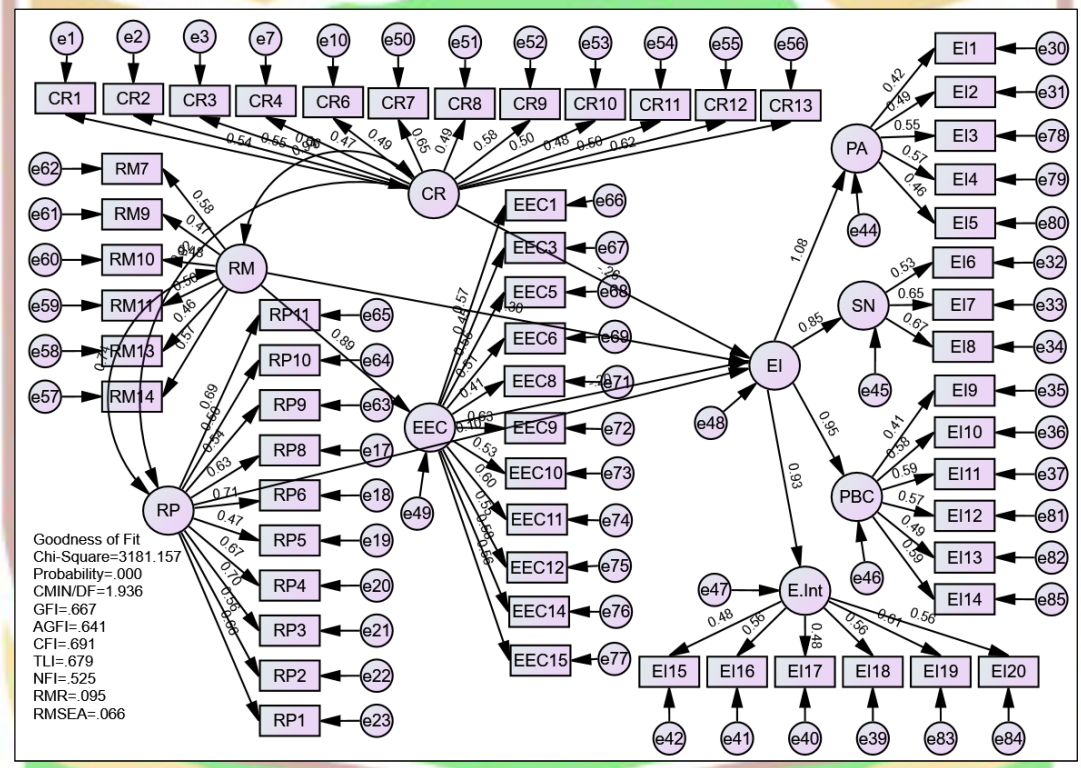
Table 4.30 Reliability Cronbach's Alpha

	Cronbach's Alpha
Entrepreneurial Intention (Personal Attitude)	0.600
Entrepreneurial Intention (Subjective Norm)	0.655
Entrepreneurial Intention (Perceived Behavioral Control)	0.720
Entrepreneurial Intention (Entrepreneurial Intention)	0.710
Creativity	0.833
Role Model	0.718
Risk Propensity	0.854
Ethnic Entrepreneurial Culture	0.818

Based on the table above, it can be confirmed that all variables which consist of entrepreneurial intention, creativity, role model, risk propensity, and ethnic entrepreneurial culture are reliable because every variable met the minimum criteria of Cronbach's alpha >0.60.

4.5 Confirmatory Factor Analysis

Figure 4.1 AMOS Structural model



The structural model of this research is aligned with the proposed conceptual framework.

4.5.1 Model Fit Indices

Table 4.31 Model Fit

Goodness of Fit Index	Cut-off Value	Value	Goodness of Fit
Probability	P > 0.05	0.000	Marginal Fit
Chi-Square		3181.157	Good Fit
CMIN/DF	< 5.0	1.936	Good Fit
GFI	GFI > 0.90	0.667	Poor Fit
AGFI	AGFI > 0.90	0.641	Poor Fit
CFI	CFI > 0.90	0.691	Poor Fit
TLI	TLI > 0.90	0.679	Poor Fit
NFI	NFI > 0.90	0.525	Poor Fit
RMR	RMR < 0.08	0.095	Poor Fit
RMSEA	RMSEA < 0.08	0.066	Marginal Fit

Based on Table 4.31, the results of the Goodness of Fit test show that not all model fit criteria were fully met. The Chi-Square (3181.157) and CMIN/DF (1.936) values indicate a good fit, suggesting that the model adequately represents the observed data. However, several indices, including GFI (0.667), AGFI (0.641), CFI (0.691), TLI (0.679), and NFI (0.525), are below the recommended threshold of 0.90, indicating a poor fit.

Meanwhile, the RMR (0.095) value slightly exceeds the recommended limit (<0.08), which also falls under poor fit, while the RMSEA (0.066) value remains within the acceptable range, suggesting a marginal fit.

Overall, the model can be considered to have a moderate or marginal fit, as some fit indices meet acceptable standards, while others indicate areas that could be improved. Nonetheless, the model remains appropriate for further analysis.

4.6 Structural Equation Modeling (SEM)

4.6.1 Hypothesis Testing

Table 4.32 Hypothesis Testing

Hypothesis	Path			**C.R.**	**P**	**Result**
H_1	Creativity	→	Entrepreneurial Intention	-0.475	0.634	Rejected
H_2	Role Model	→	Entrepreneurial Intention	2.215	0.027	Accepted
H_3	Risk Propensity	→	Entrepreneurial Intention	0.736	0.462	Rejected
H_4	Role Model	→	Ethnic Entrepreneurial Culture	6.588	***	Accepted

Table indicates that hypothesis testing result. There are four direct relationship that is being tested. However, only two hypotheses out of the four that is accepted which is H_2 and H_4. The following C.R. value of H_2 is 2.215 and C.R value of H_4 is 6.588. On the other hand, the remaining two hypotheses is rejected including H1 and H3 with C.R. value of -0.475 and 0.736. H1 is rejected because the C.R. value could not reach minimum of 1.98

4.6.2 Mediation Analysis

Figure 4.2 Mediation Model

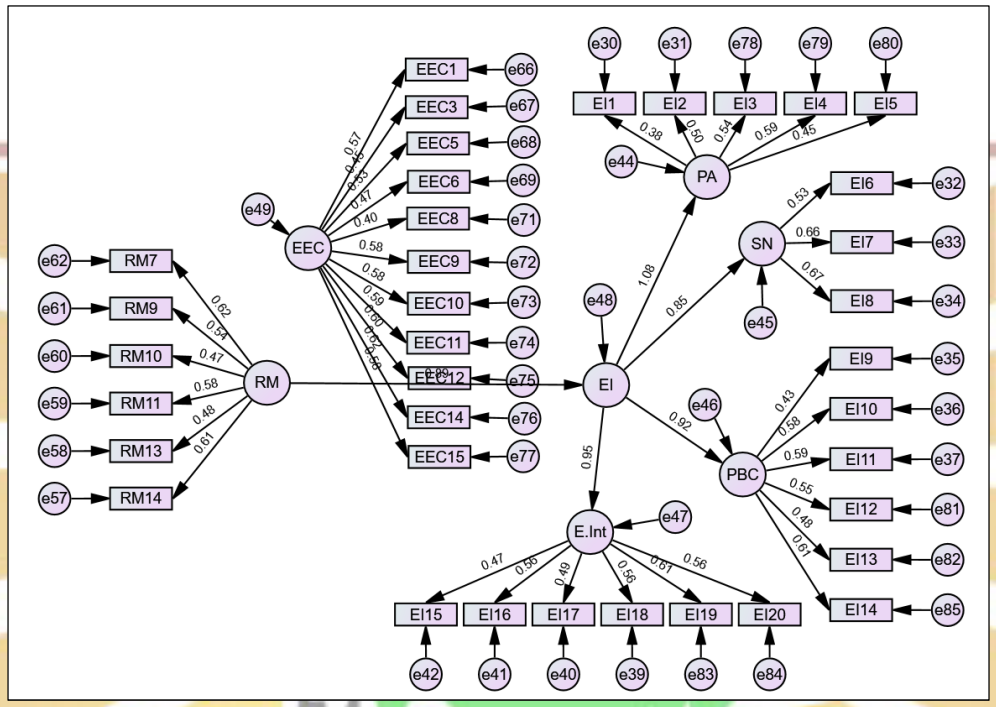


Table 4.33 Mediation Relationship

Path			C.R.	P	Result
Entrepreneurial Intention	<---	RoleModel	7.664	***	Significant

Based on table 4.33 Role Model has a significant positive effect on Entrepreneurial Intention. Since no mediator is included in this model, this result confirms a direct relationship where Role Model positively affect Entrepreneurial Intention. These results fulfill the number one rules of Baron and Kenny.

4.6.2.1 Multigroup Analysis Minang

Figure 4.3 MGA Minangnese Model

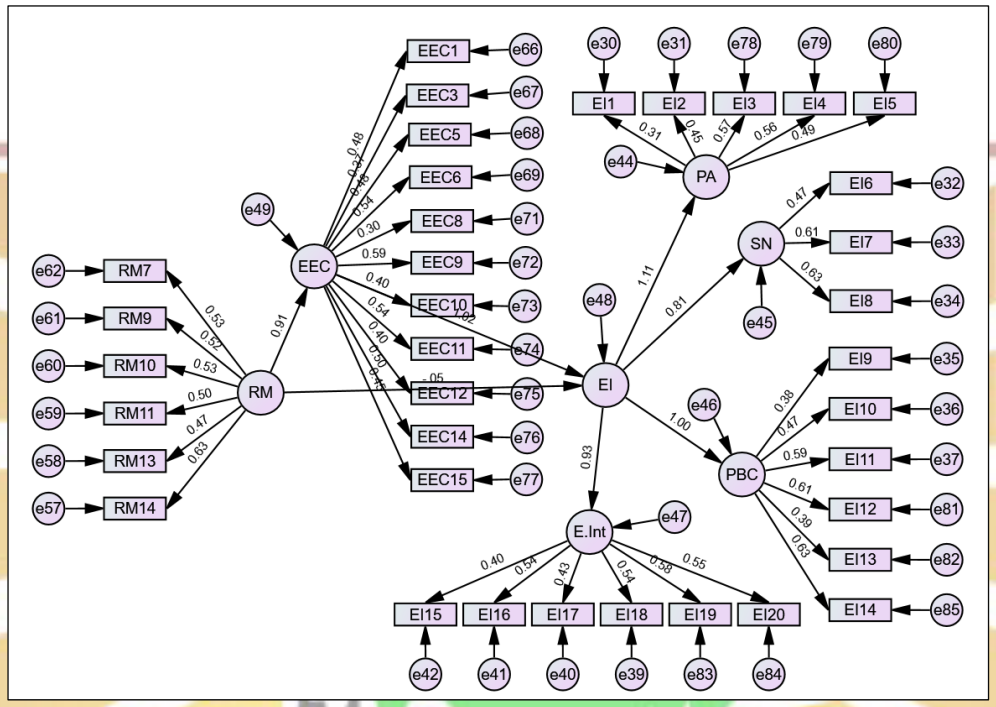


Table 4.34 Mediation Multi-Group Analysis Minangnese

Path			C.R.	P	Result
Ethnic Entrepreneurial Culture	<---	Role Model	4.581	***	Significant
Entrepreneurial Intention	<---	Ethnic Entrepreneurial Culture	2.461	0.014	Significant
Entrepreneurial Intention	<---	Role Model	-.133	0.894	Not Significant

Result indicated from table 4.34 that for the Minangnese group, the path from Role Model to Ethnic Entrepreneurial Culture has a critical ratio of 4.581 with a p-value below 0.001, showing a strong and significant positive relationship. The next path, from Ethnic Entrepreneurial Culture to Entrepreneurial Intention,

also shows significance, with a C.R. of 2.461 and p-value of 0.014, meaning that cultural values meaningfully influence entrepreneurial intention.

However, when both variables are included, the direct path from Role Model to Entrepreneurial Intention becomes not significant (C.R. -0.133, p 0.894), indicating full mediation. This means that among Minangnese participants, the effect of Role Model on Entrepreneurial Intention is completely went through Ethnic Entrepreneurial Culture.

4.6.2.2 Multigroup Analysis Non-Minang

Figure 4.4 MGA Non-Minangnese Model

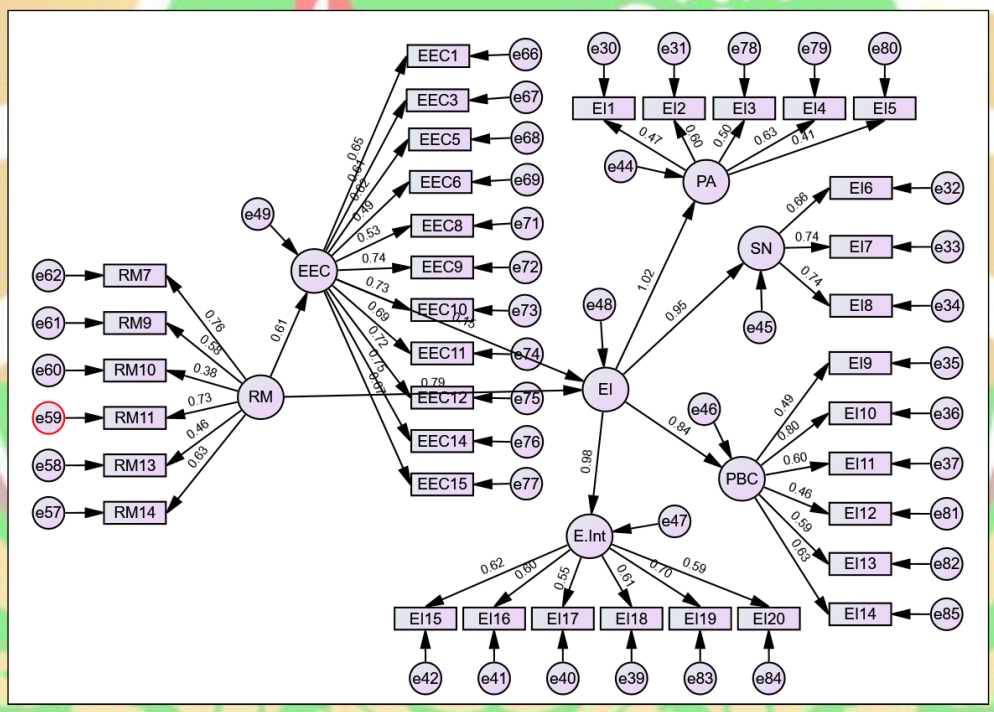


Table 4.35 Mediation Multi-Group Analysis non-Minang

Path			C.R.	P	Result
Ethnic Entrepreneurial Culture	<---	Role Model	3.721	***	Significant
Entrepreneurial Intention	<---	Ethnic Entrepreneurial Culture	1.260	0.208	Not Significant
Entrepreneurial Intention	<---	Role Model	4.502	***	Significant

Results indicated from table 4.35 that For the Non-Minangnese group, the path from Role Model to Ethnic Entrepreneurial Culture is significant (C.R. 3.721, $p < 0.001$), showing that Role Model influences cultural tendencies. However, the Ethnic Entrepreneurial Culture to Entrepreneurial Intention path is not significant (C.R. 1.260, p 0.208), indicating that culture does not predict entrepreneurial intention for this group.

Meanwhile, the direct effect of Role Model on Entrepreneurial Intention remains strong and significant (C.R. 4.502, $p < 0.001$), confirming that no mediation occurs. In other words, for non-Minangnese respondents, Role Models directly shape entrepreneurial intention without ethnic entrepreneurial influence as a mediation.

4.7 Results Discussion

4.7.1 The Effect of Creativity on Entrepreneurial Intention

The first hypothesis of the research predict that creativity has a positive and significant relationship on entrepreneurial intention. Based on the study results, creativity has no positive and significant effect on entrepreneurial intention. This indicates that a higher level of creativity does not necessarily lead to stronger entrepreneurial motivation. Respondents who consider themselves creative may still face barriers such as a lack of confidence, limited business knowledge, or insufficient opportunity awareness, which prevent them from turning their creative ideas into real business intentions.

This finding is in line with the research by Biraima et al. (2022), which found that creativity had no significant effect on entrepreneurial intention among Sudanese women entrepreneurs. Castro et al. (2023) on the study found corresponding result with creativity alone does not influence entrepreneurial intention unless mediated by entrepreneurial passion. Both og the studies suggest that creativity requires an additional psychological or environmental factor to transform ideas into entrepreneurial action.

In contrast, studies by Firman and Setiawan (2022) and Hidayah et al. (2023) found that creativity has a positive and significant influence on entrepreneurial intention. Firman and Setiawan (2022) emphasized that students' creativity developed through the university environment strongly supports entrepreneurial behavior. Meanwhile, Hidayah et al. (2023) explained that both creativity and risk-taking tendencies contribute to the development of entrepreneurial intention among high school students.

According to the Theory of Planned Behavior (TPB), although creativity can generate innovative ideas, it does not guarantee the belief or confidence to execute them. Individuals may lack external motivation, mentorship, or financial support that can transform creative ideas into concrete entrepreneurial and enterprise action.

4.7.2 The Effect of Role Model on Entrepreneurial Intention

The second hypothesis of the research suggests that there is a positive and significant correlation between role models and entrepreneurial intentions. The data analysis explain that role model positively and significantly impacts entrepreneurial intention. This implies that individuals who look up to role models, such as successful entrepreneurs, mentors, or inspiring public figures, are more likely to possessed a strong motivation and intention to pursue career in entrepreneurship. Role models is one of the external force for some to help them gain inspiration, find courage, and curiosity then combine it into a new vision in pursuing entrepreneurship as desired career choice.

This finding aligns with several previous relevant studies. Ahmad et al. (2021) found that role models significantly influence entrepreneurial intentions, indicating that universities can facilitate to cater students' entrepreneurial passion. Similarly, Ogogo et al. (2021) used the Theory of Reasoned Action to show that the personal characteristics of successful entrepreneurs motivate prospective business owners to engage in entrepreneurial activities. Nguyen and Phan (2024) also found that exposure to business role models making environtment is suitable for someone to grow their entrepreneurial intention.

The positive and significant effect observed in this study reinforces other research indicating that role models are crucial in the decision-making process for entrepreneurship. According to the Theory of Planned Behavior (TPB), this influence occurs through the development of beliefs shaped by external figures. When people look up to the achievements and spirits of their role models, they start to design achievable objectives in order to become their role model, which increase their sense of perceived behavioral control and intention to follow their role model success.

4.7.3 The Effect of Risk Propensity on Entrepreneurial Intention

The third hypothesis of the research predict that risk propensity has a positive and significant relationship on entrepreneurial intention. The analysis results show that risk propensity has no positive and significant effect on

entrepreneurial intention. This means that a person's willingness to take risks does not necessarily lead to a stronger intention to become an entrepreneur. Respondents who can tolerate no matter the size of the risk are not always leads to them wanting to create new enterprise. In other words, risk-taking behavior alone is not a strong predictor of entrepreneurial motivation.

This finding is supported by the study of Biraima et al. (2022), which revealed that risk-taking propensity does not have a significant influence on entrepreneurial intention among Sudanese women entrepreneurs. Similar this study result, their study found that there are more than just risk-taking reason for someone to be able to look at themselves and start designing life objetives in order to become and entrepreneur. On the other hand, Hidayah et al. (2023) found the opposite result, showing that risk-taking has a positive and significant influence on entrepreneurial intention among high school students. This suggests that the influence of risk propensity may vary depending on demographic context and individual experience.

Based on the Theory of Planned Behavior (TPB), the insignificant relationship can be understand by the role of other factor which one of them being individual control. Even though individuals may have a tendency to take risks, this does not always translate into the intention to act unless they also perceive the environment as supportive and believe they have control over the outcomes. A high level of risk tolerance without confidence, knowledge, or opportunity will not necessarily lead to entrepreneurial intention.

4.7.4 The Effect of Role Model on Ethnic Entrepreneurial Culture

The fourth hypothesis of the study proposes that there is a positive and significant relationship between role models and ethnic entrepreneurial culture. The analysis shows that the role model variable has a significant positive effect on ethnic entrepreneurial culture. This implies that individuals who come across successful and inspiring role models are more likely to adopt stronger entrepreneurial values and cultural orientations. Role models serve as behavioral

examples that shape beliefs, norms, and attitudes towards entrepreneurship, thus reinforcing cultural values that encourage business creation and resilience.

These findings align with the research conducted by Ogogo et al. (2021), which demonstrated that the characteristics and achievements of successful entrepreneurs influence the attitudes and behaviors of aspiring entrepreneurs, leading them to internalize entrepreneurial norms. Similarly, Ahmad et al. (2021) showed that entrepreneurial role models significantly affect the shaping of entrepreneurial intentions through inspiration and social learning, while Nguyen and Phan (2024) highlighted that prior exposure to business role models enhances the connection between entrepreneurial contexts and entrepreneurial behavior.

Moreover, the results of this study are in line with study of Yang and Zhang (2022), who found that individuals from regions with strong entrepreneurial cultures are more likely to pursue entrepreneurship due to the influence of role models, social networks, and shared values. This reinforces the idea that role models can strengthen cultural identity by transmitting entrepreneurial values across generations.

4.7.5 The Effect of Ethnic Entrepreneurial Culture as Mediator between Role Model and Entrepreneurial Intention

Last but not least, the mediation relationship of ethnic entrepreneurial culture between role model and entrepreneurial intention and mediation effect different between the Minangnese and non-Minangnese with Minangnese having stronger effect. The mediation analysis, following the Baron and Kenny methodology, indicates that Ethnic Entrepreneurial Culture acts as a mediator in the link between Role Model and Entrepreneurial Intention, with varying effects across ethnic groups. In the Minangnese ethnic group, the findings show that Role Model has a significant impact on Ethnic Entrepreneurial Culture, which in turn significantly affects Entrepreneurial Intention. However, when both variables are considered together in the model, the direct effect of Role Model on Entrepreneurial Intention loses significance. This illustrates full mediation according to the methodology that this study believes, which is suggesting that the

Role Model's influence on Entrepreneurial Intention is running through Ethnic Entrepreneurial Culture. The strong cultural tradition of the Minangnese, who traditionally prioritize independence and business-oriented attitudes, also the strong believe on standing with their own feet were likely enhances this mediating effect.

On the other hand, for the non-Minangnese group, Role Model has a significant influence on both Ethnic Entrepreneurial Culture and Entrepreneurial Intention, yet the relationship from Ethnic Entrepreneurial Culture to Entrepreneurial Intention remains insignificant. This indicates an absence of mediation effect, highlighting that the impact of Role Model on Entrepreneurial Intention in this group is direct instead of being mediated by cultural values. This result is consistent with the findings of Yang and Zhang (2022), who discovered that individuals from areas with robust entrepreneurial cultural backgrounds are more inclined to engage in entrepreneurial activities through the transfer of cultural values and role models. Similarly, Akinola (2023) noted that indigenous business culture can strengthen entrepreneurial decision-making, although the influence of such ethnic-centered cultural factors greatly depends on the deeper values holds by the ethnic group.