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Development of Entrepreneurial Intentions Based on Family Support and Entrepreneurship Education in a Trader Community in Cimahi

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Abstract

Background – A Trader Community has foreign exchange and stock trading activities as a form of contemporary entrepreneurship, but the number of members is not large. It is hoped that the results of this research can become the basis for developing more effective entrepreneurship programs and can increase the participation of community members in the business world.

Purpose – This research aims to analyze the influence of family support and entrepreneurship education on entrepreneurial intentions among members of a trader community in Cimahi.

Research methodology – The method used is a qualitative approach by collecting primary data through a Likert scale questionnaire filled in by 100 community members who meet the sample criteria, using a non-probability sampling technique with purposive sampling technique. The collected data was analyzed by multiple linear regression with SPSS 26.0.

Findings – From hypothesis testing with the t test and F test, it was found that family support and entrepreneurship education have a significant effect on entrepreneurial intentions.

Research limitations– Future researchers can conduct research on communities other than the Trader community, and can increase the number of respondents used in the research to increase generalizability, as this research is focused on only one

Originality/value – This research is novel because it is the first research conducted on a sample group, and includes variables that were not researched in previous journals.

Keywords: Entrepreneurial Intentions, Family Support, Entrepreneurship Education, Trader, Cimahi

1. INTRODUCTION

Currently, Cimahi is known as a military education city and an industrial city dominated by the textile and processing industries. In its development and progress, Cimahi has experienced growth in the creative industry, trade, and services sectors, thanks to the abundance of human resources. The local government of Cimahi is making efforts to develop the creative industry as a model for new economic development (DPMPTSP Cimahi, 2022). With its strategic and easily accessible location, the local government of Cimahi hopes and strives for it to become a central hub for business and creative industry development. The rapid advancement of technology is an unavoidable aspect of the modern era. The need for something to support this progress is deemed essential and is being facilitated by the local government of Cimahi through the establishment of the Technopark and Baros Information Technology and Creative (BITC) buildings. It is expected that Cimahi will not lag in the digital technology advancement.

Foreign exchange and commodity trading are known entrepreneurial activities with high profit potential, but they also come with substantial risks (Santoso & Oetomo, 2017). In this context, trading refers to the buying and selling of financial instruments such as stocks, bonds, foreign currency, commodities, and other derivatives with the aim of profiting from market price fluctuations. However, trading is also considered a high-risk activity because market price fluctuations can be very rapid and unpredictable. Sudden price movements can lead to significant losses if a trader does not have the right strategy or cannot manage risks effectively. Despite the high risks involved, many traders have successfully earned significant profits through trading. The potential for profit and the opportunity to achieve financial independence make trading an attractive activity for many individuals interested in the world of finance.

This research was conducted within a trader community in Cimahi as the sample group because it is considered a group with potential and intention in entrepreneurship. Enthusiasts of trading and financial

markets usually possess knowledge about the money market and capital markets, which can help entrepreneurs identify various sources of financing, such as loans, venture capital, or stock offerings in the capital market. With a good understanding, an individual can choose the most suitable approach for their business, as knowledge about markets tends to be high. Therefore, examining how family support and entrepreneurship education influence entrepreneurial intention in this community is an interesting topic for research (Ridha et al., 2017).

Family support can act as a motivator and driver for individuals to pursue an entrepreneurial path. Families that provide emotional and financial support can help reduce the fear of failure and provide moral encouragement to achieve success in entrepreneurship (Aditia et al., 2022). Meanwhile, entrepreneurship education plays a crucial role in equipping individuals with the knowledge, skills, and attitudes needed to face the challenges of the business world (Rosmiati et al., 2015).

In this study, both theories can be used as a basis to describe how family support and entrepreneurship education can influence entrepreneurial intention among a trader community in Cimahi. The aim of this research is to investigate the following.

1. To test and analyze the influence of Family Support in developing Entrepreneurial Intention within a trader community in Cimahi.
2. To test and analyze the influence of Entrepreneurship Education in developing Entrepreneurial Intention within a trader community in Cimahi.
3. To test and analyze the simultaneous influence of Family Support and Entrepreneurship Education in developing Entrepreneurial Intention within a trader community in Cimahi.

2. THEORY OUTLINE

Family Support
Social support from family, such as encouragement, recognition, and understanding, can have a positive effect on the development of an individual's Entrepreneurial Intention (Sampedro et al., 2014). Emotional and instructional support from family can reduce the fear of failure, boost self-confidence, and motivate individuals to take risks in entrepreneurship (Rustini N. M. et al., 2019). Support from family members, including encouragement, recognition, and active participation in the business, can influence an individual's motivation and readiness for entrepreneurship (González-López et al., 2021).

Entrepreneurship Education
Entrepreneurship education is a determining factor that can shape an individual's views and attitudes towards entrepreneurship. Entrepreneurship education can provide knowledge about business, entrepreneurial skills, and an entrepreneurial mindset that can enhance individuals' intention and ability to engage in entrepreneurship (Herdjiono et al., 2017). Entrepreneurship education can impart practical knowledge and skills needed for entrepreneurship, as well as increase awareness and intention among individuals to start a business (Wiklund et al., 2020).

Entrepreneurial Intent
Intention is related to the motivating force that drives an individual to confront or deal with people, objects, activities, experiences stimulated by the activity itself (Purnama, 2019). According to Pujiastuti and Filantrovi (2019), entrepreneurial intention is the internal inclination of an individual in the process of planning, organizing, managing, taking risks, and developing a business created to achieve goals with a desire and courage to establish a business field through creative, innovative ideas, and the ability to seize opportunities by working hard and with high enthusiasm because entrepreneurial intention must focus on the future in establishing a venture (Yulistia & Rahyuda, 2023).

The Influence of Family Support on Developing Entrepreneurial Intent
The internal environment that affects an individual's development apart from oneself is the family environment. The family environment is the primary educational environment that a child first experiences because it is within the family that a child first receives education and guidance after birth (Rustini et al., 2019). Becoming an entrepreneur is the result of parental or family support because family support can provide encouragement for a child to become an entrepreneur (Pujiastuti & Filantrovi, 2018).

The Influence of Entrepreneurship Education on Developing Entrepreneurial Intention

Education is one of the factors that influence entrepreneurial intention (Wedayanti & Giantari, 2016). The more exposure and mastery of entrepreneurship training experiences involving individuals in learning activities, business plan development, and running small businesses provided to individuals/students, the higher their intention to engage in entrepreneurship (Wedayanti & Giantari, 2016).

The hypotheses formulated are as follows.
H1: There is an influence of Family Support on developing Entrepreneurial Intention within a trader community in Cimahi.
H2: There is an influence of Entrepreneurship Education on developing Entrepreneurial Intention within a trader community in Cimahi.
H3: There is a simultaneous influence of Family Support and Entrepreneurship Education on developing Entrepreneurial Intention within a trader community in Cimahi.

3.   RESEARCH METHODOLOGY

This research employs a quantitative research methodology. It aims to investigate the factors influencing Entrepreneurial Intention among members of a trader community in Cimahi. In the context of this study, the researcher seeks to understand the influence of family support and entrepreneurship education on Entrepreneurial Intention among members of a trader community in Cimahi through hypothesis testing. The research population consists of members of a trader community in Cimahi.
The sample is selected using a non-probability sampling technique, specifically purposive sampling. This technique is chosen because the researcher intends to select a specific sample that meets the following criteria:

1. Is a member of the chosen trader community.
2. Has been actively involved in trading activities for at least one year.
3. Has participated in the weekly entrepreneurship event organized by the community on July 31, 2023.

The event held is a routine activity that ensures the active participation of members and their involvement in entrepreneurship training activities.

Table 1. Operationalization of Variables

Variable	Indicator	No	Source
Family Support	My parents support me to become an entrepreneur.	1	(Kristianti, 2019)
	My parents would be happy if I became an entrepreneur.	2	
	My parents provide financial support for me to become an entrepreneur because my family is well-off.	3	
	My parents allow me to become an entrepreneur to help with our family's economic limitations.	4	
	My parents impart entrepreneurial experiences to me.	5	
	My parents instill honesty and discipline in entrepreneurship.	6	
Enterpreneurship Knowledge	I acquire a substantial knowledge of entrepreneurship from the formal entrepreneurship education I receive.	7	(Kristianti, 2019)
	Entrepreneurship practice is necessary to gain experience and motivation for entrepreneurship.	8	
	My community often organizes entrepreneurship seminars.	9	
	Participating in entrepreneurship seminars organized by the community motivates me to become an entrepreneur.	10	
Enterpreneurship Intention	I intend to become an entrepreneur because I want to be self-reliant.	11	(Kristianti, 2019)
	I intend to become an entrepreneur because I value the freedom it offers in my work.	12	
	I intend to become an entrepreneur to create job opportunities for others.	13	
	I intend to become an entrepreneur to reduce unemployment.	14	
	I am very eager to be an entrepreneur.	15	

Variable	Indicator	No	Source
	I feel happy when I am an entrepreneur.	16	

Data collection was conducted using primary data through the distribution of questionnaires that were prepared using a Likert scale with five response options. The Likert scale was used to measure the level of agreement or disagreement of respondents regarding statements related to family support, entrepreneurship education, and Entrepreneurial Intent.

4. RESULTS AND DISCUSSION

Demographic Analysis of Respondents

Researchers have collected and processed data on 150 respondents. In this section, the researcher will discuss the characteristics of the respondents studied.

Table 2. Demographic Analysis

Demographical characteristics		F	%
Gender	Man	103	68.7
	Woman	47	31.3
Respondent's Age	21-25 years old	33	22.0
	26--30 years old	41	27.3
	30-35 years old	40	26.7
	36-40 years old	36	24.0
Long time to join	1-2 years	41	27.3
	2-5 years	45	30.0
	5-10 years	27	18.0
	> 10 years	37	24.7
Member of specific Cimahi Trading Community	Yes	150	100.0
Participating in community activities July 31st, 2023	Yes	150	100.0
TOTAL		150	100.0

Of the 150 trader respondents studied, it was found that the majority (68.7 percent) were male. It was found that most of the respondents were aged 26-30 years (27.3 percent) and had joined the trader community in Cimahi for two to five years. For validation questions, it was found that they were members of the selected trading community (100%) and participated in training activities on July 31st, 2023.

Validity test

In this context, researchers can calculate the correlation between relevant variables in the questionnaire.

Table 3. Validity Test

variable	Item no	Correlations	benchmark	information
Family Support	DK_01	.838**	.300	valid item
	DK_02	.832**	.300	valid item
	DK_03	.845**	.300	valid item
	DK_04	.864**	.300	valid item
	DK_06	.842**	.300	valid item
Enterpreneurship Knowledge	PK_07	.865**	.300	valid item
	PK_08	.846**	.300	valid item
	PK_09	.846**	.300	valid item

	PK_10	.859**	.300	valid item
Enterpreneurship Intention	MK_11	.794**	.300	valid item
	MK_12	.827**	.300	valid item
	MK_13	.841**	.300	valid item
	MK_14	.844**	.300	valid item
	MK_15	.843**	.300	valid item
	MK_16	.843**	.300	valid item

This testing is important to ensure that the questionnaire has construct validity, meaning that it can measure the variables in question accurately. The criterion used is a minimum correlation value of 0.300 (Sugiyono, 2018). From the table above, all items are valid.

Reliability Test

This testing is important to ensure that the questionnaires used in research are consistent in measuring the same variables.

Table 4. Reliability Test

Variable	Alpha Cronbach	benchmark	information
Family Support	.919	.700	reliable
Entrepreneurship Knowledge	.876	.700	reliable
Entrepreneurship Intention	.911	.700	reliable

According to Ghozali (2018), a high Cronbach's Alpha value, at least 0.70, indicates a good level of reliability, and the higher the value, the better the reliability of the questionnaire. From the data above, all variables have good reliability.

Normality test

The normality test is used to determine whether your data is normally distributed. The criteria, if the sig (significance) value of the Kolmogorov-Smirnov test is greater than 0.05 (α=0.05), then the data is considered to be normally distributed.

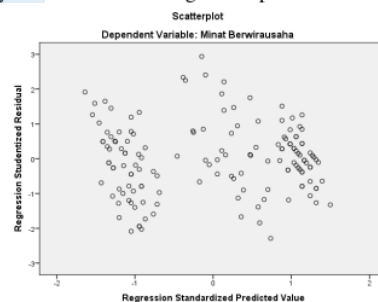**Table 5. Normality Test**

Test Results	Information
Asymp. Sig 0.891	> 0.05, Data normal

By referring to the table above, a sig value of 0.891 is obtained, which means that the data is normally distributed.

Heteroscedasticity Test

The following is a heteroscedasticity test carried out using scatterplots.

Based on the Scatterplot chart above, it is found that the distribution of the variables is relatively even, and thus there are no symptoms of heteroscedasticity.

Multicollinearity Test

Table 6. Multicollinearity Test

Test Result	Information
Family Support	VIF 5.310 (< 10)

Entrepreneurship Knowledge	VIF 5.310 (< 10)

Hypothesis testing
t test
The criteria for hypothesis testing are if the p value (significance) is less than 0.05 (α=0.05), then the hypothesis is accepted and there is a significant relationship between the variables being tested. If the p value is greater than 0.05, then the hypothesis is rejected and there is no partially significant relationship. The hypothesis tested is as follows.

H1: There is an influence of family support in developing entrepreneurial intentions in a trader community in Cimahi

H2: There is an influence of Entrepreneurship Education in developing Entrepreneurial Intentions in a trader community in Cimahi

Table 7. T test

Test Result	Sig	Information
The influence of family support on entrepreneurial intentions (Hypothesis 1)	Sig 0.000 T-value 7.225	Hypothesis Accepted
The influence of entrepreneurship knowledge on entrepreneurial intentions (Hypothesis 2)	Sig 0.000 T-value 6.759	Hypothesis Accepted

To test hypothesis 1, the p value (significance) of 0.000 is less than 0.05 (α=0.05), then the hypothesis is accepted and there is a significant relationship between the variables tested, which means there is an influence of family support in developing entrepreneurial intentions. in a trader community in Cimahi

To test hypothesis 2, the p value (significance) of 0.000 is less than 0.05 (α=0.05), then the hypothesis is accepted and there is a significant relationship between the variables tested, which means there is an influence of Entrepreneurship Education in developing Entrepreneurial Intentions. in a trader community in Cimahi

F test
For the F Test, if the p value (significance) is less than 0.05 (α=0.05), then the hypothesis is accepted and there is a significant relationship between the variables being tested. If the p value is greater than 0.05, then the hypothesis is rejected and there is no significant relationship simultaneously. The hypothesis tested is as follows.

H3: There is a simultaneous influence of family support and entrepreneurial education in developing entrepreneurial intentions in a trader community in Cimahi.

Table 8. F test

Test Result	Sig	Information
The Influence of Family Support and Entrepreneurship Knowledge on Entrepreneurial Intentions (Hypothesis 3)	Sig 0.000 F-value 493,516	Hypothesis Accepted

To test hypothesis 3, the p value (significance) of 0.000 is less than 0.05 (α=0.05), then the hypothesis is accepted and there is a significant relationship between the variables tested, which means there is an influence of Family Support and Entrepreneurship Education in developing entrepreneurial intentions in a trader community in Cimahi

5. CONCLUSION

Conclusion
Based on the data analysis and hypothesis testing, it was found that for hypothesis 1, there is an influence of Family Support in developing Entrepreneurial Intention in a trader community in Cimahi. For hypothesis 2, there is an influence of Entrepreneurship Education in developing Entrepreneurial Intention in a trader community in Cimahi. And for hypothesis 3, there is an influence of Family Support and Entrepreneurship Education in developing Entrepreneurial Intention in a trader community in Cimahi.

Theoretical Recommendations

Based on the limitations of the study, for future researchers, it is advisable to consider supporting factors such as family support and entrepreneurship education in developing entrepreneurial intent. Furthermore, future researchers may conduct research in communities other than trader communities and increase the number of respondents to improve generalizability.

Practical Recommendations for the Community
1. Members of a Trader Community also need to be encouraged to involve their families in their business activities. Improved communication and understanding of the business among family members can provide greater emotional and financial support, strengthening individual intentions and commitments to entrepreneurship.
2. It is important for local government and relevant agencies to provide quality entrepreneurship education programs. These educational programs can equip community members with relevant knowledge and skills to better plan, start, and manage their businesses.
3. The community can raise awareness of the potential and benefits of entrepreneurship through socialization and promotion activities related to trading activities. Increasing participation in weekly entrepreneurship events can enhance the intention and enthusiasm of community members to be more active and creative in entrepreneurship.

6.   ACKNOWLEDGEMENT

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