

THE EFFECT OF GENDER-ROLE ORIENTATION, VOLITION, AND PARENTAL INFLUENCE ON ENTREPRENEURIAL INTENTION

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ABSTRACT

Background: The low percentage of entrepreneurs in Indonesia is impeding the country's economic progress, which in turn is exacerbating the country's high unemployment rate and low entrepreneurial inclination among the youth.

Purpose: This research aims to examine the effect of gender-role orientation, volition, and parental influence on entrepreneurial intention among undergraduate students in Indonesia.

Design/methodology/approach: Data analysis for this quantitative study, which involved 172 Indonesian undergraduate students, was done using the Structural Equation Model - Partial Least Square. Purposive sampling was used to choose the sample, and questionnaires were used to collect data.

Findings/Result: The research concludes that feminine gender-role orientation and parental influence positively impact entrepreneurial intention, while masculine, androgynous, and undifferentiated gender-role orientations, as well as volition, do not have a significant effect.

Conclusion: To increase the number of entrepreneurs in Indonesia, it is crucial to develop entrepreneurial programs tailored to undergraduate students with a feminine gender-role orientation and to involve parents, given their significant influence on entrepreneurial intention.

Originality/value (State of the art): Despite traditional beliefs favoring masculine gender-role orientation in entrepreneurship, research suggests that feminine, androgynous, and undifferentiated orientations also have potential, and factors like volition and parental influence play crucial roles in shaping entrepreneurial intention.

Keywords: gender-role orientation; volition; parental influence; entrepreneurial intention

INTRODUCTION

Entrepreneurship is the center of economic development because it helps the government to increase economic growth and development. Unfortunately, the proportion of entrepreneurs in Indonesia compared to its population is still low. According to the Ministry of Cooperatives and SMEs of Indonesia, only four percent of the population are entrepreneurs (Abdila 2020). Meanwhile, according to the Industrial Ministry of Indonesia, Indonesia needs 4 million more entrepreneurs to strengthen its economic structure. The low number of entrepreneurs contributes to the high number of unemployed; according to *Badan Pusat Statistik* (BPS), Indonesia had a 5.28% unemployment rate in 2019 (Badan Pusat Statistik 2020). The problem is further aggravated by the low entrepreneurial among the younger generation in Indonesia, as revealed by a survey conducted by (Price Water Cooper (PWC) 2018).

Indonesia must grow entrepreneurial intention among its young generation, especially undergraduate students. Undergraduate students are at their point when they select a career choice for their future (Smith et al., 2016). Undergraduate students are the nation's next immediate generation that will contribute to economic growth. Hence, they must develop entrepreneurial intention. If more undergraduate students choose to become entrepreneurs, there will be more new businesses that can provide employment opportunities.

One crucial factor often appearing in entrepreneurship studies is the gender-role orientation (GRO). In the new perspective of GRO, it is no longer limited to masculine or feminine. There are also androgynous and undifferentiated; GRO is defined as the level of identification of an individual to certain gender-role concepts (masculine, feminine, androgynous, or undifferentiated), which is determined through attitudes, values, self-concept, and social behavior (Perez-Quintana, Hormiga, Martori & Madariaga 2017).

According to Liben & Bigler (2017), individuals who fit masculine gender-role orientation (MGRO) score high on masculinity but score low on femininity, individuals who fit feminine gender-role orientation (FGRO) score high on femininity but score low on masculinity, individuals who fit androgynous gender-role orientation (AGRO) score high on both masculinity and femininity, while individuals who fit undifferentiated gender-role orientation (UGRO) score low on both masculinity and femininity.

A large segment of the general public still holds traditional beliefs that gender-role orientation is limited to masculine and feminine and that masculinity is superior when it comes to leadership and entrepreneurship (Liu & Ngo 2017). It shows a gap between the new perspective and traditional belief regarding GRO; despite the general public views that prefer MGRO in entrepreneurship, it includes the possibility that FGRO, AGRO, and UGRO also have potential in entrepreneurship. Furthermore, having a personality or traits that fit entrepreneurship does not necessarily mean having the intention to become an entrepreneur. Much research has studied the role of GROs in entrepreneurship. However, most of the research focuses on capacity instead of intention, so it is essential to research the role of each GRO in entrepreneurial intention.

According to Hikkerova et al. (2016), volition is a defining psychological factor in entrepreneurship. Volition is the urge or willingness toward a particular purpose in life, which is guided by rational considerations (Tiffany 2018); it is also related to the free will of a person (Smith 2016). According to Tiffany (2018), volition consists of five process stages: motivation, deliberation, decision, motivational struggle, and volitional action.

Volition is necessary for long-term projects such as entrepreneurship; furthermore, an entrepreneur is the driving force of their business, and with their volition, the business will survive in competition. Most previous research emphasizes volition as the factor that helps turn entrepreneurial intention into action, such as the research of Van Gelderen et al. (2015). However, there is also previous research, such as the one conducted by Hikkerova et al. (2016), that put volition as a predictor of entrepreneurial intention. Nyock Ilouga et al. (2014) also previously highlighted the higher level of volition among students who wish to become entrepreneurs.

External factors such as family or parents are crucial in developing entrepreneurial intention. Parental influence is the influence of advice or considerations, such as point of view and mindset based on wisdom or experience accumulated by parents, which affects decisions taken by children (Ratumbusang & Rasyid 2015). According to Laspita et al. (2012), parents significantly influence their child's entrepreneurial intention. Parents and children are attached through family; as children learn through their parents early in their childhood, it is believed that they can shape the entrepreneurial intention of their children. However, this notion is challenged by the research of Rachmawan et al. (2015), which found that parental influence does not significantly affect entrepreneurial intention.

The importance of entrepreneurship in Indonesia's economic growth means it is necessary to research factors that can increase entrepreneurial intention among its population, primarily undergraduate students who will soon become the economy's driving force. As most previous research on GRO in entrepreneurship focuses on entrepreneurial ability/skill, it remains interesting to research whether the effect of GRO also translates to entrepreneurial intention. Volition as a predictor of entrepreneurial intention is also an exciting topic, as previous research primarily focuses on volition as the bridge between entrepreneurial intention and entrepreneurial action. Lastly, there are conflicting researches regarding the effect of parental influence on entrepreneurial intention. Furthermore, as different cultures have different parent cultures, it is necessary to research whether it applies to Indonesian culture. Research framework in figure 1. As such, this research aims to test the following hypotheses:

H_{1a}: Masculine gender-role orientation (MGRO) positively affects entrepreneurial intention.

H_{1b}: Feminine gender-role orientation (FGRO) positively affects entrepreneurial intention.

H_{1c}: Androgynous gender-role orientation (AGRO) positively affects entrepreneurial intention.

H_{1d}: Undifferentiated gender-role orientation (UGRO) positively affects entrepreneurial intention.

H₂: Volition positively affects entrepreneurial intention.

H₃: Parental influence positively affects entrepreneurial intention.

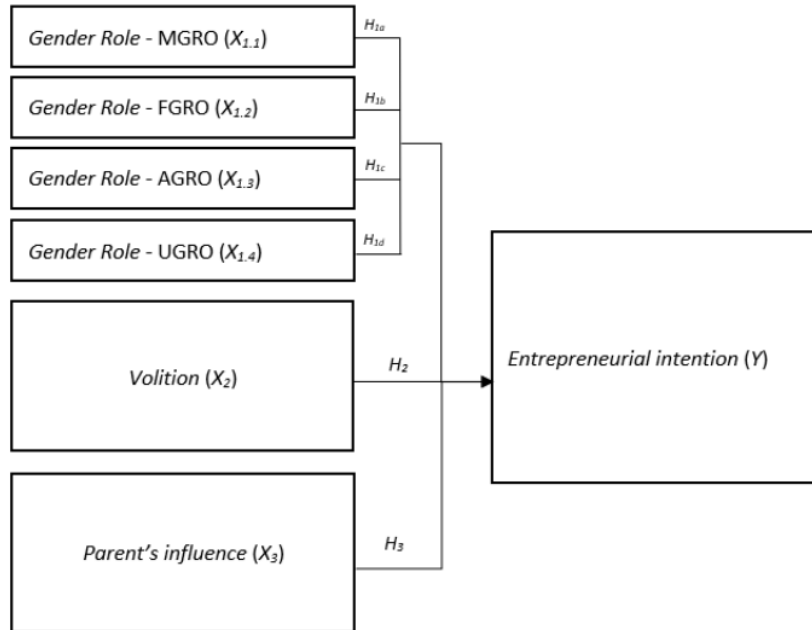


Figure 1. Research Framework

METHODS

This research design was quantitative research using explanative methods with causal relationships. The research uses statistical numbers in data processing and collection. The population of this research is undergraduate students in Indonesia who are in their fifth semester or latter stages. This research uses a purposive sampling method to select the samples. Data from the samples were collected through online questionnaires distributed using Google Forms. The number of respondents who answered the questionnaire was 172 persons.

The questionnaire was divided into two parts. The first part contains questions regarding the respondent's profile, which includes gender, age, domicile, and university. The second part contains statements corresponding to the indicators of the research variables; a 5-point Likert scale (ranging from "1-Strongly disagree" to "5-Strongly agree") was used to respond to these statements.

The independent variables in this research are gender-role orientation (GRO), volition, and parental influence. The dependent variable in this research is entrepreneurial intention. GRO is divided further into four: masculine gender-role orientation (MGRO), feminine gender-role orientation (FGRO), androgynous gender-role orientation (AGRO), and undifferentiated gender-role orientation (UGRO).

GRO is the level of identification of an individual to the specific gender-role concept (masculine, feminine, androgynous, or undifferentiated), which is determined

through attitudes, values, self-concept, and social behavior (Perez-Quintana *et al.* 2017). Based on the definition, MGRO is the level of identification toward masculine concepts, FGRO is the level of identification toward feminine concepts, AGRO is the level of identification toward androgynous concepts, and UGRO is the level of identification toward undifferentiated concepts. The indicators used to measure each gender-role orientation are the items from the research of Perez-Quintana *et al.* (2017).

MGRO is measured with eleven indicators: self-confidence, risk-taking, prone to position, individualistic, determined/steady/temperamental, leadership capacity, independent, making decisions easily, ambitious, dominant/aggressive, and competitive. FGRO is measured with eight indicators: kind/attentive, gullible, flexible, loyal, sensitive to the needs of others, submissive, humble, and shy/discreet. AGRO is measured with six indicators: innovative, creative, analytical, unpredictable, active/energetic, and optimistic. Meanwhile, UGRO is measured with six indicators: assertive, not systematic, self-sufficient, obedient, vehement in opinions, and yielding.

Volition is an urge or willingness toward a specific life purpose guided by rational considerations (Tiffany 2018). The indicators used to measure volition are taken from the research of Ilouga *et al.* (2014); the indicators are from three dimensions of volition. Three indicators are from the self-determination dimension, two from the self-motivation dimension, and two from the resistance to future uncertainty dimension.

Self-determination refers to the individual's ability to confidently reveal their goals and ambitions and how to implement them successfully. Self-motivation is how well an individual maintains their level of motivation regardless of context. Resistance to future uncertainties refers to an individual's ability to survive and calm themselves in the face of negative emotions.

Parental influence is defined as advice or considerations such as point of view and mindset based on wisdom or experience accumulated by parents, which affect decisions taken by children (Ratumbusang & Rasyid 2015). The indicators modify the measurement items in the research of Ferry *et al.* (2000), as cited in Wong & Liu (2010). The indicators are from three dimensions: role modeling, expectations, and encouragement.

Three indicators are from the role-modeling dimension, two from the expectations dimension, and two from the encouragement dimension. Role modeling refers to how an individual identifies and implements parents' behavior according to their needs to form their personality, motivation, and action. Expectations refer to the expectations of the parents regarding the individual. Encouragement refers to the support from the parents, which reduces the individual's perception of obstacles.

Entrepreneurial intention is defined as the intention of individuals to start a new business, act as business owners, and have career goals as a businessman (Miralles, Giones & Riverola 2016). The indicators measuring entrepreneurial intention are based on the research of Perez-Quintana *et al.* (2017): readiness, goals, effort, determination, and seriousness. Readiness refers to an individual's mental and physical readiness to conduct entrepreneurship. Goals refer to the goal of an individual to become an entrepreneur. Effort refers to how much effort an individual spends to start a business. Determination refers to how determined an individual is to start their own business. Meanwhile, seriousness refers to how serious an individual is about starting a business.

Structural Equation Modeling - Partial Least Square was used for data analysis in this research. Loading factor value was used to test the instrument reliability; AVE value was used to test the convergent validity; the cross-loading value was used to test the discriminant validity; Cronbach's Alpha value was used to test the reliability, while composite reliability value was used to test the internal consistency. Variables and instruments that passed all the tests were then used to answer the hypotheses and calculate the R^2 value.

RESULTS

Table 1 shows that more than half of the respondents used as a sample in this research are women, encompassing 54.1%, while the remaining 45.9% are men. Based on age, 22.1% of the respondents are 20 years old, 21.5% are 21 years old, 29.7% are 22 years old, and the remaining 26.7% are 23 years old. The majority of the respondents reside in East Java Province, which encompasses 65.7%. Other provinces with a significant number of respondents are West Java, with 9.88%; Central Java, with 6.98%; and South Sulawesi, with 5.23%. Meanwhile, each remaining province has less than 5% of the share. The respondents are from 33 universities, with half of them undergraduate students of Petra Christian University; other universities with a significant number of respondents are Bina Nusantara University, with 20 undergraduate students, and Machung University, with 16 undergraduate students.

Table 1. Profile of the Respondent

Gender	Number of Respondents	Percentage (%)
Male	79	45.9
Female	93	54.1
Age	Number of Respondents	Percentage (%)
20 years old	38	22.1
21 years old	37	21.5
22 years old	51	29.7
23 years old	46	26.7
Domicile (Province)	Number of Respondents	Percentage (%)
North Sumatra	2	1.16
West Java	17	9.88
Central Java	12	6.98
East Java	113	65.7
West Kalimantan	2	1.16
Central Kalimantan	1	0.58
East Kalimantan	5	2.91
South Kalimantan	2	1.16
North Kalimantan	1	0.58
South Sulawesi	9	5.23
Central Sulawesi	1	0.58
North Sulawesi	1	0.58
Bali	3	1.75
East Nusa Tenggara	3	1.75
University	Number of Respondents	Percentage (%)
Petra Christian University	87	50.58
Bina Nusantara University	20	11.63
Machung University	16	9.3
University of Surabaya	7	4.07
Atmajaya University	4	2.33
Ciputra University	4	2.33
Gajah Mada University	3	1.75
Muslim University of Indonesia	3	1.75
STIE PMCI	2	1.16
STIE YPUP	2	1.16
Other Universities	23	12.79
Total	172	100.0

Table 2 shows the values of each variable and each indicator from the sample. Overall, the gender-role orientation of undergraduate students used as the sample leans toward feminine; the mean value of FGRO is 3.94, higher than MGRO (3.50), AGRO (3.69), and UGRO (3.47) with the most dominant trait is gullible which has a mean value

of 4.00. The sample also has a moderately high level of volition with a mean value of 3.83; the most prominent indicator with a mean value of 4.00 is V₆, which means the undergraduate students in this research have a high belief that they can persevere in accomplishing their goals. The undergraduate students in this research also felt moderately high parental influence as the variable's value is 3.98; the indicator with the highest mean value is PI₅ with 4.13, which means their parents talk to them about what goals the former want for the latter's future. The samples also display a moderately high amount of entrepreneurial intention as the variable mean is 3.99, and the indicator with the highest mean value is EI₄ with 4.22, which means they are determined to create a company in the future.

Table 2. Variable and Indicator Values

Variables	Indicator	Statement	Mean	St.Dev
Masculine Gender-Role Orientation	M ₁	I am a confident person.	3.57	0.776
	M ₂	I tend/like to take risks.	3.33	0.860
	M ₃	I pay attention to my position.	3.57	0.744
	M ₄	I am an individualistic person.	3.31	0.844
	M ₅	I am a highly determined person.	3.65	0.715
	M ₆	I can lead the right way.	3.55	0.748
	M ₈	I am a person who can make decisions quickly.	3.54	0.768
	M ₉	I am an ambitious person.	3.45	0.800
	M ₁₀	I am a dominant person.	3.40	0.818
	M ₁₁	I am a competitive person.	3.40	0.849
	Variable Mean			3.50
Feminine Gender-Role Orientation	F ₁	I am a kind/attentive person.	3.96	0.886
	F ₂	I am a gullible person.	4.00	0.725
	F ₄	I am a loyal person.	3.95	0.919
	F ₅	I am sensitive to other people's needs.	3.91	0.846
	F ₆	I am a submissive person.	3.97	0.787
	F ₇	I am a humble person.	3.95	0.882
	F ₈	I am a shy person.	3.83	0.830
	Variable Mean			3.94
Androgynous Gender-Role Orientation	A ₁	I am an innovative person.	3.64	0.770
	A ₂	I am a creative person.	3.80	0.769
	A ₃	I like to analyze things.	3.75	0.819
	A ₄	I am an unpredictable person.	3.52	0.761
	A ₅	I am an energetic person.	3.61	0.747
	A ₆	I am an optimistic person.	3.80	0.827
Variable Mean			3.69	
Undifferentiated Gender-Role Orientation	U ₂	I am not a systematic person.	3.54	0.867
	U ₄	I am an obedient person.	3.60	0.860
	U ₅	I am very vehement when giving my opinions.	3.50	0.930
	U ₆	I am a yielding person.	3.49	0.882
Variable Mean			3.47	

Volition	V ₂	I have strong ambition.	3.73	0.749
	V ₃	I can implement the goals I defined.	3.84	0.712
	V ₄	I am a highly motivated person.	3.71	0.749
	V ₅	I know how to motivate myself in dire moments.	3.74	0.747
	V ₆	I can persevere in accomplishing my goals.	4.00	0.757
	Variable Mean			3.83
Parental Influence	PI ₁	I view my parents as role models.	3.92	0.789
	PI ₂	I learned about life from my parents.	4.09	0.701
	PI ₃	I learned entrepreneurship from my parents.	3.73	0.789
	PI ₄	My parents expect me to do as they wish.	4.04	0.790
	PI ₅	My parents talk about their goals for my future.	4.13	0.751
	PI ₆	My parents always support my decision.	4.05	0.811
	PI ₇	My parents are involved in reaching my goals.	3.88	0.773
Variable Mean			3.98	
Entrepreneurial Intention	EI ₁	I am ready to become an entrepreneur.	3.84	0.848
	EI ₂	My goal is to become an entrepreneur.	3.84	0.869
	EI ₃	I will try to start my own business.	4.03	0.837
	EI ₄	I am determined to create a company in the future.	4.22	0.830
	EI ₅	I seriously consider starting a new business.	4.01	0.873
Variable Mean			3.99	

The minimum loading factor standard in this research is 0.7; it resulted in one indicator from MGRO, one indicator from FGRO, two indicators from UGRO, and two indicators from volition being eliminated. Each of the remaining indicators has a loading factor of at least 0.7, so the instruments are reliable. Furthermore, in cross-loading value, each indicator has its loading factor values greater on its own construct rather than on the other constructs; hence, all of them pass the discriminant validity test. The AVE value of each variable is above 0.5, which means that all of them pass the convergent validity test. Each variable's Cronbach's Alpha value is above 0.6, which means the reliability can be accepted. The composite reliability values of each variable are above 0.7, which means the reliability of their internal consistency is also accepted. As all the tests are passed, the research variables are valid, and the research instruments are reliable.

The R-square value of entrepreneurial intention is only 0.246. This means that gender-role orientation (MGRO, FGRO, AGRO, and UGRO), volition, and parental influence explain only 24.6% of the variance in entrepreneurial intention. The remaining 75.4% of the variance in entrepreneurial intention is from variables not observed in the model of this research.

Table 3 shows that the path coefficient (original sample) of the effect of MGRO on entrepreneurial intention is 0.104, which means the effect is positive; however, the t-

statistics is only 1.238, which is lower than 1.96, which means the effect is not significant; hence H_{1a} is rejected. The path coefficient (original sample) of the effect of FGRO on entrepreneurial intention is 0.153, which means the effect is positive. Furthermore, the t-statistics is 2.048, which is higher than 1.96, which means the effect is significant; hence, H_{1b} is accepted. The path coefficient (original sample) of the effect of AGRO on entrepreneurial intention is 0.97, which means the effect is positive. However, the t-statistics is only 0.977, which is lower than 1.96, meaning the effect is insignificant; hence, H_{1c} is rejected. The path coefficient (original sample) of the effect of UGRO on entrepreneurial intention is -0.04, which means the effect is negative. However, the t-statistics is only 0.064, which is lower than 1.96, meaning the effect is insignificant. Hence, H_{1d} is rejected. The path coefficient (original sample) of the effect of volition on entrepreneurial intention is 0.147, which means the effect is positive. However, the t-statistics is only 1.226, which is lower than 1.96, meaning the effect is insignificant; hence, H_2 is rejected. The path coefficient (original sample) of the effect of UGRO on entrepreneurial intention is 0.202, which means the effect is positive. Furthermore, the t-statistics is 2.328, which is lower than 1.96, which means the effect is significant; hence, H_3 is accepted.

Table 3. Hypotheses Testing

Variable Relation	Original Sample	Standard Deviation	T-Statistics	Description
H_{1a} . MGRO → EI	0.104	0.084	1.238	not significant
H_{1b} . FGRO → EI	0.153	0.075	2.048	significant
H_{1c} . AGRO → EI	0.097	0.099	0.977	not significant
H_{1d} . UGRO → EI	-0.004	0.069	0.064	not significant
H_2 . V → EI	0.147	0.120	1.226	not significant
H_3 . PI → EI	0.202	0.087	2.328	significant

Only H_{1b} and H_3 are accepted while H_{1a} , H_{1c} , H_{1d} , and H_2 are rejected. This means that the variables in this research that predict entrepreneurial intention are FGRO and parental influence. Meanwhile, MGRO, AGRO, UGRO, and volition do not predict entrepreneurial intention.

MGRO does not have a significant effect on entrepreneurial intention, which means a change in MGRO does not result in a change in entrepreneurial intention. AGRO does not significantly affect entrepreneurial intention, which means a change in AGRO does not result in a change in entrepreneurial intention. UGRO does not significantly affect entrepreneurial intention, which means a change in UGRO does not result in a change in entrepreneurial intention.

FGRO has a positive effect on entrepreneurial intention, which means an increase in FGRO will lead to an increase in entrepreneurial intention. Despite the stereotype that entrepreneurship is a masculine job, masculine orientation does not translate into intention, as this research indicates that a person with a high level of feminine gender-role orientation tends to have more intention to participate in entrepreneurship. Entrepreneurship is a risky and long path; thus, it fits some feminine traits such as being attentive and loyal, which explains why a person with a high feminine orientation has more entrepreneurial intention compared to a person with a lower feminine orientation. Furthermore, a shy trait in a person with a high feminine orientation might deter them from seeking a paid career job, which leads them to entrepreneurship instead, especially in the job market that is dominated by masculine stereotypes, which further provides an incentive for a feminine-oriented person to attempt to pursue an entrepreneurial career as it can be tailor-made to fit themselves.

Volition does not significantly affect entrepreneurial intention; it means a change in volition level does not translate into a change in entrepreneurial intention. It is in line

with Van Gelderen et al. (2015), who emphasize that the role of volition is to transform intention into action instead of developing the intention. Volition starts from motivation, and entrepreneurial intention can serve as the motivation that triggers the volition. Volition is higher in persons who have already started entrepreneurship than in persons who only have entrepreneurial intentions (Hikkerova *et al.* 2016). Instead of showing that volition is involved in the development of intention, it shows that people with high volition are likelier to act on their intention.

Parental influence has a positive effect on entrepreneurial intention; it means the higher the parental influence, the higher the entrepreneurial intention will be. Parents are viewed as the responsible figures in the family, as they are responsible for daily family life and having a parental role, they can impart culture, life view, and social patterns that determine the attitudes and behavior of their children (Stritch & Christensen, 2016; Saiz-Alvarez et al., 2021). This impartation of values from parents to children can work if the parents have good credibility in their children's eyes (Stritch & Christensen 2016).

If parents influence their children, they can develop entrepreneurial intentions in their children. Hence, parents are a powerful force in the attempt to develop the economy through entrepreneurship. Parents can exert their influence by becoming role models in entrepreneurship, conveying their hope that their children will become entrepreneurs and supporting their children in pursuing entrepreneurial careers.

This result supports the research of Laspita et al. (2012), which found that parents have a significant influence on the entrepreneurial intention of their children. (Huezo-Ponce and Saiz-Álvarez (2020) also explained that parents' attitudes are important in guiding their children to become entrepreneurs. Developing entrepreneurship is not an easy matter; the involvement and participation of parents are necessary and must be increased (Lingappa, Shah & Mathew 2020). It differs from the research of Rachmawan et al. (2015), which found that parental influence does not significantly affect entrepreneurial intention.

CONCLUSIONS AND RECOMMENDATIONS

This research concludes that gender-role orientation has a partial effect on entrepreneurial intention. Even though MGRO, AGRO, and UGRO do not have significant effects, FGRO has a significant positive effect on entrepreneurial intention. It means a person who has a high level of feminine orientation, such as being attentive and loyal, is more likely to develop entrepreneurial intention.

This research does not find a significant effect of volition on entrepreneurial intention. This means that volition is not a predictor of entrepreneurial intention. Instead of playing a part in developing entrepreneurial intention, volition should be considered as the factor that can help turn intention into action, so despite the findings, volition remains necessary in entrepreneurship.

This research also concludes that parental influence has a significant positive effect on entrepreneurial intention. It means if parents act as role models in entrepreneurship for their children, teaching their children about entrepreneurship, talking to their children about their expectations, as well as directly supporting their children's decisions, the more likely their children are to develop entrepreneurial intentions.

This research found that FGRO has a significant positive effect on entrepreneurial intention. As such, if Indonesia wants to increase the number of entrepreneurs, it must pay special attention to undergraduate students with high levels of FGRO. Universities in Indonesia should consider broadening their entrepreneurial education so it is not only limited to the masculine type of entrepreneurship; they should improve the program so it also meets the needs of undergraduate students who have high levels of FGRO as they are also potential entrepreneurs.

This research also highlights the importance of parents in developing entrepreneurial intention, as parental influence was found to have a significant positive effect on entrepreneurial intention. It is recommended that the Indonesian government include parents in their bid to increase the number of young entrepreneurs. Parents should be advised to become role models in entrepreneurship, talking about their goals/expectations for their children and supporting their children's entrepreneurial choices.

The low R-square value shows that the research variables only explain a slight variance in entrepreneurial intention. This means that there are other variables that can explain the variance in entrepreneurial intention. As such, the number of variables in this research is a limitation. The majority of the respondents are also undergraduate students from the same university, which means it might not fully capture the heterogeneity between undergraduate students of different universities. Furthermore, most universities in East Java province might not fully represent Indonesia, especially as DKI Jakarta and Banten were notably absent.

Future research should consider adding more variables such as subjective norms, entrepreneurial skills, self-efficacy, etc. The relation between the variables can also be explored further by adding mediating variables or moderators. Future research should also consider limiting the number of samples taken from one university to make the sample more heterogeneous. The sample size can also be increased so that all regions within Indonesia can be represented.

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