

Entrepreneurial Potential Influence to Intention of Students Based on Gender

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Entrepreneurial Potential Influence to Intention of Students Based on Gender

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ABSTRACT

Gender inequality is one of the keys to entrepreneurial activity in general and especially for entrepreneurial intentions in encouraging to set up new businesses. Entrepreneurial intention grows from the presence of entrepreneurial potential, so an entrepreneur needs to have an entrepreneurial intention in itself. It is interesting to study whether the entrepreneurial potential of men is stronger than women so that men have more intentions to set up their new businesses than women?. The study method used is hierarchical multiple regression analysis with a research population of 402 students and the sample to be used is 200 students. Proporsional stratified random sampling adalah jenis teknik sampling probabilitas yang digunakan dalam penelitian ini. Test the validity and reliability using the product-moment correlation formula from Pearson and the formula for calculating Cronbach alpha (α). The results of the analysis show Entrepreneurial potential significantly affects student intention, but gender does not significantly moderate the relationship.

KEYWORDS

Entrepreneurial Intention, Gender, Intention, Entrepreneurial Potential.

INTRODUCTION

Generally, gender inequality has an important role in entrepreneurial activities, because someone who studies the dynamics of gender inequality in entrepreneurship, indirectly gender inequality becomes a major thing as well (Bastian et al., 2019). Females have much lower entrepreneurial participation than Male. Gender inequality in entrepreneurship causes constant and intense discussion in academics as well as in everyday life (Gupta et al., 2014). Gender has a significant influence on entrepreneurial intentions to open new businesses in the future, and being an entrepreneur is mostly done by males than females (Vodă & Florea, 2019).

Entrepreneurial intention is needed by someone in starting the entrepreneurship procedure. Starting from the entrepreneurial intention possessed by a person will make him prefer a career as an entrepreneur, then will dare him to take calculated risks, start collecting the resources needed, and finally ready to establish a business (Abou et al., 2020). The entrepreneurial intention will provide an understanding of the antecedents in predicting entrepreneurial action (Mamman et al., 2019). The one's intention to have participated in the process of forming the emergence of activities that lead to establishing a business could be defined as an entrepreneurial intention (Syed et al., 2020). the belief if someone who consciously plans and builds new businesses in the future to achieve long-term goals is also called entrepreneurial intention (Thompson, 2009).

So, entrepreneurial intention can be identified as the desire and encouragement of psychological beliefs of one to take part in entrepreneurial activity. Entrepreneurial intention can be considered as the best predictor of the Theory of Planned Behavior and in general, every individual has a different intention and can be studied (Krueger & Brazeal,

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