

Entrepreneurial intention and its determinants

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Abstract

This study aims to analyze the factors influencing entrepreneurial interest among members of Pimpinan Ranting Aisyiyah (PRA) Nogotirto. A quantitative approach with a descriptive-correlational design was employed. Data were collected from 30 respondents using questionnaires and analyzed through validity, reliability, classical assumption tests, and multiple regression analysis. Descriptive results indicate that respondents generally show positive entrepreneurial interest, supported by entrepreneurship education, income expectations, family environment, and sociological factors. The validity and reliability tests confirm that the research instruments are appropriate, and the classical assumption tests meet the required criteria. The regression results reveal that the family environment has a positive and significant effect on entrepreneurial interest, while entrepreneurship education, income expectations, and sociological factors show no significant effect. These findings highlight the crucial role of family support in shaping women's entrepreneurial intentions. The study recommends strengthening family-based support in synergy with entrepreneurship education and training to foster sustainable entrepreneurship growth in rural communities.

Keywords: entrepreneurship education; entrepreneurial interest; family environment; income expectations; sociological factors

1. Introduction

Unemployment is currently one of Indonesia's main concerns. The limited number of job opportunities and high unemployment rate have exacerbated social inequality. According to data from the Central Statistics Agency (BPS), the labor force based on the National Labor Force Survey (Sakernas) increased by 4.40 million to 152.11 million people in August 2024, compared to August 2023. The Open Unemployment Rate (TPT) was 4.91 percent in August 2024, a 0.41 percentage point decrease from August 2023. Unemployment in Indonesia is not the result of a choice not to work but rather the result of the increasing difficulty of finding work, especially in large cities (Oktarina et al., 2019b). Although the unemployment rate has decreased, it still significantly impacts a country's economic conditions. Some impacts include increased criminal activity, poverty, and moral violations. The public is concerned about the government's role in addressing unemployment (Siregar & Jaffisa, 2020). This includes conducting outreach and providing guidance to help people develop skills and find suitable employment.

Entrepreneurship education is one factor that influences interest in entrepreneurship (Susanti, 2021). Education is important not only because of the level achieved, but also because it plays a key role in helping entrepreneurs overcome problems. Entrepreneurship is said to drive Indonesia's economic growth for various reasons, including its ability to enhance creativity, enable individuals to channel their ideas and innovations, reduce reliance on government employees, and attract foreign investors. To promote entrepreneurship, universities play an essential role through entrepreneurship education programs. Interest in entrepreneurship is not innate; it requires knowledge and skill development (Fitriyani et al., 2024). While education often focuses on developing knowledge and intellectual abilities, entrepreneurship education focuses on the whole person, including their emotions, values, and interests, as well as creative and innovative thinking (Wibowo, 2017). Entrepreneurship is the solution for those looking for a job. The community must also be equipped with further socialization and training to foster an interest in entrepreneurship.

In addition, income expectations play a significant role in fostering interest in entrepreneurship. Individuals desire to earn a sufficient income through entrepreneurship rather than working as ordinary employees (Supriandi & Iskandar, 2022). The prospect of a higher income and unlimited financial growth can strongly attract individuals to entrepreneurship. Having clear and high income projections motivates everyone to pursue entrepreneurship (Non & Jelatu, 2023). The hope for financial freedom

and the ability to control one's financial destiny also contributes to entrepreneurial interest. Although entrepreneurship involves risks, promising income expectations are often seen as worthwhile rewards for effort and encourage individuals to take the first steps toward starting a business.

The family environment is an important factor influencing career development. A family's values, attitudes, and support can profoundly influence the development of entrepreneurial interests. Individuals with supportive families are more inclined to pursue entrepreneurship than those without such support (Zunaedy & Aisyah, 2021). Entrepreneurial interests develop when family members positively influence one another's attitudes and activities, both directly and indirectly (Santoso et al., 2023). Families that value independence and innovation encourage their members to consider entrepreneurship as a valid career option. Having entrepreneurial role models within the family can provide direct inspiration and practical knowledge. Emotional support and resources, such as initial capital or business networks, from the family can enhance the self-confidence and practical skills needed to start a business. In some cases, family expectations to continue or expand the family business can also drive entrepreneurial interest.

The social environment plays an important role in developing an interest in entrepreneurship. The greater the influence of the social environment, the greater its influence on entrepreneurship (Khurrozi & Eka Yudiana, 2024). Entrepreneurial communities, cultures that value economic independence, and inclusive networks directly increase the likelihood that someone will start and maintain a business because these environments provide vital social capital and emotional support when facing business challenges. Additionally, inclusive and accessible networks are vital for connecting individuals with essential resources, such as investors, suppliers, talent, and market access. This environment directly enhances the likelihood of someone starting and sustaining their business by providing two key pillars: social capital in the form of trust and valuable connections, and emotional support. The latter is crucial for helping individuals navigate the pressures, uncertainties, and inevitable challenges of the business journey.

1.1. Literature Review

To build a comprehensive understanding of this study, it is important to review the theoretical foundation and previous research related to entrepreneurial interest and its influencing factors. The literature review will cover several key aspects, beginning with the concept of entrepreneurial interest.

1.1.1. Interest in Entrepreneurship

In many countries, MSMEs are considered a potential driver of economic growth (Mardikaningsih & Putra, 2021). In Indonesia, MSMEs form the foundation of the economy, contributing more than 60% to the national gross domestic product (GDP) and absorbing nearly 97% of the workforce. To date, there are more than 64 million MSMEs. These figures directly reflect the high level of public interest in entrepreneurship. Interest in entrepreneurship focuses on entrepreneurial activities arising from a desire to learn about, understand, and further explore the world of entrepreneurship (Asdar et al., 2021). In short, entrepreneurial interest is an individual's tendency to create, organize, manage, take risks, and develop a business. This interest reflects the relationship between an individual and their environment. Having an interest in entrepreneurship can drive the creation of new job opportunities and ultimately contribute to societal prosperity.

1.1.2. Entrepreneurship Education

Entrepreneurship education is one factor that influences interest in entrepreneurship (Yanti, 2019). The knowledge gained through the cognitive aspect of the educational process plays an important role in sparking and developing the entrepreneurial process (Hapuk et al., 2020). Pentingnya pendidikan tidak hanya tercermin dalam tingkat pendidikan yang dicapai, melainkan juga dalam kenyataan bahwa pendidikan memainkan peran yang sangat penting dalam membantu para wirausaha untuk mengatasi masalah-masalah yang dihadapi. Education's importance is reflected not only in the level achieved but also in its role in helping entrepreneurs overcome problems. Entrepreneurship is said to be one of the factors that can drive Indonesia's economic growth for various reasons. These reasons include its ability to enhance creativity, channel ideas and creations within the community, reduce dependence on civil servants, and attract foreign investors (Fitriyani et al., 2024). Entrepreneurship education focuses on

the whole person, including their feelings, values, and interests, as well as creative and innovative thinking (Wibowo, 2017).

1.1.3. Income Expectations

Income expectations play a significant motivational role in fostering entrepreneurial interest as individuals seek to earn a sufficient income through entrepreneurship rather than working as regular employees (Supriandi & Iskandar, 2022). The prospect of a higher income than that of an employee, as well as the potential for unlimited financial growth, can strongly attract individuals to the entrepreneurial path. Although entrepreneurship carries risks, the prospect of a promising income is often seen as fair compensation for the effort, encouraging individuals to take the plunge and start a business.

1.1.4. Family Environment

The family is the smallest group that includes blood relatives (Non & Jelatu, 2023). It has a profound influence on the development of entrepreneurial interests through the values, attitudes, and support it provides. Individuals with supportive families are more likely to intend to become entrepreneurs than those without family support (Zunaedy & Aisyah, 2021). Families that value independence and innovation encourage their members to consider entrepreneurship as a valid career choice. Emotional support and resources from family, such as initial capital or business networks, can boost self-confidence and develop practical skills necessary for starting a business.

1.1.5. Sociological

The social environment, or sociological factors, plays an important role in developing an interest in entrepreneurship because the greater the influence of the social environment, the greater its influence on entrepreneurship will be (Khurrozi & Eka Yudiana, 2024). Business communities, cultures that value economic independence, and inclusive networks directly increase the likelihood that someone will start and maintain a business because these environments provide vital social capital and emotional support when facing business challenges.

1.2. Conceptual Framework

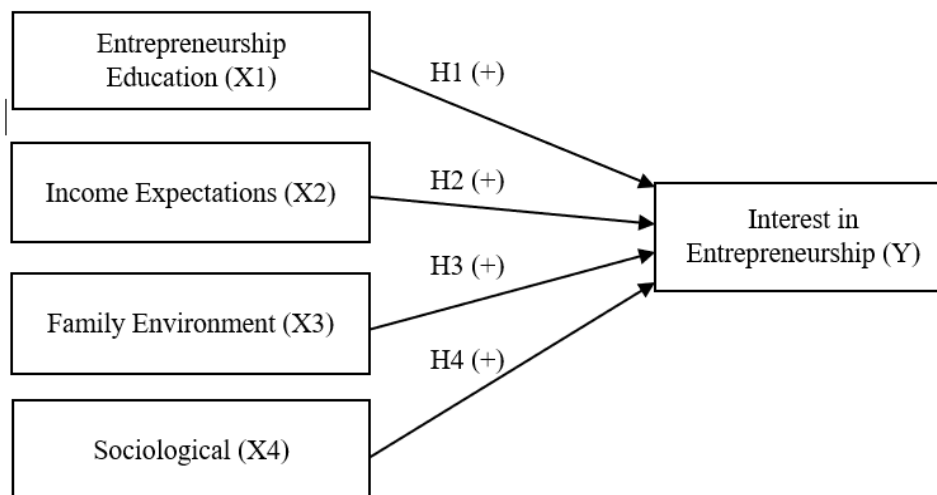


Figure 1. Conceptual Framework

2. Method

This study adopts a quantitative approach with a descriptive-correlational design to examine the relationship between entrepreneurial knowledge, income expectations, and family environment (independent variables) and entrepreneurial interest (dependent variable) among members of Pimpinan Ranting Aisyiyah (PRA) Nogotirto, Yogyakarta. The descriptive design outlines respondent

characteristics and data distribution, while the correlational design assesses the influence of the independent variables on entrepreneurial interest (Sugiono, 2019).

Research Flowchart

The research flowchart illustrates the sequential stages of the study, beginning with the preparation phase, followed by program implementation, monitoring and evaluation, and concluding with the preparation of the final report. Each stage is interconnected to ensure systematic execution, starting from literature review and instrument development, continuing with data collection and analysis, and culminating in the formulation of findings, implications, and recommendations.

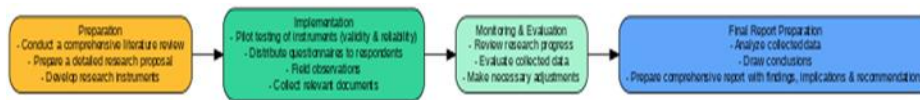


Figure 2. Research Flowchart Diagram

This research will be carried out in four main stages. The first stage is preparation, which will take place from September to December 2024. During this period, the researcher will conduct a comprehensive literature review, prepare a detailed research proposal, and develop the necessary research instruments. The second stage is program implementation, scheduled from December 2024 to July 2025. This phase includes several activities such as conducting pilot tests of the instruments to ensure their validity and reliability, distributing questionnaires to the targeted respondents, carrying out direct field observations, and collecting documents relevant to the research topic. The third stage is monitoring and evaluation, planned for April 2025. At this stage, the researcher will review the progress of the study, evaluate the collected data, and make necessary adjustments to the methodology or research instruments if required. The final stage is the preparation of the final report, which will be conducted in July 2025. In this stage, the researcher will analyze all collected data, draw conclusions, and prepare a comprehensive report outlining the findings, implications, and recommendations of the study.

The research outcome indicators include the identification of factors influencing entrepreneurial interest, the formulation of recommendations to enhance entrepreneurial interest among members of Pimpinan Ranting Aisyiyah Nogotirto, and the acceptance of an article for publication in an accredited national journal.

Through this comprehensive research method, it is expected that an in-depth understanding of the factors influencing entrepreneurial interest among members of Pimpinan Ranting Aisyiyah Nogotirto will be obtained, providing significant contributions to the development of entrepreneurship programs within the organization.

3. Results and Discussion

This study adopts a quantitative approach with a descriptive-correlational design to examine the relationship between entrepreneurial knowledge, income expectations, and family environment (independent variables) and entrepreneurial interest (dependent variable) among members of Pimpinan Ranting Aisyiyah (PRA) Nogotirto, Yogyakarta. The descriptive design outlines respondent characteristics and data distribution, while the correlational design assesses the influence of the independent variables on entrepreneurial interest (Sugiono, 2019).

3.1. Results

3.1.1. Descriptive Analysis

Before testing the hypotheses, a descriptive analysis was conducted to provide an overview of respondents' perceptions of each research variable. This analysis helps to identify general tendencies, the level of agreement, and the variation of responses related to entrepreneurship education, income expectations, family environment, sociological factors, and entrepreneurial interest. By examining mean values, score ranges, and standard deviations, it is possible to understand whether respondents'

views are consistent, optimistic, or varied across different items. The results of this analysis serve as the foundation for further statistical testing.

The summary of descriptive statistics can be seen in Table 1.

Table 1. Summary of Descriptive Analysis (N = 30)

Variable	Mean (Range)	Std. Dev. (Range)	Interpretation
Entrepreneurship Education (X1)	4.03 – 4.30	0.571 – 0.681	Very strong agreement and consistent responses; Item 6 most agreed (M=4.30).
Income Expectations (X2)	3.73 – 3.93	0.607 – 0.907	Generally high expectations, though confidence levels vary across items.
Family Environment (X3)	3.37 – 4.27	0.583 – 0.834	Positive family support overall, but varying influence; Item 6 strongest.
Sociological Factors (X4)	3.20 – 3.80	0.750 – 0.887	Neutral to somewhat positive; opinions diverse, no strong consensus.
Entrepreneurial Interest (Y)	3.50 – 3.87	0.626 – 0.776	Positive interest in entrepreneurship with fairly consistent responses.

The descriptive analysis provides an overview of respondents' perceptions across all variables. Results show that entrepreneurship education (X1) received the strongest agreement with high consistency, indicating that respondents highly value knowledge and skills training in shaping entrepreneurial interest. Income expectations (X2) are also generally high, although responses vary, suggesting optimism tempered by differences in confidence. The family environment (X3) is viewed positively, with strong support in some aspects but more variability in others, reflecting the uneven role of families in fostering entrepreneurship. Sociological factors (X4) are rated neutral to somewhat positive, highlighting that community and social networks play a role, though perceptions remain diverse. Finally, entrepreneurial interest (Y) itself is positive overall, with consistent responses, confirming that respondents have a genuine inclination toward entrepreneurship, supported by education, family, income motivation, and social environment. As shown in Table 1, respondents strongly agree on the importance of entrepreneurship education, making it the most consistent and positive variable. Income expectations and family environment also indicate positive perceptions, although with more variation in responses. Sociological factors are viewed neutrally to positively, showing a wider spread of opinions. Meanwhile, entrepreneurial interest itself is generally positive and consistent, suggesting a good potential for fostering entrepreneurship among respondents.

3.1.2. Reliability and Validity

Table 2. Reliability and Validity Test Results

Variable	Cronbach's Alpha	Reliability Category	Item Range	Pearson Correlation	Sig. (2-tailed)	Validity Result
Entrepreneurship Education (X1)	0.917	Very Reliable	7 items	0.616 – 0.908	0.001	Valid
Income Expectations (X2)	0.867	Reliable	4 items	0.787 – 0.917	0.001	Valid
Family Environment (X3)	0.890	Very Reliable	6 items	0.630 – 0.919	0.001	Valid
Sociological (X4)	0.858	Reliable	5 items	0.776 – 0.837	0.001	Valid

3.1.3. Assumption Classical Tests

Table 3. Classical Assumption Test

Type of Test	Method	Result	Conclusion
Normality	Kolmogorov-Smirnov	0.2 > 0.05	Data are normally distributed
Multicollinearity	Variance Inflation Factor (VIF)	VIF < 10	No multicollinearity
Heteroscedasticity	Glejser Test	Sig. > 0.05	No heteroscedasticity

Based on the results of the classical assumption tests, it can be concluded that the data meet the requirements for regression analysis. The normality test using the Kolmogorov-Smirnov method shows a significance value of 0.2, which is greater than 0.05, indicating that the data are normally distributed. The multicollinearity test using VIF shows that all values are below 10, meaning there is no multicollinearity among the independent variables. The heteroscedasticity test using the Glejser method shows a significance value above 0.05, indicating that the variance of the residuals is homogeneous (no heteroscedasticity).

This confirms that the regression model is statistically appropriate and can be used for further analysis.

3.1.4. Multiple Regression Analysis

A multiple regression analysis was conducted to assess the effect of entrepreneurship education, income expectations, family environment, and sociological factors on entrepreneurial interest. The results are presented in Table 4.

Independent Variable	Regression Coefficient (β)	Std. Error	t-value	Sig.	Conclusion
Constant	1.461	2.176	0.672	0.508	-
Entrepreneurship Education	-0.074	0.123	-0.600	0.554	Not Significant
Income Expectations	0.115	0.141	0.822	0.419	Not Significant
Family Environment	0.558	0.119	4.701	0.001	Positive and Significant
Sociological	0.053	0.099	0.537	0.596	Not Significant

Based on the regression results, it can be concluded that among the four independent variables tested, only the family Environment shows a positive and significant effect on entrepreneurial interest, with a regression coefficient of 0.558 and a significance value of 0.001 ($p < 0.05$). This indicates that supportive family values, attitudes, and resources play a crucial role in fostering entrepreneurial intentions.

Meanwhile, the other variables, like Entrepreneurship Education, Income Expectations, and Sociological factors do not show a significant effect, as their significance values are above 0.05. This suggests that although these factors may influence entrepreneurship indirectly, they are not strong predictors of entrepreneurial interest in this study's context.

3.2. Discussion

The study found that the family environment strongly influences entrepreneurial interest, while other factors showed no significant effect. This highlights the key role of family support in shaping women's entrepreneurship in PRA Nogotirto.

3.2.1. The Influence of Entrepreneurship Education on Interest in Entrepreneurship

Entrepreneurship education has a probability value of 0.554 (>0.05), meaning it has no effect on interest in entrepreneurship. Some members of the Pra Nogotirto mothers did not attend college and therefore did not have access to an in-depth education in entrepreneurship. They focus more on practical activities and prefer to learn independently when running their businesses (Hadyastiti et al., 2020). Thus, methods or theories about entrepreneurship are considered to have no influence on developing interest in entrepreneurship among the respondents. The results of this study are in line with the research of Wahyuningsih (2020) and Yanti (2019), which states that entrepreneurship education has no effect on entrepreneurship.

3.2.2. The Influence of Income Expectations on Interest in Entrepreneurship

Income expectations have a probability value of 0.419 (>0.05), which means that income expectations do not affect interest in entrepreneurship. This shows that high income expectations are not always a determining factor for someone to start a business. The results of this study are in line with the research by Sari & Bawono (2024), which states that entrepreneurs tend to have a more realistic view

of entrepreneurship, recognizing that it is not always synonymous with unlimited income. Entrepreneurs realize that it is a journey full of challenges and uncertainty, not a guaranteed path to large income.

3.2.3. The Influence of Family Environment on Entrepreneurial Interest

The family environment has a probability value of 0.001 (>0.001) and a coefficient value of 0.558. Therefore, it can be concluded that the family environment positively and significantly influences entrepreneurial interest. This indicates that entrepreneurial interest tends to develop when the family provides support and positive reinforcement. Family members' attitudes and activities can influence one another directly and indirectly. This aligns with research stating that a positive family environment can significantly impact the development of entrepreneurial interest.

3.2.4. Sociological Influence on Interest in Entrepreneurship

Sociological factors have a probability value of 0.596 (>0.05), indicating that they do not influence interest in entrepreneurship. This suggests an absence of supportive influences from parents, family members, and siblings involved in business Oktarina et al. (2019). The absence of positive experiences and influences related to entrepreneurship from those around them can hinder the development of entrepreneurial interest. Research shows that an unsupportive social environment, including an absence of real-life examples from family members engaged in business, can reduce an individual's motivation to pursue an entrepreneurial career. Individuals lacking access to experiences or inspiration from close relatives tend to be less confident and less motivated to start their own businesses.

4. Conclusion

This study concludes that entrepreneurial interest among members of Pimpinan Ranting Aisyiyah (PRA) Nogotirto is generally positive. Descriptive analysis indicates strong agreement in entrepreneurship education, high income expectations, supportive family environments, and moderately positive sociological factors. The validity and reliability tests confirm that the research instruments are consistent and reliable, while the classical assumption tests show that the regression model meets the required statistical criteria.

The results of multiple regression analysis reveal that the family environment is the only variable with a positive and significant effect on entrepreneurial interest, while entrepreneurship education, income expectations, and sociological factors show no significant influence. These findings emphasize the crucial role of family support in shaping women's entrepreneurial intentions.

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