

## THE EFFECT OF ENTREPRENEURSHIP KNOWLEDGE, FAMILY ENVIRONMENT AND SELF EFFICACY ON INTEREST OF ENTREPRENEURSHIP ON GEN Z IN BANDAR LAMPUNG CITY

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### Abstract

Unemployment in Bandar Lampung City is still relatively high, Gen Z contributes to the unemployment rate of 16,000 people. The number of existing unemployed can actually be reduced by the desire to build a business or entrepreneurship from the community itself. This study aims to determine the effect of Entrepreneurial Knowledge, Family Environment, Self Efficacy on entrepreneurial interest in Gen Z in the city of Bandar Lampung. The population in this study is Gen Z aged 20-24 years in Bandar Lampung City. The samples used were 398 people. The data collection technique used a questionnaire/questionnaire using 26 statements. The data analysis technique in this study used multiple linear regression analysis, F test, t test, and coefficient of determination ( $R^2$ ). The results of this study indicate that (1) entrepreneurship knowledge has a positive and significant effect on entrepreneurial interest in Gen Z in the city of Bandar Lampung. (2) the family environment has a positive and significant effect on the interest in entrepreneurship in Gen Z in the city of Bandar Lampung. (3) Self-efficacy has a positive and significant effect on entrepreneurial interest in Gen Z in the city of Bandar Lampung. (4) knowledge of entrepreneurship, family environment and self-efficacy simultaneously have a significant effect on interest in entrepreneurship in Gen Z in the city of Bandar Lampung.

**Keywords:** Knowledge of Entrepreneurship, Family Environment, Self Efficacy, Interest in Entrepreneurship

### INTRODUCTION

Currently, unemployment in Indonesia is still a problem that must be addressed by the government. The phenomenon of unemployment is caused by the opening of work opportunities that are not in accordance with the number of graduates or the readiness of new workers at all levels of education (Dindha Amelia, 2020). Data from the Central Bureau of Statistics, in February 2022, unemployment in Indonesia was recorded at 5.83% of the total workforce of 144.01 million people. BPS states that almost 14% of unemployed people are at the diploma and undergraduate level. This is bad because people who receive higher education aim to get good and decent jobs, but from the fact that most of them are unemployed. According to data from the Central Statistics Agency, in 2022, the open unemployment rate in Lampung reached 4.31% of the total workforce of 4.97 million people.

The number of open unemployment by age group in Bandar Lampung City, where Gen Z accounts for about 16,000 people from the total number of unemployed. Gen Z itself is a term for the next generation that has existed before, among others. Baby boomers (1946-1964), Gen X (1965-1980), Gen Y (1981-1996), and Gen Z (1997-2012). The number of existing unemployed can actually be reduced by the desire to build a business or entrepreneurship from the community itself. According to (Abdi et al., 2021) defines entrepreneur as an individual who makes a business and dares to take an existing risk in order to gain profit and growth through a way that is identifying opportunities and combining existing resources to build them.

In Indonesia, the number of entrepreneurs or entrepreneurs is still relatively small, according to data from the Ministry of Cooperatives and SMEs, Indonesia has an entrepreneurial ratio of 3.47% of the total population, from this data it can be interpreted that the interest in entrepreneurship or building a business from the community is still relatively small. Because from existing data neighboring countries such as Malaysia and Thailand have an entrepreneur ratio above 4%, even Singapore has an entrepreneur ratio above 8%.

There are many factors that need to be known to be able to create and encourage individuals to have the desire to build a business. One of the factors is entrepreneurial knowledge. Entrepreneurship Knowledge can be interpreted that an entrepreneurial knowledge is an intellectual owned by individuals, which is obtained through learning about entrepreneurship which later can create creative and innovative ideas and dare to go down to the business world. This is supported by the opinion of (Hendrawan & Sirine, 2017) which defines entrepreneurial knowledge as an individual skill to be able to create something new from creative thinking and acting innovatively so as to create ideas and opportunities that can be utilized as well as possible. In addition, other factors that influence the family environment. Where the family environment is where an individual can get the first education that can influence the behavior and nature of the individual. (Aristha, 2019) defines the family environment as the first environment that can have a big influence on a child. Another factor that can encourage individuals to have a desire to build a business is Self Efficacy. According to (Farida & Nurkhin, 2016) defines Self Efficacy is an individual's confidence in his abilities in carrying out situations and getting something profitable.

Based on the theoretical concept study, it is known that there are several variables or factors that influence the interest in entrepreneurship, namely, entrepreneurial knowledge, family environment, and Self Efficacy. As research conducted by (Farida & Nurkhin, 2016) with the title the influence of family environment entrepreneurship education and Self Efficacy on entrepreneurial interest in SMK students accounting expertise program, which states that Self Efficacy has a positive effect on entrepreneurial interest.

Based on the explanation of the background above, the purpose of this study is to determine the effect of entrepreneurship knowledge, family environment, and self-efficacy on entrepreneurial interest in Gen Z in Bandar Lampung City.

### **Entrepreneurial knowledge**

(Gunawan et al., 2017) defines that knowledge is an individual's ability to be able to remember, repeat, and memorize what information has been obtained and understood. Meanwhile, according to (Hendrawan & Sirine, 2017) knowledge is a result of a person's sensing through certain objects where the sensing is through the five human senses such as the senses of hearing, sight, smell, taste and touch. From the eyes and ears, usually a human can get knowledge directly. According to (Hendrawan & Sirine, 2017) entrepreneurship is a person's willingness to dare to face risks and with his ability to create new things using a combination of resources in the hope of providing the best service to all stakeholders and getting profits as a consequence. In addition, according to (Fitri, 2017) defines that entrepreneurship is a person's creative and innovative ability that is used as a guide to create opportunities for the path of success. Based on some of the definitions above, it can be concluded that entrepreneurship knowledge is an intellectual property that is owned and obtained by individuals from entrepreneurship-education which later can help individuals create innovations and engage in entrepreneurial activities. According to (Hasan et al., 2021) the indicators of entrepreneurial knowledge are business experience, business knowledge, and knowledge in analyzing business opportunities.

### **Family Environment**

The family environment is the first social environment in a human's life, where it is a place to learn and understand the interaction relationship with the group. In the family children first learn to understand the wishes of others, learn to be able to work together and be able to help each other, human education which can start from the family. A family has parents as educators and children as educated. According to (Kartawijaya, 2018) the family environment is the first medium through which influences can be exerted such as the nature and behavior of children's development. According to (Evaliana., 2022) defines the family environment as the main and first place where decisions taken by a child are influenced by the family. Based on the explanation above, it can be concluded that the family environment is a condition that exists around individuals who become small organizations consisting of two parents and a child who are bound by blood ties. The family environment is the first social environment that exists in human life, in the family environment children get love, attention, support, and economic fulfillment by parents where children can develop all their abilities to be successful in the future. according to (L. Indriyani & Margunani, 2019) as for the indicators in the family environment, namely the way parents educate, realization between family members, home atmosphere, family economic situation, understanding received from family, and cultural background.

### **Self Efficacy**

Self-efficacy is the belief in the individual in his own ability that he can successfully carry out the activities or actions that are undertaken. According to (Hendrawan & Sirine, 2017) defines Self Efficacy as a form of individual confidence to deal with problems that are happening. Meanwhile, according to (Prabhu et al., 2012) concludes Self Efficacy as an individual's assessment of the ability and competence to complete the task of achieving goals, and facing obstacles. (Abdi et al., 2021) defines Self Efficacy as the ability of a person who can change individual beliefs to successfully carry out tasks and be successful in every action taken. Based on the definition of the explanation above, it can be concluded that Self Efficacy is a person's belief in his abilities to be able to successfully carry out what he is doing, as well as a process of growing a belief that he has and can estimate his ability to carry out certain tasks or actions needed to carry out certain tasks. achieve the desired result. According to (Hasan et al., 2021) the indicators of self-efficacy are the level of task difficulty, the strength of belief, and the area of behavior.

### **Entrepreneurial Interest**

Interest is a feeling of being interested in something that you want to do without anyone asking or ordering (Hasan et al., 2021). Interest in entrepreneurship is a person's tendency to be interested in creating a business which then organizes, manages, takes risks and develops the business he creates (Hendrawan & Sirine, 2017). Meanwhile, according to (Agusmiati & Wahyudin, 2018) interest in entrepreneurship is a person's desire and interest to work to be able to fill his life needs without

## **HYPOTHESIS DEVELOPMENT**

Entrepreneurial knowledge is a science related to the behavior, nature, character, and character of individuals who bring innovation ideas into the real world in a creative way (Nurbaya, 2012). According to (Fahiroh, 2022) entrepreneurship knowledge is an individual's understanding of entrepreneurship with positive, creative, and innovative characteristics to create profitable business opportunities. The wider the entrepreneurial knowledge possessed, it is estimated that the higher the intention to enter into entrepreneurship. With broad knowledge individuals will be able to create creative and innovative ideas. Based on research conducted by (Sadeli & Patiware, 2022) which has proven that entrepreneurship knowledge has a significant influence on entrepreneurial interest. Therefore, knowledge of entrepreneurship is very influential on interest in entrepreneurship because if someone has broad knowledge, surely interest in entrepreneurship will increase. For this reason, the following hypothesis is formed:

**H1: Entrepreneurship Knowledge Has a Positive and Significant Effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City.**

According to (Farida & Nurkhin, 2016) the family environment is all things that exist such as family background, family culture, and how parents educate will be able to support, guide, and encourage individuals such as students for their future lives. The better conditions that occur in the family environment, it is estimated that the interest in entrepreneurship will increase. With a good family environment, family members, especially children, will be more daring to share their wishes or ask for opinions and suggestions regarding things to start entrepreneurship. Based on research conducted by (Wahyuni et al., 2021) which has proven that the family environment has a significant effect on the interest in entrepreneurship for students. Furthermore, research has been conducted (Agusmiati & Wahyudin, 2018) which has proven that there is a positive and significant influence of the family environment on interest in entrepreneurship. Therefore, the family environment is very influential on children's entrepreneurial interests, because if children increasingly get a comfortable place and support for the actions to be taken, it will definitely increase the desire for entrepreneurship, so the hypothesis is formed as follows:

**H2: Family Environment Has a Positive and Significant Influence on Entrepreneurial Interest in Gen Z in Bandar Lampung City.**

According to (Prabhu et al., 2012) Self Efficacy is an individual's assessment of himself whether he can take good or bad actions and can or cannot do things as planned. Self-efficacy is an individual's belief in their ability to exercise a number of measures of controlling their self-function in an environment (Gunawan et al., 2017). The higher the Self Efficacy owned by the individual is estimated to increase the interest in entrepreneurship. By having high Self Efficacy individuals will definitely have high confidence to dare to face the risks that may occur from the decisions taken. Based on research conducted by (Marini & Hamidah, 2014) which has proven that Self Efficacy has a positive and significant effect on interest in entrepreneurship. Furthermore, research conducted by (Farida & Nurkhin, 2016) which shows that Self Efficacy has a positive effect on interest in entrepreneurship. Therefore Self Efficacy is very influential on the interest in entrepreneurship, so the hypothesis is formed as follows:

**H3: Self Efficacy Has a Positive and Significant Effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City**

Mastery of knowledge on entrepreneurship, family environment, and Self Efficacy as well as increasing interest in entrepreneurship is thought to be able to support the reduction of existing unemployment, this is because the knowledge of entrepreneurship, family environment, and Self Efficacy is increasingly understood. So that individuals always try to maximize all the things that are being done. Based on research conducted by (Rifa'atul Maftuhah, 2015) which has proven that knowledge of entrepreneurship, family environment, and Self Efficacy significantly affect interest in entrepreneurship. Therefore knowledge of entrepreneurship, family environment, and Self Efficacy are very important things that can influence Gen Z's entrepreneurial interest, so that the following hypothesis is formed:

**H4 : Knowledge of Entrepreneurship, Family Environment, and Self Efficacy Significantly Affect Entrepreneurial Interest in Gen Z in Bandar Lampung City**

## FRAMEWORK OF THOUGHT

Based on the explanation of the hypothesis above, the following is a picture of the framework of thinking in this study:

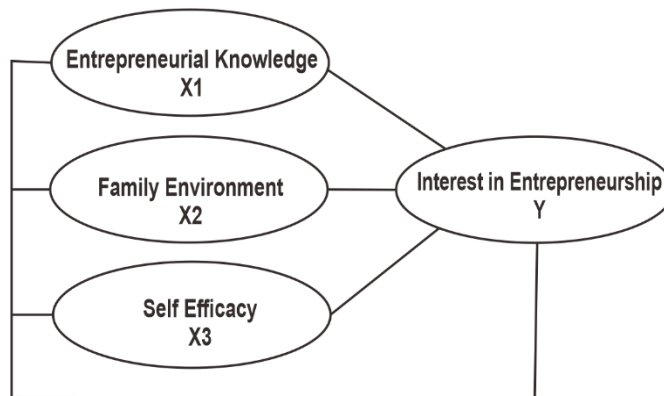


Figure 1. Framework

Source: Processed by researchers

## RESEARCH METHOD

In this study using a quantitative approach, namely the method used for research based on concrete data, the data is in the form of numbers that will be calculated in statistics as a test tool, the results of the calculations provide a conclusion from what is being studied (Sugiyono, 2018).

### Population and Sample

According to (Fahiroh, 2022), the population is the entire generalization area consisting of subjects or objects that have certain qualities that are selected by researchers to be studied and then drawn conclusions. In this study, the population was Gen Z aged 20-24 years, amounting to about 94,421 people, in Bandar Lampung City.

The sample is the number of unbiased observations taken from a population. According to (Fahiroh, 2022), the sample is part of the number of characteristics possessed by the population. Sampling in this study used a simple random sampling technique, with sample measurement using the Slovin formula which resulted in 398 samples.

### Data collection technique

In this study, the data collection technique used a questionnaire (questionnaire) technique because the data source in this study was the primary data source that was obtained directly. This study uses a questionnaire instrument or questionnaire that provides several statements and answer choices, so that respondents only need to choose one answer from the available options. The measurement scale that will be used by the researcher is the Likert scale, the Likert measurement scale which consists of five choices of scores

### Analysis Method

#### Validity test

To measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Aristha, 2019). Making a decision whether a data is valid or not can be done through the following provisions:

1. If  $r_{count} > r_{table}$  then the statement can be said to be valid.
2. If  $r_{count} < r_{table}$  then the statement can be said to be invalid.

The other way to test the validity is by comparing the score (Pearson correlation) with an alpha of 5% (0.05). If the Pearson correlation value is smaller than alpha, then the statement can be said to be valid.

#### Reliability Test

To measure the consistency of the questionnaire as an indicator of research variables. If the individual's answer to the statement shows consistency from time to time, then the questionnaire can be said to be reliable or reliable. The reliability test in this study used the Cronbach Alpha formula to be able to find out how the reliability of the instrument was based on the research variables. If the Cronbach Alpha value of all variables is greater than 0.60, it is declared reliable then it can be used as a research tool.

### **Multiple Linear Regression Analysis**

Multiple linear regression analysis model, is used if the researcher wants to observe the ups and downs of the dependent variable, if it has two or more independent variables it can be a predictor factor in its value going up and down (Sugiyono, 2017). Here is the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Keterangan:

- Y = Entrepreneurial Interest
- a = Constant Value
- $b_1, b_2, b_3$  = Regression coefficient of each independent variable
- X1 = Entrepreneurial Knowledge
- X2 = Family environment
- X3 = Self Efficacy

### **Partial Test (T Test)**

The t test was used to determine the effect of the independent variable on the dependent variable used in this study partially (Ghozali, 2018) in the study (Aristha, 2019). The partial test of the research data carried out uses a significance level of 5% (0.05) so that the test criteria are as follows:

1. If the significance is  $< 0.05$  and  $t_{count} > t_{table}$ , it means that the independent variable has an effect on the dependent variable.
2. If the significance  $> 0.05$  and  $t_{count} < t_{table}$ , it means that the independent variable has no effect on the dependent variable.

### **Simultaneous Test (F Test)**

The F test was conducted to find out whether the independent variable (independent) had a joint influence on the dependent variable (Gozali, 2018) in (Aristha, 2019). The F test in this study uses a significance of 0.05. So it can be interpreted as follows:

1. If the significance is  $< 0.05$  and  $F_{count} > F_{table}$ , it means that the independent variable has an effect on the dependent variable.
2. If significance  $> 0.05$  and  $F_{count} < F_{table}$ , it means that all independent variables have no effect on the dependent variable.

### **Coefficient of Determination Test ( $R^2$ )**

The coefficient of determination test has the aim of being able to measure the extent to which the model can explain how influential the independent variable is on the dependent variable simultaneously (Ghozali, 2018) in (Aristha, 2019). The value of the coefficient of determination is from 0 to 1. The correlation coefficient is 0 (no correlation), 0-0.49 (weak), 0.50-0.99 (strong), 1.00 (perfect). If the value of  $R^2$  is small, it can be interpreted that the independent variable in explaining the dependent variable is very limited. However, if the value is close to one, it can be interpreted that the independent variable is able to provide almost all the information that is needed to predict the dependent variable.

### **Operational Variables**

This study uses two interrelated variables, namely the dependent variable (bound), and independent (free).

1. **Dependent variable:**  
Entrepreneurial Interest
2. **Independent variables**
  - Entrepreneurial Knowledge
  - Family Environment
  - Self Efficacy

## **RESULTS AND DISCUSSION**

### **Validity test**

The following are the results of the validity test in this study :

**Table 1. Validity Test Results**

| Variable                  | Statement | rcount | rtable | Condition          | Description |
|---------------------------|-----------|--------|--------|--------------------|-------------|
| Entrepreneurial Knowledge | EK 1      | 0,864  | 0,099  | rcount >           | Valid       |
|                           | EK 2      | 0,848  | 0,099  | rcount >           | Valid       |
|                           | EK 3      | 0,839  | 0,099  | rcount >           | Valid       |
|                           | EK 4      | 0,859  | 0,099  | rcount >           | Valid       |
|                           | EK 5      | 0,888  | 0,099  | rcount >           | Valid       |
|                           | EK 6      | 0,792  | 0,099  | rcount >           | Valid       |
| Family Environment        | FE 1      | 0,794  | 0,099  | rcount >           | Valid       |
|                           | FE 2      | 0,777  | 0,099  | rcount >           | Valid       |
|                           | FE 3      | 0,838  | 0,099  | rcount >           | Valid       |
|                           | FE 4      | 0,834  | 0,099  | rcount >           | Valid       |
|                           | FE 5      | 0,832  | 0,099  | rcount >           | Valid       |
|                           | FE 6      | 0,714  | 0,099  | rcount >           | Valid       |
| Self Efficacy             | SE 1      | 0,815  | 0,099  | rcount >           | Valid       |
|                           | SE 2      | 0,865  | 0,099  | rcount >           | Valid       |
|                           | SE 3      | 0,861  | 0,099  | rcount >           | Valid       |
|                           | SE 4      | 0,863  | 0,099  | rcount >           | Valid       |
|                           | SE 5      | 0,903  | 0,099  | rcount >           | Valid       |
|                           | SE 6      | 0,864  | 0,099  | rcount >           | Valid       |
| Entrepreneurial Interest  | EI 1      | 0,810  | 0,099  | rcount >           | Valid       |
|                           | EI 2      | 0,798  | 0,099  | rcount >           | Valid       |
|                           | EI 3      | 0,852  | 0,099  | rcount >           | Valid       |
|                           | EI 4      | 0,878  | 0,099  | rcount >           | Valid       |
|                           | EI 5      | 0,850  | 0,099  | rcount >           | Valid       |
|                           | EI 6      | 0,866  | 0,099  | rcount >           | Valid       |
|                           | EI 7      | 0,840  | 0,099  | rcount >           | Valid       |
|                           | EI 8      | 0,852  | 0,099  | rcount ><br>rtable | Valid       |

*Source: Processed by researchers*

Based on Table 1. above shows that the overall statement of each variable in this study shows that  $r_{count} > r_{table}$ , which means that the statement from the questionnaire with independent variables (entrepreneurship knowledge, family environment, and self-efficacy) and the dependent variable (entrepreneurial interest) is stated valid.

### Reliability Test

The following are the results of the reliability test in this study:

**Table 2. Reliability Test Results**

| Research Variable         | Cronbach's Alpha | Critical Value | Description |
|---------------------------|------------------|----------------|-------------|
| Entrepreneurial Knowledge | 0,922            | 0,60           | Reliable    |
| Family Environment        | 0,875            | 0,60           | Reliable    |
| Self Efficacy             | 0,928            | 0,60           | Reliable    |
| Entrepreneurial Interest  | 0,941            | 0,60           | Reliable    |

*Source: Processed by researchers*

Based on Table 2, above shows that the value of Cronbach's Alpha on the entrepreneurial knowledge variable is 0.922, the family environment variable is 0.875, the self-efficacy variable is 0.928, and the entrepreneurial interest variable is 0.941. This means that all respondents' answers are consistent or reliable in answering each statement item that measures each variable.

**Multiple Linear Regression Analysis**

The following are the results of multiple linear regression analysis in this study:

**Table 3. Multiple Linear Regression Test Results**

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | 4.609                       | .906       |                           | 5.088 | .000 |
| Total_X1                  | .295                        | .039       | .273                      | 7.489 | .000 |
| Total_X2                  | .425                        | .050       | .318                      | 8.429 | .000 |
| Total_X3                  | .469                        | .049       | .385                      | 9.543 | .000 |

Source: Processed by researchers

Based on the data above, the regression equation obtained is as follows:  $Y = 4.609 + 0.295 X1 + 0.425 X2 + 0.469 X3$ . From this equation it can be explained that: (1) The constant value indicates that if the independent variable (entrepreneurship knowledge, family environment, and self-efficacy) is assumed to be zero, then the dependent variable (entrepreneurial interest) is 4.609. (2) The regression coefficient value of the entrepreneurial knowledge variable (X1) is 0.295. This shows that the entrepreneurial knowledge variable has a positive effect, which means that every 1 percent increase in the entrepreneurial knowledge variable will increase the entrepreneurial interest variable by 0.295. (3) The regression coefficient value of the Family Environment variable (X2) is 0.425. This shows that the family environment variable has a positive effect, which means that every 1 percent increase in the family environment variable will increase the entrepreneurial interest variable by 0.425. (4) The regression coefficient value of the self efficacy variable (X3) is 0.469. This shows that the self-efficacy variable has a positive effect, which means that every 1 percent increase in the self-efficacy variable will increase the entrepreneurial interest variable by 0.469.

**Result of Partial Test (T Test)**

Based on Table 3, the hypothesis test in this study was carried out at a significance level of 0.05, and the t-table value can be calculated in the t-test table with the formula  $df = n - k$  or  $df = 398 - 4 = 394$ , so that a t-table of 1.966 is obtained. To determine the magnitude of the influence of each independent variable partially on the dependent variable is as follows:

1. H1: Test the hypothesis of Entrepreneurial Knowledge (X1) on Interest in Entrepreneurship (Y) based on the calculation results obtained  $t_{count} > t_{table}$  ( $7.489 > 1.966$ ) with a significant level of 0.05, which is ( $0.000 < 0.05$ ). This means that the Entrepreneurial Knowledge variable partially has a positive and significant effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City.
2. H2: Test the Family Environment Hypothesis (X2) on Interest in Entrepreneurship (Y) based on the calculation results obtained  $t_{count} > t_{table}$  ( $8.429 > 1.966$ ) with a significant level of 0.05, which is ( $0.000 < 0.05$ ). This means that the Family Environment variable partially has a positive and significant effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City.
3. H3: Test the Self Efficacy hypothesis (X3) on Entrepreneurial Interest (Y) based on the calculation results obtained  $t_{count} > t_{table}$  ( $9.543 > 1.966$ ) with a significant level of 0.05, which is ( $0.000 < 0.05$ ). This means that the Self Efficacy variable partially has a positive and significant effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City.

**Result of Simultaneous Test (F Test)**

The following are the results of the Simultaneous Test (Test F) in this study:

**Table 4. Simultaneous Test Results (Test F)**

ANOVA<sup>a</sup>

| Model        | Sum of Squares | df  | Mean Square | F       | Sig.              |
|--------------|----------------|-----|-------------|---------|-------------------|
| 1 Regression | 3796.775       | 3   | 1265.592    | 501.272 | .000 <sup>b</sup> |
| Residual     | 994.755        | 394 | 2.525       |         |                   |
| Total        | 4791.530       | 397 |             |         |                   |

Source: Processed by researchers

Based on Table 4. which shows that the F test can be done by comparing the value of Fcount with the value of Ftable at a significance level of 0.05. The value of Fcount is 501.272 and Ftable with  $df_1 = k-1$  ( $df_1 = 4-1 = 3$ ), then the degree of numeration is 3 and  $df_2 = n-k$  ( $df_2 = 398-4 = 394$ ) then the degree of the denominator is 394, then the obtained Ftable is 2.62, it means that  $F_{count} > F_{table}$  which is  $501.272 > 2.62$ . The significance value is  $0.000 < 0.05$ , so the F test results can be concluded that the fourth hypothesis H4 is accepted, namely the variables of entrepreneurship knowledge, family environment, and self-efficacy together have a significant influence on interest in entrepreneurship in Gen Z in Bandar Lampung City.

### Coefficient of Determination Test (R<sup>2</sup>)

The following are the results of the Coefficient of Determination Test (R<sup>2</sup>) in this study:

**Table 5. Coefficient of Determination Test Results (R<sup>2</sup>)**

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .890 <sup>a</sup> | .792     | .791              | 1.589                      |

Source: Processed by researchers

Based on **Table 5.** the coefficient of determination shows the number R Square with a value of 0.792. This shows that the correlation coefficient (strong) means that the independent variables (Entrepreneurial Knowledge, Family Environment, and Self Efficacy) are able to provide almost all the information that is needed to predict the dependent variable (Entrepreneurial Interest).

## DISCUSSION

### The Effect of Entrepreneurial Knowledge on Entrepreneurial Interest in Gen Z in Bandar Lampung City

Based on the results of the research that has been done, the entrepreneurship knowledge variable that was partially tested resulted in a positive regression coefficient value of b and a value of  $t_{count} 7.489 > t_{table} 1.966$  and obtained a significance level of  $0.000 < 0.05$ . Based on these results, it can be concluded that the Entrepreneurial Knowledge variable (X1) has a positive and significant effect on entrepreneurial interest. The hypothesis which states that entrepreneurship knowledge has a positive and significant effect on entrepreneurial interest in Gen Z in Bandar Lampung City is accepted. This means that the higher the entrepreneurial knowledge possessed by individuals, the entrepreneurial interest in Gen Z in Bandar Lampung City will increase, and vice versa, the lower the entrepreneurial knowledge possessed by individuals, the entrepreneurial interest in Gen Z in Bandar Lampung City will be decreasing, and this study shows that the entrepreneurial knowledge variable has a significant effect on entrepreneurial interest.

In fact, the statement items contained in the entrepreneurship knowledge variable questionnaire consist of 3 indicators and 6 questionnaire statements. The highest respondent's answer is in the statement item number six "I understand that entrepreneurial skills provide opportunities for business success". This shows that every individual must try to have skills or expertise in entrepreneurship, because it will be able to help individuals to successfully run their businesses. Meanwhile, the lowest respondent's answer was on the statement item number three "I understand the management function in business management". This shows that some of the Gen Z respondents stated that they did not understand the function of management in running a business. From this statement, educational institutions such as

schools or training courses that provide entrepreneurial knowledge must equip each individual with good entrepreneurial skills and emphasize an understanding of the management function in running a business. If these factors can be maintained and improved, Gen Z will be able to maintain their entrepreneurial interest.

So it can be concluded that if each individual has good knowledge of entrepreneurship, then the interest in entrepreneurship will increase because individuals already have a stock of knowledge related to how to run or manage a business. This is the reason entrepreneurship knowledge has a positive influence on entrepreneurial interest in Gen Z.

The results of this study are also supported by research conducted by (Herlambang, 2021), which says that entrepreneurship knowledge partially has a significant effect on entrepreneurial interest and research conducted by (L. Indriyani & Margunani, 2019) with the title "The Effect of Entrepreneurship Knowledge and Family Environment on Entrepreneurial Interest Through Self-Efficacy" which concludes that Entrepreneurship Knowledge has a positive and significant effect on entrepreneurial interest.

### **The Effect of Family Environment on Entrepreneurial Interest in Gen Z in Bandar Lampung City**

Based on the results of the research that has been done, the Family Environment variable that was partially tested resulted in a positive regression coefficient value of  $b$  and a value of  $t_{count} 8.429 > t_{table} 1.966$  and obtained a significance level of  $0.000 < 0.05$ . Based on these results, it can be concluded that the family environment variable ( $X_2$ ) has a positive and significant effect on entrepreneurial interest. The hypothesis which states that the family environment has a positive and significant effect on entrepreneurial interest in Gen Z in Bandar Lampung City is accepted. This means that the better the family environment, the entrepreneurial interest in Gen Z in Bandar Lampung City will increase, and vice versa the lower the family environment, the entrepreneurial interest in Gen Z in Bandar Lampung City will decrease, and this study shows that The family environment variable has a significant effect on entrepreneurial interest.

In fact, the statement items contained in the Family Environment variable questionnaire consist of 6 indicators and 6 questionnaire statements. The highest respondent's answer is in the statement item number four "My parents taught me to always work hard". This shows that Gen Z agrees with the way parents educate their children to work hard because so that children have a sense of responsibility and can meet their own needs and always work hard to face the challenges that exist. While the answer of the lowest respondent on the statement item number one "My parents always teach discipline". This shows that some Gen Z from respondents stated that not all parents teach discipline to their children because sometimes parents if they feel their children have reached adolescence are considered to be able to choose a good path for themselves. From this statement, the family environment, especially parents, must always teach and support their children to work hard without knowing fear and giving up in the face of a problem, and parents are obliged to teach discipline to their children from an early age to adulthood because it will be a provision for a child to always discipline in carrying out what decisions will be taken. If these factors can be maintained and improved by parents, Gen Z will be able to maintain their entrepreneurial interest.

So it can be concluded that if the family environment can provide all the needs needed by a child such as understanding of children, support, and examples of good behavior. From this a child will feel comfortable and brave to face the steps that will be taken. This is the reason the family environment has a positive influence on entrepreneurial interest in Gen Z.

The results of this study are also supported by research conducted by (Wahyuni et al., 2021) which has proven that the family environment has a significant effect on the interest in entrepreneurship for students and the research conducted (Agusmiati & Wahyudin, 2018) with the title "The influence of the family environment, knowledge entrepreneurship, personality, and motivation on the interest in entrepreneurship" which has proven that there is a positive and significant influence of the family environment on the interest in entrepreneurship.

### **The Effect of Self Efficacy on Entrepreneurial Interest in Gen Z in Bandar Lampung City**

Based on the results of the research that has been done, the partially tested Self Efficacy variable produces a positive regression coefficient value of  $b$  and a  $t_{count}$  of  $9.543 > t_{table}$  of  $1.966$  and a significance level of  $0.000 < 0.05$  is obtained. Based on these results, it can be concluded that the variable Self Efficacy ( $X_3$ ) has a positive and significant effect on entrepreneurial interest. The hypothesis which states that self-efficacy has a positive and significant effect on entrepreneurial interest in Gen Z in Bandar Lampung City is accepted. This means that the better Self Efficacy, the interest in entrepreneurship in Gen Z in Bandar Lampung City will increase, and vice versa the lower Self Efficacy, the entrepreneurial interest in Gen Z in Bandar Lampung City will decrease. And this study shows that the Self Efficacy variable has a significant effect on entrepreneurial interest.

In fact, the statement items contained in the Self Efficacy variable questionnaire consist of 3 indicators and 6 questionnaire statements. The highest respondent's answer is in the statement item number six "I believe luck will be on your side if it is done well". This shows that Gen Z agrees that if something is done well and seriously, it will get good results. While the lowest respondent's answer to the number one statement item "I believe I can overcome the difficulty

of developing entrepreneurship". This shows that some of the Gen Z respondents stated that they did not understand how to develop a business. From this statement, each individual must be confident in their abilities, which dare to take a decision and run it well and always rise when encountering an obstacle because every struggle that is carried out will definitely get good results, and each individual must always learn from the failures experienced. by yourself or others as experience and provision to learn to develop the business being run. If these factors can be maintained and improved, Gen Z will be able to maintain their entrepreneurial interest.

So it can be concluded that if Self Efficacy is well owned by each individual, then whatever action or decision is chosen it will definitely be carried out well and dare to face any risks that will be faced. This is the reason Self Efficacy has a positive influence on entrepreneurial interest in Gen Z.

The results of this study are supported by research conducted by (Farida & Nurkhin, 2016) which states that Self Efficacy has a positive and significant effect on interest in entrepreneurship and research conducted by (Marini & Hamidah, 2014) which has proven that Self Efficacy has a positive and significant effect on interest in entrepreneurship.

### **The Effect of Entrepreneurial Knowledge, Family Environment, and Self Efficacy on Entrepreneurial Interest in Gen Z in Bandar Lampung City**

Based on the results of the F test that has been carried out, the value of  $F_{count} > F_{table}$  is  $(501.272 > 2.62)$  with a significant value of  $0.000 < 0.05$ , it can be described simultaneously that entrepreneurship knowledge, family environment and self-efficacy jointly affect interest in entrepreneurship. on Gen Z in Bandar Lampung City. This can be interpreted that the higher the entrepreneurial knowledge, family environment, and self-efficacy, the higher the entrepreneurial interest in Gen Z and vice versa. The results of multiple regression testing show that the coefficient of determination ( $R^2$ ) is 0.792. This shows that the correlation coefficient (strong) means that the independent variables (Entrepreneurial Knowledge, Family Environment, and Self Efficacy) are able to provide almost all the information that is needed to predict the dependent variable (Entrepreneurial Interest).

So it can be concluded that Gen Z's entrepreneurial interest is formed from Self Efficacy which provides individual self-confidence in carrying out the actions to be taken, in addition to the support from the family that has an influence on the type of work a child will do in the future, so that the family can be used as a guide for Developing a child's creativity, and finally entrepreneurship knowledge is also needed because entrepreneurial knowledge is obtained through teaching and learning activities and simulations of entrepreneurial practice activities that require them to create a new business or develop an existing business. So from this, if you want to have an interest in entrepreneurship, you must apply these three things together so that interest in entrepreneurship is high, namely learning what entrepreneurship is, a supportive family environment, and having high self-efficacy or confidence.

### **CONCLUSION**

Based on the data obtained from the results of the analysis carried out, the following conclusions can be drawn:

- 1) Entrepreneurship knowledge partially has a positive and significant effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City.
- 2) Family environment partially has a positive and significant effect on Entrepreneurial Interest in Gen Z in Bandar Lampung City.
- 3) Self efficacy partially has a positive and significant effect on entrepreneurial interest in Gen Z in Bandar Lampung City.
- 4) Entrepreneurial knowledge, family environment, and self-efficacy simultaneously have a significant effect on entrepreneurial interest in Gen Z in Bandar Lampung City.

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