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The Influence Of Opporunity Recognition, Self-Efficacy And Entrepreneurial Attitude To Entrepreneurial Intention

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ABSTRACT

This study aims to analyze the research variables of Opportunity Recognition, Self-efficacy, and Entrepreneurial Attitude towards Entrepreneurial Intention of Generation Z in Building a Business in Jakarta City. The background of this study is the increasing environmental problems such as the amount of waste that often increases in the Jakarta City area. Generation Z is a generation that was born and grew up in a more advanced digital era and is aware of the issues that occur. Generation Z has great potential in creating a business that is not only to achieve profit, but also for the sustainability of the business. The sample used in this study was 160 respondents who were generation z who wanted to build a business in Jakarta City and who had the intention of preserving the environment to reduce the amount of excessive waste and purposive and snowball sampling techniques. The data used in this study were collected through questionnaires distributed digitally using Google Forms and data analysis methods using SmartPLS 4.0 software. In analyzing the data, it can be concluded that Opportunity Recognition has no effect on Entrepreneurial Intention, Self-Efficacy has a significant effect on Entrepreneurial Intention, and Entrepreneurial Attitude has a significant effect on Entrepreneurial Intention. This study provides theoretical suggestions for further researchers such as adding variables not discussed in this study and collecting more samples to be able to analyze further.

Keywords: Opportunity Recognition, Self-Efficacy, Entrepreneurial Attitude, Entrepreneurial Intention.

INTRODUCTION

Generation Z, commonly referred to as Gen Z, consists of individuals born between 1997 and 2012. With their diverse skills and unique characteristics, Gen Z possesses various labels and distinct personal traits. This generation has grown up in the era of digitalization, which facilitates the realization of business ideas due to rapidly advancing and increasingly sophisticated technology.

In the digital era, Gen Z finds it easier to conduct research related to establishing Micro, Small, and Medium Enterprises (MSMEs). They can easily access websites that provide information about the methods and risks involved in starting a business. The digitalization process leads to an increase in data and information exchange, supported by massive connectivity (Creazza et al., 2022).

MSMEs play a crucial role in advancing a country's economy, as this sector provides employment opportunities for individuals who are unable to find jobs in other sectors (Arrumdany et al., 2019). The main advantage of MSMEs is their ability to create jobs with relatively low capital investment. However, MSMEs tend to have higher labor intensity compared to large companies (Singh & Paliwal, 2017).

It can be said that the entrepreneurial intention of Generation Z is relatively high; unfortunately, not all of these intentions can be realized due to various factors. According to Thompson (2009), entrepreneurial intention is defined as an individual's belief—both in themselves and others—in building an existing business concept or creating a new one that will be implemented in the future, as a form of business execution that was previously only an idea on paper.

Martin and Oey Widjaja (2019) explain that self-efficacy in entrepreneurship requires many tasks and responsibilities. Therefore, self-efficacy plays a vital role in entrepreneurship because it provides motivation, confidence, and intention regarding an individual's ability to handle and resolve problems that arise in the entrepreneurial process.

Self-efficacy is also described as a form of desire or expectation of success in a business and is considered a characteristic that individuals should possess when facing business challenges (Hobfoll, 1989). Fauzi (2022) states that self-efficacy has a significant influence; however, there is a research gap, as the data collection in that study focused primarily on the variable of self-efficacy, while other variables related to entrepreneurial intention were not examined further.

Kuckertz et al. (2017) define opportunity recognition as the ability to identify or analyze business opportunities in entrepreneurship, enabling individuals to explore and discover potential business prospects. Individuals who are more alert or aware of business opportunities tend to engage more frequently in research and development activities related to those opportunities.

According to Hatammimi and Firdania (2023), the process of opportunity recognition involves repeated evaluations to ensure that the business opportunities being pursued will remain viable in the long term, thus minimizing risks that could affect the sustainability of a tote bag business. Opportunity recognition is closely related to identifying business possibilities, which is a fundamental step in discovering entrepreneurial opportunities.

A poor attitude will negatively affect business success. Attitude refers to an individual's mental and physical readiness to support their actions in managing a business (Dzulfikri & Kusworo, 2017). Being physically prepared does not necessarily mean being mentally prepared; many individuals from Generation Z often complain about challenges in managing a business and relate them to mental health issues.

Such issues can affect business quality due to weak resilience in dealing with business pressures, leading individuals to complain easily and eventually give up on realizing or continuing their business after facing only one or two problems. A positive entrepreneurial attitude is reflected in the beliefs and attributes that influence individuals to behave consistently in entrepreneurial activities (Sugiarto & Widjaja, 2020).

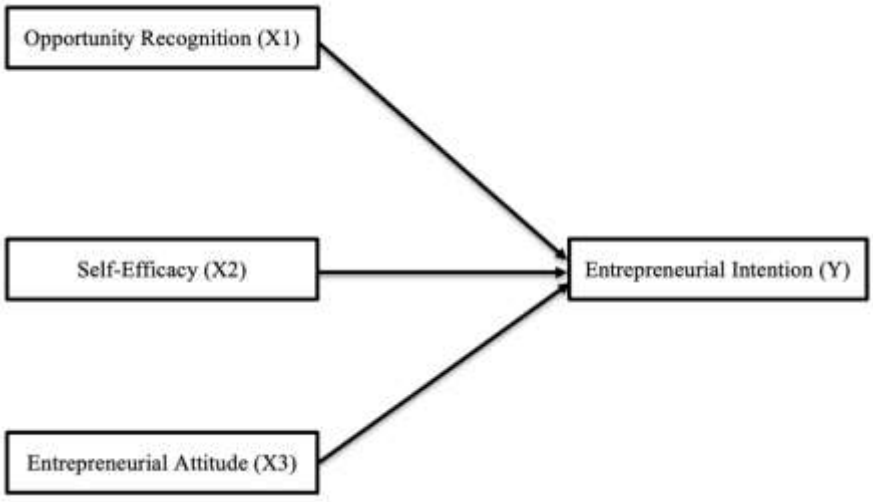
A strong attitude indicates that an individual is ready and capable of engaging directly in the field to develop and manage a business more effectively. Svotwa et al. (2022) found that entrepreneurial attitude has a positive and significant effect on entrepreneurial intention. However, their study did not incorporate creative thinking, nor did it confirm that the tote bag business has been fully successful or widely implemented in Jakarta.

Research Questions

A. Is there an influence of Opportunity Recognition on the Entrepreneurial Intention of Generation Z in developing MSME tote bag businesses in Jakarta?
B. Is there an influence of Self-Efficacy on the Entrepreneurial Intention of Generation Z in developing MSME tote bag businesses in Jakarta?
C. Is there an influence of Entrepreneurial Attitude on the Entrepreneurial Intention of Generation Z in developing MSME tote bag businesses in Jakarta?

Conceptual Framework and Hypothesis

Picture 1. Conseptual Framework



Hypothesis

H1: Opportunity Recognition has a positive and significant effect on Entrepreneurial Intention.
H2: Self-Efficacy has a positive and significant effect on Entrepreneurial Intention.
H3: Entrepreneurial Attitude has a positive and significant effect on Entrepreneurial Intention.

RESEARCH METHOD

Sample

Quantitative research, according to Sugiyono (2013:7), is a method that is often associated with traditional research approaches, as it has long been used in scientific research. Sugiyono also states that quantitative research is considered a scientific method because it fulfills scientific principles such as being empirical, objective, systematic, and logical.

This method is also referred to as the discovery method, as it can be further developed through advances in science and technology. It is called quantitative research because the data are presented in numerical form, and the analysis relies on statistical methods.

This study uses a quantitative descriptive approach. According to Cholif (2023), descriptive research represents scientific data in the form of events, phenomena, or facts related to a specific population or area. The phenomena examined in descriptive research are usually already available and relatively easy for researchers to find.

Data Collection

Researchers may face limitations in terms of time and resources when studying a large population. Therefore, a sample is selected to represent the larger population. Consequently, researchers must carefully determine the appropriate sample size and select individuals who will participate in the study.

According to Sugiyono (2023:128), sampling techniques are divided into two types: probability sampling and non-probability sampling. Each has its own characteristics and advantages in research.

Data Analysis Techniques

Probability sampling is a technique that provides equal opportunity for each member of the population to be selected as a research sample. It includes simple random sampling, proportionate stratified random sampling, disproportionate stratified random sampling, and cluster (area) sampling.

Non-probability sampling includes systematic sampling, quota sampling, incidental sampling, purposive sampling, saturated sampling, and snowball sampling. In this study, the researcher used a non-probability sampling technique, specifically purposive sampling, by considering specific criteria that matched the defined population (Generation Z).

Since this study uses multivariate analysis, the minimum required sample size is 10 respondents per variable. As there is one dependent variable and three independent variables, a minimum of 40 respondents is required. Therefore, the researcher determined a total sample size of 160 respondents.

As questionnaires were used for data collection, validity and reliability analyses were required to measure whether the questionnaire items were valid and reliable.

Validity Analysis

Sugiyono (2023:175) defines validity as the degree of accuracy between the data collected and the actual conditions of the research object. Valid data reflect the real situation and are not significantly different from previous research findings.

Validity testing is used to measure the accuracy of each item in the instrument. If the instrument is valid, it can accurately measure what it is intended to measure.

The validity criteria refer to the Pearson correlation coefficient (r) between each item score and the total score of the variable. An item is considered valid if r calculated > r table ($\alpha = 0.05$). If all instrument items have an r calculated > r table (p-value < 0.05), then the items are considered valid.

Reliability Analysis

Reliability testing is used to measure the consistency of a questionnaire that represents the indicators of each variable. Sugiyono (2023:3) describes reliability as the consistency and stability of the research data or findings. Data are considered reliable if more than one researcher obtains the same results from the same object.

The reliability test aims to determine the level of consistency of the research instrument when measuring variables repeatedly. The instrument is considered reliable if it produces consistent results.

Sugiyono also states that data are considered reliable if they meet a minimum value of 0.6. In this study, reliability was tested using the Cronbach's Alpha method, with the condition that a variable is considered reliable if Cronbach's Alpha > 0.70. If the value is below 0.70, the data are considered unreliable.

This reliability test was conducted to verify the accuracy, consistency, and precision of the research instrument. The analysis was performed using PLS-SEM through SmartPLS 4.0.

Variable Operational

Operational variables refer to be detailed explanation of the variables in this research study, operational explanations are essential to ensure the data collection process and to avoiding ambiguity in interpreting the research results. In this study, every collected data are presented in numerical form for facilitating the statistical analysis.

Each Variable in this research is broken down into specific indicators that represent its dimensions. Indicators is used to constructing research instrument, such as questionnaires. Which are used to collect data form the respondents. The data collected in this study are quantitative which mean they are expressed in numerical form. Quantitative data enable the researcher to perform statistical analysis, test the hypotheses, also for draw the objective conclusions. In this study, researcher used the Likert scale as the primary measurement tools.

Likert scale is one of the widely used scales in social science research to measure attitudes, opinions, and perceptions of the individuals toward the current phenomena (Sugiyono, 2023:146). It will allows respondents to indicate their level of agreement or disagreement related to the statements of the variables which being studied. Likert scale is particularly advantageous because it is simple to administer, also it easier for respondents to understand and effective in capturing subjective evaluations in a structured format.

The responses on the Likert scale in this study range from very positive to very negative. A 5 point scales is used to provide a balanced range of response options while maintaining simplicity and reliability. The scoring is defined as follows:

a) Score (5) = Strongly Agree (SA), indicating a very high level of agreement.
b) Score (4) = Agree (A), indicating a positive perception or general agreement.
c) Score (3) = Neutral (N), indicating a moderate or undecided position.
d) Score (2), Disagree (D), indicating a negative perception or general disagreement.

e) Score (1), Strongly Disagree (SD), indicating a very low level of agreement.

This scoring system allows the researcher to convert respondents subjective opinion into a measurable data that can be analysed statistically. The total scores obtained from the respondents can be used to determine the trends and evaluate relationship between the variables.

RESULTS AND DISCUSSION

Convergent Validity Test

Convergent validity is a statistical test used to examine whether all indicators in this study measure the same construct. This test represents whether the indicators of each variable are strongly correlated.

In conducting the convergent validity test using SmartPLS, two important criteria are required: Outer Loadings and Average Variance Extracted (AVE).

Table 1. AVE Table

	Average variance extracted (AVE)
Entrepreneurial Intention	0.686
Opportunity Recognition	0.651
Entrepreneurial Attitude	0.636
Self-Efficacy	0.617

Source: Data Processing Results by Researchers

Table 1, represents the combined values of the indicators for each variable used in this study. The AVE table has a threshold value of AVE > 0.50, meaning that if the construct value of an indicator is below 0.50, the variable is considered invalid. Based on Table 4.10, the variables used in this study show satisfactory results, where entrepreneurial intention, as the dependent variable, has an AVE construct value of > 0.686, which exceeds the minimum AVE threshold and is therefore considered valid.

Construct Reliability Test

The construct reliability test is conducted to measure the consistency of indicators in measuring a latent (unobservable) construct. Construct reliability is used to ensure that the indicators of a variable are internally consistent and do not contradict one another. In Smart PLS, construct reliability can be examined through the Cronbach's Alpha table, which is a commonly used indicator to assess the reliability of a variable.

Table 2. Cronbach's Alpha Table

	Cronbach's alpha
Entrepreneurial Attitude	0.918
Entrepreneurial Intention	0.942
Opportunity Recognition	0.893
Self-Efficacy	0.896

Source: Data Processing Results by Researchers

Table 2, presents the Cronbach's Alpha values, which indicate the level of reliability of each variable. Cronbach's Alpha has a threshold value for determining whether a variable is reliable, namely Cronbach's Alpha > 0.700. If the value of a variable is greater than 0.700, it can be

concluded that the variable is reliable and stable. However, if the value of a variable is below 0.700, it is considered unreliable and requires further review and revision.

Coefficient Of Determination (R-Square)

The coefficient of determination, or R-square, is a statistical test used to measure how much influence all independent variables have on the dependent variable. Table 4.14 illustrates the percentage of variance in the dependent variable that is explained by the independent variables.

Table 3. R-square Table

	R-square	R-square adjusted
Entrepreneurial Intention	0.778	0.774

Source: Data Processing Results by Researchers

Based on Table 3, the coefficient of determination (R-square) is 0.778 or 77.8%. This indicates that 77.8% of the variance in entrepreneurial intention is explained by its independent variables, namely opportunity recognition, self-efficacy, and entrepreneurial attitude. The remaining 22.2% is explained by other variables not examined in this study or by additional factors such as mental fatigue or passion.

Effect Size (F-Square)

The F-square (effect size) test measures the individual impact of each independent variable on the dependent variable. Effect size assists the researcher in determining the magnitude of influence of each independent variable examined in this study, namely opportunity recognition, self-efficacy, and entrepreneurial attitude, on the dependent variable (entrepreneurial intention).

Table 4. F-square

	Entrepreneurial Attitude	Entrepreneurial Intention	Opportunity Recognition	Self-Efficacy
Entrepreneurial Attitude		1.487		
Entrepreneurial Intention				
Opportunity Recognition		0.004		
Self-Efficacy		0.032		

Source: Data Processing Results by Researchers

Based on Table 4, the effect size values of each variable differ. In the F^2 test, there are three categories of interpretation:

$f^2 > 0.35$ indicates a large effect,

f^2 between 0.15 – 0.35 indicates a moderate effect, and

$f^2 < 0.02$ indicates a small and almost negligible effect.

Path Coefficient (T-Test)

The T-test**,** or path coefficient test, is a statistical test conducted to examine the significant influence of independent variables in explaining the dependent variable, namely entrepreneurial intention. The evaluation criterion applied in this study is that if the test result

shows a ρ-value (p-value) > 0.10, then the independent variable does not have a significant effect on the dependent variable.

Conversely, if the test result shows a ρ-value (p-value) < 0.10, then the independent variable has a significant effect on the dependent variable. In this study, a 90% significance level was used. The following table presents the results of the T-test:

Table 5. T-test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Entrepreneurial Attitude -> Entrepreneurial Intention	0.741	0.735	0.070	10.660	0.000
Opportunity Recognition -> Entrepreneurial Intention	0.053	0.056	0.071	0.749	0.454
Self-Efficacy -> Entrepreneurial Intention	0.155	0.159	0.084	1.840	0.066

Source: Data Processing Results by Researchers

Based on the table above, it can be explained that almost all independent variables influence the dependent variable. The following is an explanation of the t-test results:

H1: Opportunity Recognition does not have a significant effect on Entrepreneurial Intention. Based on the table above, the p-value of the Opportunity Recognition variable is above the significance level, namely p = 0.454 > 0.100. Therefore, H1 is rejected, and Opportunity Recognition does not have a significant effect on the Entrepreneurial Intention of Generation Z in building a business in Jakarta at a 90% significance level.

H2: Self-Efficacy has a significant effect on Entrepreneurial Intention. The p-value of the Self-Efficacy variable is below the significance level, namely p = 0.066 < 0.100. Therefore, H2 is accepted, and Self-Efficacy has a significant effect on the Entrepreneurial Intention of Generation Z in building a business in Jakarta at a 90% significance level.

H3: Entrepreneurial Attitude has a significant effect on Entrepreneurial Intention. The p-value of the Entrepreneurial Attitude variable is below the significance level, namely p = 0.000 < 0.100. Therefore, H3 is accepted, and Entrepreneurial Attitude has a significant effect on the Entrepreneurial Intention of Generation Z in building a business in Jakarta at a 90% significance level.

Discussion

Based on the results of the data analysis, this research study involved a total of 160 respondents (70 male participants and 90 female participants). The research focused on examining the influence of three independent variables (Opportunity recognition, Self-efficacy, and Entrepreneurial attitude) on the dependent variable, Entrepreneurial intention.

The effect size analysis using the F-Test reveals varying levels of influence among the independent variables. The entrepreneurial attitude variable demonstrates F^2 value of 1.487 > 0.35. This result suggests EA is the most dominant variables into EI. In the other hand, self-efficacy shows a low results with F^2 value of 0.032 < 0.35. Which shows a moderate levels of

influencing EI. And lastly, opportunity recognition shows a weak influence with F^2 value of 0.004 < 0.35 which is below the minimum threshold of 0.02.

Furthermore, hypotheses testing was conducted using the t-test to determine the statistical significance of each variable. At a 90% confidence level, 2 out of 3 independent variables were found have a significant effect on EI. These variables are self-efficacy with value of 0.066 < 0.100, which indicating that SE has significant effect on EI at 90% significance level.

Same as the entrepreneurial attitude who had 0.000 < 0.100 which is so far below the threshold and confirmed that EA is strongly determinant of EI in this research.

Overall, the results indicate that entrepreneurial attitude has the strongest influence on entrepreneurial intention among the variables studied. Additionally, when it combined, SE and EA significantly contribute to the formation of EI, reinforcing the importance of both psychological and behavioural factors in entrepreneurship.

On the other hand, the result of opportunity recognition indicate that this variable does not have a significance effect on entrepreneurial intention. This evidenced by a significance value of 0.454 > 0.100 which exceeds the threshold. Therefore, OR is not considered a determining factor in influencing EI within the context of this study.

CONCLUSION

Based on the results of the data analysis in this study entitled "The Effect of Opportunity Recognition, Self-Efficacy, and Entrepreneurial Attitude on Generation Z's Entrepreneurial Intention in Building Businesses in Jakarta City", with a significance level of 90% (p = 0.10), the following conclusions can be drawn:

1. Opportunity Recognition does not have a significant effect on the Entrepreneurial Intention of Generation Z in building businesses in Jakarta.
2. Self-Efficacy has a significant effect on the Entrepreneurial Intention of Generation Z in building businesses in Jakarta.
3. Entrepreneurial Attitude has a significant effect on the Entrepreneurial Intention of Generation Z in building businesses in Jakarta and is the variable with the strongest influence among the others.
4. Self-Efficacy and Entrepreneurial Attitude together have a significant effect on the Entrepreneurial Intention of Generation Z in building businesses in Jakarta.

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