

INSPIRING CELEBRITY COUPLEPRENEUR, SELF-EMPLOYED FAMILY, ENTREPRENEURIAL INTEREST AND MARRIAGE AGE AS MODERATION

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ABSTRACT

The rise of the phenomenon of people flocking to become entrepreneurs shows that there is community interest in entrepreneurship. Not only ordinary people who change professions, but also people from among the celebrities of the country.

The focus of this research is the use of a new variable, namely Inspiring Celebrity Couplepreneur as an independent variable and the addition of marriage age as a variable that moderates the effect of Inspiring Celebrity Couplepreneur on entrepreneurial interest. The age of marriage referred to in this study is the length of age of marriage that has been established with a partner. The criteria for respondents in this study were married couples. Data obtained from primary data obtained from distributing questionnaires. In this study testing the validity and reliability using SMART PLS software. For model testing and influence testing as well as moderation testing using Structural Equation Model (SEM) testing using SMART PLS software.

The first and second hypotheses in this study are supported or accepted based on the analysis of processed data. Hypothesis one has a positive and significant effect. The conclusion is that inspiring celebrity couplepreneur has a positive effect on entrepreneurial interest. Hypothesis two has a positive and significant effect. So the conclusion is that self-employed family has a positive effect on entrepreneurial interest. Third hypothesis in this study is not supported or accepted. The results of data processing show that the original sample value is negative, namely -0.020 and the P value is 0.443 so that it can be concluded that the age of marriage does not moderate the effect of inspiring celebrity couplepreneurs on entrepreneurial interest.

Keywords: *inspiring celebrity couplepreneur, entrepreneurial interest, self-employed family, age of marriage*

1.1 Background Problem

Entrepreneurship is a global phenomenon influenced by the emergence of new, small and innovative businesses, which positively generate economic growth worldwide. The positive impact caused by the emergence of these small businesses plays an important role in creating new jobs, influencing the government to recognize and support early entrepreneurial activities (Pratiwi & Wardana, 2016). Entrepreneurship is inseparable from the creative ideas that arise from business actors and the success of the actors who can inspire prospective entrepreneurs.

The rise of the phenomenon of people flocking to become entrepreneurs shows that there is community interest in entrepreneurship. Not only ordinary people who change professions, but also people from among the celebrities of the country. Quoted from CNBC Indonesia (2019) explained that many celebrity couples are trying to enter the business world by having their own brand and having a very large turnover, for example, the celebrity couple Nagita Slavina and Raffi Ahmad with the clothing business to RANS entertainment, Ruben Onsu and Sarwendah with the brand Bensu which serves

frozen food and Irwansyah and Zaskia Sungkar with their Napoleon cake business and umrah travel. CNBN Indonesia explained that this phenomenon occurred because celebrity couples realized that celebrity popularity was not always smooth, thus making them look for income opportunities by entrepreneurship. In addition, marriage among celebrities adds social capital to them in running a business, such as status, image and reputation (Gorji et al., 2021). This social capital can form the basis of competitive advantage for businesses run by celebrity couples.

CNBC Indonesia (2019) also explained that there was a business collapse, such as a cake business run by celebrities. In the article, CNBC Indonesia explained that this bankruptcy was caused by several factors, for example, the celebrity's popularity began to decline, which was part of the marketing process for its business products, so that sales also decreased as the celebrity's popularity decreased. Another factor is the non-participation of the celebrity in the process of improving the quality of their products. (www.cnbndonesia.com).

These successes and failures raise the question of whether celebrities are still able to inspire married couples when they witness so much social capital owned by celebrities that seems capable of inspiring them to get into business where the business being run can increase financial income in meeting household needs as well as for reasons of shifting careers, or even undermining the intentions of married couples to do entrepreneurship. Nunes et al., (2022) in their research stated that marital satisfaction can be measured by financial management in the relationship between husband and wife, this measurement was carried out using the ENRICH Marital Satisfaction (EMS) Scale. This further reinforces that finances are a source of strength in marriages, whether the age of marriage is young or old, and financial resources can be obtained in many ways, one of which is deciding to open a business or the couple working together.

Entrepreneurial interest can arise because of internal and external factors that can influence, for example internal factors that come from within the family or family background that has been involved and has its own business (Nurfadilah et al., 2021). Gunarso & Selamat, (2020) in his research gave the result that someone who has an entrepreneurial family background will very likely have his own business or join his family's business. In this study the term is called a self-employed family. External factors that motivate entrepreneurial interest are situational circumstances such as roles that can inspire one example is celebrity couples who enter the business world. The role of someone who inspires has a key role in people's interest in deciding to become an entrepreneur (Wartiovaara et al., 2019). In this research, the term used for inspiring roles is Inspiring Celebrity Couplepreneur.

Self-employed family is a condition of a family background that has experience in running an entrepreneur (Schmitt-Rodermund, 2004). Several studies explain that self-employed family has a positive influence on entrepreneurial interest Hout et al., (2014), Gunarso & Selamat (2020) and has a strong relationship to entrepreneurial interest (Schmitt-Rodermund, 2004). Prastiwi & Agustina (2019) added in their research with respondents of productive age children from entrepreneurial families of Sandals and Shoes UKM in Mojokerto, that a child who grows up and is in an entrepreneurial family environment has a positive and significant influence on the child's interest in getting involved in business world. In his research, Prastiwi & Agustina (2019) also showed that there was a significant direct and indirect effect of family background on the intention to do business, through perceived feasibility and perceived desirability. Different results were found from Nguyen's research (2021) which stated that students whose parents owned businesses did not have a statistically significant influence on students' entrepreneurial intentions.

Inspiring Celebrity Couplepreneur is a motivational experience from a role model that stimulates someone to actualize a new idea or vision in entrepreneurship. Thrash et al., (2014) explained that

Inspiring Celebrity Couplepreneurs are included in sporadic situations caused by external stimuli, for example people, ideas, events, works of art and others. Previous research states that the role of a role model has a key role for someone to. Thrash et al., (2014) also explained that the inspiration obtained by individuals will have a strong relationship with environmental conditions, especially interest in entrepreneurship. Oleynick et al., (2014) provide empirical evidence that inspiration and effort both play important but different roles in the creative process. Inspiration will illuminate the process in which creative ideas will ignite the soul, so that individuals are encouraged to transform ideas into products and solutions that can benefit society.

The focus of this research is the use of a new variable, namely Inspiring Celebrity Couplepreneur as an independent variable and the addition of marriage age as a variable that moderates the effect of Inspiring Celebrity Couplepreneur on entrepreneurial interest. The age of marriage referred to in this study is the length of age of marriage that has been established with a partner. The choice of this moderating variable is due to the influence of the length of marriage age which can influence decision making or interest in starting a business together. Another focus of this study is the selection of respondents who are focused on married couples, this is because previous research has discussed more about entrepreneurial intentions in students and students. From this presentation the title of this study is "The Inspiring Effect of Celebrity Couplepreneur and Self-employed Family on Entrepreneurial Interest with Age of Marriage as Moderator"

1.2 Problem Formulation

Based on the description of the problem background, the problems in this study can be formulated as follows:

1. Does Inspiring Celebrity Couplepreneur affect Entrepreneurial interest?
2. Does Self-employed family affect Entrepreneurial interest?
3. Can the age of marriage moderate the influence of inspiring celebrity couplepreneurs on entrepreneurial interest?

1.3 Research Objectives

Based on the formulation of the problem that has been described, the objectives of this research are as follows:

1. To test the effect of Inspiring Celebrity Couplepreneur on Entrepreneurial interest
2. To test the effect of Self-employed family on Entrepreneurial interest
3. To examine the effect of age at marriage as a moderator on the effect of inspiring celebrity couplepreneurs on entrepreneurial interest

1.4 Research Contribution

The contribution given from this research is the addition of a new variable, namely the inspiring celebrity couplepreneur variable as the independent variable in this study and the use of marriage age as a moderating variable.

LITERATURE REVIEW

2.1 Inspiring Celebrity Couplepreneur

The Oxford English Dictionary explains that inspiration is a form of incorporating some ideas, goals, etc. into the mind, suggestions, awakening, or creating some feelings or encouragement to take an action. Oleynick et al., (2014) explained the broader meaning of inspiration, namely as a motivational state that compels individuals to realize ideas. Wartiovaara et al., (2019) added that inspiration has a role that is relevant to entrepreneurial activities. Inspiration can be seen as episodes that unfold from time to time, or it can be conceptualized as a sporadic state evoked by external stimuli, for example, are people, ideas, events, works of art and others (Thrash et al., 2014).

Previous research explained that in this study, inspiration refers to external stimulation of people, namely celebrity couples (Inspiring Celebrity Couplepreneurs) who do entrepreneurship together with their partners. Thrash & Elliot, (2003) provide several characteristics for individuals who experience inspiration or are inspired by the role models they see. These characteristics are characterized by awakening, motivation, and transcendence.

From the definition above, it can be concluded that Inspiring Celebrity Couplepreneur is a motivational experience from a role model that stimulates someone to actualize a new idea or vision in entrepreneurship.

2.2 Self-employed families

Self-employed family is a family background that has experience in running an entrepreneur (Schmitt-Rodermund, 2004). Gunarso & Selamat, (2020) explain that someone who has an entrepreneurial family background will very likely have his own business or join his family's business. Carr & Sequeira (2007) reinforce this argument by explaining that family background plays a major role in shaping entrepreneurial intentions. Chaudhary (2017) emphasized in his research that an entrepreneurial family background will have a positive relationship with entrepreneurial intentions in their offspring. From some of these studies it can be concluded that the role and example of parents and family have an effect on children's career choices, one of which is entrepreneurship. This can happen because children indirectly learn and see what their parents do, so if the parents are entrepreneurs, the child will learn the factors in running a business or starting their own business (Cooper et al., 1994).

2.3 Entrepreneurial interests

Entrepreneurial interest is the desire, interest, and willingness to work hard or be strong-willed to meet their needs without fear of possible risks, and a strong will to learn from failure (Puddin et al., 2021). Lee & Wong, (2004) provide the notion that Entrepreneurial interest is the first step in the process of creating a growing business and sometimes it takes quite a long time to create.

Liñán & Chen, (2009) provide three indicators that are included in entrepreneurial interest, namely:

1. Desire (desire)
2. Self-prediction (prediction of one's own abilities)
3. Behavioral Intention (behavioral intention)

2.4 Age of Marriage

2.4.1 Age

Age is an individual's age from birth to birthday. The more age, level of maturity, and strength a person will be more mature in thinking and working, as well as in terms of public trust, more mature individuals will be more trusted than individuals who have not yet had a high level of maturity in this case as experience and maturity of the soul (Lasut et al., 2017).

According to Eckert, P. (2017) age is a person's place at a certain time in relation to social order: stage, condition, place in history. Meanwhile, research from Sasongko (2015) explains that age is the length of life that is calculated in years from the time an individual is born.

The conclusion that can be drawn for this study is that age is the amount of time or length of time calculated using days, months and years.

2.4.2 Marriage

Marriage is a union of body and soul between two people of different genders in a holy and noble bond under the protection of God Almighty and applicable law (Anisaningtyas & Astuti, 1970). According to the Law of the Republic of Indonesia Number 1 of 1974 concerning Marriage in Article 1, it explains that marriage is an inner and outer bond between a man and a woman as husband and wife with the aim of forming a happy and eternal family or household based on Belief in the One Supreme God.

It can be concluded that marriage is a marital status between a man and a woman both in legal and religious terms.

2.4.3 Age of Marriage

From the explanation above, it can be concluded that the age of marriage is about how long the marriage period has been passed and lived by a husband and wife in their marriage. Previous research has not found about the moderating effect of marriage age on the effect of inspiring celebrity couplepreneurs and self-employed families on entrepreneurial interest. Previous research related to the age of marriage focused more on the effect of marital satisfaction and romanticism, Glass & Wright, (2013), while research conducted by Munge et al., (2007) explained that length of marriage and fidelity status significantly influence perceptions of marriage. rape in marriage. So that the research variable of marriage age which acts as a moderating variable on the effect of inspiring celebrity couplepreneurs and self-employed families on entrepreneurial interest is a new variable and contributes to this research.

2.5 Hypothesis Formulation

1. Influence of Inspiring Celebrity Couplepreneur on Entrepreneurial interest

Thrash et al., (2014) explained that the inspiration obtained by individuals will have a strong relationship with environmental conditions, especially interest in entrepreneurship. Oleynick et al., (2014) provide empirical evidence that inspiration and effort both play important but different roles in the creative process. Inspiration will illuminate the process in which creative ideas will ignite the soul, so that individuals are encouraged to transform ideas into products and solutions that can benefit society. From this explanation, the following hypotheses were developed:

H1: Inspiring Celebrity Couplepreneur has a positive effect on Entrepreneurial interest

2. The influence of Self-employed family on Entrepreneurial interest

Hout et al., (2014), Gunarso & Selamat (2020) stated that self-employed families have a positive influence on entrepreneurial interest and have a strong relationship to entrepreneurial interest (Schmitt-Rodermund, 2004). Prastiwi & Agustina (2019) added in their research that a child who grows up and is in an entrepreneurial family environment has a positive and significant influence on the child's interest in getting into the business world. In his research, Prastiwi & Agustina (2019) also showed that there was a significant direct and indirect effect of family background on the intention to do business, through perceived feasibility and perceived desirability. From this exposure the hypothesis can be formulated:

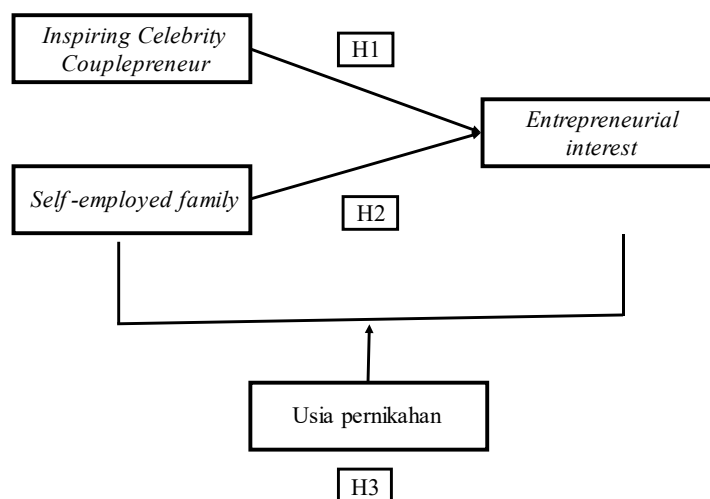
H2: Self-employed family has a positive effect on Entrepreneurial interest

3. The effect of age of marriage as a moderator on the influence of inspiring celebrity couplepreneurs on Entrepreneurial interest

Individuals who enter married life generally bring their own needs, hopes and desires, which are then combined and adapted to the needs, hopes and desires of their spouse. People hope to fulfill these things in a marriage bond that is built together with their partner. The process of adjusting expectations, wants and needs can be carried out with the length of the marriage age, so it can be said that the longer the marriage age can strengthen entrepreneurial intentions or entrepreneurial interests. In addition to the age of marriage, there are also external factors that can influence a person's entrepreneurial intentions, one of these external factors is inspiration from celebrity couples. The inspiration of celebrities who are entrepreneurs can provide inspiration for married couples to do entrepreneurship either as a financial supplement or as a shifting career. So it can be assumed that the longer the age of marriage can have a strong influence on entrepreneurial intentions. From this exposure the hypothesis can be formulated:

H3: Marriage age moderates the effect of inspiring celebrity couplepreneur and self-employed family on Entrepreneurial interest.

Research model



METHODOLOGY

3.1 Data Sources

1. Population and Sample

The selection of the sample in this study was carried out using a purposive sampling technique. The criteria for respondents in this study were married couples.

2. Types and Sources of Data

Data obtained from primary data obtained from distributing questionnaires. This study uses an associative quantitative approach with the aim of seeing the influence between two or more variables Sugiyono (2013). Answer choices on the indicators contained in each variable will be made using a 4-point Likert scale. Answer 1 represents the answer strongly disagree, answer 2 represents the answer disagree, answer 3 represents the answer agree and answer 4 represents the answer strongly agree.

3.2 Research Instruments

1. Operational Definition

Table 3.1

Operational Definition of Research Variables

No. Variable Definition of Indicators

1. Inspiring Celebrity Couplepreneur Sporadic circumstances caused by external stimuli, for example, are people, ideas, events, works of art and others (Thrash et al., 2014)

1. Resurrection

2. Motivation

3. Transcendence

(Thrash & Elliot, 2003)

2. Self-employed family Self-employed family is a family background that has experience in running an entrepreneur (Schmitt-Rodermund, 2004)

Family Background

(Prastiwi & Agustina, 2019)

3 Entrepreneurial interest The first step in the process of creating a business that is growing and sometimes takes quite a long time to create (Lee & Wong, 2004)

1. Desire

2. Self-predictions

3. Behavioral Intention

(Liñán & Chen, 2009)

2. Variable Measurement

The Inspiring Celebrity Couplepreneur variable can be interpreted as a sporadic state caused by external stimuli, for example people, ideas, events, works of art and others (Thrash et al., 2014). There are 3 indicators in measuring the Inspiring Celebrity Couplepreneur variable, namely Awakening, Motivation, Transcendence (Thrash & Elliot, 2003). variable Inspiring Celebrity Couplepreneur is measured using 4 item statements adopted from (Thrash & Elliot, 2003). Examples of items used are "I am inspired by a celebrity couple who is an entrepreneur" and "I found the entrepreneurial experience of a celebrity couple that inspires me."

The variable Self-employed family is a family background that has experience in running an entrepreneur (Schmitt-Rodermund, 2004). The self-employed family variable uses the family background indicator to measure the variable adopted from (Prastiwi & Agustina, 2019). There are 5 items used with an example of the items being "Family provides views and examples of how to become an entrepreneur from an early age" and "Family provides support in making decisions for entrepreneurship"

Entrepreneurial interest variable is the first step in the process of creating a growing business and sometimes takes quite a long time to create (Lee & Wong, 2004). In this study, entrepreneurial interest is measured using 3 indicators, namely desire, self-prediction, behavioral intention adopted from Liñán and Chin (2009). The items used are 6 items with examples of items "I am ready to do anything to become an entrepreneur" and "I will try my best to start and run my own business"

3. Discriminant Validity and Reliability Test

In this study the discriminant validity test used factor loading with the condition that if the factor loading of an item is greater than 0.50 then the item can be said to be good (Hair et al, 2012). Discriminant validity is meaningful to ensure that a different variable has a different concept. The model can be declared to have discriminant validity if each indicator in each latent variable has a greater cross-loading result than the cross-loading correlation with other latent variables.

To test the reliability in this study using Cronbach alpha. The Cronbach alpha provisions used are if the Cronbach alpha value is greater than 0.7 then the variable can be said to be reliable or consistent. In this study testing the validity and reliability using SMART PLS software.

4. Hypothesis Test

In this study, for testing the model and testing the influence as well as testing the moderation using the Structural Equation Model (SEM) test using the SMART PLS software.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Overview of Respondents

Respondents in this study were married couples who were legally married. The data was obtained from the results of a questionnaire that was distributed online via the Google form. The data obtained were 102 respondents.

Test Results and Data Analysis

1. Validity and Reliability Test

a. Validity test

According to (Algifari & Rahardja, 2020) the convergent validity test is said to be valid when the outer loading value is at least 0.70. Below are the results of the convergent validity test using the SmartPLS software.

Ind. Variabel	Outer Loading					Status	Syarat
	EI	ICC	ICC*UP	SE	UP		
EI1	0.736					Valid	Outer Loading ≥ 0.70
EI2	0.817					Valid	
EI3	0.857					Valid	
EI4	0.874					Valid	
EI5	0.893					Valid	
EI6	0.809					Valid	
ICC*UP			0.712			Valid	
ICC1		0.677				-	
ICC2		0.698				-	
ICC3		0.885				Valid	
ICC4		0.889				Valid	
SE1				0.530		-	
SE2				0.617		-	
SE3				0.777		Valid	
SE4				0.698		-	
SE5				0.842		Valid	
SE6				0.426		-	
UP					1.000	Valid	

Uji Validitas Deskriminan Variabel							Condition
Indikator Variabel	EI	ICC	ICC*UP	SE	UP	Status	
EI	0.833					Valid	The value of the relationship between the latent variable and
ICC	0.447	0.793					
ICC*UP	-0.162	-0.377	1.000				
SE	0.309	0.223	-0.026	0.664			

UP	0.063	0.112	0.282	0.019	1.000		the indicator of the underlying variable is greater than the relationship between the latent variable and other latent variables.
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The table above shows the results of the discriminant validity test which are valid as seen from Fornell-Lacker which shows the latent variable with the underlying variable indicator is greater than the relationship of the latent variable with other latent variables. The discriminant validity test can be declared valid when the Average Variance Extracted (AVE) value is more than 0.50.

The table above shows the results of the reliability test of all variables showing reliable results. The test can be said to be reliable when the Cronbach alpha value and composite reliability are > 0.70

1.1 Hypothesis Testing Results

The results of the hypothesis test are seen from the path coefficient by looking at the original sample value and the P value. The results can be said to have a positive effect when the value of the original sample is positive and is said to be significant when the P value is less than 0.050.

a. H1 : The hypothesis is supported. inspiring celebrity couplepreneur has a positive effect on entrepreneurial interest because it has an original sample of 0.391 which means it has a positive influence and a P value of $0.000 < 0.050$ which indicates a significant influence.

b. H2 : The hypothesis is supported. self-employed family has a positive effect on entrepreneurial interest because it has an original sample of 0.221 which means it has a positive influence and a P value of $0.029 < 0.050$ which indicates a significant influence.

c. Moderation Test Results

The moderation test is used to see whether the moderating variable weakens or strengthens variable X against variable Y. The table below is the result of the moderation test:

H3: Age of marriage moderates the influence of inspiring celebrity couplepreneurs on entrepreneurial interest is not supported. The results show a negative original sample value of -0.020 and a P value of 0.443 so that it can be concluded that the age of marriage does not moderate the effect of inspiring celebrity couplepreneurs on entrepreneurial interest.

CONCLUSION

The first and second hypotheses in this study are supported or accepted based on the analysis of processed data. Hypothesis one has a positive and significant effect. The conclusion is that inspiring celebrity couplepreneur has a positive effect on entrepreneurial interest. Hypothesis two has a positive and significant effect. So the conclusion is that self-employed family has a positive effect on entrepreneurial interest.

The third hypothesis in this study is not supported or accepted. The results of data processing show that the original sample value is negative, namely -0.020 and the P value is 0.443 so that it can be concluded that the age of marriage does not moderate the effect of inspiring celebrity couplepreneurs on entrepreneurial interest.

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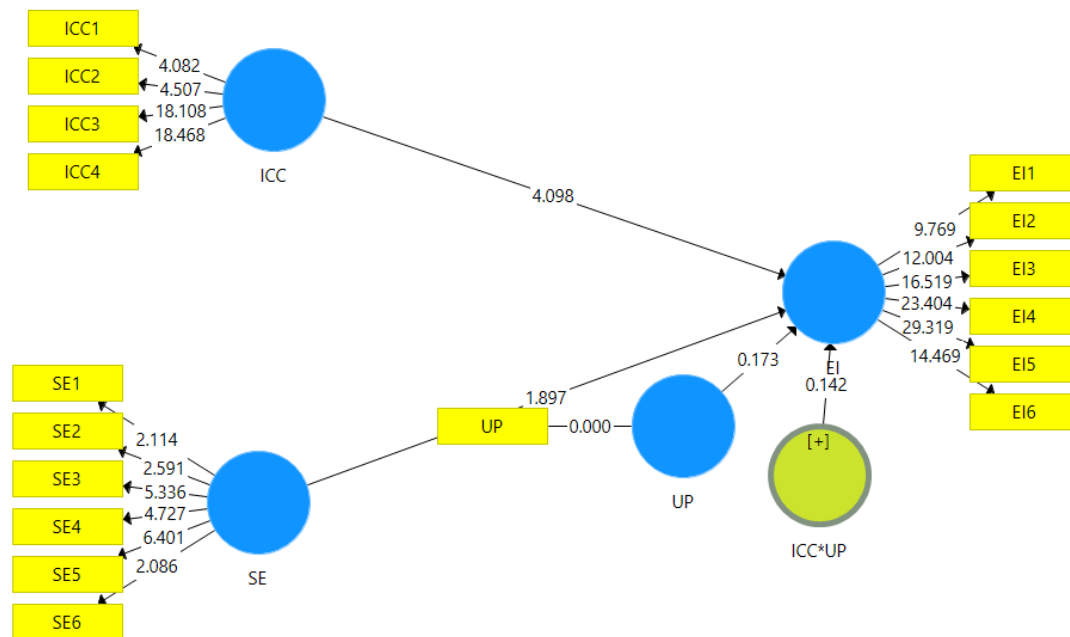
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Attachment



Discriminant Validity

Fornell-Larcker...

»₃

Copy to Clipboard:

Excel Format

R Format

	EI	ICC	ICC*UP	SE	UP
EI	0.833				
ICC	0.447	0.793			
ICC*UP	-0.162	-0.377	1.000		
SE	0.309	0.223	-0.026	0.664	
UP	0.063	0.112	0.282	0.019	1.000

Construct Reliability and Validity

Matrix	» ₄ Copy to Clipboard: Excel Format			
	Cronbach's ...	rho_A	Composite ...	Average Va...
EI	0.911	0.914	0.931	0.693
ICC	0.816	0.878	0.870	0.629
ICC*UP	1.000	1.000	1.000	1.000
SE	0.747	0.817	0.818	0.441
UP	1.000	1.000	1.000	1.000

Path Coefficients

Mean, STDEV, T-...	» ₃ Copy to Clipboard: Excel Format R Format				
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
ICC -> EI	0.391	0.391	0.095	4.098	0.000
ICC*UP -> EI	-0.020	-0.008	0.137	0.142	0.443
SE -> EI	0.221	0.259	0.117	1.897	0.029
UP -> EI	0.018	0.005	0.107	0.173	0.432

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