

The Antecedent of Online Entrepreneurial Intention in Generation Z: Planned Behavior Theory Implementation

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Abstract	This study aims to analyze the factors that influence online entrepreneurial intentions in Generation Z. The sample size in this study was 100 respondents who were born between 1996 up to 2012 and who were randomly selected- data collected using a questionnaire distributed online. The data analysis technique used Structural Equation Modeling (SEM) with SmartPLS. Hypothesis testing using the PLS bootstrap technique. This study found that self -efficacy, the need for achievement, and digital literacy positively affect online entrepreneurial intentions. However, subjective norms have no impact on online entrepreneurial intentions. Therefore, this study guides Generation Z's online entrepreneurial goals.
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