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

Publons ID	(not set)
Wos ID	WOS:001023487100002
Doi	10.47750/QAS/24.195.01
Title	The Antecedent of Online Entrepreneurial Intention in Generation Z: Planned Behavior Theory Implementation
First Author	
Last Author	
Authors	Setyawati, SM; Suliyanto; Rosiana, M; Fauzi, DR; Arini, DV;
Publish Date	JUN 2023
Journal Name	QUALITY-ACCESS TO SUCCESS
Citation	
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.
Publish Type	Journal
Publish Year	2023
Page Begin	1
Page End	9
Issn	1582-2559
Eissn	2668-4861
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:001023487100002
Author	Dr SULIYANTO, S.E., M.M.