

The Behavior and Entrepreneurial Intentions of the Millennia Generation of Indonesia, Studies in Surabaya City Students

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Abstract

The purpose of the study is to find the various characters that are owned by the young generation in Surabaya, Indonesia, in relation to the desire for entrepreneurship which has a large number of employment opportunities for the millennia generation. Entrepreneurship is the solution to a large workforce and limited employment opportunities in Indonesia. Entrepreneurial character makes a person able to innovate, adapt and be responsive to respond to challenges and business competition.

Research respondents included 400 people aged 18 years to 28 years, active as students at private universities in the city of Surabaya. Respondents with varying religious backgrounds are Islam, Christianity, Catholicism, Hinduism, Buddhism and Konghuchu. Respondents were tested with 21 indicators to find interest and behavior in entrepreneurship. Statistical test using t test and f test with SPSS software to get the significance of indicators in shaping millennia generation entrepreneurship interests in Indonesia.

The results of research that behavior often visits friends who have entrepreneurship significantly shapes entrepreneurial intentions. Family support also contributes positively and significantly to entrepreneurial intentions. The aspects of religion have varied effects in shaping entrepreneurial intentions and even the majority religion does not have a strong effect on shaping entrepreneurial intentions.

Keywords

Entrepreneurship, innovate, family support, religion, generation

Biographies

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