

The Role of Entrepreneurial Role Model Influencer and Entrepreneurship Education towards Entrepreneurial Intention

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ABSTRACT

The purpose of this research is to find out the effect of entrepreneurial role model influencer and entrepreneurship education towards entrepreneurial intention. The concept of entrepreneurial role model influencer combines the concept of social media influencer with entrepreneurial role model, this is new variables and have never been used in any research. This research uses a multiple linear regression approach, the sample of this research is 153 International Business Management students of Ciputra University. The result of this research shows that the entrepreneurial role model influencer and entrepreneurship education have a significant impact on entrepreneurial intention.

Keywords: *entrepreneurial role model influencer, entrepreneurship education, entrepreneurial intention.*

JEL: A20, D83, L26, M13

PRELIMINARY

Entrepreneurs play a very important role in economic development in a country. One of the indicators to determine whether a country can be said to be a developed or developing country is the proportion of the number of entrepreneurs in that country (Peterson & Valliere, 2016). Based on data obtained from US News & World Report (2019) regarding Entrepreneurship Rankings in Southeast Asia in 2018, it shows that Indonesia is in 2nd lowest position along with the Philippines with a score of 0.7 out of 10. This ranking is still lower than in other countries such as Singapore, Malaysia, Thailand, and Vietnam.

Using the Role Model can be one way to increase people's entrepreneurial intention. The term Role Model refers to 2 basic concepts, namely role which is a person's tendency to others and the second concept is modeling consisting of cognitive skills and behavior patterns towards equating behavior with others (Sulistiyowati & Widyastuti, 2017). The results of research by Fellnhofer (2017) show that the influence of role models on entrepreneurial intention has increased after watching success story videos mediated by the entrepreneurial passion variable. Smit et al., (2020) state that an influencer is someone who can influence others through attitudes, ways of conveying their views so that they can become role models for other people. Based on the description above, the researcher proposes the Entrepreneurial Role Model Influencer variable that combines the concept of social media influencers and entrepreneurial role model role models which are new variables and have never been used in research.

The Indonesian government can increase the number of entrepreneurs in Indonesia through entrepreneurship education. Entrepreneurship education is an activity that encourages entrepreneurship because it can increase self-confidence, get alternative career choices and get someone out of their comfort zone to get opportunities and knowledge which are then used in developing business (Thi, Hien, & Cho, 2018). Research related to the influence between entrepreneurship education and entrepreneurial intention has been carried out. The results show that Entrepreneurship Education has a positive effect on entrepreneurial intention (Nowinski and Haddoud,

2019; Wirawati, Kohardinata, & Vidyanata, 2019). However, research conducted by Mahendra et al., (2017) shows that the influence between entrepreneurship education and entrepreneurial intention is not significant. The difference in the results of the two studies creates a research gap, causing uncertainty about the effect of entrepreneurship education on entrepreneurial intention.

Ciputra University as one of the universities in Indonesia has conducted entrepreneurship education programs through problem-based learning and project-based learning. The International Business Management Study Program is a study program that focuses on making start-up businesses which can be seen from the existence of special project courses from majors other than entrepreneurship courses that are required by the campus until the 7th semester. Based on the description above, the researcher wants to examine the effect of entrepreneurial role model influencer and entrepreneurship education on entrepreneurial intention with a sample of 153 students of the International Business Management study program class of 2017 who have long undergone entrepreneurship education programs with the unique Ciputra University learning method through project-based learning which is expected to reduce the research gap.

LITERATURE REVIEW

Social Learning Theory

Social Learning Theory explains that humans learn by imitating others (Bandura, 1971). Bandura's theory believes that: (1) The mediation process takes place between stimuli and responses (2) Behavior is learned from the environment through a process of observation. After observing they can then imitate the behavior if the behavior has a positive impact (Fryling, Johnston, & Hayes, 2011). A person can learn from observation through a real-life model that demonstrates a behavior, a model that includes a description and explanation of behavior, and a model in the form of real or fictional characters emerging from books, films, television, or online media that perform a

behavior (Townley-Cochran, Leaf, Taubman, Leaf, & McEachin, 2015). The use of the model is more effective and sophisticated because involving cognitive activity (Bandura, 1989). People could imitate each other when they are interacting and adapt when they are in a new environment (Williams & Williams, 2010). Responses from other people can also influence behavior that can strengthen or weaken (Bandura, 1971). Social learning theory explains the relationship between the Entrepreneurial Role Model Influencer towards Entrepreneurial Intention. A person can be interested in becoming an entrepreneur because they see the success of a role model and tries to be like them by observing behavior and then imitating it so that it can affect individual personality development.

Human Capital Theory

Human Capital Theory is a theory first developed by Becker and Miller, the concept of Human Capital can be divided into 3 concepts. The first concept is human capital as an individual aspect, which means that the knowledge and skills that exist in humans are capital. The second concept of human capital can be obtained through formal and informal educational activities such as school and training rather than from human experience. The third concept views that human capital can increase economic productivity by combining knowledge, skills, and initiatives so that it can affect human productivity. Human capital theory can explain the effect of entrepreneurship education on entrepreneurial intention. The skills and knowledge that a person has through school education, on the job training, and other types of experience determine entrepreneurial intention (Perera & Nishantha, 2020). Someone who has higher human capital in terms of knowledge, level of education, and ability are more likely to produce high-growth and innovative ventures than someone who has lower human capital (Szerb et al., 2018).

Based on social learning theory and human capital theory, the following hypotheses were formed:

H1: Entrepreneurial role model influencer will be positively affected entrepreneurial intention

H2: Entrepreneurship education will be positively affected entrepreneurial intention

Entrepreneurial role model influencer

A role model is someone who becomes a figure who can positively influence the motivation, appreciation and goals of others by acting as a behavioral model, representation, or inspiration (Nakanishi et al., 2019). The term Role Model refers to the concept of the role and tendency of individuals to identify with others and the concept of modeling in the psychological matching of cognitive skills and behavior patterns between a person and the observing individual. Role Model can also be used as a reference for other people to imitate as well as stimulating and inspiring others to achieve certain goals (Porter & Serra, 2020). The role model can be in the form of family members, especially parents, which can influence individual perceptions as role models (F. Liu, Ma, & Li, 2019).

Influencer is someone who can influence others through their attitudes, ways of expressing their opinions and views (Smit et al., 2020). An influencer is someone who is trusted by his followers because they are considered experts in their field so that if they follow the advice of the influencer, it can be a good experience (Lou & Yuan, 2019). The behavior of influencers can influence institutions culturally, for example, influencers act as someone who spreads messages on behalf of cultural institutions and other people can learn from the behavior of influencers and act accordingly (Antoniou, Lepouras, & Theodoropoulos, 2018). Following the definition of a role model from Id et al. (2019) and influencers from Smit et al. (2020), what is meant by Entrepreneurial Role Model Influencer in this study is an entrepreneur as well as an influencer who can act as a role model and be able to inspire and influence in making decisions or achieving certain goals.

The use of role model can be one of the ways of increasing entrepreneurial intention (Asikhia & Agbonna, 2019). Therefore, with the influence of entrepreneurial role model influencer who already have experience in business, unconscious individuals

can develop their mentality and imitate also try to become like that role model (Antoniou et al., 2018; Biraglia & Kadile, 2017). This study proposes an indicator that combines Entrepreneurial Role Model and Influencer which is adapted from the journal Maichal and Efrata (2016), so the indicators used are : (1) Inspiration: includes entrepreneurial role model influencer as a source of inspiration (2) Validation: includes entrepreneurial role model influencer as a measure of self-efficacy (3) Example: includes the entrepreneurial role model influencer as a guide in behavior (4) Support: includes entrepreneurial role model influencer as motivators to achieve goals.

Entrepreneurship education

Entrepreneurship education is all activities or processes that produce entrepreneurial attitudes and innovation skills that play an important role in the future (X. Liu, 2019). Entrepreneurship education is a form of activity to determine the values, behaviors, and abilities related to entrepreneurship in dealing with existing problems (Sugianingrat, Wilyadewi, & Sarmawa, 2020). The application of entrepreneurship education differs depending on the audience, such as education to increase awareness for students who have no experience in doing business, which aims to develop skills and assist in determining future careers (Ndou, Secundo, Schiuma, & Passiante, 2018). The purpose of entrepreneurship education is to form character, skills, and abilities to become entrepreneurs (Aldianto, Anggadwita, & Umbara, 2018).

Entrepreneurship education is one of the main factors in determining entrepreneurial intention, so the implementation of an entrepreneurship education program must be able to encourage someone's interest to start a business or improve their business performance (Sugianingrat et al., 2020). Someone who has participated in the entrepreneurship education program has a higher intention for entrepreneurship than someone who has never followed it because the knowledge they gain in entrepreneurship education can affect their expectations and can influence their entrepreneurial intention in the future (Kalyoncuoğlu, Aydınlan, & Göksel, 2017; Yaghoubi Farani, Karimi, &

Motaghed, 2017). The indicators for entrepreneurship education are adapted from Sugianingrat et al. (2020) including education method, education materials, education objectives and education chance.

Entrepreneurial intention

Entrepreneurial intention is defined as the desire an individual has to set up a business and plans to do so in the future (Riaheen Farzana, 2018). Entrepreneurial intention is also a mental and behavioral belief to direct and control personal activities towards the development and implementation of new business ideas (Esfandiar, Sharifi-Tehrani, Pratt, & Altinay, 2019); This behavior leads a person on the path of entrepreneurship (Sidharta & Kohardinata, 2020). Entrepreneurial intention can also be influenced by several factors such as subjective norms, entrepreneurial attitude, and perceived control (Miranda, Chamorro-Mera, & Rubio, 2017). According to Fuller et al. (2018), there are 2 indicators in measuring entrepreneurial intention, including: (1) Starting a business (2) Starting and building high-growth business.

RESULTS AND DISCUSSION

Validity and Reliability Test

The test results generated by all variables have a significance value of 0.000, and the *Pearson Correlation* value generated by all variables has a value 0.770 greater than r table which is 0.1587. This shows that every statement that measures the entrepreneurial role model variables, entrepreneurship education, and entrepreneurial intention in this study is declared valid. The value of the Cronbach Alpha entrepreneurial role model influencer is 0.820, entrepreneurship education is 0.869, and entrepreneurial intention is 0.702, which means that each statement item of all variables is declared reliable because all value of cronbach alpha exceed the minimum requirement above 0.60.

Regression Analysis

Based on table 1, it can be seen that the t value for the entrepreneurial role model influencer variable (X1) is 3.612 which is greater than the t table value of 2.35146 or significance value is 0.000, and beta coefficient X1 is 0.141, which means that the entrepreneurial role model influencer has a significant positive effect on entrepreneurial intention. Furthermore, the entrepreneurship education variable (X2) has a t value of 7.482 which is greater than the t table of 2.35146 or significance value is 0.000, and beta coefficient X2 is 0.201, so it can be concluded that the entrepreneurship education variable has a significant positive effect on entrepreneurial intention, which means that the second hypotheses are accepted. The coefficient of determination (R2) of this multiple regression model is 0.467.

Table 1: Estimated data results

Variables	T	Sig	Beta	Explanation	t table value
<i>Entrepreneurial Role Model Influencer (X1)</i>	3.612	0.000 *	0.141	H1 accepted	2.35146
<i>Entrepreneurship Education (X2)</i>	7.482	0.000 **	0.201	H2 accepted	2.35146
<i>Constant</i>	6.201	0.000 **	6.488		

Source: Data processed

*p<0,05 **p<0,01

The effect of Entrepreneurial Role Model Influencer on Entrepreneurial Intention

Entrepreneurial Role Model Influencer has a significant positive effect on Entrepreneurial Intention. Entrepreneurial Role Model Influencer has advantages over ordinary role models, Influencers are considered to have very strong power because they can influence people's thoughts based on the opinions they convey (Borchers, 2019). The public believes in influencers because they have been involved in a certain field for a long time and are active on social media so that they can reach more people, especially the millennial generation (Cooley & Parks-Yancy, 2019). Influencers build personal connections with their followers and the originality of influencers makes people get benefit from these influencers based on the content and opinions they convey which lead to becoming followers of these influencers (Evans, Phua, Lim, & Jun, 2017).

The influence of the influencer's entrepreneurial role model on entrepreneurial intention can be explained through the concept of social learning theory. Social learning theory states that learning can occur through a social context so that in addition to learning through experience, learning can also be done by observing other people such as through social media. Influencers who are also entrepreneurs can create interesting post content on social media and display the results of their success so that it can influence people's perceptions that being an entrepreneur has a pleasant life. Also, entrepreneurial role model influencers are considered to have credibility because they have been proven to run a business successfully so that what they say or do can be trusted by others (Casaló, Flavián, & Ibáñez-sánchez, 2020). This can make someone's expectations increase after seeing the post content of an influencer entrepreneurial role model on social media and imagining that they can also become like an influencer entrepreneurial role model.

The concept of vicarious reinforcement in social learning theory states that a person can have emotional responses such as pride and satisfaction if they succeed in imitating the behavior of the person they are interested in. Entrepreneurial role models influencers can act as a live model, they demonstrate a real behavior so that they can be imitated if they are considered to have positive benefits. One will convince oneself that following the same steps as entrepreneurial role models influencers can produce the same results as entrepreneurial role models influencers. This can cause a person to have a high level of entrepreneurial intention.

The effect of Entrepreneurship Education on Entrepreneurial Intention

Entrepreneurship education has a significant positive effect on entrepreneurial intention, Human capital theory explains that skills and knowledge can be obtained by someone through formal education or training. Entrepreneurship education makes a person know the world of business as well as the skills and character needed to become an entrepreneur (Aldianto et al., 2018; X. Liu, 2019). The knowledge and skills they have acquired through entrepreneurship education can influence their expectations so that

they can influence entrepreneurial intention in the future (Yaghoubi Farani et al., 2017). This can happen because if they already have adequate knowledge, the risk of experiencing failure can be minimized as they have gained knowledge and tried to make a business before (Kozubíková, Dvorský, Cepel, & Balcerzak, 2017). Also, the existence of good entrepreneurial knowledge can help someone in making decisions and planning a business model so that the business can run optimally (Buana, Hidayat, & Prayogi, 2017). This affects entrepreneurial intention because the respondents have immediately gone into the field of business according to the Ciputra University learning method in the form of project-based learning which causes them to know how to operate and evaluate when problems arise.

CONCLUSION

This research shows that entrepreneurial role model influencer and entrepreneurship education have a significant effect on entrepreneurial intention. Universities can consider applying influencer entrepreneurial role models to increase entrepreneurial intentions. The selection of an entrepreneurial role model influencer can be chosen based on popularity and achievement among students so that the effect is greater for increasing entrepreneurial intentions. An influencer is someone influential because that person has been accepted by the student environment and what they say or do can be trusted so that it can be an inspiration for students in doing business. The application of entrepreneurship education must be carried out by providing the latest learning materials with the latest business conditions and using creative and innovative methods (such as: problem based learning), so that not only increase student knowledge and skills but can increase entrepreneurial intention as well.

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