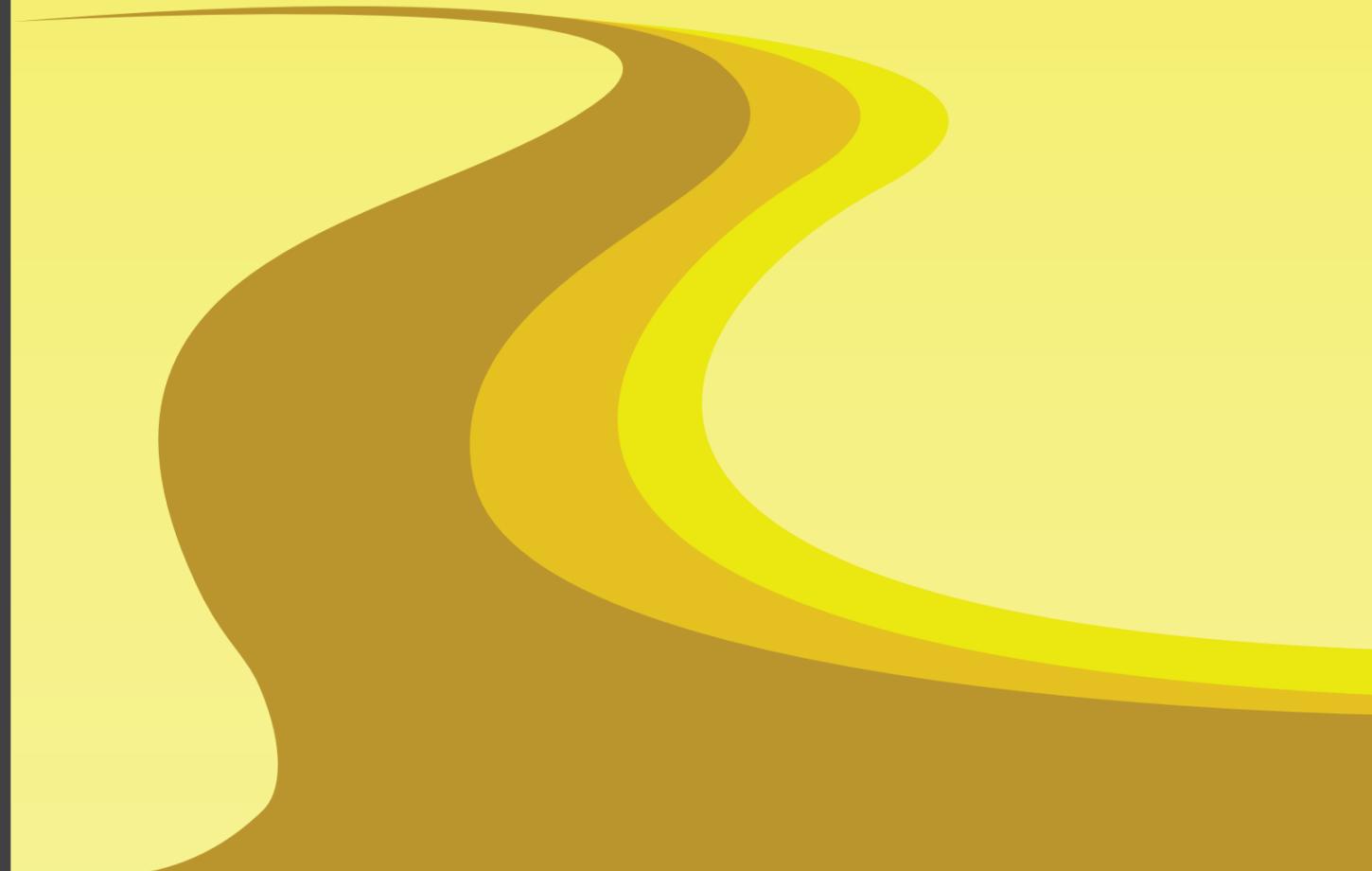


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# Jurnal Muara

Ilmu Ekonomi dan Bisnis



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Lembaga Penelitian dan  
Pengabdian kepada Masyarakat  
Universitas Tarumanagara

# **Jurnal Muara**

## **Ilmu Ekonomi dan Bisnis**

**Volume 9, Nomor 2, Oktober 2025**

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## KATA PENGANTAR

Jurnal Muara diterbitkan dalam rangka mendukung upaya pemerintah Republik Indonesia, khususnya Kementerian Pendidikan Tinggi, Sains, dan Teknologi untuk meningkatkan jumlah publikasi ilmiah di tingkat Nasional. Jurnal Muara ini juga dapat menjadi wadah publikasi bagi para peneliti dari dalam maupun luar Untar.

Pada terbitan Jurnal Muara Ilmu Ekonomi dan Bisnis (JMIEB) Volume 9 Nomor 2 bulan Oktober 2025 yang terbit ini, manuskrip yang masuk melalui *Open Journal Systems* diterima oleh redaksi dan diproses *review* untuk direvisi dan diterbitkan, sehingga hanya artikel yang telah melalui proses tersebut dan dinyatakan layak, yang diterbitkan dalam JMIEB ini.

Penerbitan JMIEB merupakan salah satu dari tiga serangkaian jurnal terbitan Lembaga Penelitian dan Pengabdian kepada Masyarakat Universitas Tarumanagara dengan fokus kelompok ilmu yang berbeda.

Adapun topik bidang ilmu ekonomi dan bisnis dalam artikel yang terbit dalam JMIEB ini, yaitu: akuntansi, manajemen pemasaran, manajemen keuangan, manajemen sumber daya manusia, dan kewirausahaan.

Kami mengucapkan terima kasih kepada semua pihak yang telah mendukung kelancaran penerbitan jurnal ini. Penghargaan juga kami sampaikan kepada para *reviewer* yang telah berkenan memberikan masukan yang berharga, memberikan saran perbaikan untuk menjaga kualitas jurnal.

Terima kasih juga kami sampaikan kepada Rektor Universitas Tarumanagara dan Kepala Lembaga Penelitian dan Pengabdian Masyarakat untuk dukungan dan fasilitas sehingga JMIEB Volume 9 Nomor 2 ini terbit. Hasil dari kerjasama seluruh tim, akhirnya membuahkan hasil. Pada tahun 2022, JMIEB ditetapkan sebagai jurnal ilmiah terakreditasi peringkat 3 (tiga) oleh Direktorat Jenderal Penguatan Riset dan Pengembangan, Kementerian Riset, Teknologi dan Pendidikan Tinggi. Kami juga berharap melalui akreditasi ini, dapat meningkatkan mutu hasil publikasi dan manajemen pengelolaan jurnal.

Semoga jurnal ini dapat bermanfaat untuk diseminasi dan pengembangan keilmuan bagi peningkatan kualitas para akademisi dan peneliti, serta memperkaya pengetahuan dalam bidang ilmu ekonomi dan bisnis. Secara berkelanjutan, kami selaku Redaksi JMIEB terus berupaya untuk meningkatkan kualitas JMIEB ini untuk kemajuan bersama.

Jakarta, 30 Oktober 2025

Tim Redaksi Jurnal Muara Ilmu Ekonomi dan Bisnis

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# EXPLORING ENTREPRENEURIAL INTENTION IN WOMEN CULINARY ENTREPRENEURS IN JAKARTA: THE INTERPLAY OF GENDER STEREOTYPES, SOCIAL SUPPORT, CULTURE, AND SELF- EFFICACY

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## ABSTRAK

Secara global, kewirausahaan dianggap sebagai kunci dari perkembangan ekonomi dan sosial yang menghasilkan inovasi, kompetisi, penciptaan lapangan kerja, dan pemenuhan diri. Di Indonesia, kewirausahaan dianggap sangat penting dalam pembangunan ekonomi nasional. Wanita mendominasi usaha mikro di Indonesia, dengan 52% dari usaha tersebut dikelola oleh wanita. Namun, partisipasi wanita masih rendah di bidang usaha menengah, hanya di angka 34% dari total usaha menengah. Bisnis yang dijalankan wanita di Indonesia cenderung masih dalam skala kecil dan bersifat informal. Penurunan intensi berwirausaha wanita mungkin menjadi alasan mengapa tingkat partisipasi wanita di bidang usaha menengah masih sangat rendah. Di Indonesia sendiri, beberapa alasan utama penurunan intensi berwirausaha wanita Indonesia adalah adanya stereotip jender, kurangnya dukungan sosial dan efikasi diri, serta perbedaan budaya. Penelitian ini ditujukan pada wanita pemilik usaha kuliner mikro dan kecil di Jakarta untuk mengetahui faktor-faktor yang memengaruhi intensi berwirausaha wanita. Sampel sebanyak 240 wanita dipilih dengan menggunakan metode nonprobability sampling dengan teknik purposive sampling. Dengan menggunakan analisis PLS diperoleh hasil bahwa persepsi stereotip jender, dukungan sosial yang dirasakan, dan aspek budaya *uncertainty avoidance* dapat memengaruhi intensi berwirausaha wanita, sementara aspek budaya lain memiliki pengaruh yang tidak signifikan terhadap intensi berwirausaha wanita. Efikasi diri memiliki peran moderasi yang signifikan dalam hubungan persepsi stereotip jender dan dukungan sosial yang dirasakan dengan intensi berwirausaha wanita. Dukungan sosial yang dirasakan tidak memiliki moderasi yang signifikan terhadap hubungan antara budaya dengan intensi berwirausaha wanita. Wanita diharapkan mencari dukungan sosial karena hal tersebut akan meningkatkan efikasi diri dan intensi berwirausaha.

**Kata Kunci:** Intensi Berwirausaha, Stereotip Jender, Budaya, Dukungan Sosial Yang Dirasakan, Efikasi Diri

## ABSTRACT

*Entrepreneurship is globally recognized as a key driver of economic and social development, fostering innovation, competition, job creation, and overall well-being. In Indonesia, entrepreneurship plays a crucial role in supporting national economic growth. Women dominate the micro-business sector in Indonesia, accounting for approximately 52% of enterprises at this level. However, their participation in the medium-sized business sector remains relatively low, representing only 34% of total medium enterprises. Women-led businesses in Indonesia are generally small-scale and informal in nature. The limited entrepreneurial intention among women may partly explain their low participation in medium-sized enterprises. In the Indonesian context, several factors contribute to the decline in women's entrepreneurial intention, including gender stereotypes, lack of social support, low self-efficacy, and cultural constraints. This study focuses on women entrepreneurs who own micro and small culinary enterprises in Jakarta, with the aim of identifying factors that influence their entrepreneurial intentions. A total of 240 women were selected using a non-probability sampling method with a purposive sampling technique. Employing Partial Least Squares (PLS) analysis, the findings reveal that perceived gender stereotypes, perceived social support, and the cultural dimension of uncertainty avoidance significantly predict women's entrepreneurial intentions. Conversely, other cultural dimensions were found to have no significant effect. Furthermore, self-efficacy plays a significant moderating role in the relationships between perceived gender stereotypes, perceived social support, and entrepreneurial intention. However, perceived social support does not significantly moderate the relationship between cultural factors*

*and entrepreneurial intention. The results suggest that women are encouraged to actively seek social support, as it enhances self-efficacy and, in turn, strengthens entrepreneurial intention.*

**Keywords:** *Entrepreneurial Intention, Gender Stereotype, Culture, Perceived Social Support, Self Efficacy*

## 1. INTRODUCTION

In Indonesia, entrepreneurship is considered highly important for national economic development. According to data from the Coordinating Ministry for Human Development and Cultural Affairs of the Republic of Indonesia, accessed through its official website ([www.kemenkopmk.go.id](http://www.kemenkopmk.go.id), 2023), micro, small, and medium enterprises (MSMEs) contribute 60.5% to the national Gross Domestic Product (GDP). Women predominantly manage micro enterprises in Indonesia; however, women's participation in the medium-sized business sector remains relatively low, accounting for only 34% of the total. The decline in women's entrepreneurial intention may explain why their participation in medium-sized enterprises is still limited. In the Indonesian context, several key factors contributing to the decline in women's entrepreneurial intention include gender stereotypes, lack of social support and self-efficacy, as well as cultural differences (Hamdani, 2023).

First, the issue of gender stereotypes remains a critical concern in countries with Eastern and patriarchal cultures such as Indonesia. The Gender Inequality Index reported by the United Nations in 2022 ranked Indonesia 112th out of 170 countries, below the global average. Prior studies have demonstrated that gender stereotypes exert an adverse effect on women's entrepreneurial intention (Gupta & Bhawe, 2008) as well as on their business development. Handayani et al. (2022) revealed that most Indonesians still believe in the stereotype that women should remain at home and refrain from working, particularly after marriage and starting a family. Such stereotypes can significantly undermine women's self-efficacy. Low self-efficacy may discourage women from seizing entrepreneurial opportunities (Tolentino et al., 2014).

Second, the societal stigma surrounding gender roles, inherited across generations, can significantly reduce social support when women intend to start a business—particularly when the company operates at a medium scale and requires substantial capital. Yet, social support from the surrounding environment is crucial for enhancing entrepreneurial intention and facilitating the entrepreneurial journey (Farooq et al., 2018). Adequate social support enables women to develop confidence in their abilities and fosters higher self-efficacy (Benight & Bandura, 2004). High self-efficacy, in turn, strengthens expectations and motivation in entrepreneurial activities, as individuals are more convinced of their own capabilities (Lent & Brown, 2008).

Finally, culture is another factor influencing women's entrepreneurial intention that has been more frequently examined in developing countries across Asia and Africa, as these regions tend to uphold more patriarchal and conservative values than Western countries. Referring to Hofstede's model of cultural dimensions (Hofstede, 1980), cultural traits such as higher optimism and greater tolerance for ambiguity in problem-solving can foster individual success and help reduce gender disparities. Interestingly, previous research has revealed that even when women are raised in cultural contexts unsupportive of entrepreneurial activities, strong social support can ultimately encourage them to develop entrepreneurial intention and motivation (Anlesinya et al., 2019).

In Indonesia, most women entrepreneurs choose the culinary sector, as it is closely associated with the cooking activities traditionally performed by housewives. According to the Ministry of Tourism and Creative Economy, among the 17 subsectors of the creative economy, the culinary sector contributes the largest share to the national GDP each year. However, most women-owned

culinary businesses remain at the micro and small levels, with only a few reaching the medium scale, despite the sector's considerable potential to generate substantial profits.

### **Research Problem**

Based on this background, the problem can be formulated as follows:

1. Does the perception of gender stereotypes have a significant influence on women's entrepreneurial intentions?
2. Does perceived social support have a significant influence on women's entrepreneurial intentions?
3. Does the perception of gender stereotypes have a significant influence on women's self-efficacy?
4. Does perceived social support have a significant influence on women's self-efficacy?
5. Does self-efficacy have a significant influence in mediating the relationship between perceptions of gender stereotypes and women's entrepreneurial intentions?
6. Does self-efficacy have a significant influence in mediating the relationship between perceived social support and women's entrepreneurial intentions?
7. Does culture have a significant influence on women's entrepreneurial intentions?
8. Does perceived social support have a significant influence in moderating the relationship between culture and women's entrepreneurial intentions?

### **Literature Review**

#### **Gender Stereotypes Perception**

Gender stereotypes are a form of social construction encompassing norms, behaviors, and roles associated with women and men. According to Eagly and Steffen (1984), the core of gender stereotypes lies in the perception that men are more dominant, assertive, and competitive, while women are viewed as more caring and nurturing. Gender stereotypes strongly influence occupational and educational choices, including engagement in entrepreneurial activities.

#### **Perceived Social Support**

According to Wills (1991), social support is an individual's perception of being valued, cared for, and included within a supportive environment. The presence of social support provides a sense of security that assists individuals in making better decisions and reducing stress. Social support takes various forms, including emotional, financial, informational, and companionship support. Such support may originate from family members, friends, neighbors, colleagues, organizations, and other social networks (Farooq et al., 2017).

#### **Culture**

Culture refers to the values, beliefs, and behaviors commonly shared by individuals living within a particular region (Hofstede, 1980). The main theoretical foundation of the cultural variable is derived from Hofstede's study, which identified four cultural dimensions. The *power distance* dimension emphasizes hierarchy and inequality within society. The *uncertainty avoidance* dimension reflects the level of stress experienced when facing an unpredictable future. The *masculinity versus femininity* dimension highlights the emotional roles attributed to men and women. Finally, the *individualism versus collectivism* dimension illustrates the priorities emphasized by individuals, with collectivism encouraging the prioritization of group interests, while individualism emphasizes personal interests.

### **Self-efficacy**

Self-efficacy refers to an individual's perception of their own cognitive and physical abilities in a given situation. According to Bandura (1992), self-efficacy strongly influences an individual's capacity to take action as well as their performance in carrying out such actions. Self-efficacy also affects resilience and perseverance in dealing with challenges and setbacks. Self-efficacy is also a crucial factor in determining behavior, both directly and indirectly, through goal setting, perceptions of available resources, environmental constraints, and outcome expectations (Bandura, 2012).

### **Entrepreneurial Intention**

Entrepreneurial intention is derived from the Theory of Planned Behavior (TPB) proposed by Ajzen (1985), which seeks to predict human behavior based on intention. Entrepreneurial behavior can therefore be predicted through entrepreneurial intention. Although not everyone with entrepreneurial intentions ultimately becomes an entrepreneur, intention serves as the best predictor of an individual's future participation in entrepreneurial activities (Liñán and Rodríguez-Cohard, 2015).

### **The Relationship between Gender Stereotype Perception and Entrepreneurial Intention**

Gender stereotypes shape social expectations and define behaviors considered "appropriate" for men and women (Eagly, 1984). Such expectations may create barriers for individuals pursuing careers that are perceived as inconsistent with their gender. Entrepreneurship, in particular, is often regarded as a career path associated with masculine values (Hancock et al., 2014). Based on this discussion, the following hypothesis is proposed:

**H1:** Perceived gender stereotypes have a negative and significant effect on women's entrepreneurial intention.

### **The Relationship between Social Support and Entrepreneurial Intention**

Entrepreneurship is a career that entails extensive social interaction, making social support a crucial factor for business sustainability (Farooq et al., 2018). Since entrepreneurship involves considerable risk and stress, social support can play an important role in alleviating these challenges. When the social environment lacks support, individuals are likely to demonstrate a lower level of entrepreneurial engagement (Schwarz et al., 2009). Based on this discussion, the following hypothesis is proposed:

**H2:** Perceived social support has a positive and significant effect on women's entrepreneurial intention.

### **The Relationship between Gender Stereotype Perception and Self-Efficacy**

Bandura et al. (2001) argue that careers typically categorized as masculine may significantly lower women's self-efficacy. Entrepreneurship is often associated with a masculine career path (Hancock et al., 2014), requiring greater risk-taking and proactive behavior. Gender stereotypes can lead women to limit their career aspirations due to a lack of confidence in their abilities compared to men (Bandura, 1992). Based on this discussion, the following hypothesis is proposed:

**H3:** Perceived gender stereotypes have a negative and significant effect on women's self-efficacy.

### **The Relationship between Perceived Social Support and Self-Efficacy**

Social support is defined as an individual's perception of being valued, cared for, and regarded as an integral part of a community (Pearson, 1986). Research by Turan and Koç (2018) demonstrates a positive relationship between perceived social support and individual self-efficacy. Women's entrepreneurial self-efficacy can be strengthened when they perceive their social environment as

supportive of their entrepreneurial activities. Based on this discussion, the following hypothesis is proposed:

**H4:** Perceived social support has a positive and significant effect on women's self-efficacy.

### **Mediation of Self-Efficacy in the Relationship between Gender Stereotype Perception and Entrepreneurial Intention**

According to Handayani et al. (2022), the majority of Indonesians still believe in the stereotype that women should remain at home and should not work, especially after marriage and starting a family. Such stereotypes can significantly lower women's self-efficacy. Low self-efficacy, in turn, may discourage women from seizing entrepreneurial opportunities (Tolentino et al., 2014). Based on this discussion, the following hypothesis is proposed:

**H5:** Self-efficacy significantly mediates the relationship between perceived gender stereotypes and women's entrepreneurial intention.

### **Mediation of Self-Efficacy in the Relationship between Perceived Social Support and Entrepreneurial Intention**

Adequate social support can enable women to believe in their abilities and develop higher self-efficacy (Benight & Bandura, 2004). High self-efficacy, in turn, is known to foster stronger expectations and motivation in entrepreneurial activities, as individuals are more confident in their capabilities. Self-efficacy plays a crucial role in determining entrepreneurial intention (Elnadi and Gheith, 2021) and has been empirically proven to exhibit a positive relationship with entrepreneurial intention (Tsai et al., 2016; Osiri et al., 2019). Individuals with higher levels of self-efficacy tend to hold more positive expectations regarding the outcomes of their entrepreneurial endeavors, as they possess greater confidence in their own capabilities (Lent and Brown, 2008). Based on this discussion, the following hypothesis is proposed:

**H6:** Self-efficacy significantly mediates the relationship between perceived social support and women's entrepreneurial intention.

### **The Relationship between Culture and Entrepreneurial Intention**

In terms of culture, there are four categories that can be linked to entrepreneurial intention. The first is *power distance (PD)*, which refers to inequality within a country. In such cultures, individuals with less power often lack opportunities to bring about significant change; consequently, many of them are reluctant to become business owners (Vinogradov & Kolvereid, 2007), as they perceive that societal inequality will hinder their entrepreneurial efforts. Based on this discussion, the following hypothesis is proposed:

**H7a:** Power distance culture has a negative and significant effect on women's entrepreneurial intention.

The second category is *uncertainty avoidance (UA)*. Uncertainty is a critical element in entrepreneurship, as entrepreneurial activities require risk-taking and bold decision-making (Vinogradov & Kolvereid, 2007). Several studies have shown that individuals with a strong aversion to risk are less likely to be interested in entrepreneurship (Autio et al., 2013). Based on this discussion, the following hypothesis is proposed:

**H7b:** Uncertainty avoidance culture has a negative and significant effect on women's entrepreneurial intention.

The third category is *masculinity versus femininity (MF)*. Masculinity has been found to significantly influence entrepreneurial intention due to its emphasis on competitive behavior, wealth creation, and aggressiveness (Estrin et al., 2013). However, such cultural orientations may

generate stress for women, especially given the perception that entrepreneurship is a male-dominated field. Based on this discussion, the following hypothesis is proposed:

**H7c:** Masculinity culture has a negative and significant effect on women’s entrepreneurial intention.

The fourth category is *individualism versus collectivism (I-C)*. Cultures with a high level of collectivism favor collaboration and teamwork in solving problems, while individualistic cultures encourage individuals to solve problems independently. A study involving 725 students in Finland revealed that collectivism had a positive and significant effect on entrepreneurial intention (Rantanen & Toikko, 2017). Based on this discussion, the following hypothesis is proposed:

**H7d:** Collectivism culture has a positive and significant effect on women’s entrepreneurial intention.

**Moderation of Perceived Social Support in the Relationship between Culture and Entrepreneurial Intention**

Social support is crucial for achieving success in entrepreneurship. Its role serves as a buffer (Alensinya et al., 2019). When a cultural aspect negatively affects entrepreneurial intention, the presence of social support can mitigate this negative influence. Social support constitutes a critical determinant of entrepreneurial success (Petro et al., 2014). Based on this discussion, the following hypothesis is proposed:

**H8:** Perceived social support positively and significantly moderates the relationship between culture and women’s entrepreneurial intention.

**Research Model**

Based on the previous description, the following research model can be presented:

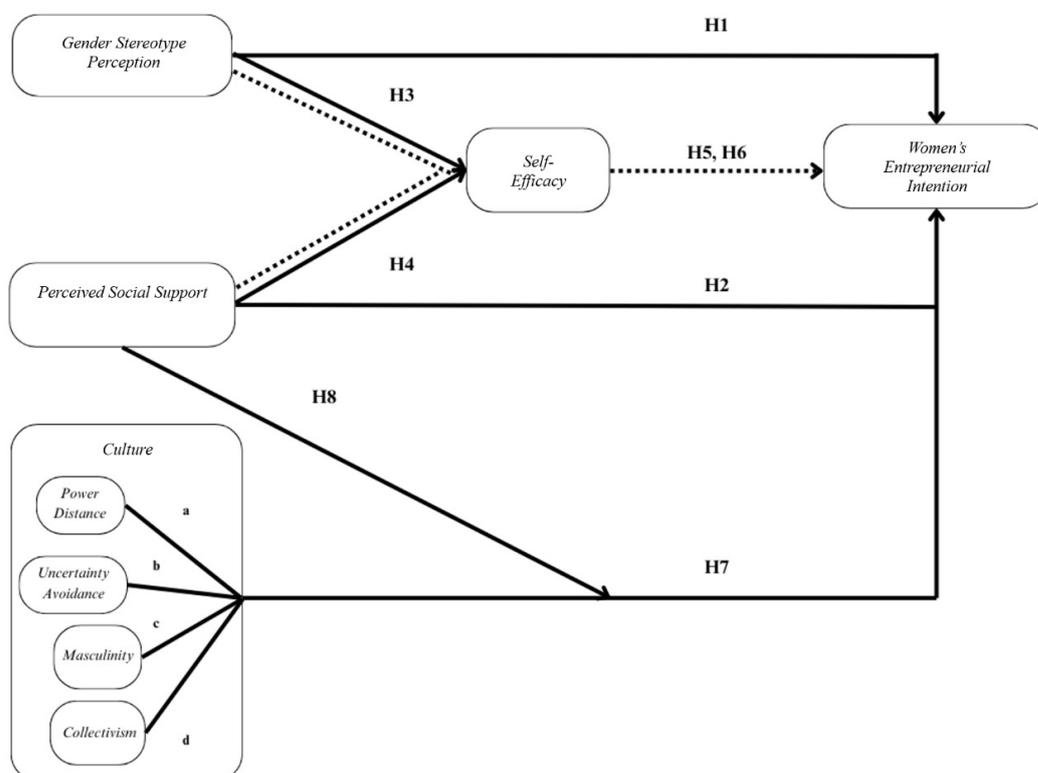


Figure 1. Research Model

## 2. RESEARCH METHOD

A quantitative method was employed in this study, as the primary objective was to examine the relationship between independent variables and a dependent variable by collecting numerical data and analyzing it using statistical techniques.

The population of this research consists of women who own micro- and small-scale culinary businesses in Jakarta. The term "culinary business" refers to the sale of any consumable products, excluding pharmaceuticals. According to the Central Bureau of Statistics (Badan Pusat Statistik, 2013; [www.bps.go.id](http://www.bps.go.id)), micro-enterprises typically employ 1–4 workers, while small enterprises employ 5–19 workers.

A non-probability sampling method with a purposive sampling technique was applied to select the participants for this survey. A minimum of 200 respondents was required to obtain reliable results (Crocker & Algina, 1986); therefore, this study set the minimum number of respondents at 200.

The selected samples consisted of women who own micro and small-scale culinary businesses in Jakarta. These businesses may include home-based food ventures, catering services, hamper businesses, or establishments with offline outlets such as restaurants, cafés, food stalls, and others.

The data were collected through an online questionnaire distributed via social media platforms. Google Forms was used as the online survey platform. The measurement of variables and indicators is presented in Table 1 below.

Table 1. Variable Measurement and Items

Variable	Items	Scale	Sources
<b>Gender Stereotype Perception</b>	I think men and women are treated differently in my environment in terms of career and social expectations.	1=strongly disagree	Hamdani et al. (2023)
	In my opinion, my environment has not made much effort to promote gender equality.	2=disagree	
	I don't think my community would be responsive and take action if there was unequal treatment just because of someone's gender.	3=neutral	
	In my opinion, women are considered less capable of being good leaders by other women in my environment.	4=agree	
	In my opinion, women are considered less capable of being good leaders by men in my environment..	5=strongly agree	
<b>Perceived Social Support</b>	I feel supported by my family throughout my business.	1=strongly disagree	Hamdani et al. (2023)
	I feel supported by my friends throughout my business.	2=disagree	
	I feel that I have received emotional and financial support from those around me while running my business.	3=neutral	
<b>Self-efficacy</b>	I think I am able to accept unexpected changes in business..	4=agree	Hamdani et al. (2023)
	In my opinion, I can react quickly to take advantage of business opportunities..	5=strongly agree	
	I think I am capable of creating new ideas and products.	1=strongly disagree	
		2=disagree	
		3=neutral	
		4=agree	

Variable	Items	Scale	Sources
	In my opinion, I am able to produce a satisfactory product.	5=strongly agree	
	I believe that I am capable of creative thinking.		
	I believe that I can successfully create new products..		
<b>Culture (Power Distance)</b>	In my opinion, a person in a higher position should make most of the decisions without consulting someone in a lower position.	1=strongly disagree	Anlesinya et al. (2019)
	In my opinion, someone in a higher position should not ask the opinion of someone in a lower position too often.	2=disagree	
	In my opinion, a person with a higher position should avoid social interaction with someone with a lower position.	3=neutral	
	In my opinion, a person with a lower position should accept the decision of a person with a higher position.	4=agree	
		5=strongly agree	
<b>Culture (Uncertainty Avoidance)</b>	When doing something, I need instructions that are explained in detail so that I know what I have to do.	1=strongly disagree	Anlesinya et al. (2019)
	In my opinion, instructions and procedures are very important and should always be followed.	2=disagree	
	In my opinion, Standard Operational Procedure (SOP) is very helpful in carrying out tasks.	3=neutral	
		4=agree	
		5=strongly agree	
<b>Culture (Masculinity)</b>	In my opinion, solving difficult problems usually requires an active and tough approach, which is a typical male characteristic.	1=strongly disagree	Anlesinya et al. (2019)
	In my opinion, men usually solve problems with logical analysis and a hard approach, while women usually solve problems with intuition.	2=disagree	
	In my opinion, there are some jobs that men can always do better than women.	3=neutral	
		4=agree	
		5=strongly agree	
<b>Culture (Collectivism)</b>	In my opinion, individuals should sacrifice personal interests for the sake of group interests..	1=strongly disagree	Anlesinya et al. (2019)
	In my opinion, individuals should stay with the group in all times, including difficult and challenging times..	2=disagree	
	In my opinion, the welfare and success of the group is more important than individual success..	3=neutral	
	In my opinion, individuals should only pursue personal goals after considering the welfare of the group..	4=agree	
	In my opinion, loyalty to the group must be maintained even if personal goals must be sacrificed.	5=strongly agree	
<b>Entrepreneurial Intention</b>	In my opinion, I have sufficient knowledge about entrepreneurship.	1=strongly disagree	Anlesinya et al. (2019)
	I think classes on entrepreneurship would be very useful for people who want to start a business.	2=disagree	
		3=neutral	

Variable	Items	Scale	Sources
	In my opinion, it would be very useful if entrepreneurship was taught in schools or colleges.	4=agree	
	Since before graduating from school/college, I have been thinking about starting a business.	5=strongly agree	
	I am more interested in starting a business than working in an office.		
	I will dedicate my life to starting a business even though my social environment is against it.		
	Even though my efforts fail repeatedly, I will keep trying again.		
	I am confident that I can find my own capital and human resources for my business.		
	I am sure that the business I founded has high potential.		
	I am sure that the business I founded will be successful..		

### 3. RESULT AND DISCUSSION

#### Validity Analysis

Validity is assessed through convergent and discriminant validity. Convergent validity is established when the factor loadings are  $\geq 0.7$  and the average variance extracted (AVE) exceeds 0.50 (Hair et al., 2019). The results indicate that all indicators meet these criteria, with factor loadings above 0.7 and AVE values greater than 0.5.

Discriminant validity was evaluated using the Fornell–Larcker criterion, which requires the square root of each construct’s AVE to be greater than its correlations with other constructs. As shown in Table 4, the results confirm that the discriminant validity requirements are satisfied.

Table 2. *Fornell-Larcker Matrix*

	CO	DS	GS	IB	MA	PD	SE	UA
CO	0,831							
DS	0,527	0,875						
GS	-0,525	0,049	0,861					
IB	0,773	0,643	-0,462	0,832				
MA	-0,646	-0,187	0,461	-0,593	0,870			
PD	-0,545	-0,065	0,463	-0,510	0,814	0,830		
SE	0,787	0,562	-0,693	0,780	-0,511	-0,431	0,892	
UA	-0,680	-0,252	0,459	-0,647	0,853	0,771	-0,553	0,894

#### Reliability Analysis

Reliability testing was conducted to assess the accuracy of the indicators. The reliability criterion is considered satisfied when all constructs demonstrate composite reliability values above 0.7 and Cronbach’s alpha values greater than 0.7 (Chin, 1998). The results show that all indicators meet these requirements, with composite reliability and Cronbach’s alpha values exceeding 0.7.

**Description of Research Subjects**

As shown in Table 3, the data of the research subjects are presented.

Table 3. Research Subjects

Characteristic	Amount	Percentage (%)	Characteristic	Amount	Percentage (%)
<i>Age</i>			<i>Husband's job</i>		
18-30 years old	73	30,4	Business owner	94	39,2
31-40 years old	55	22,9%	Employee	94	39,2
41-60 years old	107	44,6	Don't have a husband	52	21,7
>60 years old	5	2,1	<i>Environmental Effort</i>		
<i>Education</i>			Family/Close friend tying	175	72,9
Elementary-Junior High School	12	5	Business acquaintance	57	23,8
Senior High School	80	33,3	Nothing	8	3,3
Bachelor	115	47,9	<i>Amount of employee</i>		
Master	2	0,8	1-4 persons	136	56,7
<i>Marital Status</i>			5-19 persons	104	43,3
Not married yet	46	19,2	<i>Length of business</i>		
Married	187	77,9	<5 years	109	45,4
Cerai	7	2,9	5-10 years	80	33,3
<i>Children</i>			11-15 years	19	7,9
Nothing	64	26,7	>15 years	32	13,3
1-3 children	166	69,2			
>3 children	10	4,1			

**Structural Model Analysis**

The complete test results are presented in table 4 below:

Table 4. Direct Effect and Moderation Effect

	<i>Path Coefficient</i>	<i>P-values</i>	<i>t-statistics</i>	<i>Notes</i>
Gender Stereotype Perception → Women's Entrepreneurial Intention	-0,149	0,021	2,302	Significant
Perceived Social Support → Women's Entrepreneurial Intention	0,346	0,000	5,602	Significant
Gender Stereotype Perception → Self-efficacy	-0,723	0,000	26,172	Significant
Perceived Social Support → Self-efficacy	0,598	0,000	21,045	Significant
Gender Stereotype Perception → Self-efficacy → Women's Entrepreneurial Intention	-0,133	0,027	2,218	Significant (Partial Mediation)
Perceived Social Support → Self-efficacy → Women's Entrepreneurial Intention	0,110	0,028	2,205	Significant (Partial Mediation)
Culture: Power Distance → Women's Entrepreneurial Intention	-0,124	0,056	1,914	Not significant
Culture: Uncertainty Avoidance → Women's Entrepreneurial Intention	-0,200	0,005	2,798	Significant

	<i>Path Coefficient</i>	<i>P-values</i>	<i>t-statistics</i>	<i>Notes</i>
Culture: Masculinity → Women's Entrepreneurial Intention	-0,097	0,179	1,345	Not significant
Culture: Collectivism → Women's Entrepreneurial Intention	0,127	0,054	1,930	Not significant
Perceived Social Support X Culture: Power Distance → Women's Entrepreneurial Intention	0,016	0,765	0,299	Not significant
Perceived Social Support X Budaya Uncertainty Avoidance → Women's Entrepreneurial Intention	0,083	0,258	1,132	Not significant
Perceived Social Support X Budaya Masculinity → Women's Entrepreneurial Intention	0,042	0,533	0,624	Not significant
Perceived Social Support X Budaya Collectivism → Women's Entrepreneurial Intention	0,072	0,120	1,555	Not significant

As illustrated in Figure 2, the inner model with bootstrapping is presented.

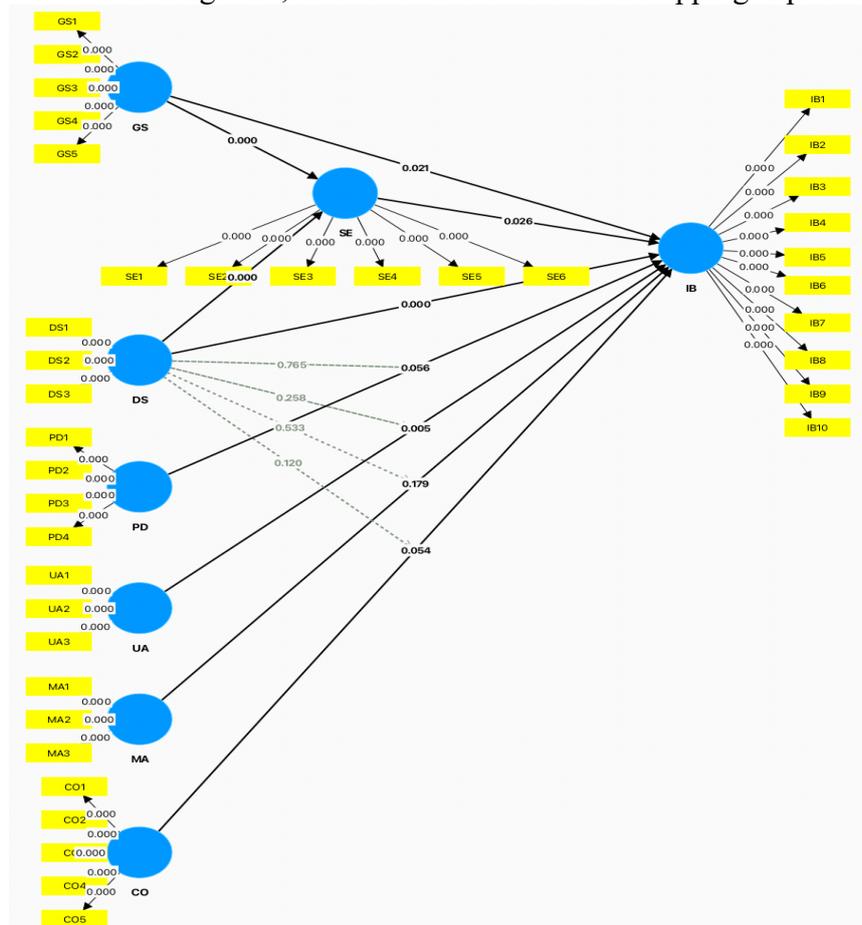


Figure 2. Inner Model with Bootstrapping

## Discussion

**Hypothesis 1**, which states that perceived gender stereotypes have a negative and significant effect on women's entrepreneurial intention, is supported. This finding is consistent with the study by Gupta and Bhawe (2007). However, this study was conducted in a metropolitan city—where the environment is expected to be more progressive and less influenced by gender stereotypes—approximately 30% of respondents still perceived differential treatment between men and women in their social environment and felt that women were not yet considered good leaders. Gender stereotypes are essentially manifested through discriminatory actions and statements. For instance, women may be allowed to pursue careers. However, they are still expected to bear full responsibility for household and childcare duties, or female entrepreneurs are assumed to be less competent than their male counterparts. Consequently, many women become reluctant to pursue careers in male-dominated fields such as entrepreneurship or any other career. This explains why perceived gender stereotypes negatively affect women's entrepreneurial intention.

**Hypothesis 2**, which states that perceived social support has a positive and significant effect on women's entrepreneurial intention, is supported. This result is consistent with studies by Hamdani et al. (2023) and Farooq et al. (2018), which found that a supportive social environment can enhance women's entrepreneurial intention. Beyond the risks and stress faced by all business owners, women encounter additional social discrimination compared to men. Adequate social support helps to alleviate these burdens. Support from family, friends, business partners, and even the government plays a crucial role in shaping women's decisions to initiate entrepreneurial ventures.

**Hypothesis 3**, which states that perceived gender stereotypes have a negative and significant effect on self-efficacy, is supported. This finding is consistent with Hamdani et al. (2023). Gender stereotypes in society often categorise jobs into “feminine” and “masculine.” Women who enter male-dominated occupations frequently face discrimination, which can significantly lower their self-efficacy (Bandura et al., 2001). Moreover, many children grow up internalising stereotypes that dictate women should act as homemakers and caregivers. Consequently, as adults, many women lack confidence in their professional abilities compared to men, ultimately restricting their career aspirations (Bandura, 1992).

**Hypothesis 4**, which states that perceived social support has a positive and significant effect on self-efficacy, is supported. This finding is consistent with Hamdani et al. (2023), who demonstrated that social support positively influences self-efficacy. Strong social support enables women entrepreneurs to feel valued and encouraged, enhancing their self-efficacy.

**Hypothesis 5**, which states that self-efficacy significantly mediates the relationship between perceived gender stereotypes and women's entrepreneurial intention, is supported. Partial mediation indicates that perceived gender stereotypes directly and indirectly affect women's entrepreneurial intention through self-efficacy. This result aligns with Hamdani et al. (2023), who showed that perceived gender stereotypes tend to make women feel discriminated against and excluded in professional contexts, leading to reduced self-efficacy. Low self-efficacy, in turn, diminishes women's confidence in their entrepreneurial capabilities, thereby discouraging them from pursuing business opportunities (Tolentino et al., 2014).

**Hypothesis 6**, which states that self-efficacy significantly mediates the relationship between perceived social support and women's entrepreneurial intention, is supported. Partial mediation indicates that perceived social support influences women's entrepreneurial intention directly and

indirectly through self-efficacy. This finding supports Hamdani et al. (2023), who found that self-efficacy mediates the relationship between social support and entrepreneurial intention among women. Adequate social support can strengthen women's self-efficacy. Higher self-efficacy fosters optimism and motivation in entrepreneurial activities, as women are more confident in their abilities (Lent & Brown, 2008). Consequently, they are more likely to develop entrepreneurial intentions.

**Hypothesis 7a**, which states that power distance culture negatively and significantly affects women's entrepreneurial intention, is rejected. While power distance culture indeed exerts an adverse effect, the influence is insignificant. Prior studies by Anlesinya et al. (2019) and Vinogradov and Kolvereid (2007) indicated that power distance culture should significantly reduce women's entrepreneurial intention. However, this study's lack of significance may be attributed to most respondents belonging to relatively higher social strata. This is reflected in their educational background, with nearly 60% holding an associate degree (D3) or higher. Their entrepreneurial intention is less affected because they are less exposed to the negative consequences of hierarchical inequalities.

**Hypothesis 7b**, which states that uncertainty avoidance culture has a negative and significant effect on women's entrepreneurial intention, is supported. This result contradicts Anlesinya et al. (2019). The divergence may be due to differences in cultural context and sample characteristics. In this study, women with a high tendency to avoid uncertainty exhibited lower entrepreneurial intention, as entrepreneurship inherently involves uncertainty and risk-taking. Women who dislike uncertainty and risk are more inclined to pursue stable, secure careers.

**Hypothesis 7c**, which states that masculinity culture has a negative and significant effect on women's entrepreneurial intention, is rejected. While masculine culture does exert an adverse effect, the relationship is not essential. This result is consistent with Anlesinya et al. (2019), who found that masculinity culture does not significantly affect women's entrepreneurial intention. Entrepreneurship is often associated with masculine traits such as assertive decision-making and risk-taking. Initially, it was assumed that such an environment would discourage women. However, over 50% of respondents identified with a masculine culture and pursued entrepreneurial ventures. Over years of entrepreneurial practice, these women likely developed the masculine traits necessary to succeed in male-dominated fields.

**Hypothesis 7d**, which states that collectivist culture positively and significantly affects women's entrepreneurial intention, is rejected. While a collectivist culture exerts a positive effect, the influence is insignificant. This may be due to the sample population consisting primarily of women living in metropolitan areas, who tend to exhibit more individualistic tendencies. Furthermore, most respondents selected "neutral" for the collectivism variable. Conducting this research in a different cultural context may yield more significant results.

**Hypothesis 8**, which states that perceived social support significantly moderates the relationship between culture and women's entrepreneurial intention, is rejected. The non-significant moderation suggests that culture directly influences women's entrepreneurial intention, unaffected by perceived social support. This relationship remains constant regardless of the level of social support. While social support may play a critical role in other contexts, its influence is not strong enough to alter the cultural effect in this particular relationship between culture and entrepreneurial intention. The insignificance of this moderation may be due to inadequate social support, as more than 50% of respondents reported perceiving their social support as neutral or insufficient.

The study's findings reveal that perceived gender stereotypes negatively and significantly affect women's entrepreneurial intention and self-efficacy, while perceived social support has a positive and significant impact on both. Self-efficacy partially mediates the relationships between gender stereotypes and entrepreneurial intention, as well as between social support and entrepreneurial intention—indicating that women's confidence plays a crucial role in translating perceptions into entrepreneurial motivation. Although cultural factors were also examined, only uncertainty avoidance culture was found to have a significant negative influence on women's entrepreneurial intention, suggesting that women who prefer stability are less likely to engage in entrepreneurship. In contrast, power distance, masculinity, and collectivist cultures showed no significant effects, possibly due to respondents' higher education levels and metropolitan backgrounds. Finally, perceived social support did not significantly moderate the relationship between culture and entrepreneurial intention, implying that culture's influence operates independently of the level of social support perceived by women.

#### 4. CONCLUSION AND SUGGESTIONS

The study concludes that perceived gender stereotypes significantly reduce women's entrepreneurial intention and self-efficacy, whereas perceived social support enhances both. Self-efficacy plays a crucial mediating role, linking gender stereotypes and social support to women's entrepreneurial intention. Among cultural dimensions, only uncertainty avoidance culture is found to have a significant negative impact on women's entrepreneurial intention, indicating that women who prefer stability and low risk are less inclined toward entrepreneurship. In contrast, power distance, masculinity, and collectivist cultures show no significant influence. Furthermore, perceived social support does not moderate the relationship between culture and entrepreneurial intention, suggesting that cultural effects operate directly and are not contingent on the level of social support perceived by women.

Based on these conclusions, several recommendations are proposed. For women planning to start or are currently running a business, it is advisable to actively seek and maintain social support, as such support enhances self-efficacy and entrepreneurial intention. For policymakers, these findings are expected to serve as input for formulating policies related to developing women's entrepreneurship. For future research, increasing the sample size and broadening the geographical scope are recommended, allowing the findings to be more generalizable.

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