

# *The Effects Social Support To The Z Generation' Intention Tobe An Entrepreneur*

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**Abstract** – Generation Z is the generation born in 1997-2010 who will or have entered the workforce. But different from the previous generation, Generation Z has its own advantages where generation Z is called the I-generation because Generation Z lives in a digital environment that is growing rapidly and also they born in the same time where digital technology grow up all over the world. So Gen Z so easy to get support from social media as the way to communication and to get informations. Generation Z get support from family and as well as friends as their community. In this study conducted on respondents who are Generation Z as many as 229 response who live in Medan, Indonesia and also already get work in many kind of jobs. Various studies show that Generation Z has a fairly high intention to become an entrepreneur, in others studies shows that one of the job dream of this generation is to be self employee, they dream to have job without working hours and freely work with their passion. In this study see that social support have a positive and significant influence on the intention to become an entrepreneur in Generation Z. this study can be used as guideline for family and also for government to involve social support for Gen Z intention to be an entrepreneur.

**Keywords** – Entrepreneurship, Generation Z, Sosial Support.

## I. INTRODUCTION

Entrepreneurship development is very important to improve the economic of a country by creating innovation and creating jobs (Arend, 2014). So that developing entrepreneurship is so crucial to support the economy of a nation, especially to deal with the problem of unemployment (Penanggulangan, 20)

On the other hand, during this pandemic, many small and medium-sized businesses are able to survive and even increase the business specially the businesses that already carry out business activities with e-commerce. Supported by data obtained from Indonesian Statistical Data which states that there is a fairly high increase in the use of e-commerce in Indonesia from 2017 to 2021, which has reached 158.6 million e-commerce usage in Indonesia and is expected to increase rising considering that this pandemic has changed the shopping behavior.

According to (Alshaketheep et al, 2020) which states that changes in the behavior of economic activities from conventional to digital transactions are now happen globally, thus requiring new skills for business in using technology. So generation Z is the generation that is most ready to face change, with the ability to use technology both in multimedia and social media, it will be an opportunity for Generation Z to create new businesses digitally (Turner & Turner 2018) (Biggin et al, 2017). Even according to the official website of the Republic of Indonesia, Generation Z has dominated the productive force in Indonesia as much as 27.94 percent of the total population in the productive age category (www.indonesia.go.id). 2010 where this

generation is also known as the digital generation (Olowu et al, 2014). some other terms for generation Z are I-generation and Net – Gen (Turner & Turner, 2018).

The research (Kusumawardani & Richard, 2020) that family support is very important in growing the intention to become an entrepreneur. And this generation Z who is already very familiar with technology can use social media as a way to get social support such as research conducted by (Farooq et al., 2018), (Alayis et al., 2018) which states that social support can be obtained through social networking, but the role of the family is also important in getting social support to become an entrepreneur.

With the description above, researchers are interested in seeing the effect of entrepreneurial personality traits and social support on Generation Z's intention to become entrepreneurs

**II. PURPOSE AND METHODS**

This study aims to see whether the entrepreneur traits and social support has an affect on the intention to become an entrepreneur in generation Z. This study uses a qualitative research method with a number of respondents as many as 229 Intention. Scales to become an entrepreneur consisting of Attitude towards the behavior, Perceived social norm, Perceived behavioral control (Ajzen, 1991). Social support scale consisting of Emotional support, Tangible support, Informational support, Companionship support (Farooq et al, 2018). Sample selection with purposive sampling technique.

**III. RESULT AND DISCUSSION**

Tabel 1 Respendence base on gender

<b>gender</b>	<b>frequency</b>	<b>presentation</b>
man	83	36%
woman	146	64%

Tabel .2 Respendence by Occupation

<b>Tyoe of jobs</b>	<b>numbers</b>
BUMN employee	17
police	6
Government employee	16
teachers	11
medical	6
employee	173

It can be concluded that the respondent's occupation is employees and dominated by woman.

Tabel 3 Model Summary Social Support

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.554 <sup>a</sup>	0,307	0,304	2,884	0,307	100,755	1	227	0,000

The coefficient of determination of the intention to become an entrepreneur 30.7% of the variable of intention to become an entrepreneur is influenced by the variables of social support While the remaining 69.3% is influenced by other variables apart from the variables in this study

#### IV. CONCLUSION

This study shows that there is an influence of entrepreneurial nature and social support on the intention to become an entrepreneur in Generation Z of 46.1%. The magnitude of the influence of entrepreneurial nature is 15.4% and social support on the intention to become an entrepreneur is 30.7%, while almost 53.9% of the intention to become an entrepreneur is influenced by other factors. So other research is needed to look at other factors that influence the intention to become an entrepreneur.

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