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# ENTREPRENEURIAL INTENTION AMONG GENERATION Z IN BEKASI CITY: THE ROLES OF SELF-EFFICACY, FAMILY ENVIRONMENT, AND CREATIVITY

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***ABSTRACT***

*Bekasi City recorded an unemployment rate of 7.33%, which was higher than the national average. At the national level, young people, predominantly Generation Z, represent the age group with the highest unemployment rate. Against this background, this study examines the relationship between self-efficacy, family environment, and creativity and entrepreneurial intention among Generation Z in Bekasi City. A quantitative approach was employed involving 160 Generation Z respondents aged 18–29 years residing in Bekasi City, selected using purposive sampling. The data were analyzed using multiple linear regression with SPSS version 29. The results indicate that self-efficacy, family environment, and creativity are each positively associated with entrepreneurial intention, both individually and collectively. Among these variables, creativity exhibited the largest standardized regression coefficient (β = 0.392), indicating a relatively stronger association with entrepreneurial intention within the analyzed sample. Overall, the findings suggest that self-efficacy, family environment, and creativity are statistically associated with entrepreneurial intention among Generation Z in Bekasi City.*

*Keywords: Self-efficacy; family environment; creativity; entrepreneurial intention*

## INTRODUCTION

Unemployment remains one of the major challenges in economic development, as it reflects the inability of the labor market to fully absorb the available workforce. This condition generally arises when job creation fails to keep pace with the growth of the labor force (Azzahra et al., 2024). In Bekasi City, the unemployment rate declined by 0.49 percentage points, from 7.82% in August 2024 to 7.33% in August 2025. Despite this improvement, the figure remained higher than the national unemployment rate of 4.85% (BPS, 2025). Furthermore, Bekasi City continues to record one of the highest unemployment rates in West Java (Arfian, 2024).

A closer examination shows that unemployment is concentrated within specific age groups. National statistics indicate that the productive-age population, particularly young people, accounts for the largest share of unemployment in Indonesia (BPS, 2026). These findings suggest that young people

continue to face considerable challenges in entering the labor market.

**Table 1 Open Unemployment Rate by Age Group**

| Age Group | Open Unemployment Rate by Age Group (%) 2025 |
|---|---|
| **15-19** | **23,34** |
| **20-24** | **14,35** |
| **25-29** | **6,67** |
| **30-34** | 3,47 |
| **35-39** | 2,35 |
| **40-44** | 1,86 |
| **45-49** | 1,96 |
| **50-54** | 1,74 |
| **55-59** | 1,73 |
| **60 and above** | 1,71 |
| **Average** | 4,85 |

source: BPS (2026)

According to the 2025 National Labor Force Survey (Sakernas), Generation Z recorded the highest Open Unemployment Rate (OUR) among all generational groups in Indonesia, reaching 16.16% (BPS, 2025; Prastyo, 2025). This finding indicates that Generation Z faces greater challenges in entering the labor market than other age groups. Therefore, expanding career alternatives for young people has become increasingly important, one of which is fostering entrepreneurial intention during the transition from education to employment (Khalifatul Ardhi, 2024; Risman, 2025).

According to the Ministry of Cooperatives and Small and Medium Enterprises, Indonesia's entrepreneurship ratio reached 3.35% of the total labor force in October 2024. Although this figure has increased, it remains lower than those of Malaysia and Singapore and has yet to achieve the 4% benchmark considered necessary to support Indonesia's aspiration to become a developed country (CNN Indonesia, 2024; Pitaloka & Kamalia, 2025).

Entrepreneurship has emerged as an alternative career path that enables individuals to create employment opportunities through business creation and the development of economically valuable innovations (Hilmania et al., 2024). However, engaging in entrepreneurial activities requires commitment, perseverance, and the willingness to face various challenges and business risks (Tamba et al., 2022). Therefore, entrepreneurial intention is regarded as an important initial stage that precedes an individual's decision to engage in entrepreneurial activities (Haliza, 2022).

Among the factors shaping entrepreneurial intention, self-efficacy occupies a central role. A strong belief in one's own capabilities tends to foster greater motivation to pursue entrepreneurial activities, whereas self-

doubt may hinder an individual's willingness to start a business (Purwaningsih et al., 2023). Previous studies have found that self-efficacy has a positive and significant effect on entrepreneurial intention, indicating that individuals with greater confidence in their abilities are more likely to pursue entrepreneurial activities (Ghouse et al., 2024; Istikhayatin & Soelistya, 2025). Nevertheless, contradictory evidence also exists. Several studies have reported that self-efficacy does not have a significant effect on entrepreneurial intention, suggesting that confidence alone may not necessarily encourage entrepreneurial intention (Khalid et al., 2022; Syah et al., 2024).

Beyond individual factors, the family environment represents an important contextual factor associated with entrepreneurial intention. Individuals who grow up in families with an entrepreneurial background tend to develop stronger entrepreneurial aspirations, as such environments provide exposure to entrepreneurial values, practical experience, and learning opportunities that may not be available in non-entrepreneurial families (Rumengan et al., 2024). Previous studies have reported that the family environment has a positive and significant effect on entrepreneurial intention, suggesting that parental support, family values, and entrepreneurial role models encourage individuals to consider entrepreneurship as a potential career path (Khatimah, 2025; Mahfudzi & Fitri, 2022). Nevertheless, contradictory findings have also been reported. Several studies have found that the family environment does not have a significant effect on entrepreneurial intention, arguing that parents often encourage their children to pursue careers perceived as more stable and less risky than entrepreneurship (Nengrum et al., 2024; Valdez-Juarez & Perez-de-Lema, 2023).

Another factor that may influence entrepreneurial intention is creativity. Creativity, reflected in an individual's ability to generate novel ideas and recognize opportunities from different perspectives, is considered a crucial element in fostering entrepreneurial intention (Natsir et al., 2025). Previous studies have reported that creativity has a positive and significant effect on entrepreneurial intention, suggesting that individuals with higher levels of creativity are more likely to develop entrepreneurial aspirations and pursue entrepreneurial activities (Muzammil et al., 2025; Valdez-

Juarez & Perez-de-Lema, 2023). Nevertheless, contradictory findings have also been reported. Several studies have concluded that creativity does not have a significant effect on entrepreneurial intention, indicating that creative ability alone may not be sufficient to encourage entrepreneurial intention (Juen, 2025; Muna & Subawa, 2023).

Previous studies have reported inconsistent findings regarding the relationships between self-efficacy, family environment, creativity, and entrepreneurial intention. In addition, most existing studies have examined these factors separately or in limited combinations, leaving room for further investigation into their collective relationships within a single research model. These inconsistencies and research gaps indicate the need for further investigation across different contexts and respondent characteristics. This study focuses on Generation Z, defined by Statistics Indonesia (BPS, 2021), as individuals born between 1997 and 2012, in Bekasi City, as they are at a stage of life characterized by career exploration through higher education, entry into the labor market, or consideration of entrepreneurship as an alternative career path. Furthermore, Bekasi City, one of the metropolitan buffer cities surrounding Jakarta, is characterized by rapid urbanization, digital transformation, and intense labor market competition (Pemerintah Kota Bekasi, 2025). while continuing to record an unemployment rate above the national average (BPS, 2025). These characteristics make Bekasi City a relevant setting for examining the relationships between self-efficacy, family environment, creativity, and entrepreneurial intention.

Based on the foregoing discussion, this study aims to examine the relationships between self-efficacy, family environment, creativity, and entrepreneurial intention among Generation Z in Bekasi City. By integrating these three variables within a single analytical framework, this study seeks to extend the existing empirical literature on entrepreneurial intention among Generation Z in an urban context. Practically, the findings are expected to provide useful insights for higher education institutions in strengthening entrepreneurship education and for local governments in designing policies and programs that promote entrepreneurship among young people.

## LITERATUR REVIEW

### Self-Efficacy

The degree to which an individual believes in their own capacity to perform specific actions is referred to as self-efficacy (Iskandar, 2022). Self-efficacy encompasses the degree of confidence in navigating challenges, the decisiveness in making critical business choices, and the psychological resilience required to overcome obstacles encountered in entrepreneurial pursuitsapi (Suryana & Bayu, 2018). A high degree of self-efficacy enables individuals to approach challenges with greater confidence, embrace calculated risks, and develop heightened sensitivity in identifying and capitalizing on business opportunities (Fitriani & Hermawan, 2024; Putri et al., 2024). Accordingly, self-efficacy constitutes a critical internal factor that drives the emergence of entrepreneurial intention.

The measurement of self-efficacy is based on three indicators: belief in one's own potential, belief in the success of one's venture, and belief in one's capacity to sustain the business over time (Alfaini & Sanjaya, 2023; Iskandar, 2022).

### Family Environment

Family environment is an external factor that encompasses the conditions, interactions, and atmosphere within the family unit that may influence an individual's enthusiasm, motivation, and productivity in work and entrepreneurial pursuits (Dinar et al., 2020). Family support and the presence of inspirational figures have been shown to foster self-belief and motivation in initiating entrepreneurial activities (Alma, 2024). Children raised in families with a business background or entrepreneurial experience tend to possess greater knowledge, exposure, and inclination toward the world of business compared to those from non-entrepreneurial households (Budiono, 2018; Rumengan et al., 2024). Furthermore, he manner in which parents raise and guide their children contributes substantially to their preparedness for future challenges, including the emergence of entrepreneurial aspirations (Adebusuyi et al., 2022; Glosenberg et al., 2022).

Family environment is measured through four indicators: family support, parental occupation, parental attitudes and treatment toward children, and family functioning (Alma, 2024; Adha et al., 2023; Julindrastuti & Karyadi, 2022).

**Creativity**

The willingness and boldness to build an independent venture, embrace risk, maintain a forward-looking mindset, and demonstrate strong determination to achieve success through self-reliance collectively define what is known as entrepreneurial intention (Hansopaheluwakan et al., 2023). More broadly, creativity encompasses the capacity to produce new ideas and adopt alternative approaches to viewing problems and opportunities (Suryana & Bayu, 2018). It has been identified as an essential prerequisite for entrepreneurial potential (Liu et al., 2025; Martínez-Martínez et al., 2025). The greater an individual's ability to develop and synthesize ideas creatively, the stronger their entrepreneurial intention tends to be (Anjarwati & Kamalia, 2024; Natsir et al., 2025).

Creativity is measured using four indicators: fluency, flexibility, originality, and elaboration (Alma, 2024; Ariella et al., 2023; Martínez-Martínez et al., 2025).

**Entrepreneurial Intention**

Characterizes entrepreneurial intention as a manifestation of an individual's aspiration to create and manage an independent enterprise, which is reflected in a readiness to undertake risks, a focus on future opportunities, and a persistent commitment to attaining success through one's own efforts (Rusdiana, 2018). It also encompasses the drive, intention, and readiness to work diligently and with unwavering commitment to meet one's needs independently, without fear of failure, while continuously learning from setbacks (Dinar et al., 2020). Entrepreneurial intention should be cultivated from an early age to enable the younger generation to grow and compete effectively (Rusdiana, 2018).

Entrepreneurial intention is measured through three indicators: risk-taking propensity, capability, and interest (Alma, 2024; Fajri & Widiawati, 2025).

**Theoretical Review**

Entrepreneurial intention, as a form of intentional behavior, can be explained through the TPB by (Ajzen & Schmidt, 2020) by Ajzen (1991), entrepreneurial intention emerges from the interaction of three primary components, attitude toward behavior, subjective norms, and perceived behavioral control. Within this framework, self-efficacy is conceptualized as a reflection of perceived behavioral control; family environment

serves as a representation of subjective norms; and creativity is understood as a manifestation of a positive individual attitude toward entrepreneurial behavior. This positioning is further reinforced entrepreneurship theory, which places creativity at the very core of the entrepreneurial spirit (Frederick et al., 2016).

### Conceptual framework

The framework of this research outlines how self-efficacy, family environment, and creativity are expected to influence entrepreneurial intention within Generation Z in Bekasi City.

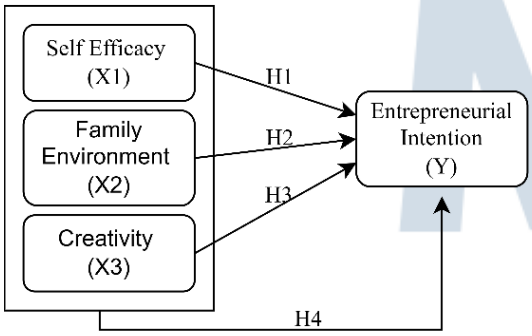


**Figure 1. Conceptual framework**

This study advances the following hypotheses:

H1: Self-efficacy exerts a significant influence on entrepreneurial intention.

H2: Family environment exerts a significant influence on entrepreneurial intention.

H3: Creativity exerts a significant influence on entrepreneurial intention.

H4: Self-efficacy, family environment, and creativity simultaneously exerts a significant effect on entrepreneurial intention.

## RESEARCH METHOD

This study employed a quantitative research approach to examine the relationships between self-efficacy, family environment, creativity, and entrepreneurial intention. The target population comprised Generation Z individuals born between 1997 and 2012 who resided in Bekasi City (BPS, 2025). The required sample size was determined through an a priori statistical power analysis using G*Power version 3.1.9.7.

The analysis was conducted using the F-test family for linear multiple regression: fixed model, $R^2$ deviation from zero, assuming a medium effect size ($f^2$ = 0.15) based on Cohen, (2013) recommendation, a significance level ($\alpha$) of 0.05, a statistical power of 0.80, and three predictor variables. The analysis indicated a minimum sample size requirement of 77 respondents, while the present study included 160 respondents.

Participants were selected using a non-probability sampling technique with a purposive sampling approach. To ensure eligibility, respondents were required to

meet two predefined criteria: (1) being members of Generation Z born between 1997 and 2012 and (2) residing in Bekasi City. Primary data were collected through an online questionnaire administered via Google Forms using a five-point Likert scale (Bougie & Sekaran, 2019). The data were analyzed using multiple linear regression analysis with SPSS version 29. Prior to hypothesis testing, the data were subjected to validity, reliability, normality, multicollinearity, and heteroscedasticity tests. Subsequently, hypothesis testing was performed using t-tests, F-tests, and the coefficient of determination ($R^2$).

## RESULT AND DISCUSSION

**Table 2 Respondent Characteristics**

| Characteristic | Respondents | Frequency | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 30 | 18.8 |
| | Female | 130 | 81.2 |
| | **Total** | **160** | **100.0** |
| **Age Range** | 18–22 years | 123 | 76.9 |
| | 23–27 years | 36 | 22.5 |
| | 28–30 years | 1 | 0.6 |
| | **Total** | **160** | **100.0** |
| **Educational Background** | Senior High School or Equivalent | 67 | 41.9 |
| | Diploma (D-3) | 2 | 1.3 |
| | Bachelor's Degree (S-1) | 91 | 56.9 |
| | **Total** | **160** | **100.1** |
| **Employment Status** | Student | 125 | 78.1 |
| | Employed | 30 | 18.8 |
| | Unemployed | 5 | 3.1 |
| | **Total** | **160** | **100.0** |

Note: Percentages may not total exactly 100.0% due to rounding.

The respondent characteristics show that the majority of participants were female (81.2%), aged 18–22 years (76.9%), had an undergraduate educational background (56.9%), and were students (78.1%). These findings describe the demographic profile of the respondents included in this study.

**Table 3 Descriptive Statistics**

| Variable | Min | Max | Mean | SD |
|---|---|---|---|---|
| SE | 8 | 25 | 20.25 | 2.8 |
| FE | 15 | 35 | 29.81 | 3.23 |
| C | 20 | 35 | 28.8 | 3.22 |
| EI | 17 | 30 | 25.73 | 2.51 |

The descriptive statistics indicate that the self-efficacy variable had a mean score of 20.25 (SD = 2.80). The family environment variable recorded a mean score of 29.81 (SD = 3.23), while creativity had a mean score of 28.80 (SD = 3.22). Entrepreneurial intention obtained a mean score of 25.73 (SD = 2.51). Across all variables, the standard deviation values were smaller than their

corresponding mean scores, indicating that respondents' scores were relatively concentrated around the mean values.

**Table 4 Correlation Matrix**

| Var | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| SE | 1 | | | |
| FE | 0.507** | 1 | | |
| C | 0.528** | 0.387** | 1 | |
| EI | 0.536** | 0.449** | 0.587** | 1 |

The correlation analysis indicated that all variables were positively and significantly correlated at the 1% significance level ($p < 0.01$). Self-efficacy was positively correlated with entrepreneurial intention ($r = 0.536$), family environment with entrepreneurial intention ($r = 0.449$), and creativity with entrepreneurial intention ($r = 0.587$). Positive correlations were also observed among the independent variables, including self-efficacy and family environment ($r = 0.507$), self-efficacy and creativity ($r = 0.528$), and family environment and creativity ($r = 0.387$). Overall, these findings indicate that positive relationships existed among the study variables prior to conducting the multiple linear regression analysis.

## Validity and Reliability Testing

Prior to full-sample distribution, validity and reliability tests were conducted through a preliminary test administered to 30 respondents.

**Table 5 Validity Test Results**

| Instrument | r-calculated | P (Sig.) | Description |
|---|---|---|---|
| **1. Self-Efficacy** | | | |
| SE.1 | 0.736** | <0.001 | Valid |
| SE.2 | 0.690** | <0.001 | Valid |
| SE.3 | 0.752** | <0.001 | Valid |
| SE.4 | 0.781** | <0.001 | Valid |
| SE.5 | 0.717** | <0.001 | Valid |
| **2. Family Environment** | | | |
| FE.1 | 0.852** | <0.001 | Valid |
| FE.2 | 0.937** | <0.001 | Valid |
| FE.3 | 0.922** | <0.001 | Valid |
| FE.4 | 0.560** | 0.001 | Valid |
| FE.5 | 0.897** | <0.001 | Valid |
| FE.6 | 0.795** | <0.001 | Valid |
| FE.7 | 0.761** | <0.001 | Valid |
| **3. Creativity** | | | |
| C.1 | 0.887** | <0.001 | Valid |
| C.2 | 0.718** | <0.001 | Valid |
| C.3 | 0.772** | <0.001 | Valid |
| C.4 | 0.782** | <0.001 | Valid |
| C.5 | 0.889** | <0.001 | Valid |
| C.6 | 0.862** | <0.001 | Valid |
| C.7 | 0.823** | <0.001 | Valid |
| **4. Entrepreneurial Intention** | | | |
| EI.1 | 0.737** | <0.001 | Valid |
| EI.2 | 0.941** | <0.001 | Valid |
| EI.3 | 0.844** | <0.001 | Valid |
| EI.4 | 0.928** | <0.001 | Valid |
| EI.5 | 0.834** | <0.001 | Valid |
| EI.6 | 0.618** | <0.001 | Valid |

The calculations show four variables comprising a total of 25 statement items. With a sample size of 30, df = 28, yielding an r-table value of 0.361. Items are

declared valid if r-calculated > 0.361 and Sig. < 0.05 (Duli, 2020; Sujarweni, 2019).

The results indicate that all four variables, comprising a total of 25 statement items, obtained r-calculated > 0.361 and p-values < 0.05. Thus, all items are confirmed valid and sufficiently represent the constructs under investigation.

**Table 6 Reliability Test Results**

| Var | Cronbach's Alpha | Cronbach's Apla Standard | Desc |
|---|---|---|---|
| SE | 0.781 | 0.7 | Reliable |
| FE | 0.919 | 0.7 | Reliable |
| C | 0.917 | 0.7 | Reliable |
| EI | 0.896 | 0.7 | Reliable |

A measurement instrument is deemed reliable when Cronbach's Alpha (α) > 0.60, whereby a coefficient approaching 1 reflects higher degrees of reliability (Duli, 2020; Sujarweni, 2019). The results demonstrate that Self-Efficacy (0.781), Family Environment (0.919), Creativity (0.917), and Entrepreneurial Intention (0.896) each obtained Cronbach's Alpha > 0.60, confirming the consistency and dependability of the measurement instrument for further analysis.

**Table 7 Normality Test Results**

| Model Regression Kolmogorov Smirnov | |
|---|---|
| Asymp. Sig (2-Tailed) | .200 |
| Monte Carlo. Sig (2-Tailed) | .339 |

Data are considered normally distributed when Sig. > 0.05 (Duli, 2020; Sujarweni, 2019). The Kolmogorov–Smirnov test indicates that the Asymp. Sig. (2-tailed) value is 0.200 > 0.05. In addition, the Monte Carlo Sig. (2-tailed) is recorded at 0.339 > 0.05, both confirming that the normality assumption has been adequately met.

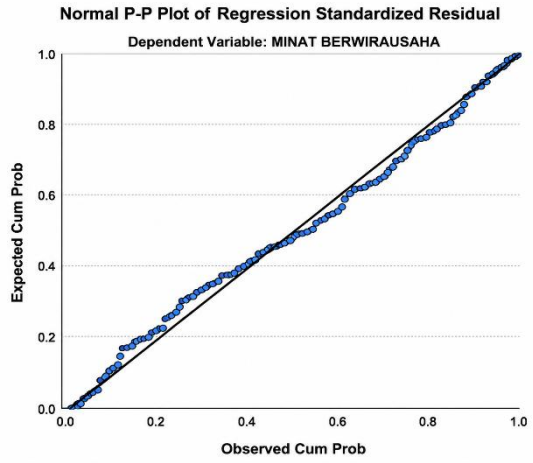


**Figure 2. Graphic P-P Plot**

As data points cluster closely around the diagonal reference line with no significant deviations, indicating that the normality assumption has been satisfactorily fulfilled.

**Table 8 Multicollinearity Test Results**

| Var | Tolerance | VIF |
|---|---|---|
| SE | .613 | 1.631 |
| FE | .723 | 1.384 |
| C | .702 | 1.424 |

The tolerance values for self-efficacy (0.613), family environment (0.723), and creativity (0.702) are all > 0.10, indicating

that each variable possesses its own unique contribution and does not excessively overlap in explaining the variance of other variables. Moreover, VIF values for self-efficacy (1.631), family environment (1.384), and creativity (1.424) are all < 10.00, indicating that the independent variables are free from multicollinearity (Duli, 2020; Sujarweni, 2019).

**Table 9 Heteroscedasticity Test Results**

| Var | Sig. |
|---|---|
| Self-Efficacy | .417 |
| Family Environment | .732 |
| Creativity | .283 |

The Glejser test further validates the scatterplot findings, with significance values for self-efficacy (0.417), family environment (0.732), and creativity (0.283) all > 0.05. The results indicate that there is no evidence of heteroscedasticity among the independent variables. This suggests that the residuals exhibit constant variance, thereby fulfilling the assumption of homoscedasticity (Duli, 2020; Sujarweni, 2019).

**Table 10 Multiple Linear Regression Analysis Results**

| Var | Parameter Coefficient Value |
|---|---|
| Constant | 8,468 |
| Self-Efficacy | .215 |
| Family Environment | .137 |
| Creativity | .307 |

All three variables demonstrate a positive regression coefficient toward entrepreneurial intention, yielding the following equation:

$$Y = 8.468 + 0.215X_1 + 0.137X_2 + 0.307X_3.$$

The constant of 8.468 indicates that entrepreneurial intention remains positive even when all independent variables are zero. Self-efficacy (0.215), family environment (0.137), and creativity (0.307) all positively influence entrepreneurial intention, indicating that an increase in each independent variable is followed by a corresponding increase in entrepreneurial intention, with creativity as the most dominant variable in this model.

**Table 11 T-test Results**

| Var | T - calculated | Sig. |
|---|---|---|
| Self-Efficacy | 3.119 | .002 |
| Family Environment | 2.487 | .014 |
| Creativity | 5.475 | <.001 |

The t-table value is determined based on df = n − k − 1(Ghozali, 2018). With n = 160 and k = 3, df = 160 − 3 − 1 = 156, yielding a t-table value of 1.975.

The results of the t-test indicate that self-efficacy significantly influences entrepreneurial intention, as shown by Sig. = 0.002 < 0.05 and t-calculated = 3.119 > 1.975, leading to the acceptance of H1. Similarly, family environment is found to have a significant effect on entrepreneurial intention, with Sig. = 0.014 < 0.05 and t-calculated = 2.487 > 1.975, thus supporting H2. In addition, creativity demonstrates the strongest effect among the variables, as reflected by Sig. < 0.001 < 0.05 and t-calculated = 5.475 > 1.975, resulting in the acceptance of H3.

**Table 12 f-test Results**

| F count | Sig. |
|---|---|
| 40.413 | <.001 |

The findings indicate that the F-calculated value was 40.413 with Sig. < 0.001. Since Sig. < 0.05, self-efficacy, family environment, and creativity simultaneously exert a significant influence on entrepreneurial intention, thereby supporting H4.

**Table 13 Coefficient of Determination ($R^2$) Results**

| R Square | Adjusted R Square |
|---|---|
| .437 | .426 |

The results indicate that entrepreneurial intention is explained by self-efficacy, family environment, and creativity by 42.6%, while 57.4% is attributed to other variables outside the scope of this study.

**Relationship Between Self-Efficacy and Entrepreneurial Intention**

The findings indicate that self-efficacy was positively associated with entrepreneurial intention among Generation Z in Bekasi City. This suggests that individuals who have greater confidence in their own abilities tend to feel more prepared to cope with the potential challenges involved in entrepreneurial activities. Such confidence may encourage individuals to view entrepreneurship as a feasible career option. These findings are consistent with the Theory of Planned Behavior (TPB), particularly the concept of perceived behavioral control, which proposes that individuals' beliefs about their capabilities influence their intention to perform a particular behavior (Ajzen, 1991).

The present findings are consistent with those reported by (Ghouse et al., 2024; Istikhayatin & Soelistya, 2025) ,who found that individuals with higher levels of self-efficacy tend to demonstrate stronger entrepreneurial intention because they perceive themselves as capable of managing the entrepreneurial process and

its associated challenges. However, the findings differ from those of (Khalid et al., 2022; Syah et al., 2024), who reported no significant relationship between self-efficacy and entrepreneurial intention.

These studies suggested that confidence in one's abilities does not necessarily correspond to stronger entrepreneurial intention when individuals lack sufficient internal readiness or do not associate their capabilities with entrepreneurial activities. This difference implies that the relationship between self-efficacy and entrepreneurial intention may vary depending on individual readiness and the characteristics of the research context.

**Relationship Between Family Environment and Entrepreneurial Intention**

The findings indicate that the family environment was positively associated with entrepreneurial intention among Generation Z in Bekasi City. This suggests that support, encouragement, and entrepreneurial role models provided by family members may strengthen individuals' entrepreneurial intention while fostering greater confidence and readiness to face potential entrepreneurial challenges. These findings are consistent with the Theory of Planned Behavior (TPB), particularly the concept of subjective norm, which proposes that support and expectations from significant others, including family members, contribute to the formation of an individual's intention to perform a particular behavior (Ajzen, 1991; Alma, 2024).

The present findings are consistent with those reported by (Khatimah, 2025; Mahfudzi & Fitri, 2022), who found that the family environment contributes to stronger entrepreneurial intention through social and emotional support as well as entrepreneurial role models. However, the findings differ from those of Valdez-Juarez & Perez-de-Lema (2023), who did not observe a significant direct relationship between the family environment and entrepreneurial intention. They suggested that, in parts of Latin America, families tend to encourage young people to pursue paid employment rather than entrepreneurship as a career option. This difference implies that the relationship between the family environment and entrepreneurial intention may vary across cultural values, family expectations, and social contexts.

**Relationship Between Creativity and Entrepreneurial Intention**

The findings indicate that creativity was positively associated with entrepreneurial intention among Generation Z in Bekasi City. This suggests that individuals who are able to generate novel ideas, recognize opportunities, and develop solutions to various problems tend to exhibit stronger entrepreneurial intention. Creative thinking may enable individuals to develop innovative business ideas while enhancing their readiness to adapt to potential changes and challenges associated with entrepreneurial activities. These findings are also consistent with the entrepreneurship theory of Frederick et al., (2016), which identifies creativity as a fundamental element of entrepreneurship. Individuals with higher levels of creativity are considered more capable of creating value through ideas and innovation, thereby supporting the development of entrepreneurial intention.

The present findings are consistent with those reported by (Muzammil et al., 2025; Valdez-Juarez & Perez-de-Lema, 2023), who found that creativity is positively associated with entrepreneurial intention through individuals' ability to generate innovative ideas, recognize opportunities, and solve problems creatively. However, the findings differ from those of Juen (2025), who reported no significant relationship between creativity and entrepreneurial intention. They suggested that creativity alone may not be sufficient to encourage entrepreneurial intention without support from external factors, such as access to financial resources, business mentoring, and an environment that facilitates entrepreneurial development. This difference implies that the relationship between creativity and entrepreneurial intention may depend not only on individual capabilities but also on broader contextual and environmental support that enables creative potential to be translated into entrepreneurial intention.

**Joint Relationship of Self-Efficacy, Family Environment, and Creativity with Entrepreneurial Intention**

The findings indicate that self-efficacy, family environment, and creativity were jointly associated with entrepreneurial intention among Generation Z in Bekasi City. This suggests that these three factors collectively contribute to explaining variations in entrepreneurial intention. The findings are consistent with the Theory of Planned Behavior Ajzen

(1991), which proposes that entrepreneurial intention is shaped by multiple factors, including individuals' perceptions of their capabilities (perceived behavioral control) and social influences (subjective norm). In addition, creativity, as the ability to generate ideas and innovation, complements these factors and is regarded as a fundamental element of entrepreneurship according to (Frederick et al., 2016).

The adjusted coefficient of determination (Adjusted $R^2$ = 0.426) indicates that self-efficacy, family environment, and creativity collectively accounted for 42.6% of the variation in entrepreneurial intention, while the remaining 57.4% may be associated with other factors not included in the present study. This finding suggests that entrepreneurial intention is a multidimensional construct that may also be related to other psychological, social, and contextual factors beyond those examined in this research.

## CONCLUSION

The findings of this study indicate that self-efficacy, family environment, and creativity were positively associated with entrepreneurial intention among Generation Z in Bekasi City. Collectively, these variables contributed to explaining variations in entrepreneurial intention within the study sample, with an Adjusted $R^2$ value of 0.426, indicating that the model accounted for 42.6% of the observed variation, while the remaining 57.4% may be associated with other factors not included in the present study. Among the three variables, creativity exhibited the largest standardized beta coefficient ($\beta$ = 0.392), suggesting a relatively stronger association with entrepreneurial intention than the other variables in this study. Overall, these findings provide empirical evidence that self-efficacy, family environment, and creativity are associated with entrepreneurial intention among Generation Z in Bekasi City.

### Limitations and Future Research

This study has several limitations. The respondents were predominantly female and university students, while the proportion of unemployed respondents was relatively small, which may limit the representativeness of Generation Z. In addition, the use of non-probability sampling and the focus on Bekasi City limit the generalizability of the findings to other regions.

Future studies are encouraged to employ probability or stratified sampling, adopt longitudinal designs, examine actual entrepreneurial behavior (e.g., business creation), and incorporate additional variables from the Theory of Planned Behavior to provide a more comprehensive understanding of entrepreneurial behavior.

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