

# Entrepreneurial Intention: A Case of Entrepreneurs in Creative Economy

Yussi Ramawati and Christine Winstinindah Sandroto

*Universitas Katolik Indonesia Atma Jaya, Jl. Jendral Sudirman Kav. 51, Jakarta, Indonesia*

**Keywords:** Entrepreneurial Expertise, Entrepreneurial Intention, Perceived Desirability, Perceived Feasibility, Propensity to Act.

**Abstract:** The creative industry is the utilization of creativity, skills, talents, interests and individual competencies. The purpose of this study is to find out entrepreneurial intention in the creative economy, in line with the Indonesian government's program to advance the creative economy. The population of this research included all creative entrepreneurs, in Jakarta and Balikpapan. Five measurement instruments are used in this study: (1) entrepreneurial expertise, (2) perceived desirability, (3) perceived feasibility, (4) propensity to act, and (5) entrepreneurial intention. This study distributed questionnaires to 305 respondents consisting of 162 respondents in the Jakarta area and 143 in Balikpapan, with convenience sampling technique. It was found that entrepreneurial expertise has a positive and significant effect on (i) perceived desirability, (ii) perceived feasibility, and (iii) propensity to act. Perceived Desirability has a positive and significant effect on entrepreneurial intention. Perceived feasibility has a positive and significant effect on entrepreneurial intention, and propensity to act has a positive and significant effect on entrepreneurial intention.

## 1 INTRODUCTION

The slow macroeconomic growth can reduce unemployment in Indonesia. Nearly two million Indonesian people go into the workforce every year, this is the biggest challenge for the Indonesian government in stimulating the establishment of the new workplaces so that every year employment can attract new manpower can always increase, the young unemployment rate is one of the main concerns and needs a quick action and solutions. Below is the number of workers and unemployment in Indonesia.

The Central Statistics Agency recorded an Open Unemployment Rate in February 2018 which had decreased by 140,000 people or 0.20% when compared to the same period in 2017. "The open unemployment rate in February 2018 was 5.13% if compared to last year open unemployment rate there was a decrease from 5.33% to 5.13% or down by 0.20%. "In February 2018 the total manpower was 133.94 million, attain to increase of 2.93 million if we compared to the first quarter of 2017. This growth is in line with the manpower participation rate of 69.20%, attain to increase of 0.18%. "The increasing on manpower participation indicates a potential economic increasing from the supply side of

manpower,". Based on the area of residence, OUR in urban areas is higher than in rural areas. Whereabout the TPT in rural areas in the amount of 3.72% decreased by 0.28% from August 2017 in the amount of 4.01%. Meanwhile, the open unemployment rate in urban areas was 6.34%, decrease 0.16% from August 2017 in the amount of 6.79%. "Of course this is exciting news, with a note that the unemployment rate in the urban is much higher than the rural areas, he said". Refers to the level of education, in February 2018 Vocational School became the highest contributors to open unemployment rate among other education levels. recorded at 8.92%, decreased from August 2017 which amounted to 11.41%. Then, followed by the Diploma level in the amount of 7.92%, increased from August 2017 in the amount of 6.88%. in other words, there are manpower offers that do not attract, especially in vocational and diploma I / II / III levels. "Those with low education tend to accept any job. And this can be seen from the below elementary TPT is the lowest among all vocational levels which are 2.67%,". If categorized by gender, the male has always dominated the highest rank of workers. However, this year female workers actually has increased than men. "However, there was encouraging news, the male TPAK actually declined

slightly from 83.05% to 83.01%. In contrast, LFPR for women increased from 55.04% to 55.44%," although there were gaps, the level work participation between men and women there is a tendency that female LFPR increases from February 2018 (<https://economic.okezone.com> Monday 07 May 2018).

Indonesia is the fourth most populous country in the world (after China, India and the United States), which has a total population of around 260 million. In Indonesia, almost half the population of Indonesia is a young and entrepreneurial. This shows that the population of Indonesia has potential manpower that will be growing bigger in the future, and provide opportunities to be able to create jobs in the largest economy in Southeast Asia. Indonesia also has several islands that are rich in natural and human resources, diverse cultures are also very valuable. This is very possible to run out if it is not managed and utilized properly. One of the government's efforts to reduce unemployment and help to create new jobs is to encourage creative economic programs to create new jobs through 16 sub-sectors. The government expects HR to be able to produce creativity by becoming entrepreneurs in their respective regions by bringing the cultural characteristics of each region in order to help improve the economy of their respective regions.

The creative industry is the utilization of creativity, skills, and talents as well as individual interests and competencies. To be able to create prosperity and employment, and can exploit the individual's creative and creative power. This can support long-term government programs for the development of the creative economy in Indonesia, so it is very relevant if the competitiveness of the creative industry is also accompanied by HR competency and interest in entrepreneurship in the creative economy. According to Tian & Gao (2011), a creative economy is a form of advanced economic development that relies on fewer natural resources. The main driver is not pure technology or information but human creativity, creative products are unique because they combine culture, passion, and habits, the creative industry is a human-oriented industry. Protection from intellectual property functions to maintain vital energy from the creative industry. The development of the creative industry depends not only on the behavior of individuals and several companies but also the interaction between companies and clusters. Companies benefit from mutualism symbiosis and access from high industrial value chains. According to Wang & Peng (2009), the creative industry is different from the industry of

goods produced by machinery or the labor industry where people sell their energy to get a salary, the creative industry produces an output of intellectual capital labeled originality. The Creative Economy Board (or known in Indonesia as Bekraf) is a non-ministerial government institution for the sixteen sub-sectors of the creative economy: 1. Application and Game Development; 2. Architecture; 3. Interior design; 4. Visual communication design; 5. Design Products; 6. Fashion; 7. The Movie, Animation, and Video; 8. Photography; 9. Craft; 10. Culinary; 11. Music; 12. Publishing; 13. Advertising; 14. Performing Arts; 15. Art; and 16. Television and Radio.

Many researchers argue that entrepreneurship is important for the continued dynamics of the modern market economy and that the entrance of new businesses can encourage competition and economic growth (van Praag and Versloot, 2007). Likewise, it becomes clear that entrepreneurs are a key driver of economic development because they produce high rates of economic growth by creating new jobs, forming innovations, increasing competition and increasing productivity (Acs et al., 2004).

Entrepreneurial intention can be interpreted as the first step of a business establishment process that is generally long-term (Lee & Wong, 2004). Basically, the formation of entrepreneurial spirit is influenced by internal and external factors (Priyanto, 2008). Internal factors originating from within the entrepreneur can be in the form of personal traits, attitudes, willingness and abilities of individuals who can give individual strengths to entrepreneurship. Whereas external factors originate from outside the entrepreneur's actors which can be in the form of elements from the surrounding environment such as the family environment, business environment, physical environment, socio-economic environment, and others. Being a successful entrepreneur must be brave enough to accept the risk and strive and have the intention to accept the challenge. The characteristic of being a successful entrepreneur is having a strong intention in entrepreneurship.

Theory of Planned Behavior (TPB) provides a framework for studying attitudes toward behavior. The theory states that the most important determinant of a person's behavior is the intention to behave. Individual intention to display behavior is a combination of attitudes to display the behavior, subjective norms and perceived behavioral control (PBC). Individual attitudes toward behavior include beliefs about a behavior, evaluation of behavioral results, subjective norms, normative beliefs and motivation to obey (Zakarija, 2010).

According to Ajzen and Fishbein (1980), Theory of Planned Behavior postulates three conceptual determinants of intention. Specifically, the intention is based on variables, namely attitudes toward behavior (attitude towards behavior), subjective norms, and control of perceived behavior. Attitudes toward behavior (attitude towards behavior) refer to the level of evaluation or positive or negative assessment of an individual from the behavioral performance. This attitude is based on prominent behavioral beliefs and evaluation of results. Behavioral beliefs refer to the perceived likelihood of an expected outcome because it is involved in a particular behavior, and evaluation of results involves an assessment of the possible consequences of certain behaviors (Han and Kim, 2010).

Previous research according to Giagtzi, Z. (Zoi). 2013, said that the influence of desire felt in the intention of entrepreneurship was stronger. Likewise, Kamariah and Jamaliah, 2004 found that entrepreneurial intentions among National students are high, which is around 80% of respondents (n = 324). But it is different from Alhaj, Yusof, and Edama (2011), said that Entrepreneurship Intention is only influenced by the desire and active behavior of a person, while positive past experiences also do not have a positive relationship that can affect the intention in entrepreneurship. because the entrepreneurial experience they have is not a real entrepreneurial experience but only experience in the ordinary business. respondents did not engage in creative and innovative activities that could improve their perceptions of entrepreneurship. But according to Krueger et. Al. Niat Entrepreneurship (2000), efforts to develop entrepreneurship training need to consider the factors that can encourage the intention towards entrepreneurship. But from the research of Indriati, R. (2008) Readiness of instruments and previous work experience became a determinant of entrepreneurial intention.

Therefore, a comprehensive study is needed to measure entrepreneurial intentions so that the objectives of developing entrepreneurs can be achieved. Based on the formulation of the problem above, several research questions can be proposed as follows:

1. Does entrepreneurial expertise has an effect on perceived desirability?
2. Does entrepreneurial expertise has an effect on perceived feasibility?
3. Does entrepreneurial expertise has an effect on the propensity to act?
4. Does the perceived desirability has an effect on entrepreneurial intention?

5. Does the perceived feasibility has an effect on entrepreneurial intention?
6. Does propensity to act has an effect on entrepreneurial intention?

## 2 LITERATURE REVIEW

### Entrepreneur.

An entrepreneur is a person who creates a new business in the face of risks and uncertainties for the purpose of achieving profit and growth by identifying significant opportunities and gathering the resources needed to use them. (Norman & Jeffrey 2016). Entrepreneurs are action-oriented, highly motivated and risk-taking and future motivations (Pambudy et al., 2005) but few have more meaning for Gartner (1988, p. 11) defining entrepreneurship as "the creation of organizations" In this study the author defines entrepreneurship as the creation of independent activities. In addition, the focus is placed on potential businesses that have not yet reached "full existence", "organization in creation" (Katz and Gartner, 1988) or "newborn businesses" (Kelley et al., 2015). Entrepreneurship according to Kelley et al. (2015) can open new employment opportunities that function as the absorption of unemployment and become a driver of the country's economic growth; and become national competitiveness between one country and another.

Entrepreneurship is not easy, there need some proper tips to be able to survive in managing a business in the era of globalization and free markets. The Behavior Plan (TBP) theory can be used as a basis for analyzing entrepreneurial intentions. A study by Sommer (2011) proves that TBP can be used to analyze entrepreneurial intentions and their impact on past behavior. Van Gelderen et al. (2008) suggested that to investigate in detail about entrepreneur intentions, TPB was needed where the intention was perceived as a result of attitudes, perceived behavioral control and subjective norms. The same way with Saheed and Kavooos (2016) suggests that entrepreneurship of young people in Africa has a positive attitude that is active and ready to take risks and be independent. Similarly, Ahmad (2014) stated that attitude was the strongest factor affecting entrepreneurial intentions among students from Nigeria at the University of North Malaysia.

The intention of entrepreneurship is a reflection of the state of mind and encourages people to take entrepreneurship instead of being employed (Gerba, 2012; Karimi et al., 2016). Entrepreneurial intentions can be defined as internal involvement or individual

intention to start a new business (Dinis et al., 2013). This intention is also related to the behavior and commitment of individuals who are motivated or encouraged to start a new business (Gerba, 2012). Existing literature has confirmed that intention is an important consequence of planned behavior (Krueger, 2002; Shook et al., 2003; Edelman et al., 2008). Entrepreneurial intentions have a positive effect on extraversion, openness, and support of the closest people who are part of subjective norm factors (Ismail et al., 2009). Contrary to (Robledo et al. (2015) research, perceptions of behavioral control and attitudes influence entrepreneurial intentions, while subjective norms do not affect entrepreneurial intentions. Moreover, findings indicate that the effects of gender moderation have a positive effect on women to develop entrepreneurial intentions (Yeasmin and Latif, 2015). But in Kemat's research (Baharu Kemat Alhaj 2011) said that perceived feasibility does not have a positive relationship to entrepreneurial intentions and extensive experience also does not have a positive relationship to perceived feasibility this is because respondents do not have many activities creativity and innovation business.

#### **Entrepreneurial Intention.**

Soutaris et al. (2007) in Mohammad et al., (2015) define entrepreneurial intention as someone's desire to start entrepreneurial activities. According to Shapero & Sokol, (1982), someone will have the intention of being an entrepreneur or not be influenced by 3 things, namely perceived desirability, perceived feasibility and propensity to act. This means that someone who truly intends to become an entrepreneur usually has personal desires personal interests, then the person also feels capable and finally, the person unconsciously takes actions to realize that desire.

In the theory of intention, Shapero & Sokol (1982) adapted the theory of Planned Behavior from Fishbein & Ajzen (1975) and applied it specifically in the world of entrepreneurship. According to Shapero & Sokol intentions are influenced by three dimensions: 1. Perceived desirability; 2. Perceived feasibility; and 3. The propensity to act. Krueger (2000) then tested this hypothesis and looked at its position in the Shapero entrepreneurial event intention model. In an effort to uncover this model Krueger then found that 'prior entrepreneurial experience' is an antecedent of perception, both perceived desirability and perceived feasibility.

Furthermore, the previous entrepreneurial experience can be seen from two sides, namely quantity, and quality. Quantity is related to previous

experience in a family business, the involvement of family members in business, or participation in starting a new business. This quantity is then called the breadth of experience. Whereas the quality aspect is one's perception of the experience, whether good or bad. This quality aspect is finally referred to as positiveness of experience. Alhaj, Yosuf, and Edama (2011) stated that the previous indirectly influential intention experience through attitude and perceived control. Therefore, the exposure toward a new business should be predictor compared to any types of experiences. A good experience will bring positive influence in attitude compared to a bad experience. In this study, the past experience was measured through entrepreneurial expertise, which included having experience in the field of business involved, both financial, accounting, production, marketing, and other skills that were in line with the business being pursued (Spencer & Spencer, 1993).

#### **Intention Theory.**

Ajzen (1991) developed the theory of Planned Behavior. This theory comprises several variables:

(i) background factors; (ii) behavioral belief; (iii) normative beliefs; (iv) subjective norms; (v) control beliefs; and (vi) perceived behavioral control perception. According to the Theory of Planned Behavior, a person can act based on intention only if he has control over his behavior. This theory not only emphasizes the rationality of human behavior, but also on the belief that behavioral targets are under the control of the individual's consciousness or that behavior does not only depend on one's intentions, but also on other factors that are not under the control of the individual, for example, the availability of resources and opportunities to display these behaviors. Based on the Theory of Planned Behavior, the intention is a function of three determinants, one of which is personal, the second reflects the social influence and the third is related to the problem of control (Ajzen, 2005).

Several studies have attempted to explain entrepreneurial intentions from a cognitive perspective. According to this perspective, everything we say or do is the result of mental processes such as motivation, attitudes, and beliefs (Krueger, 2003). Much emphasis has been given to perception, as a key element of entrepreneurial cognitive processes. Potential entrepreneurs shape their behavior and attitudes through perceptions that capture the influence of the external environment (Linan, 2011). Linan (2011) divided perceptions into three groups, individual perceptions (self-efficacy, role models), perceptions of economic opportunities

and socio-cultural perceptions (perceptions of social legitimacy of entrepreneurship).

**Level of Education and Entrepreneurial Intention.**

Previous research found that new venture creation was planned (Bird, 1988; Autio et al., 1997; Tkachev and Kolvereid, 1999 in Mushtaq et al., 2011 and Shapero and Sokol, 1982). Entrepreneurship is sometimes difficult and experiences many challenges, so many newly established businesses fail. Entrepreneurship requires an increasingly significant management capability when the business gets bigger and this is important in order to survive in business competition.

Some studies also show the importance of education in universities to anticipate and clarify individual behavior related to business creation (Kolvereid, 1996; Krueger 1993 in Mushtaq et al., 2011). Entrepreneurship education and training have an immediate influence on their students and behavioral intention (Kolvereid and Moen, 1997) which indicates that there is a difference between those who take entrepreneurship lessons and those who do not. So now the world of education plays an important role in increasing entrepreneurship and entrepreneurs. In new venture creation, entrepreneurs usually depend on network support, social norms, the perception of feasibility, and entrepreneurial experience

**3 METHODS**

**Types of Research.**

The approach used in this study is a quantitative approach. The quantitative approach is done using a questionnaire, which is used to see the description of the research variables from the measurement results in the form of numbers (Kumar, 2005). The questionnaire consisted of respondents' demographics, then followed by (1). Entrepreneurial Expertise (EE), (2). Perceived Desirability (PD), (3). Perceived Feasibility (PF), (4) Propensity to Act (PA), (5) Entrepreneurial Intention (EI).

**Research Model.**

The research model can be seen in figure 1.

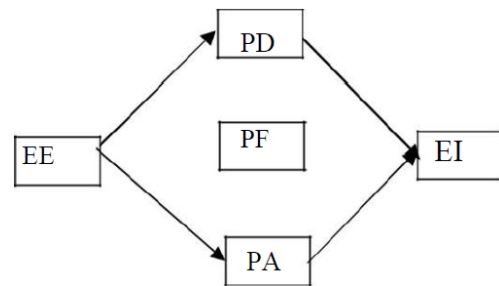


Figure 1: Research Model.

**Conceptual Hypothesis.**

1. There is an effect of entrepreneurial expertise on perceived desirability.
2. There is an effect of entrepreneurial expertise on perceived feasibility.
3. There is an effect of entrepreneurial expertise on the propensity to act.
4. There is an effect of perceived desirability on entrepreneurial intention.
5. There is an effect of perceived feasibility on entrepreneurial intention.
6. There is an effect of propensity to act on entrepreneurial intention

**Population and Sampling.**

The population of this research included all creative entrepreneurs, in Jakarta and Balikpapan. These cities were chosen due to the similarities between potential and existing differences in industry management. Convenience sampling was performed: questionnaires were distributed to 305 entrepreneurs—162 in Jakarta and 143 in Balikpapan. The sampling method used in this study is non-probability sampling, ie not all subjects have equal opportunity to be a research sample (Kerlinger & Lee, 2000).

**Data and Measurement.**

Measuring the research variables, this study adapted the scales that had been formerly developed. Entrepreneurial expertise was measured using Spencer and Spencer scale (1993) containing 7 items of questions. Respondents were asked to indicate their level of approval of question items on a 7-point Likert scale, ranging from strong disagreement (1) to strong agreement (7). Validity and reliability test results show the scale to be valid and reliable (correlation coefficient entrepreneurial expertise ranged from 0.718-0.796;  $p < 0.01$ ; Cronbach' alpha coefficient entrepreneurial expertise = 0.924. Perceived desirability (PD), perceived feasibility (PF), and propensity to act (PA) was measured through a scale developed by Riyanti et al., 2016

(adapted from Shapero and Shokol, 1982). This scale consisted of 7 question items. PD containing 15 items of questions, PF containing 13 items of questions, and PA-containing 10 items of questions, Respondents were asked to indicate their level of approval of the item questions on a 7-point Likert scale, ranging from strong disagreement (1) to strong agreement (7). The validity and reliability test results show that this scale was valid and reliable (correlation coefficient PD ranged from 0.435 - 0.755 and significant at 0.01; Cronbach' alpha coefficient PD = 0.902; correlation coefficient PF ranged from 0.448 - 0.820 and significant at 0.01; Cronbach' alpha coefficient PD = 0.896; correlation coefficient PA ranged from 0.599 - 0.808 and significant at 0.01; Cronbach' alpha coefficient PD = 0.884).

The entrepreneurial intention was measured using Alhaj, Yusof, and Edama scale (2011) containing 8 items of questions. Respondents were asked to indicate their level of approval of question items on a 7-point Likert scale, ranging from strong disagreement (1) to strong agreement (7). Validity and reliability test results show the scale to be valid and reliable (correlation coefficient EC ranged from 0.825 – 0.941;  $p < 0.01$ ; Cronbach' alpha coefficient PD = 0.806).

**Description of Respondents.**

This study distributed questionnaires to 305 respondents consisting of 162 respondents in the Jakarta area and 143 in Balikpapan. Of the 305 respondents, not all answered all questionnaire questions so that the number of respondents in some of these questions was not the same. Furthermore, for testing hypotheses, this study removes detected data as outliers so that the number of respondents for several research models is also not the same.

Table 1: Characteristics of Respondents.

Respondents			Percentage	
			Jakarta	Balikpapan
Age			(n=161)	(n=140)
16	-	26	42.9	12.1
27	-	37	28.0	29.3
38	-	48	15.5	37.1
49	-	59	11.8	20.0
60	-	72	1.9	1.4
Gender			(n=161)	(n=139)
Male			57.1	38.1
Female			42.9	61.9
Marital status			(n=152)	(n=136)
Married			57.2	86.8

Not married			39.5	12.5
Widow/widower			3.3	.7
Number of years working as entrepreneur			(n=144)	(n=69)
	<	6	60.4	54.5
6	-	11	21.5	23.9
12	-	17	6.9	10.3
18	-	22	4.2	5.2
23	-	28	3.5	2.8
29	-	35	3.5	3.3
Education			(n=155)	(n=139)
Primary school			3.2	.7
Junior high school			14.2	10.8
Senior High School			54.8	57.6
Diploma			2.6	0.0
Undergraduate degree			23.9	29.
Postgraduate degree			1.3	1.4
Monthly revenue (in millions of rupiah)			(n=156)	(n=131)
	<	10	42.3	57.3
10	-	30	25.0	30.5
31	-	50	10.3	8.4
510	-	100	10.3	1.5
101	-	500	7.1	2.3
	>	500	5.1	0.0

As in table 1, the length of work/entrepreneurship of respondents in Jakarta 81.9% is the longest of 11 years, the rest between 12-35 years. Balikpapan as many as 71% is at most 11 years, the rest is between 12-35 years. Both of Jakarta and Balikpapan, the highest percentage for final education is high school and is followed by a bachelor's degree, while the other is spread between the elementary, junior high school, Diploma III, and Master degree.

Table 2: Meanscore.

Variables	Meanscore	
	Entrepreneurial Expertise	5.18
Perceived Desirability	5.37	High
Perceived Feasibility	5.41	High
Propensity to Act	5.69	High
Entrepreneurial Intention	5.87	High

Refers to the table 2, it is known that the level of entrepreneurial expertise of respondents is moderate to high, while perceived desirability, perceived

feasibility, propensity to act, and entrepreneurial intention of respondents are high.

**Hypothesis Testing  
Inductive Statistics**

Table 3: Simple Regression Analysis 1.

Model <sup>a</sup>	Unstd. $\beta$	t-value
PD = EE + $\epsilon$	.674	7.406 <sup>b</sup>
PF = EE + $\epsilon$	.657	8.190 <sup>b</sup>
PA = EE + $\epsilon$	.509	8.450 <sup>b</sup>

Note: <sup>a</sup> PD = Perceived Desirability; PF = Perceived Feasibility; PA = Propensity to Act; EE = Entrepreneurial Expertise; <sup>b</sup> p < 0.01; <sup>c</sup> p < 0.05; <sup>d</sup> p < 0.1

Based on the results displayed in Table 3 above, it can be concluded that entrepreneurial expertise has a positive and significant effect on (i) perceived desirability, (ii) perceived feasibility, and (iii) propensity to act.

Table 4: Simple Regression Analysis 2.

Model <sup>a</sup>	Unstd. $\beta$	t-value
PD = NY + $\epsilon$	.217	1.802 <sup>d</sup>
PF = NY + $\epsilon$	.325	2.470 <sup>c</sup>
PA = NY + $\epsilon$	.163	1.642

Note: <sup>a</sup> PD = Perceived Desirability; PF = Perceived Feasibility; PA = Propensity to Act; NY= Number of years working as an entrepreneur; <sup>b</sup> p < 0.01; <sup>c</sup> p < 0.05; <sup>d</sup> p < 0.1

Based on the results displayed in Table 4, it can be concluded that the number of years working as an entrepreneur has a positive and significant effect on (i) perceived desirability, and (ii) perceived feasibility. However, the number of years working as an entrepreneur does not influence the propensity to act.

Table 5: Simple Regression Analysis 3.

Model <sup>a</sup>	Unstd. $\beta$	t-value
EI = PD + $\epsilon$	.295	9.053 <sup>b</sup>
EI = PF + $\epsilon$	.336	9.353 <sup>b</sup>
EI = PA + $\epsilon$	.510	10.602 <sup>b</sup>

Note: <sup>a</sup> PD = Perceived Desirability; PF = Perceived Feasibility; PA = Propensity to Act; EI= Entrepreneurial Intention; <sup>b</sup> p < 0.01; <sup>c</sup> p < 0.05; <sup>d</sup> p < 0.1

Table 5 shown that perceived desirability, perceived feasibility, and propensity to act, partially has a positive and significant effect on entrepreneurial intention.

**4 MANAGERIAL  
IMPLICATIONS**

Entrepreneurial expertise has a positive and significant effect on (i) perceived desirability, (ii) perceived feasibility, and (iii) propensity to act. The results of this study support previous research (Alhaj, Yosuf and Edama, 2011). The perceived desirability has a positive and significant effect on entrepreneurial intention. Positive perceived feasibility has a significant effect on entrepreneurial intention, and propensity to act positively and a significant effect on entrepreneurial intention. The results of this study are in line with the theory of Shapero & Sokol, (1982) Krueger (2000), which states that perceived desirability, perceived feasibility, and propensity to act are antecedents of entrepreneurial intention. The direction is positive, which means that the higher perceived desirability will increase entrepreneurial intention, as well as the higher perceived feasibility and propensity to act, the more entrepreneurial intention will be.

The level of entrepreneurial expertise of the respondents was moderate to high, while perceived desirability, perceived feasibility, propensity to act, and the entrepreneurial intention of respondents were high. Although their entrepreneurial intention is high, it turns out that the monthly revenue they generate each month is not large. As many as 42.3% of respondents in Jakarta and 57.3% of respondents in Balikpapan generate monthly revenue of less than ten million Rupiah every month. This figure of revenue is relatively not large and means that the profit generated is far below 10 million rupiahs per month. For this reason, they must strive to increase revenue, and this can be done by developing the kind of creative economy they pursue. The research of Sandroto, Ramawati, and Syarief (2018) found that the choice of creative economy sub-sectors for Jakartans are culinary (39.7%), followed by fashion (27.8%) and the rest. In Balikpapan, the most popular sub-sector is also culinary (54.8%), followed by crafts (16.1%) and the others. This means that there are still many other creative economic sub-sectors that can be developed. The level of education also correlates with income per month (Sandroto, Ramawati, and Syarief 2018). The education level of the majority of respondents is senior high school. Business people should extend their knowledge because it is proven that a person's level of education correlates with income derived from the creative economy.

The number of years of working as an entrepreneur influences entrepreneurial intention

factors (ie perceived desirability and perceived feasibility), except for the propensity to act that has no effect. In this case, it turns out that it cannot be concluded that the longer someone works as an entrepreneur it can affect the propensity to act.

Entrepreneurial fields in Indonesia gain more attention from various parties especially the government. It is important to know the entrepreneurial intention among entrepreneur in the creative economy so that the government will encourage them to success. Although their entrepreneurship is high, the monthly revenue generated per month which is relatively low can indicate that they are necessity entrepreneurs, namely those who go into the field of entrepreneurship because they are forced and have no other alternative work. Moreover, the majority of the respondents' education level is in senior high school. The government can encourage entrepreneurs to increase their level of education. It is important to increase entrepreneurial competence in the field of entrepreneurial expertise by way of higher education because of previous research, the level of education can improve entrepreneurial competence (Christine, et al., 2018). Also, it is better for graduates to think of a job creator rather as a job seeker (Daim, 1994).

Besides that entrepreneurial expertise is also widely learned from families. The family is the first closest person who will provide valuable teaching and experience in determining one's future, especially determining the intention of entrepreneurship. This was stated by (Tateh et al., 2014) that there is a correlation that shows that entrepreneurial intentions of youth are positively correlated with their personalities (risk-taking, innovation, and tolerance for ambiguity), and social learning (family knowledge and experience).

Entrepreneurship education programs have influenced student behavior control and anticipated positive and negative impacts (Zampetakis et al., 2014). For various regions, both Jakarta and Balikpapan, we hope the family must continue to accompany and pay attention and share experiences, especially in business and take advantage of business opportunities to face the digital revolution era 4.0 in the future to support the nation's economy from various sectors, especially the development of creative economic industries.

Through the entrepreneur's contribution, new job opportunities will be created to the society and can assist the competition, productivity, and create new industry growth. Therefore, society has to be aware that without the entrepreneur, the economics of the

nation cannot expand rapidly and move forward (Alhaj, Yusof & Edama, 2011).

## 5 CONCLUSION

Entrepreneurial expertise has a positive and significant effect on (i) perceived desirability, (ii) perceived feasibility, and (iii) propensity to act. Perceived Desirability has a positive and significant effect on entrepreneurial intention. Perceived feasibility has a positive and significant effect on entrepreneurial intention, and propensity to act has a positive and significant effect on entrepreneurial intention.

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