

Antecedent of Family Business and Demography on Business Intention towards Start-Up Group



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ABSTRACT: There have been many research and studies conducted in order to find out the business intention of a start-up business, including possible factors that can influence the decision in doing business. Nowadays, most of higher education institutions, not only business schools but also other higher institution, promote entrepreneurship as a compulsory course in order to encourage students to start their business. Students, as a start-up business group, become objects of the study regarding start-up business and variable concerned. They serve as a factor that need to be carefully included in designing appropriate business-based learning curriculum. Accordingly, this study aims to find out whether family business and demography of students significantly affect their business intention. This study used qualitative approach and two-ways Anova to test the determinants. The results showed that both determinants, demographic factors (rural and urban) and family business background do not significantly affect the business intention of students in starting up their business.

KEYWORDS: Demography, Entrepreneurial Intention, Family Business, Start-Up Group

I. INTRODUCTION

Entrepreneurship becomes a trend in today's society, especially among the younger generation. Some of the reasons are the limited number of job vacancies, the high competition in employment, and more information and knowledge on business (Levkina & Titova, 2019). Prior research and studies found that entrepreneurship has become a global trend, not only among the older generations but also the young ones. Uysal & Güney (2016) found that in Turkey, students who were interested in entrepreneurship were high, and it becomes a trend nationally. Similarly, in Malaysia, Othman & Mansor (2012) find that entrepreneurship has been actively introduced in education institutions (schools and higher levels) because the national policy intended to encourage the young generation to start their business. Saeed, Yousafzai, Yani-De-Soriano, & Muffatto (2015) reveal the importance of perceived university support in the formation of students' entrepreneurial intentions. However, according to Hallam, Zanella, Dorantes Dosamantes, & Cardenas (2016), individual differs from one another and each owns one's characteristics (considering the individual business intention); hence, the business-based education policy cannot be generally designed with the assumption that each individual is same. Therefore, the need to understand factors that possibly differentiate the business intention among individuals becomes the biggest concern.

According to Jayeoba (2015), there are important indicators that connect ability and intention, including individual background such as demography, gender and family business; psychological perspective; as well as policies. This result is in line with Trussel & Burke-Smaley (2018) who state that the demography, prior education, and socioeconomy influence one's academic success. Meanwhile, Surjanti, Nugrohoseno, Budiono & Musfidah (2018) mention that entrepreneurial-based colleges and universities need to be able to design interest-based curricula to strengthen creativity and innovation. Entrepreneurial education institutions carry out high responsibility to grow and develop business intentions on students from various backgrounds. Pruett (2012) agrees that business intentions can be supported by social and psychological factors in the entrepreneurial education model. Yet, this model shows the insignificant effect of the role and strength of family support on developing business intention, while another study conducted by For & Experience (2016) explained that policies serve as the key instrument to develop entrepreneurship education such as by providing various entrepreneurship-based programs and improving facilities to support the startup group. Accordingly, higher education institutions can fill up this role as the facilitator and designer to encourage the growth and development of business intention in the young generation as a startup group. However, Schutjens & Stam (2006) imply differently. They believe that the determinants of intention to start and realize a business are influenced by individual business experiences.

The growth and development of business intentions need an immediate realization in order for the countries to cope with advanced development, including Indonesia. Indonesia as an archipelagic face not only benefits for its demographic condition but

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also challenges and hindrances coming from it. As stated by the Financial report (2017), Indonesia has a demographic imbalance in its territory. This is because people in their productive ages prefer to live and stay in urban areas compared to rural (Schutjens & Stam, 2006) because they (people in their productive age) believe that urban area provides more opportunities to earn money and increase their living condition. However, this opinion is not agreeable. According to Heryanah (2015), the varied demographic conditions in Indonesia not only have negative points but also provide various advantages once they are well-managed. This supports previous studies (Bloom et al., 2003; Ross, 2004; and Adioetomo, 2005 in Demographic & Shifts, 2011) that mainly depict the main channel impacting demographic transition to economic growth, namely 1) increasing workforce; 2) increasing the rate of national savings; and 3) increasing human capital. From previous research and studies on the impact of demographic conditions on economic growth and individual intention, this study would like to find whether any correlation between the demographic conditions and students' business intention. Although previous research and studies related to it were conducted (Schutjens & Stam, 2006; Pruett, 2012; Jayeoba, 2015; For & Experience, 2016; Trussel & Burke-Smaley, 2018), these studies did not map the relationship of demographic background. Thus, this study purposely aims to find the relationship between the demographic condition as well as a family business and the growth of business intention. Furthermore, from this study, an overview of learning development policies in business education will be obtained. From the background of this study, the researchers recommend adopting the study conducted by Hwee Nga & Shamuganathan (2010) who tend to be more integrative in understanding business views which combine economic, social, and environmental values. This study maps social factors (demography of family business background) on the students' business intentions and used the result as a reference for designing curricula in business-based education. However, in order to ease the research, there were several limitations given, such as population (limiting to startup group and students who attend the same classes as well as generalizing the determinant of demography into urban and rural and the determinant of the family business into with or without any family business).

II. LITERATURE REVIEW

Demography

Demography is the study of the size, composition, and geographic distribution of human populations, and how populations change due to fertility, mortality, and migration (Boyce, Haridas, Lee, & The Nceas Stochastic Demography Working Group, 2006). According to Griffith, Salguero-Gómez, Merow, & McMahon, (2016), the study of demography includes three components: i.e., theories and models of demography (concerning statements of facts or theories to explain the nature, causes, and effects of population processes at different geographic scales), demography methods (concerning procedures and techniques for working with demographic data), and demographic material (linked to the source of raw demographic data). In addition, studies on demography are often divided into two focus areas, namely formal demography which tends to focus on demographic variables such as fertility, natality, mortality, aging, and migration and social demography, which covers non-demographic variables, such as socioeconomic, medical, and environment) as well as the influence of one variable to another. In this study, the focus of demographic studies is on the type of social demography, which is to see the relationship between geographic variables with socio-economic and individual behavioristic (business intention). Schutjens & Stam (2006) state that urban areas have more resources to start a new business. However, it differs with Delalić (2014) who agrees that rural areas also have similar opportunity as urban, yet they require driving force to encourage their development and growth. Quinn (2008) stated that demographic data and resources are important to be documented. Meanwhile, Veen (2010) believes that 'demographic' aims to understand the world as it is according to the goals and ideals of higher education, rather than trying to understand the world as it is.

Family Business

A family business can be an important factor in gaining more opportunities in the business world (Day, 2015). This opinion is supported by Shamsuddin, Al Mamun, Nawi, & Zakaria (2017) who mention that family background serves as a supportive element that can moderate entrepreneurship education and business intentions. On the contrary, Pruett (2012) find that the role models, the strength of family support, and gender did not significantly affect one business intentions. His idea is supported by Rachmawan, Aprilianti, Wustari, & Mangundjaya (2015) who find there was no significant influence of parents on growing business intention. Family serves as the closest environment that influences one's understanding of business due to its direct involvement (Kansikas & Laakkonen, 2009). However, this result is argued by a study conducted by Kansikas, Laakkonen, Sarpola, & Kontinen (2012) who find that although the family business has no direct effect on growing business intention, it is indirectly influenced one's decision to start a business. Moreover, Fertig (2018) finds that parents' age and generation gap cause the different perspectives in understanding business, so it possibly serves as a factor hindering the development of business intention. This idea is in line with Ali et al. (2017) who agree that family capital (family size, father's occupation, father's income when associated with career intentions) was statistically relevant to their influence in deciding children's careers.

Business Intention

Business intention is the intention of individuals to choose entrepreneurship as a career choice with a readiness to collect, build the required resources and take risks (Karabulut, 2016). In addition, Prabhu, McGuire, Drost, and Kwong (2012) reveal that

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entrepreneurial intention is a person's intention to become an entrepreneur or start his own business that arises due to the hope of obtaining economic benefits. These opinions are approved by Indriyani & Kristanto (2021) who explain that entrepreneurial intentions indicate a person's decision in a conscious state of career choice to work alone rather than being an employee. Moreover, Jayeoba (2015) finds that business intention does not correlate to people's actions in selecting their careers proved by there is no significant difference in the existence of business intention among people who decide to work and start their business. Accordingly, it indicates the possibility of the presence of other factors in influencing one's ability and intention in starting a business, such as social factors (Contreras-Barraza, Espinosa-Cristia, Salazar-Sepulveda, & Vega-Muñoz, 2021; Astiana, Malinda, Nurbasari, & Margaretha, 2022). Furthermore, Pruett (2012) finds the entrepreneurial intention model that is supported by social and psychological factors. However, in this model, the role and strength of family business had insignificant effects on one's intention in doing business. Based on these previous studies, this study focuses on involving social factors, such as demography and family business in the development and growth of business intention at the startup group. Accordingly, the focus of business intention was measured through two indicators, namely conviction (consisting of 6 items) and preparation (consisting of 3 items). These indicators were developed by adopting indicators to measure pre-service teachers' intention to use MUVes (Fokides, 2017).

III. METHOD

This study was explanatory research using quantitative approach. As part of social research, although this study provides a definition of a concept, this study has not yet fully depicted the variables observed such as demography and family business especially when both were associated with business intention in the startup group. This study was creative, flexible, and open in which allowed any possible results drawn after the analyses. The population in this study was students majoring economics who programed theory of economy course. There were 111 respondents served as data sources which selected using saturated sampling technique. Data were analyzed using the Two Way Anova because they consisted of 2 groups of independent variables, namely demography (urban and rural) and family business background (with and without). Business intention was measured by the indicator of belief (conviction) with 6 (six) items and preparation with 3 (three) items.

IV. RESULT AND DISCUSSION

Respondent Characteristics

The respondents characteristics of this study included sex (male and female), educational background, ethnicity, religion, and business experience. The data obtained show that most of respondents were female (72%) and only 28% were male. Regarding educational background, the majority of respondents were graduates from senior high schools majoring social science (55.9%), followed by natural science (29.7%). From the data, it also shows that only 8.1% were from vocational school and 6.3% were from others (see Table 1).

Table 1. Respondent Characteristics

Description	Frequency	Percentage (%)
Sex		
Male	31	28
Female	80	72
Total	111	100
Prior Education Background		
Natural Science	33	29.7
Social Science	62	55.9
Vocational School	9	8.1
Others	7	6.3
Total	111	100
Ethnic		
Javanese	102	91.9
Madurese	4	3.6
Tionghoa (Chinese decent)	1	0.9
Sundanese	4	3.6
Total	111	100
Religion		
Moslem	106	95
Catholic	2	2
Christian	3	3

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Total	111	100
Business experiences		
Never	31	28
Experienced	80	72
Total	111	100

From the respondent characteristics, it is seen that most of the respondents were Javanese (91.9%) while the remaining (8.1%) were from other ethnics (see Table 1). Regarding respondents' religion, most of respondents were Moslem (95%) and the remaining 5% adhered to other religions (Christian and Catholic). While for business experiences, 72% of respondents had experiences in starting (doing) business and only 28% did not have any experience in business. From the respondents' characteristics, it can be indicated that more than half have ever been in business or considered as start-up group.

Result of Two-ways Anova test

Hypothetical testing was conducted using Two-Way ANOVA. Hence, prior the test, it is necessary to conduct a homogeneous test. One of the assumptions in Two-Way ANOVA is the variation of scores in each variable tested should be homogeneous. In this study, the Levene's test was employed in order to test the data homogeneity. The criteria used for the Levene's test are $F\text{-count} < F\text{-table}$ in order for H_0 to be accepted. For the significance value, Sig. should be higher than α (0.05) to be considered as homogenous.

Table 2. Levene's Test of Equality of Error Variances^a

Dependent Variable: Rata2 EI

F	df1	df2	Sig.
.925	3	107	.432

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + DMG + FB + DMG * FB

The results of the homogeneous test using the Levene test show that the significance value is less than α (Sig. > 0.05) as 0.43 meaning that the data were homogeneity (see Table 2). Meanwhile, for the hypothesis testing, the Two-Way ANOVA was employed as analysis technique (see Table 3).

Table 3. Tests of Between-Subjects Effects

Dependent Variable: Rata2 EI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.504 ^a	3	.168	.708	.549
Intercept	1353.433	1	1353.433	5702.296	.000
DMG	.121	1	.121	.509	.477
FB	.335	1	.335	1.413	.237
DMG * FB	.025	1	.025	.107	.744
Error	25.396	107	.237		
Total	1706.333	111			
Corrected Total	25.901	110			

a. R Squared = .019 (Adjusted R Squared = -.008)

Based on the data analysis on Table 3, the two-way ANOVA test, if the significance value is less than α (Sig. < 0.05) meaning that the effect is significant, on the contrary, if it is more than α (Sig. > 0.05) meaning that there is no significant effect. The result of the two-way ANOVA of this study for the Corrected Model shows that there was no significant relationship between the independent variables (family business and demography) and the dependent variable (business intention) as proved by the Sig. > 0.05 meaning that there is no significant effect on the variables observed. The result for the intercept shows that a changing value of the dependent variable was not influenced by the independent variables, meaning that the value of the dependent can change even if there was no interference from the independent variables. However, the result of the test for the intercept shows a value of 0.000 or less than 0.05 meaning that there is a significant effect (see Table 3). Meanwhile, R Squared is the value of multiple determination of all independent variables with the dependent. In this study, the R Square has the value of 0.19 meaning that the independent variable has an effect on the dependent variable by 19% while the remaining were possibly influenced by other variables excluded from the model. The test results show that the value of F-count on the demography towards business intention

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was 0.509 with a Sig. of 0.477 which means that there is no influence of demography on business intentions. While the value of F-count of family business towards business intention was 1.413 with a Sig. of 0.237, which means that there is no demographic influence on business intentions as well. These results prove that students from different demography (urban and rural) have the same opportunity to become entrepreneurs neither for the family business. Students with or without family business background has similar changes to become entrepreneurs, indicating that this background has no effect on the emergence of business intentions from respondents (see Table 3).

The results of this study indicate that demographic conditions between urban and rural areas do not have any significant difference in promoting business intentions. This is possibly because there is no significant differences in accessing information and technology in both areas (urban and rural). This result supports the research conducted by Delalić (2014) who find that any intervention given to rural entrepreneurs impacts on their business growth. In addition, Schutjens & Stam (2006) state that although urban areas seemingly give more opportunities to start new business, rural areas have also open similar opportunities for people to start business in rural area since the development in both areas are getting better. For the meantime, family business (with or without business background) also provably has no significant influence in promoting students' business intention. This is in line with the research conducted by Pruett (2012) regarding no significant effect of role models and the strength of family support towards business intentions and Rachmawan, Aprilianti, Wustari, & Mangundjaya (2015) who mention that parents did not significantly influence children's business intentions. It indicates that family backgrounds (especially parents) do not significantly affect one's intention to start business meaning that the development of business intention depends on one's decision and was not influenced either by demographic origin (urban or rural) or family business (whether parents are businessmen or not).

V. CONCLUSION

The results of this study prove that there is no significant difference between urban and rural demography and family business background on entrepreneurial intentions. This is because regional origin and family background do not trigger the growth of differences in entrepreneurial intentions in this beginner group. Differences and similarities in demographic areas are proven not to have a different effect on the business intentions of the respondents as seen from the results of data processing which shows that Sig. from a demographic background > 0.05 ($0.477 > 0.05$) which means that there is no significant effect on the variable in question. Likewise for family business background factors, the results of data processing show that Sig. from a demographic background > 0.05 ($0.237 > 0.05$) which means that there is no significant effect on the variable in question.

Implication and Recommendation

To ensure education equality, students are given equal treatment and opportunities to learn without differentiating their backgrounds such as demography and family as well as their interest in starting a business. Higher education institutions should provide and facilitate students' interest in a business in order to encourage their intention to start a new business. Business-based learning curriculum needs to embrace all students regardless of their backgrounds. The result of this study implies any education institution should put aside family business and demography in designing a business-based learning curriculum because the result of this study proves that there is no significant influence on both determinants (family business and demography) towards business intention. It means that both determinants are not factors that affect students' decision to start up a business. Hence, this result possibly serves as a reference for all related parties (institution leaders and policy makers) regarding the business-based learning curriculum.

However, as there are limitations existed in this study, this study recommends conducting further studies by including other variables originating from situational factors, such as education, training, and so on that can increase business intentions on the targeted group (startup). It is because more evidence is needed to support the results obtained in this study.

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