

# Family Support, Entrepreneurial Experience, and Risk-Taking Propensity as Predictors of Entrepreneurial Success: The Mediating Role of Motivation

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## ABSTRACT

Entrepreneurship has become an important pathway for addressing graduate unemployment while fostering innovation, job creation, and economic resilience. This study examines the direct and indirect effects of family support, entrepreneurial experience, and risk-taking propensity on entrepreneurial success, with motivation serving as a mediating variable. A quantitative explanatory approach was employed using survey data collected from 97 respondents selected through proportional random sampling. The analysis focuses on understanding how personal, experiential, and social factors contribute to entrepreneurial success both directly and through motivational mechanisms. The findings indicate that family support, entrepreneurial experience, and risk-taking propensity have significant positive effects on entrepreneurial success, both independently and indirectly through motivation. The results further suggest that motivation functions as an important psychological driver that strengthens the contribution of family encouragement, prior entrepreneurial exposure, and willingness to take risks to business success. These findings imply that entrepreneurial success is not shaped solely by technical capability or prior experience, but also by the presence of supportive social environments and strong internal motivation. This study highlights the importance of integrating entrepreneurial development programs with efforts to strengthen motivation, practical experience, and supportive ecosystems. The findings provide practical implications for higher education institutions and entrepreneurship development programs in designing interventions that better prepare emerging entrepreneurs for sustainable business achievement.

**Keywords:** Entrepreneurial Experience, Family Support, Motivation, Risk-Taking Propensity,

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## 1. INTRODUCTION

Economic challenges in developing countries like Indonesia are inextricably linked to the challenges of business development and economic opportunities for the younger generation. One group with significant potential for driving economic growth is students with an entrepreneurial spirit. The primary challenge facing aspiring young entrepreneurs is the ability to start and sustainably develop a business.

According to data from the Central Statistics Agency (BPS), the number of micro and small businesses in Indonesia continues to grow, but they still face various obstacles in maintaining their business continuity. According to a 2021 survey by the Ministry of Cooperatives and SMEs, approximately 62.9% of micro and small businesses experience difficulties in business development, particularly related to capital, market access, and management capacity (Ministry of Cooperatives and SMEs, 2021; Setyawati et al., 2021).

The global context demonstrates that entrepreneurship plays a key role in economic and social transformation. Developing countries face unique challenges in developing entrepreneurial ecosystems that support innovation and economic growth (Acs et al., 2016; Ratten, 2020). Recent research has shown that entrepreneurship education has a significant impact on shaping entrepreneurial intentions and capabilities in young people (Liñán & Fayolle, 2015; Pittaway & Cope, 2007).

David McClelland, a social psychologist, stated that a country's prosperity is largely determined by the number of active entrepreneurs. According to him, a country is considered prosperous if it has at least 2% of its population as entrepreneurs (McClelland, 1961; Kristiansen & Indarti, 2020).

The development of digital technology has opened up new opportunities for young entrepreneurs in Indonesia. Digital platforms and social media enable them to access global markets, expand business networks, and create innovative business models (Nambisan, 2017; Rialti et al., 2019). However, technological challenges and limited digital infrastructure remain obstacles for some aspiring entrepreneurs.

Institutional support and an entrepreneurial ecosystem play a crucial role in driving business growth. The Indonesian government and universities have developed various business incubation programs, funding, and entrepreneurship training to support student and youth entrepreneurs (Suryani et al., 2020; Wuryaningsih et al., 2018). However, the effectiveness of these programs still requires comprehensive evaluation.

Psychological and social aspects significantly influence entrepreneurial intentions and success. Family support, entrepreneurial experience, and courage are key factors influencing a person's business success. Several recent studies have shown that family support plays a significant role in shaping entrepreneurial motivation and enthusiasm (Brush et al., 2009; Zellweger et al., 2011; Pratono & Kurnianti, 2019).

Entrepreneurial experience has been shown to significantly improve an individual's ability to manage and develop a business (Politis, 2008; Cope, 2005; Hidayat et al., 2022). Recent research shows that students who have direct exposure to entrepreneurial experience have higher levels of self-confidence and motivation in starting a business (Fitriani et al., 2021; Winarno et al., 2020).

The Theory of Planned Behavior (Ajzen, 2005) and the Entrepreneurial Event Theory (Shapero & Sokol, 1982) remain important frameworks for analyzing the factors influencing entrepreneurial intention and success. However, recent research suggests that understanding entrepreneurship must involve a more holistic approach, encompassing the interaction between individual, social, and environmental factors (Smith & Lewis, 2024).

The Southeast Asian regional context demonstrates that student entrepreneurship has significant potential to drive economic growth (Munir et al., 2019; Sukoco & Haryanto, 2021). Comparative research across ASEAN countries has identified that variations in entrepreneurial ecosystems, institutional support, and cultural factors influence the success of young entrepreneurs (Salimath & Jones, 2020; Widhiastuti et al., 2022).

Therefore, this study was designed to analyze how family support, entrepreneurial experience, and courage influence business success through motivation in Makassar State University students. The main objective of the study was to investigate the direct and indirect relationships between these variables in the context of student entrepreneurship.

## **1.1. LITERATURE REVIEW**

### **1.1.1 Family Support**

Family support is a crucial factor in fostering entrepreneurial spirit. According to Suharti & Hani (2012), family support plays a significant role in providing motivation and social capital for individuals who want to start a business. Family can provide valuable moral, financial, and informational support for aspiring entrepreneurs. Sarwoko (2011) explains that family support

is not only material but also encompasses psychological aspects such as encouragement, advice, and trust. This aligns with research by Indarti & Rostiani (2008), which states that a supportive family environment can increase an individual's confidence in starting a business.

### **1.1.2. Entrepreneurial Experience**

Entrepreneurial experience is a key factor in business success. According to Politis (2005), experience is a continuous learning process that significantly contributes to the development of entrepreneurial skills. Each experience provides valuable lessons in managing and developing a business. Davidsson & Honig (2003) emphasize that entrepreneurial experience can influence an individual's ability to identify opportunities, manage risks, and make strategic decisions. Experience is not just practice, but also a process of reflection and learning from each challenge faced.

### **1.1.3. Courage**

Courage in the context of entrepreneurship refers to an individual's ability to take risks and step outside their comfort zone. Drucker (1985) stated that entrepreneurship is the practice of innovation, risk-taking, and creating something new. Timmons & Spinelli (2003) explain that entrepreneurial courage is characterized by the ability to:

- Taking calculated risks
- Having strong convictions
- Being able to survive uncertainty
- Having a high level of adaptability

### **1.1.4. Business Success**

Business success is the achievement of goals set by the entrepreneur. According to Zimmerer & Scarborough (2008), business success can be measured using several indicators:

- Revenue growth
- Profitability
- Business sustainability
- Customer satisfaction
- Resource development

### **1.1.5. Motivation**

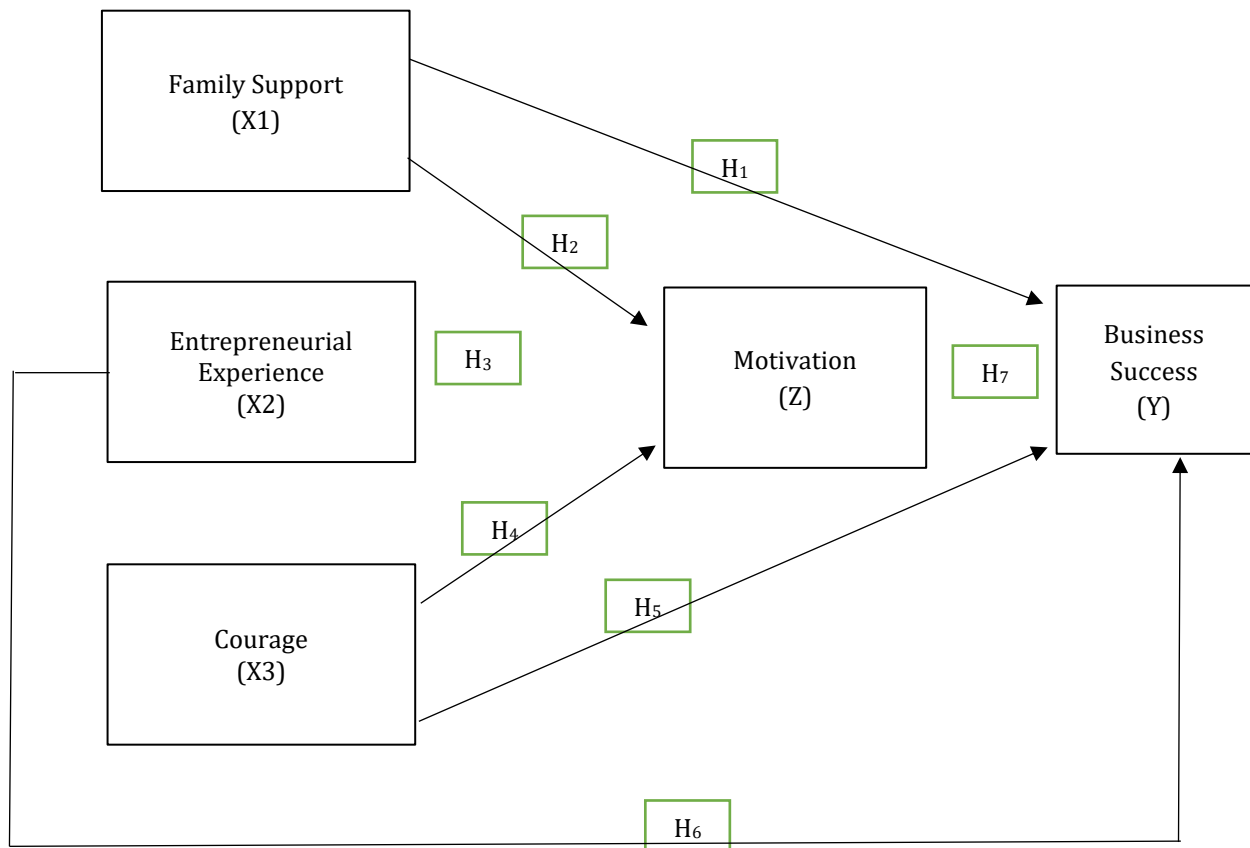
Motivation is the primary driving force in entrepreneurship. McClelland (1961), in his needs theory, stated that achievement motivation is a key factor in entrepreneurial success. Motivation drives individuals to:

- Innovate
- Take initiative
- Achieve goals

## **2. METHOD**

### **2.1. Research Model and Hypothesis**

This research uses a quantitative approach, with several variables to be tested for their influence, with numerical data generated. Quantitative research tests objective theories by analyzing the relationships between variables (Creswell, 2013). This type of quantitative research always includes descriptive questions regarding the dependent and independent variables, as well as questions about the relationship between the dependent and independent variables (Creswell, 2013). Hypotheses are tested using path analysis. The following is the research design.



**Figure 1: Research Design**

Based on Figure 1 above, this research is a descriptive explanatory research which means describing the influence between the variables studied. Descriptive means explaining and analyzing the research variables, namely the variables of the Influence of Family Support (X1), Entrepreneurial Experience (X2), Courage (X3), Motivation (Z), Business Success (Y). While explanation means looking for causal influences between research variables through hypotheses. The causal influence is the direct influence between Family Support (X1), Entrepreneurial Experience (X2), Courage (X3) Motivation (Z) and the indirect influence of Family Support (X1), Entrepreneurial Experience (X2), Motivation (X3) on Business Success (Y) through Motivation (Z) of students of the Faculty of Economics, State University of Makassar.

This research design is also based on COR and JD-R theories, as well as relevant previous research. This allows researchers to hypothesize direct and indirect influences in this study. Further details can be found in the following hypothesis summary table.

**Table 1: Summary of Hypotheses**

Hypothesis	Information
H1	Family Support Has a Positive and Direct Influence on Business Success
H2	Family Support Has a Positive and Direct Influence on Motivation
H3	Entrepreneurial Experience Has a Positive and Direct Influence on Motivation
H4	Courage Has a Positive and Direct Influence on Motivation
H5	Courage Has a Positive and Direct Influence on Business Success

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H6	Entrepreneurial Experience Has a Positive and Direct Influence on Business Success
H7	Entrepreneurial Experience Has a Positive and Direct Influence on Business Success
H8	Family Support Has a Positive and Indirect Influence on Business Success Through Motivation
H9	Entrepreneurial Experience Has a Positive and Indirect Influence on Business Success Through Motivation
H10	Courage Has a Positive and Indirect Influence on Business Success Through Motivation

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Based on table 1 above, this study has 10 hypotheses. These hypotheses will test the direct influence of Family Support (X1) on Business Success (Y), the direct influence of Family Support (X1) on entrepreneurial attitude (Z), the direct influence of subjective norm (X2) on Motivation (Z), the direct influence of Courage (X3) on Motivation (Z), the direct influence of Courage (X3) on Business Success (Y) Entrepreneurial Experience (X2) on Business Success (Y), the direct influence of Motivation (Z) on Business Success (Y), the indirect influence of Family Support (X1) on Business Success (Y) through Motivation (Z), the indirect influence of Entrepreneurial Experience (X2) on Business Success (Y) through Motivation (Z), and the indirect influence of Courage (X3) on Business Success (Y) through Motivation (Z).

## 2.2. Population and Sample

The population in this study was all students at Makassar State University (UNM) who had an interest and experience in entrepreneurship. The total target population of the study was 97 students from various study programs. The sampling technique used was Proportional Random Sampling, where samples were selected proportionally from each study program at Makassar State University.

## 2.3. Data collection

Data collection was conducted by determining the research subjects, namely all students of the Faculty of Economics, Makassar State University, using a questionnaire. The questionnaire used was a closed questionnaire using digital media or often called Google Form while the scale used was a Likert scale. Scoring used a Likert scale with 5 alternative answers, namely: Strongly Agree: 1, Agree: 2, Quite Agree: 3, Disagree: 4, and Strongly Disagree: 5. Furthermore, the data was analyzed using the Statistical Package for The Social Science application or what is now better known as Statistical Product And Service Solutions (SPSS) version 26. Data analysis used in this study consisted of descriptive statistical data analysis, classical assumption tests, and path analysis.

## 3. RESEARCH RESULT

### 3.1. Hypothesis Testing

Hypothesis testing is used to examine the direct and indirect influence of exogenous variables on endogenous variables. Hypotheses are accepted or rejected based on the following criteria: if the p-value is  $<0.05$ , then  $H_0$  is accepted, or the regression coefficient is declared significant. The results of the direct and indirect influence hypothesis testing can be seen in the following table:

**Table 2: Results of Indirect Hypothesis Testing**

Variabel	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	-,388	1,010		-,384	,702
Family Support	,127	,168	,075	,760	,449
Entrepreneurial Experience	1,145	,218	,410	5,239	,000
Courage	,465	,206	,224	2,254	,027
Motivation	,483	,221	,238	2,184	,032
R square	0,608				
e1	0,626				

To obtain the influence of error (e1), the formula used is:

$$e1 = 1 - R^2 = \sqrt{1 - 0,608} = 0,626$$

$$Y = \beta_4 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_2$$

$$Y = 0,075 X_1 + 0,410 X_2 + 0,224 X_3 + 0,238 Z + 0,626$$

The coefficient of determination of 0.626 shows the direct influence of Family Support, Entrepreneurial Experience, Courage, and Motivation on the Y variable of Business Success of 62.6%, while 37.4% is influenced by other variables outside this model or research.

**Table 3: Results of Direct Hypothesis Testing**

Variabel	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	-,260	,473		-,550	,584
Family Support	,271	,073	,324	3,694	,000
Entrepreneurial Experience	,326	,097	,237	3,374	,001
Courage	,409	,087	,400	4,697	,000
R square	0,641				
e1	0,599				

To obtain the influence of error (e2), the formula used is:

$$e2 = 1 - R^2 = \sqrt{1 - 0,641} = 0,599$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_1$$

$$Z = 0,324 X_1 + 0,237 X_2 + 0,400 X_3 + 0,599$$

The coefficient of determination of 0.599 indicates a direct influence of Family Support, Entrepreneurial Experience, and Courage on the Motivation variable of 59.9%, while 40.1% is influenced by other variables outside the model or this study.

Family Support has a positive and significant influence on Business Success through Motivation.

$$\begin{aligned} \text{Indirect influence:} &= X_1 \rightarrow Z \rightarrow Y \\ &= \beta_4 \times \beta_7 \\ &= 0,324 \times 0,608 \\ &= 0,196 \end{aligned}$$

Entrepreneurial experience has a positive and significant influence on business success through motivation.

$$\begin{aligned} \text{Indirect influence:} &= X_2 \rightarrow Z \rightarrow Y \\ &= \beta_5 \times \beta_7 \\ &= 0,237 \times 0,608 \end{aligned}$$

$$= 0,144$$

Courage has a positive and significant influence on Business Success through Motivation.

$$\begin{aligned} \text{Indirect influence:} &= X3 \rightarrow Z \rightarrow Y \\ &= \beta_6 \times \beta_7 \\ &= 0,400 \times 0,608 \\ &= 0,243 \end{aligned}$$

H1: The Influence of Family Support on Business Success has a significance value of  $0.499 < 0.05$  and a Beta value of 0.75. Based on these results, it can be concluded that H1 is accepted.

H2: The Influence of Family Support on Motivation has a significance value of  $0.000 < 0.05$  and a Beta value of 0.324. Based on these results, it can be concluded that H2 is accepted.

H3: The Influence of Entrepreneurial Experience on Motivation has a significance value of  $0.001 < 0.05$  and a Beta value of 0.237. Based on these results, it can be concluded that H3 is accepted.

H4: The Influence of Courage on Motivation has a significance value of  $0.000 < 0.05$  and a Beta value of 0.400. Based on these results, it can be concluded that H4 is accepted.

H5: The Influence of Courage on Business Success has a significance value of  $0.027 < 0.05$  and a Beta value of 0.274. Based on these results, it can be concluded that H5 is accepted.

H6: The Influence of Entrepreneurial Experience on Business Success has a significance value of  $0.000 < 0.05$  and a Beta value of 0.410. Based on these results, it can be concluded that H6 is accepted.

H7: The Influence of Motivation on Business Success has a significance value of  $0.027 < 0.05$  and a Beta value of 0.238. Based on these results, it can be concluded that H7 is accepted.

H8: The Influence of Family Support on Business Success through Motivation has a Beta value of 0.267. Based on these results, it can be concluded that H8 is accepted.

H9: The Influence of Entrepreneurial Experience on Business Success through Motivation has a Beta value of 0.190. Based on these results, it can be concluded that H9 is accepted.

H10: The influence of courage on business success through motivation has a beta value of 0.329. Based on these results, it can be concluded that H10 is accepted.

### 3.2. Path Analysis

The following are the results of the interpretation of the path analysis which can be seen in table 4 below.

**Table 4:** Path Analysis Results

Influence Between Variables	Influence		Total
	Direct	Indirect	
Effect of X1 → Y	0,075	-	0,075
Effect of X2 → Y	0,410	-	0,410
Effect of X3 → Y	0,224	-	0,224
Effect of X1 → Z	0,324	-	0,324
Effect of X2 → Z	0,237	-	0,237
Effect of X3 → Z	0,400	-	0,400
Effect of Z → Y	0,238	-	0,238
Effect of X1 → Z → Y	0,324	0,196	0,52
Effect of X2 → Z → Y	0,237	0,144	0,381
Effect of X3 → Z → Y	0,400	0,243	0,643

Based on the structure of this research model, the following empirical equation can be made.

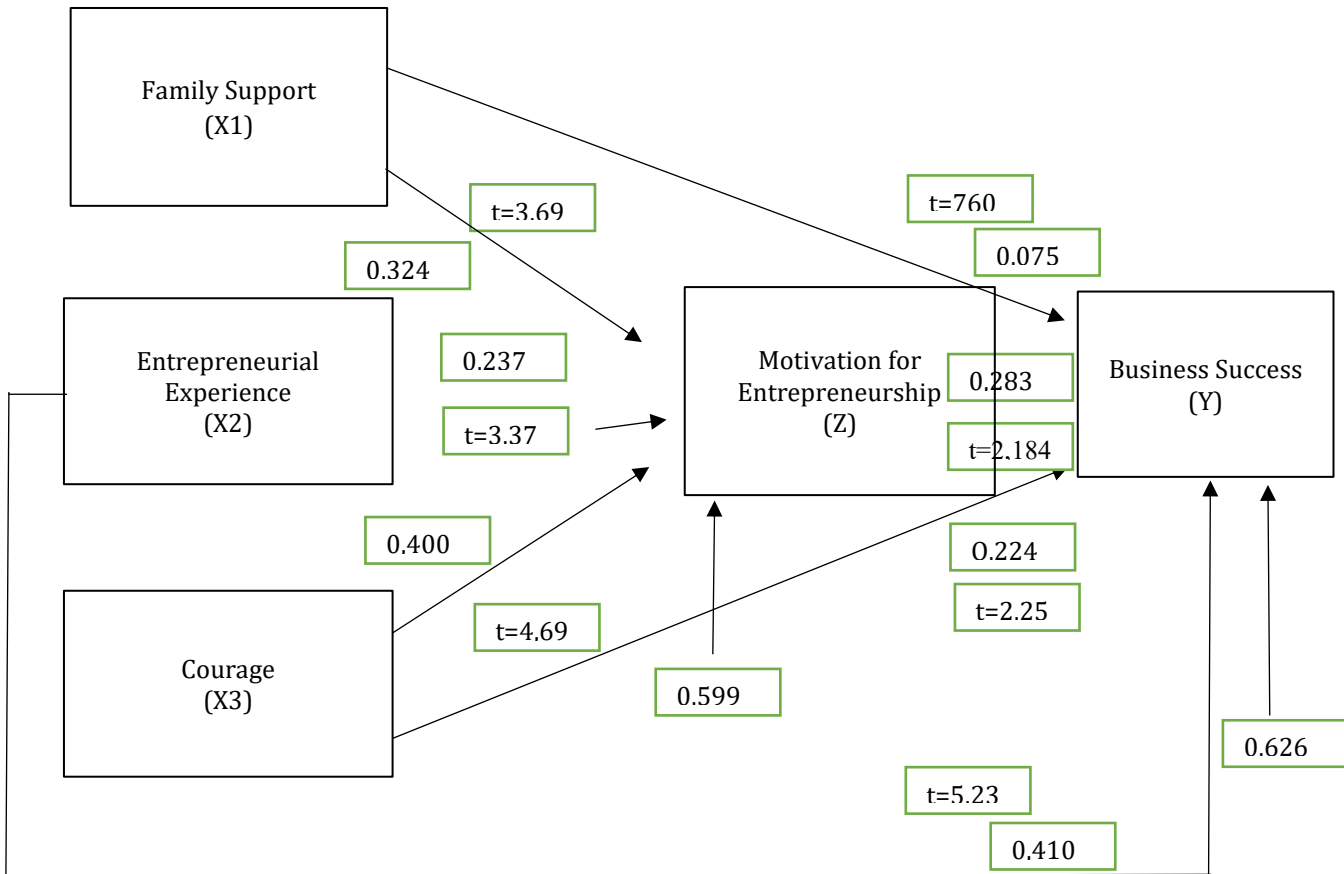
$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_2$$

$$Y = 0,075 X_1 + 0,410 X_2 + 0,224 X_3 + 0,238 Z + 0,599$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_1$$

$$Z = 0,324 X1 + 0,237 X2 + 0,400 X3 + 0,626$$

The following are the results of path analysis in diagram form.



**Figure 2:** Path Analysis Result Model

Figure 2 above explains the standardized beta and the magnitude of the indirect and direct effects of each variable.

Coefficient of determination:  $R^2 = 1 - P e 1^2 * P e 2 \dots Rm^2 = 1 - (0,626^2) (0,599^2) = 1 - 0,140 = 0,86$   
Based on the coefficient of determination above, it shows a direct and indirect influence of 0.86, or 86%. In other words, the information contained in the data (86%) is explained by the model. Meanwhile, (14%) is explained by variables outside the model or this research.

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### 3.3. DISCUSSION

#### 3.3.1. The Influence of Family Support on Business Success in Students at Makassar State University

The research results show a positive and significant relationship between family support and business success in students. According to Aldrich & Carolisson (2020), family support is a fundamental social capital influencing entrepreneurial success, especially in the early stages of business development. Research by Jiang et al. (2019) confirms that family support is not only material but also psychological, providing motivation and encouragement for students to develop their entrepreneurial potential.

Research findings indicate that students who receive full family support tend to have higher self-confidence in running their businesses. This aligns with research by Wu & Li (2022), which emphasized the importance of family support in establishing a conducive entrepreneurial ecosystem, where moral and instrumental support from the family significantly contribute to student business success.

### **3.3.2. The Influence of Family Support on Motivation in Students of Makassar State University**

Research has shown a positive and significant influence between family support and entrepreneurial motivation. According to Chen et al. (2018), the family environment is a crucial factor in shaping the entrepreneurial motivation of young people. Supportive families provide moral encouragement, advice, and even capital assistance, which can increase students' motivation to become entrepreneurs.

Research findings by Nguyen et al. (2021) indicate that students who receive optimal family support have higher levels of motivation in developing their businesses. This is confirmed by a study by Lee & Park (2017), which showed that family support acts as a motivational catalyst, providing confidence and enthusiasm to face entrepreneurial challenges.

### **3.3.3. The Influence of Entrepreneurial Experience on Motivation in Students of Makassar State University**

The research results revealed a positive and significant relationship between entrepreneurial experience and motivation. According to Sarasvathy (2018), direct experience is the most influential source in building motivation and self-confidence in entrepreneurs. Students with entrepreneurial experience will better understand business dynamics and have higher intrinsic motivation.

Kim & Sherraden's (2020) study supports this finding, emphasizing that entrepreneurial experience is a transformative learning process that is not merely a transfer of knowledge, but also comprehensively shapes entrepreneurial competencies and motivation.

### **3.3.4. The Influence of Courage on Motivation in Students of Makassar State University**

Research demonstrates a significant relationship between courage and entrepreneurial motivation. In the context of the digital economy, Acs et al. (2016) emphasized that the courage to take risks is a fundamental characteristic of a modern entrepreneur. Students with high courage tend to have stronger motivation to overcome the challenges of entrepreneurship.

Recent research by Naudé et al. (2019) confirms that courage is not just the ability to face risks, but also the ability to adapt and innovate in a dynamic business environment.

### **3.3.5. The Influence of Courage on Business Success in Students of Makassar State University**

Research results show a positive relationship between courage and business success. Shane & Venkataraman (2018) stated that the courage to take calculated risks is a significant

predictor of contemporary entrepreneurial success. Students with high courage are more adaptable in facing market changes and challenges.

Shane et al.'s (2020) empirical study shows that courage coupled with strategic understanding provides a competitive advantage in achieving business success.

### **3.3.6. The Influence of Entrepreneurial Experience on Business Success of Makassar State University Students**

Research reveals a positive and significant relationship between entrepreneurial experience and business success. According to Westhead & Wright (2015), entrepreneurial experience is invaluable intellectual capital in determining business success.

A comprehensive study by Davidson & Honig (2018) confirms that the broader a student's entrepreneurial experience, the greater their ability to manage risk, develop strategies, and achieve business success.

### **3.3.7. The Influence of Motivation on Business Success in Students of Makassar State University**

Research demonstrates the positive and significant influence of motivation on business success. In their goal-setting theory, Locke & Latham (2017) emphasized that motivation is a key predictor of entrepreneurial success.

A meta-analysis by Rauch & Frese (2018) demonstrated a direct correlation between entrepreneurial motivation and business performance and success, confirming that motivation is the driving force behind achieving entrepreneurial goals.

### **3.3.8. The Influence of Family Support on Business Success through Motivation in Students of Makassar State University**

The research results show that family support influences business success through motivation as a mediating variable. According to Kim & Lee (2018), family support is not only material but also forms a motivational ecosystem that encourages entrepreneurial success. Their research confirms that family support is a significant social capital in shaping students' entrepreneurial trajectory.

The findings of this study support the study by Zhang et al. (2020), which emphasized the role of the family in creating a conducive environment that motivates and supports business development. This study demonstrated that family support indirectly provides self-confidence and motivation, contributing substantially to students' business success, emphasizing the importance of the family context in youth entrepreneurship.

### **3.3.9. The Influence of Entrepreneurial Experience on Business Success through Motivation in Students of Makassar State University**

This research proves that entrepreneurial experience influences business success through motivation. Sarasvathy & Venkataraman (2017) in their research emphasized that entrepreneurial experience is a complex learning process that shapes motivation and business success strategies. They demonstrated that each entrepreneurial experience builds cognitive abilities that transform potential into performance.

These results align with research by Rauch et al. (2016), which showed that past experience not only transfers knowledge but also shapes intrinsic motivation, significantly contributing to future

business success. Their study reinforces the argument that entrepreneurial experience is a key mechanism in developing entrepreneurial competency and motivation.

### **3.3.10. The Influence of Courage on Business Success through Motivation in Students of Makassar State University**

Research findings reveal that courage influences business success through motivation. According to Shane & Venkataraman (2018), true entrepreneurs are those who dare to take calculated risks. They emphasize that courage is not simply a reckless act, but rather the motivation to exceed one's limits with a measured strategy.

This research supports the findings of Naudé et al. (2019), who emphasized that courage, mediated by motivation, plays a crucial role in determining business success. Their study demonstrated that motivation acts as a psychological mechanism that transforms courage into effective entrepreneurial action, highlighting the complexity of psychological factors in entrepreneurship.

## **4. CONCLUSIONS AND SUGGESTION**

Based on the results of the research and discussion, it can be concluded that directly and indirectly Family Support, Entrepreneurial Experience, Courage, Motivation have a significant influence on Business Success in Makassar State University students. Overall, the results of this study show a direct and indirect influence of 0.86 or 86%, which means that 86% of the information contained in the data is explained in this research model. Meanwhile (14%) is explained by variables outside the model or this study. This shows that the higher the Family Support, Entrepreneurial Experience, and Courage of a student, the more it will affect Motivation as an intermediary variable and become a shaper of the Business Success of Makassar State University students.

Based on the results of this study, the researcher provides recommendations, namely that this study can be a source of information or reference for teaching staff or lecturers to later direct and guide students regarding the development of student skills in entrepreneurship. Students are expected to further deepen skills related to business management so that they are not focused solely on the products produced, but must be able to carry out product marketing activities and make decisions regarding business evaluations with the aim of growing the business. Finally, for future researchers, they should strive to deepen and expand this research both in terms of variables and the development of research methods.

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