Enterpriser *(Journal of Sustainability and Entrepreneurship)*

THE INFLUENCE OF MARKET-DRIVEN ENTREPRENEURSHIP TOWARDS THE ENTREPRENEURSHIP INTENTIONS OF UNIVERSITAS BANDAR LAMPUNG STUDENTS

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Abstract

Entrepreneurship is one way to reduce unemployment in a country. Apart from that, entrepreneurship is also important to advance a country's economy. Economic growth can be achieved if a country has many entrepreneurs. In 2019, the statistics indicate that the proportion of entrepreneurs in Indonesia amounts to a mere 3.4% of the entire Indonesian population. When compared with other ASEAN countries, such as Singapore, which has reached 7%, and Malaysia, which has reached 5%, the level of entrepreneurship in Indonesia remains very low.
As time goes by, a person's way of moving in the business sector begins to develop. Nowadays, people are no longer trying to provide improvements in public finances. Market-driven innovation, new opportunities, and digitalization are important things that can increase product sales.
Therefore, to deal with this phenomenon, this research was aimed at finding out whether students have an interest in entrepreneurship based on the types of markets that currently exist. This research employed partial least squares (PLS) methods using SmartPLS 3.0. Samples of as many as 200 Universitas Bandar Lampung students were taken for this study.
As the data was gathered, the results showed that market-driven entrepreneurship had an influence on students' interest in being entrepreneurs..

Keywords: Enterpreneurship, market driven, interest, entrepreneurship, student.

INTRODUCTION

Kamus Besar Bahasa Indonesia defines intention as a very high desire for something—passion. Intrinsically, entrepreneurship is considered an important element to balance competition in a competitive market environment and increase economic prosperity for the country (G. Anwar & Abdullah, 2021). Entrepreneurship has become very popular due to its significant impact on the economic development of certain regions (Crijns & Vermeulen, 2007). Entrepreneurship intention can be inferred that it is a significant determinant of motivated conduct and serves as the initial stage of the entrepreneurial process. (Meoli et al., 2020).

A dedicated entrepreneur in the market will be able to understand current consumer needs and opportunities for unseen needs (opportunity-driven) and the development of a business movement to coordinate all its business operations to provide extraordinary value to customers through innovation (driven innovative entrepreneurship) (Kompas.com, 2015). In the past, the main factor in entrepreneurship was to increase finances. Along with time, innovative context is an important thing that can increase the selling power of products in markets (Galindo & Méndez, 2014).

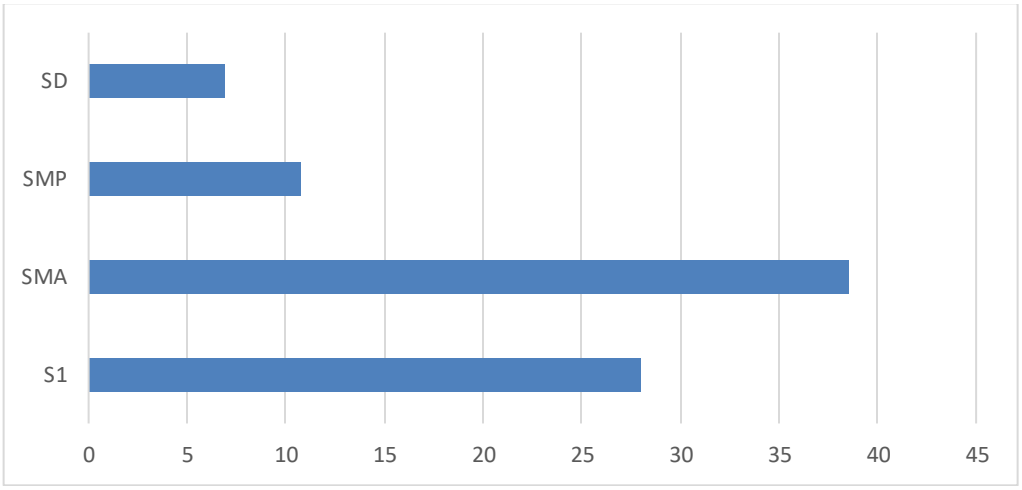
According to Kompasiana.com, men who create a new business, product, or service from within a business (corporate entrepreneurship) can generate growth and new income through entrepreneurial actions aimed at creating value, increasing revenue, and provoking innovation from within the company from an entrepreneurial point of view. It is hoped that the application of corporate entrepreneurship can

produce new innovations in entrepreneurship. Entrepreneurs need to be aware of current opportunities to be ready for continued innovation. One of the economic novelties resulting from the impact of globalisation is digitalization in the economic sector. Digital entrepreneurship refers to a form of entrepreneurship where the physical components of a traditional organisation are digitised, leading to a transition from traditional entrepreneurship to the management and operation of firms in the digital era (Youssef et al., 2021).

As globalisation progresses entrepreneurship is becoming increasingly important in tackling the challenges of global economic competition, especially in terms of fostering creativity and innovation (Lee & Peterson, 2000).

As reported by BPS, the number of young entrepreneurs in Indonesia is 3.4%, and most of them are high school graduates 38%, followed by 28% of individuals hold a bachelor's degree. This percentage lags far behind the percentages of other ASEAN countries, such as Singapore (8.76%), Thailand (4.26%), and Malaysia (4.74%).

Table 1.1. Data from Badan Pusat Statistik on the latest education of entrepreneurs in Indonesia



Source: databoks.katadata.co.id

According to Yudi Candra, a digital economy expert, the total number of microbusinesses in Indonesia by the end of 2018 was 58.91 million, while the number of small companies was 59,260. There were a total of 4,987 medium-sized firms. However, a mere 5% of enterprises have embraced digitalization, whereas in countries of significant size such as the United States, a staggering 90% of businesses have used digital technologies. The remaining entities adhere to traditional approaches in their business development (Kompas.com, 2019).

Educational institutions, especially universities, should be able to increase their graduates interest in entrepreneurship. Educational institutions need to support their students to raise awareness of the importance of entrepreneurship. Universitas Bandar Lampung has implemented entrepreneurship classes, entrepreneurship seminars, and invited entrepreneurial speakers that have succeeded in innovating their entrepreneurship. The existence of these factors can be evidence that entrepreneurial encouragement is now considered important to be given to all students (Paramitasari & Muhyadi, 2016).

After various classes have been made to make entrepreneurship known to students, there are so many benefits that can be obtained from entrepreneurial activities. Therefore, the researcher wants to conduct research to find out how much interest students have in wanting to become entrepreneurs, and the researcher feels it is important to conduct research on how opportunity-driven, innovative entrepreneurship, corporate entrepreneurship, and digital entrepreneurship, which were moderated by innovative context, have an impact on increasing entrepreneurship intentions for students at the

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THEORETICAL BASIS

2.1. Entrepreneurship intentions

The effectiveness of entrepreneurship is influenced by the goals and conduct of entrepreneurs (Laviolette et al., 2012). Self-efficacy is a cognitive characteristic that encourages the undertaking of entrepreneurial activities. This tool assists entrepreneurs in efficiently carrying out the entrepreneurial process, which encompasses identifying possibilities, allocating resources, and surmounting business obstacles (Chen et al., 1998; Pillis & Reardon, 2007). Prior research suggests a robust association between entrepreneurial efficacy and attitudes towards entrepreneurship, as well as aspirations to participate in entrepreneurial endeavours (Roy et al., 2017; I. Anwar et al., 2020; Hassan et al., 2020).

2.2. Opportunity-driven entrepreneurship

Opportunity-driven entrepreneurship is a deliberate choice based on the recognition and analysis of unique business ideas (Reynolds & Camp, 2002). Opportunity-driven entrepreneurship, unlike need-based entrepreneurship, embeds innovation and technological progress so that it becomes a productive form of business (Mrożewski & Kratzer, 2017). Institutions that contribute to innovative contexts enable the creation of new technological knowledge. A venture possesses the capacity to provide innovative goods and services, thereby capitalising on market opportunities that arise from this expertise (Ali et al., 2020).

H1. Opportunity-driven entrepreneurship has an influence on innovative contexts.
H5. Opportunity-driven entrepreneurship has an influence on entrepreneurial intention

2.3. Innovative entrepreneurship

Innovative entrepreneurship (IE) refers to a type of firm that introduces novel products or services while offering goods and services at reduced expenses (Mrożewski & Kratzer, 2017). Innovation encompasses any economic transformation that embodies creative elements (Hayek, 2001), and empirical evidence has demonstrated that innovative initiatives yield significant economic effects (Wennekers et al., 2005). Various variables contribute to variations in entrepreneurial activity and the establishment of innovative entrepreneurship in emerging nations (Shane & Venkataraman, 2001). The individual must possess the cognitive and behavioural preparedness at a small-scale level to recognise potential prospects, commence actions, persevere, and attain triumph. Moreover, macro factors establish limits for the growth of creative businesses by influencing the environment in which individuals seek for chances. Hence, the interplay between the two sets of characteristics ultimately governs the extent of innovative business ventures in specific nations. This issue holds significant importance in developing nations, where there are substantial obstacles to innovation, such as inadequate protection of intellectual property rights (El-Khoury, 2014), inefficient financial markets, limited understanding of when innovation and necessary improvements should occur (Caiazza, 2016), and user uncertainty about how to use, the risks associated with, and the suitability of an innovative product (Edler, 2011).

Everett Rogers, an innovation expert in the market world, explained that innovative context is a process of adopting new perceptions in the form of ideas, practices, and objects from a person or other unit.

H2. Innovative entrepreneurship has an influence on the innovative context.
H6. Innovative entrepreneurship has an influence on entrepreneurial intentions.

2.4. Corporate entrepreneurship

As stated by Kuratko (2007), corporate entrepreneurship is defined as an organisation's efforts to build sustainable competitive advantages to generate profitable growth. Corporate entrepreneurship uses strategic entrepreneurship, which includes organisational rejuvenation, business model reconstruction, strategic renewal, and sustainable regeneration. Entrepreneurship can take the form of a venture, involving the creation of a new division within an organisation; alternatively, it can encourage innovation by exploiting untapped markets or by introducing new products.

H3. Corporate entrepreneurship has an influence on the innovative context.
H7. Corporate entrepreneurship has an influence on entrepreneurial intentions.

2.5. Digital entrepreneurship

Digital entrepreneurship refers to a form of entrepreneurship where the physical components of a traditional organisation are digitised, resulting in a shift from traditional methods of business creation and operation to a digital era. The digitalization phenomenon causes various implications through rapid and transformative changes. Many opportunities for entrepreneurial activities are created through digitalization.

H4. Digital entrepreneurship has an influence on innovative contexts.
H8. Digital entrepreneurship has an influence on entrepreneurial intentions.

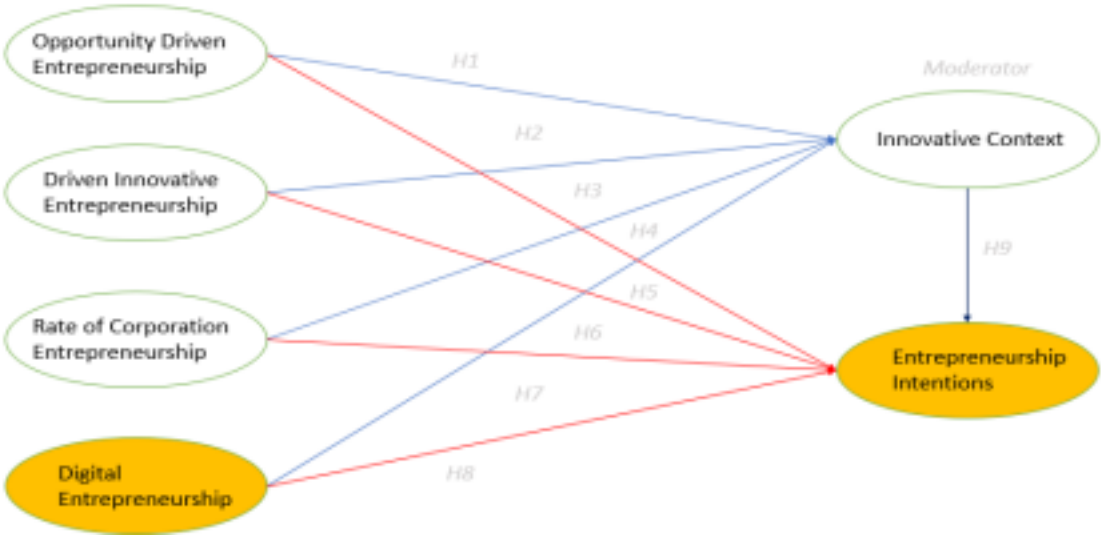
2.6. Innovative context

The innovation environment, also known as the innovative context, encompasses both public and commercial entities that allocate resources towards research and development. This includes scientific research institutes as well as collaborations between universities and industries, all of which facilitate the generation of novel technologies (Ali et al., 2020a). Novel entrepreneurial innovations possess the capacity to generate prospects for introducing inventive items and services, thereby addressing market voids resulting from innovation (Ali et al., 2020a). A study conducted in the United States has shown a positive association between the amount of growth of new businesses and many characteristics, such as research and development spending, patents, economic concentration, pro-competition laws, and labour mobility (Choi & Phan, 2006). In 19 European Union nations, there is a direct correlation between the allocation of funds towards research and development by higher education institutions and an increase in the number of newly founded enterprises (Murdock, 2012).

In more economically advanced nations, the pace of entrepreneurial development in the market surpasses that of less developed countries. Nevertheless, when considering the broader perspective, it may be inferred that innovative environments will exert a favourable influence on entrepreneurship (Ali et al., 2020a).

H9. Innovative context has an influence on entrepreneurial intentions.

2.7. Theoretical Framework



METHOD

3.1 Data

This research used mixed methods, which basically combine quantitative and qualitative methods. The data source obtained from research mixing more than one type was aimed at understanding a phenomenon more deeply and more fully. The primary objective of employing mixed techniques is to enhance the robustness of research findings and to achieve a more comprehensive understanding of the subject matter. However, it is crucial to guarantee that each method employed in the mixed method approach yields research findings that contribute to comprehensive conclusions and enhance the overall effectiveness of the methods used (D. Sugiyono, 2013).

This research was designed to find out the influence of opportunity-driven, innovative entrepreneurship, corporate entrepreneurship, and digital entrepreneurship, which was moderated by innovative context, on an increase in entrepreneurial intentions. The population is the whole Research subjects, as Arikunto (2010) defines, "population as a region generalisation consisting of objects or subjects that have certain characteristics and have an equal opportunity to be selected to be members of the sample." Based on the definition mentioned above, it can be inferred that population refers to the complete entity or subject under investigation that possesses specific attributes. Similar outcomes can be anticipated from the traits. The study focused on a sample of 200 students who were enrolled in the economics and business programmes at Universitas Bandar Lampung. This study employed purposive random sampling as the sample methodology.

3.2 Variable Measurement

A questionnaire was employed as the data-gathering method in the investigation. Sugiyono (2017) defines a questionnaire as a method of gathering data by presenting a series of questions or written statements to respondents for their responses. The research used a closed-ended questionnaire, wherein respondents were required to select a single answer from the provided options. A research instrument is a device used by a researcher to quantify a phenomenon that has transpired. The research employed a written questionnaire as the data collection tool, consisting of a series of statements designed to elicit respondents' answers.

The Likert scale is utilised to quantify the attitudes, perspectives, and perceptions of an individual

or a group about social matters. Sugiyono asserts that the Likert scale spans from a minimum score of 1 to a maximum score of 4, allowing for the assessment of the respondent's degree of agreement or disagreement. The expected results indicate that the answers given by the participants will be more relevant. The Likert scale is utilised to quantify the attitudes, perspectives, and perceptions of an individual or a group about social matters. Sugiyono asserts that the Likert scale spans from a minimum score of 1 to a maximum score of 4, allowing for the assessment of the respondent's degree of agreement or disagreement. The expected results indicate that the answers given by the participants will be more relevant. The numerical scale used in this context assigns a value of 1 to indicate a strong disagreement (STS), a value of 2 to indicate a disagreement (TS), a value of 3 to indicate agreement (S), and a value of 4 to indicate a strong agreement (SS).

3.3 Operational Variables

Variable operationalization refers to the process of defining and measuring the attributes of a person, item, or activity that are of interest to researchers. These attributes are carefully selected and examined in order to derive meaningful conclusions (D. Sugiyono, 2013). Opportunity driven entrepreneurship (Nasiri & Hamelin, 2018) 2. Driven innovative entrepreneurship (Yusuf, 2013), Rate of corporation entrepreneurship (Yusuf, 2013), Digital entrepreneurship (Elnino Jigi, 2021), Innovative context (Diah Andam Suri, 2021), Entrepreneurship intentions (Safitri & Nugraha, 2022).

Indicator	Quesionary Question
Opportunity driven entrepreneurship	1. I choose to be an entrepreneur to take advantage of business opportunities because I do not have a better choice on the job field (ODE1) 2. I want to renew an existing product into a new product (ODE2) 3. I intend to revitalize business ideas (ODE3)
Driven innovative entrepreneurship	4. I will create new innovations, from things on the market (DIE2) 5. I am interested in opening new markets to expand the network (DIE3) 6. I am keen to create new business innovations (DIE4)
Rate of corporation entrepreneurship	7. I agree with increased service to attract new consumers (CE1) 8. I want to renew the basic competitiveness of the company (CE2) 9. I will renew enterprise organizational structure for the development of my business (CE3) 10. I will establish cooperation with other business partners to run the enterprise (CE4) 11. I agree to the selection of appropriate distribution channel forms (CE5)
Digital entrepreneurship	12. I agree that digital entrepreneurs will earn better income (DE1) 13. I agree with digital entrepreneurship because I will have a high chance of success (DE2) 14. Digitalization is easier to show my skills on public (DE3) 15. I have a desire to be a digital entrepreneur in a field I'm dedicated to so that more people can be known. (DE4)
Innovative context	16. I'm planning a working procedure in my work area (IE1) 17. I took alternative solution for problems in my job (IE2) 18. I intend to be a start-up with new ideas (IE3
Entrepreneurship intentions	19. I'm interested to be an entrepreneur so I'll be having new experiences (EI1) 20. I am interested in becoming an entrepreneur because I can reach a lot of people (EI2) 21. I have an interest in entrepreneurship because I am able to generate unlimited profits (EI3) 22. I am not sure I will be able to cope with the difficulties of developing an enterprise (IE4)

	23. I don't have the confidence to do business. (EI5)

3.4 Data Analysis

Data analysis was conducted with the Partial Least Squares (PLS) methodology with the aid of SmartPLS 3.0. Partial Least Squares (PLS) is a more effective approach for solving structural equation modelling (SEM) in comparison to alternative SEM approaches. Structural Equation Modelling (SEM) provides a higher level of flexibility in doing research that connects theoretical concepts with empirical data. Path analysis is a powerful approach in the social sciences that allows researchers to explore the connections between hidden variables. Partial Least Squares (PLS) is a robust analysis method that is not dependent on a large number of assumptions. The data is not required to adhere to a multivariate normal distribution. It is feasible to incorporate indicators from categorical, ordinal, interval, or ratio scales inside the same model. Moreover, it is not necessary for the sample size to be extensive (Ghozali, 2012).

The data is examined via the Structural Equation Modelling (SEM) Partial Least Squares (PLS) methodology. There are two methods, namely outer model analysis and inner model analysis. Hussein (2015) states that outer model analysis is conducted to verify the appropriateness of the measures employed in terms of validity and reliability, while inner model analysis is also performed. The purpose of the model analysis is to examine and evaluate the connection between underlying constructs.

RESULT AND DISCUSSION

4.1 Respondent Description

This research took a sample of 200 Bandar Lampung University students. From this sample, the majority of respondents were women (68.5%, n = 139) and men (31.5%, n = 63). Most of the participants' age range is 18 to 25 years. The specific information is provided in Table 4.1, which is located below.

Table 4.1. Profile and Characteristics of Respondents (n=200)

Attribute	Characteristics	Frequency (n)	Percentage (%)
Gender	Man	63	31,5%
	Woman	139	68,5%
Age	17 years	8	4%
	18-21 years old	94	47%
	22-25 years old	98	49%

Source: Processed Data (2024)

4.2 Outer Model Analysis

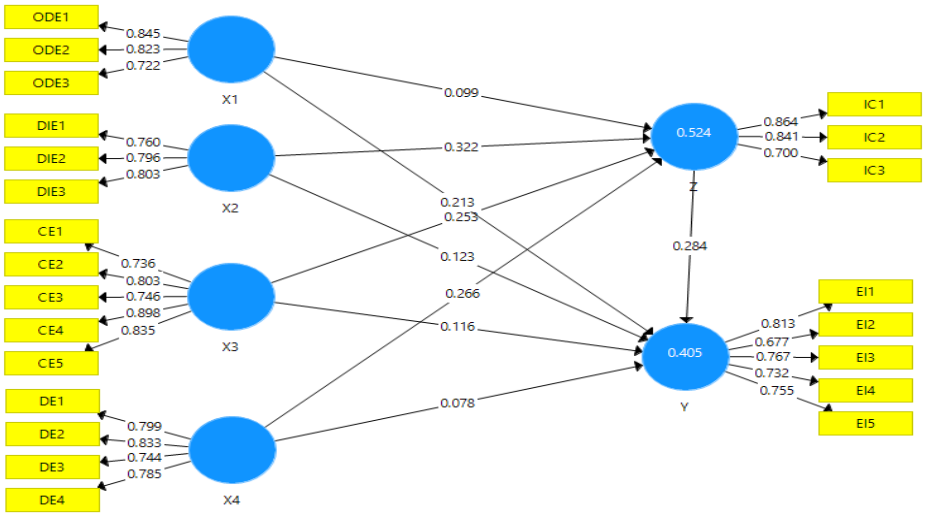
The outer model analysis examines the relationship among latent variables and their indicators, specifically identifying the connection between each indicator and the latent variable.

Experiments conducted on the external prototype: Convergent validity pertains to the degree to which various measurements of the identical concept exhibit a positive correlation, The convergent validity value pertains to the factor loading value of the latent variable in relation to its indicators. The projected figure exceeds 0.7, Distinctiveness of constructs. The factor cross-loading value is a valuable measure for

evaluating the discriminant validity of a construct. This process entails comparing the loading value of the specific construct being targeted with the loading values of other constructs. To establish acceptable discriminant validity, the loading value on the targeted construct should surpass the loading values on the other constructs, Measurement of Composite Reliability. Data that has a composite reliability over 0.7 demonstrates a substantial degree of reliability, A metric that quantifies the average amount of variance captured, The expected mean value should exceed 0.5. Cronbach's alpha. Cronbach's alpha is utilised to improve the dependability test. It is anticipated that all structures will possess a value exceeding 0.6.

4.2.1. Convergent validity

Figure 4.1. Outer Model



Source: Output Program Smart PLS, 2024
The Smart PLS output presents the results for loading factors

Tabel 4.2.1. Outer loading

	X1	X2	X3	X4	Y	Z
CE1			0.736			
CE2			0.803			
CE3			0.746			
CE4			0.898			
CE5			0.835			
DE1				0.799		
DE2				0.833		
DE3				0.744		
DE4				0.785		
DIE1		0.760				
DIE2		0.796				
DIE3		0.803				
EI1					0.813	
EI2					0.677	
EI3					0.767	
EI4					0.732	

EI5					0.755	
IC1						0.864
IC2						0.841
IC3						0.700
ODE1	0.845					
ODE2	0.823					
ODE3	0.722					

Source : Output Program SmartPLS, 2024

All indicators in the table have a loading factor greater than 0.70, indicating that they are all valid indicators for measuring the construct.

4.2.2 Discriminant Validity

Below are the cross loading values for each indicator:

Table 4.2.2. Cross loading

	CE (X3)	DE (X4)	DIE (X2)	EI (Y)	IE (Z)	ODE (X1)
CE1	0.667	0.356	0.518	0.476	0.409	0.306
CE2	0.764	0.436	0.476	0.387	0.561	0.345
CE3	0.793	0.379	0.437	0.468	0.586	0.450
CE4	0.665	0.296	0.403	0.367	0.422	0.367
CE5	0.633	0.272	0.350	0.335	0.453	0.379
DE1	0.513	0.790	0.346	0.352	0.450	0.226
DE2	0.359	0.830	0.311	0.375	0.424	0.239
DE3	0.305	0.750	0.373	0.291	0.414	0.277
DE4	0.386	0.792	0.248	0.359	0.479	0.303
DIE1	0.447	0.299	0.758	0.372	0.442	0.421
DIE2	0.484	0.314	0.797	0.396	0.464	0.322
DIE3	0.524	0.331	0.804	0.418	0.479	0.522
EI1	0.497	0.300	0.401	0.780	0.511	0.453
EI2	0.474	0.368	0.379	0.778	0.449	0.392
EI3	0.354	0.284	0.432	0.733	0.394	0.338
EI4	0.047	0.213	-0.056	0.142	0.181	0.125
EI5	-0.001	0.077	-0.094	0.087	0.081	0.080
IC1	0.536	0.472	0.477	0.510	0.800	0.386
IC2	0.400	0.319	0.187	0.253	0.592	0.219
IC3	0.545	0.400	0.526	0.494	0.746	0.473
ODE1	0.138	0.268	0.170	0.255	0.201	0.518
ODE2	0.380	0.235	0.341	0.405	0.357	0.758
ODE3	0.486	0.218	0.527	0.415	0.471	0.772

Source: Output Program Smart PLS, 2024

The results of the estimation in Table 4.2.2 demonstrate that each indicator item is linked to the construct of value cross-loading through a loading value. Thus, it may be deduced that all fundamental constructs or variables exhibit discriminant validity that exceeds the indicators in other categories.

4.2.3 Composite Reliability and AVE

Table 4.2.3. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	AVE
CE (X3)	0.748	0.832	0.638
DE (X4)	0.800	0.870	0.626
DIE (X2)	0.863	0.829	0.619
EI (Y)	0.800	0.663	0.626
IC (Z)	0.724	0.759	0.648
ODE (X1)	0.805	0.729	0.562

Source: Output Program Smart PLS, 2024

Based on the information provided in table 4.2.3 the average variance extracted (AVE) for each variable is greater than 0.50, indicating the reliability of all structures. The Table 4.2.3 displays the composite reliability value for each variable, indicating that the construct value is more than 0.60. The results indicate that each variable has achieved composite reliability, suggesting that all variables demonstrate a significant level of reliability. The object being referred to is a table demonstrates that all variables possess a construct value over 0.60, so suggesting that each study variable satisfies the criteria for Cronbach's alpha value.

4.3 Inner Model Analysis

Three strategies can be employed to evaluate the inner model. There are three methods to consider: examining R2, Q2, and GoF.

4.3.1. Coefficient of Determination (R2)

The R square value is obtained through data processing using the SmartPLS 3.0 programme:

Table 4.3.1. R Square Results

	R Square	Adjusted R Square
EI (Y)	0.524	0.514
IC (Z)	0.405	0.390

Source: Output Program Smart PLS, 2024

The table indicates the R square value for the variable *entrepreneurial intention (EI)* is 0.524. This gain explains the large percentage *of entrepreneurial intention (EI), which* is 52.4%. This means it is variable *opportunity-driven; driven innovative entrepreneurship, corporate entrepreneurship,* and *digital entrepreneurship* have an effect of 52.4% on the variable *entrepreneurial intention,* and Other variables account for the remaining 47.6%. Meanwhile, the coefficient of determination (R^2 value) for the variable *Innovative Entrepreneurship (IE)* is 0.405. This increase accounts for the significant proportion of *innovative entrepreneurship (IE), which* is 40.5%. This means the variable *opportunity-driven, driven innovative entrepreneurship, corporate entrepreneurship,* and *digital entrepreneurship,* amounting to 40.5%, has an effect

on the variable *Innovative Entrepreneurship (IE),* and the 59.5% is impacted by other factors.

4.3.2. Goodness of Fit (GOF) Assessment

The model's quality of fit is evident from the NFI value, which is pronounced fit when it is ≥ 0.662. Following are the obtained model fit values, as follows:

Table 4.3.2. Fit Models

	Model Saturated	Estimation Model
SRMR	0.098	0.098
d_ULS	2.637	2.637
d_G	1.070	1.070
Spend Square	1196.459	1196.459
NFI	0.663	0.663

Source: Output Program Smart PLS, 2024

The outcomes of the GoF assessment for the Partial Least Squares (PLS) model as presented in Table 4.3.2. The NFI score of 0.663 signifies a satisfactory level of fit.

4.4. Hypothesis test

Upon assessing the internal model, the subsequent stage involves scrutinising the hypothesised association between latent constructs in this study. The research utilised hypothesis testing through the analysis of T-statistics and P-values. The hypothesis is deemed accepted when the T-statistics value exceeds 1.96 and the P-values are below 0.05.

4.4.1. Direct Influence

The following results display the route coefficients, which indicate direct influence:

Table 4.4.1. Path Coefficient

	Sample	Mean	STDEV	T Statistik P Values	P Values	Results
CE (X3) -> EI (Y)	0.181	0.188	0.091	1.980	0.048	Significant
CE (X3) -> IC (Z)	0.390	0.388	0.072	5.421	0.000	Significant
DE(X4) -> EI(Y)	0.091	0.085	0.085	1.066	0.287	Not Significant
DE (X4) -> IC (Z)	0.251	0.253	0.059	4.222	0.000	Significant
DIE(X2) -> EI (Y)	0.076	0.079	0.094	0.809	0.419	Not Significant

DIE (X2) -> IC (Z)	0.168	0.171	0.073	2.307	0.021	Significant
IC (Z) -> EI (Y)	0.272	0.269	0.104	2.612	0.009	Significant
ODE (X1) -> EI(Y)	0.222	0.223	0.069	3.215	0.001	Significant
ODE (X1) -> IC (Z)	0.144	0.145	0.060	2.419	0.016	Significant

Source: Output Program Smart PLS, 2024

According to the provided table, out of the nine hypotheses that have a direct impact, two of them are not statistically significant, including *digital entrepreneurship* to *entrepreneurship intention* and *driven innovative entrepreneurship* to *entrepreneurship intention,* since the T-statistics value is less than 1.96 and the P-values are greater than 0.05, the first hypothesis is not significant. However, the other seven hypotheses are significant because the T statistics value is greater than 1.96 and the P-values are less than 0.05.

4.4.2. Indirect Influence

Mediating variables, or intervening variables, are intermediary elements that exist between the independent and dependent variables. Their purpose is to mitigate the direct impact of the independent variables on the alterations or development of the dependent variable. In the model, the moderator variable has the ability to influence and regulate the strength or orientation of the interaction between the two structures. A mediating variable is deemed important or significant if the T-value is statistically significant at a significance level of ≤0.05. The subsequent findings display the path coefficient that represents the impact of mediation in this study:

Table 4.4.2. Effects of Mediation

	Sample	Mean	STDEV	T Statistics	P Values	Results
CE (X3) -> EI (Y)	0.106	0.102	0.041	2.566	0.011	Significant
DE(X4) -> EI(Y)	0.068	0.070	0.034	1.986	0.048	Significant
DIE(X2) -> IC(Y)	0.046	0.046	0.027	1.681	0.093	Not Significant
ODE(X1)-> EI(Y)	0.039	0.040	0.025	1.589	0.113	Not Significant

Source: Output Program Smart PLS, 2024

The table indicates that two hypotheses are statistically significant as evidenced by T-Statistics values exceeding 1.96 and P-Values below 0.05. Conversely, two hypotheses are not statistically significant as indicated by T-Statistics values below 1.96 and P-Values above 0.05.

4.5. Discussion

Entrepreneurs use their creative and innovative abilities as a basis and resource to seek opportunities for

success (Barusman & Romli, 2019). At the moment, *innovative context* is an important thing that can increase the selling power of products, and products can be increasingly recognised in various markets (Galindo & Méndez, 2014). Entrepreneurs need to be aware of current opportunities to be ready for continued innovation. People with creative and innovative personalities (Barusman & Romli, 2019) are the ones who carry out creative businesses.

This research was aimed at analysing whether *opportunity-driven, driven innovative entrepreneurship, corporate entrepreneurship, dan digital entrepreneurship* have an influence on *entrepreneurial intention* through *innovative context* for students of the Universitas Bandar Lampung. The following is a discussion of the influence of *opportunity-driven, innovative entrepreneurship, corporate entrepreneurship,* and *digital entrepreneurship* on *entrepreneurial intention* through *innovative context:*

1. According to the test findings obtained from the initial hypothesis, it shows that there is a positive and significant influence between *opportunity-driven entrepreneurship* and *entrepreneurial intention.* This matter is based on the respondent's answer that UBL students will become entrepreneurs if they don't have good employment opportunities. UBL students also feel that they need to develop new opportunities in the market so as to influence the results of our efforts. Previous research results prove that the ability to seize opportunities in business has been proven to have a positive and significant effect on interest in entrepreneurship (Kuning, 2023).
2. The test findings of the second hypothesis indicate that there is an insignificant influence between *driven innovative entrepreneurship* and *entrepreneurial intention.* This is based on the respondents' answers that businesses carried out based on innovation and creativity do not have a big impact on UBL students interest in entrepreneurship. This result is supported by the results of previous research, which shows that the behaviour of most entrepreneurs in the market is lower in innovation because many organisations have advanced innovation and are more trusted by the market (Ali *et al.*, 2020b).
3. The test results of the third hypothesis demonstrate a strong and statistically significant beneficial influence between *corporate entrepreneurship* and *entrepreneurial intention;* this is based on respondents' answers that relationships between businesses have a big impact on business development. In previous research, businesses supported a *corporate entrepreneurial culture.* Apart from being able to improve business performance, it can also provide development for business actors so that in the future they have the provisions to develop their business interests (Suryawirawan & Firmansyah, 2019).
4. According to the test results of the fourth hypothesis, it is demonstrated that there is a negative and insignificant influence between *digital entrepreneurship* and *entrepreneurial intention*. In previous research, the majority of respondents expressed interest in digital market opportunities but did not really understand the features of digital platforms and did not have marketing skills. There were only 15 out of 95 respondents who had e-commerce platform accounts (Dina & Dewaranu, 2022).
5. The test results of the fifth hypothesis show a strong and statistically significant beneficial influence between *opportunity-driven entrepreneurship* and *innovative context.* This is based on the respondents' answers that innovative methods in a business system have no effect on businesses based on market opportunities. The results of this research support research conducted by Baker & Sinkula (2009) on small companies in the United States. So are the results of research conducted in China and Germany, which show a positive relationship between opportunity-seeking behaviour through entrepreneurial orientation and innovation (Rauch *et al.*, 2006).
6. According to the test results of the sixth hypothesis, it shows that there is a positive and significant influence between *driven innovative entrepreneurship* and *innovative context.* Based on the respondents' answers, a business that is run on the basis of innovation and creation will produce a new system so that the business follows existing developments. This is supported by the results of research by Ali (2020a), who found that innovation-based businesses develop better in conditions of market efficiency.
7. The test findings of the seventh hypothesis indicate that there is a positive and significant influence between *corporate entrepreneurship* and *innovative context.* This is based on respondents' answers

that relationships between businesses can increase business innovation. This is reinforced by previous research, including that the environment supports innovative activities and *corporate entrepreneurship* can replace startup activities (Ali *et al.,* 2020b).

8. The test results of the eighth hypothesis indicate a strong and statistically significant beneficial influence between *digital entrepreneurship and innovative context.* This is based on respondents' answers that digitalization in entrepreneurship can make it easier for business actors to sell their creativity through digitalization. As in previous research, respondents increasingly understand that advances in technology encourage the use of social media in all fields, one of which is the business sector, to become entrepreneurs (Prasetio & Hariyani, 2020).

The test results of the ninth hypothesis indicate a strong and positive correlation between *entrepreneurship intention* and *innovative context.* This is based on the respondents' answers that businesses that rely on the latest systems can stimulate UBL students interest in entrepreneurship. Previous research has stated that there is a relationship between innovation and entrepreneurial desirability, such as research conducted by Wurthmann (2013), which examined the relationship between innovation and entrepreneurial desirability among students who had taken entrepreneurship subjects in the United States.

CONCLUSIONS

5.1 Conclusion

From the study and analysis provided, it can be deduced that variables like as *opportunity-driven corporate entrepreneurship* have a positive and significant influence on *entrepreneurial intention.* Whereas *driven innovative* and *digital entrepreneurship* have a negative and insignificant impact on *entrepreneurship intention* because it has a p-value >0.05. Consequently, variables *opportunity-driven, driven innovative entrepreneurship, corporate entrepreneurship,* and *digital entrepreneurship* exert a beneficial and substantial influence on the *innovative context* because they have a p-value <0.05.

This research also examined how low interest in entrepreneurship is among people in developing countries like Indonesia, especially among students who have taken higher levels of education.

5.2. Suggestion

The outcomes of this research can be used to guide subsequent research development with the following ideas: it can explore why students lack self-confidence in entrepreneurship, and it can investigate why students prefer to work for a company rather than open their own business.

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