

The Role of Entrepreneurial Education towards Entrepreneurial Intention : A Theoretical Approach

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Abstract

This study aims to analyze the extent to which entrepreneurship education affects entrepreneurial intention. The research was conducted using a qualitative method, with a theoretical review approach. This research elaborates on previous research as a reference. The results showed that through entrepreneurship education is proven to affect entrepreneurial intention, through entrepreneurship education a person will be able to develop the knowledge, skills and attitudes needed in entrepreneurship.

Keyword: *Entrepreneurial Education, Entrepreneurial Intention.*

1. Introduction

In recent years, entrepreneurial intention has become one of the important issues that can affect the economic growth of a country, affecting the number of available jobs, innovation and creativity of the community and many more. Although currently there are many Micro, Small and Medium Enterprises that have sprung up, in reality there are still many problems that hinder the formation of entrepreneurial intentions.

One of the problems of the lack of entrepreneurial intention is the lack of entrepreneurship education obtained by the community. Entrepreneurship education is about teaching participants how to explore various opportunities and how to make good decisions about which opportunities to pursue (et al., 2023). Through entrepreneurship education, creativity and innovation are honed and developed, so that individuals will be motivated to start their own business. In addition, the role of cognitive adaptation plays an important role in building entrepreneurial intentions, it plays a central role in determining the goals that will be achieved after starting to carry out business activities.

Entrepreneurship education plays an important role in providing an in-depth understanding of the concepts and practices of entrepreneurship. Entrepreneurship education provides individuals with a deep understanding of the concepts and practices associated with entrepreneurship (Miranda et al., 2020). It allows to understand that being an entrepreneur, requires more than just starting a business, but also about creativity, innovation, risk-taking, and adaptability. This can be built through the education process, especially entrepreneurship education.

Moreover, the importance of entrepreneurship education cannot be overstated. By providing the necessary training and resources, Indonesia can prepare its citizens to become successful entrepreneurs through various educational programs. These educational programs cover a wide range of topics, from business management and planning to financial literacy and effective communication.

In addition, entrepreneurship education helps reduce the fear of failure. Entrepreneurs often face obstacles and setbacks on their journey. Through entrepreneurship education, the belief is built that failure is part of the entrepreneurial process and can certainly be a valuable experience.

Through entrepreneurship education from a young age, it can foster interest in entrepreneurship from an early age. Schools can implement a curriculum that encourages creative and innovative thinking, thus fostering early entrepreneurial interest. Furthermore, entrepreneurship education enables individuals to better understand the business environment (Neck & Greene, 2011). They learn about markets, competition, business opportunities and other important aspects of the business world. The knowledge gained early on can help in planning and making better decisions in the future.

Last, entrepreneurship education plays an important role in empowering the local economy. By instilling entrepreneurial knowledge and skills, an individual can become a business owner and contribute to the economic development of his or her neighborhood. This, in turn, can reduce social problems such as unemployment, alleviate poverty and promote economic sustainability in the neighborhood. The importance of the role of entrepreneurship education in fostering entrepreneurial interest cannot be underestimated. Through entrepreneurship

education, a strong foundation in entrepreneurship is built, which will eventually lead to successful entrepreneurs who contribute to economic growth in the surrounding environment.

2. Literature Review

2.1 Entrepreneurial Education

Entrepreneurship education is a fundamental component of modern education systems. It equips individuals with the knowledge, skills, and mindset necessary to navigate the complex world of entrepreneurship. This education goes beyond traditional academic subjects, fostering creativity, innovation, and the ability to identify and seize opportunities. It encourages a proactive approach to problem-solving and decision-making while instilling a sense of responsibility, adaptability, and resilience in aspiring entrepreneurs. Entrepreneurship education is crucial in today's rapidly changing global economy, as it empowers individuals to create their own opportunities, contribute to job creation, and address societal challenges. By nurturing a culture of entrepreneurship, it fosters innovation, drives economic development, and promotes self-reliance.

People who are equipped with entrepreneurship education will certainly have the ability to be globally competitive, they will know how to think about becoming a successful entrepreneur (Yan, 2018). Entrepreneurship education is one of the external factors needed when starting a business. Entrepreneurship education will be a very useful provision in entrepreneurship. Entrepreneurship education is an educational program that includes guidelines and illustrations in entrepreneurship such as starting, managing, and how to maintain a business (Mardiah et al., 2023).

An entrepreneur is characterized as someone who takes on challenges, devises strategies, oversees operations, arranges and manages the business, and exploits potential prospects while also showing initiative. They orchestrate the socio-economic aspects of their venture and are willing to face the possibility of setbacks, demonstrating leadership qualities and a penchant for innovation (Dana et al., 2021).

2.2 Entrepreneurial Intention

Entrepreneurial intention refers to an individual's willingness, determination, and motivation to engage in entrepreneurial activities, whether it's starting a new business or pursuing entrepreneurial opportunities within existing organizations (Yamini et al., 2022). It reflects a critical psychological aspect of entrepreneurship, as intentions often precede actual actions. Factors influencing entrepreneurial intention can vary, including personal characteristics, social norms, educational background, and the perceived desirability and feasibility of entrepreneurial endeavors.

Intention to become entrepreneurs is an important factor in realizing the knowledge and skills they have into a real business. However, intention itself is influenced by several factors. In the Theory of Planned Behavior describes the form of action, subjective norms and control as factors that precede individual interest and behavior. Attitude toward behavior, subjective norms, and perceived behavioral control are indicators that can influence individual intention or interest in making certain efforts (Wardani & Nugraha, 2021).

Understanding and fostering entrepreneurial intention is essential for promoting a culture of innovation and business development. It plays a important role in driving economic growth, job creation, and the overall entrepreneurial ecosystem, making it a significant focus in entrepreneurship research and policy-making.

3. Material and Method

This research method is a qualitative method that aims to provide the impact of entrepreneurship education on entrepreneurial intention. Data collection technique in this study is through a literature survey collected from the research library.

The technique taken in this study follows (Settles, 2009). This type of research is to examine a theory by comparing several existing theories in the literature or the results of previous research (Kompensasi et al., 2022). This paper elaborates some of the findings of researchers' previous reference findings.

3.1 Design Study



Figure 1 : *Research Model*

4. Result and Discussion

Entrepreneurship education has influence on entrepreneurship intention. It equips individuals with the knowledge, skills, and mindset required to embark on entrepreneurial journeys. Entrepreneurship education provides individuals with the necessary knowledge and skills to understand the intricacies of entrepreneurship. It covers essential topics such as business planning, financial management, marketing strategies, and risk assessment. This knowledge equips individuals with the competence and confidence to embark on entrepreneurial endeavors, subsequently influencing their intention to do so (Yousaf et al., 2021). People with advanced levels of formal education tend to be more inclined towards exploring entrepreneurial prospects (Arenius & Minniti, 2005).

5. Conclusion, Implication, and Recommendation

In conclusion, these studies collectively emphasize the importance of entrepreneurial education in shaping students entrepreneurial intention. The findings highlight Entrepreneurship education fosters a mindset of creativity and innovation. It encourages students to think outside the box, identify opportunities in the market, and develop unique solutions to address them. Educational institutions and policymakers should focus on creating a supportive, competent, and collaborative environment to foster a culture of entrepreneurship and inspire the next generation of entrepreneurs. In the research of (Giacomin et al., 2011) found that, one of the main barriers to building entrepreneurial intention in college students is

the knowledge factor, including a lack of management, business, accounting, and administrative knowledge.

Entrepreneurship education fosters a mindset of creativity and innovation. It encourages students to think outside the box, identify opportunities in the market, and develop unique solutions to address them. This nurtures an entrepreneurial spirit and a desire to explore new business ventures. The exposure to creative thinking and innovation inspires individuals to consider entrepreneurship as a viable and attractive career option.

Entrepreneurship education exposes students to successful entrepreneurial role models and case studies. Learning about the achievements and experiences of established entrepreneurs can be highly motivating. These success stories serve as real-life examples of the possibilities and rewards that entrepreneurship can offer, thereby positively impacting entrepreneurial intention.

6. References

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