

## **The Level of Student's Entrepreneurial Intention: Three Box Methode.**

**Retno Kurniasih<sup>1\*</sup>, Wahyudin<sup>2</sup>, Taufik Hidayat<sup>3</sup>**

<sup>1\*</sup> Universitas Jenderal Soedirman, retno.kurniasih@unsoed.ac.id, Indonesia

<sup>2</sup> Universitas Jenderal Soedirman, wahyudin2808@unsoed.ac.id, Indonesia

<sup>3</sup> Universitas Jenderal Soedirman, taufik.hidayata@unsoed.ac.id, Indonesia

\*retno.kurniasih@unsoed.ac.id

---

### **ABSTRACT**

The purpose of this quantitative research is to find out student preferences related to entrepreneurial intention using the Three Box Methode. The method used in this research is survey method. Data collection was carried out using a questionnaire. The population that becomes The target in this research is the millennial generation. The sample in this study was determined with a non-probability sampling technique, namely the purposive sampling method. The results showed that the desire for entrepreneurship among students was relatively high.

**Keywords:** Entrepreneurial Intention, Three Box Methode.

---

### **1. Introduction**

The generation born between 1995 and 2010 is known as Generation Z or Gen Z. Gen Z was raised in a technologically advanced and digitally linked world, which has aided in the development of their inventive and creative skills. When confronting new obstacles in their lives, Gen Z frequently offers amazing and courageous ideas. They are ideally suited to become entrepreneurs due to their combination of innovative thinking, courage in the face of difficulties, and creative abilities.

Both internally and externally, entrepreneurs play an extremely significant role. An entrepreneur can build self-confidence, increase creativity, and decrease their dependence on other people from within. In the meantime, entrepreneurship actively contributes to boosting economic activity on the outside by creating jobs, raising people's incomes, and boosting the output of local human resources. The huge rise of entrepreneurship in Indonesia will undoubtedly have a favorable effect on the expansion of the economy of the nation.

Jenderal Soedirman University, a State University, actively contributes to accomplishing this goal in light of the significant role that entrepreneurship plays in the nation's economic growth. To enhance the number of entrepreneurs, Jenderal Soedirman University has put in place several methods, such as support for entrepreneurial students through the Program Mahasiswa Wirausaha (PMW). In addition, Unsoed offers courses in entrepreneurship that students can select from, and some colleges have even made these courses a requirement for admission. More than that, Unsoed has also hosted several seminars on entrepreneurship, BNSP Industrial Entrepreneurship

Certification, and Merdeka Belajar Kampus Merdeka (MBKM) Entrepreneurship by offering complete subsidies for students, particularly at the Faculty of Economics and Business (FEB).

The purpose of this research is to determine the interest or intentions of Gen Z at Jenderal Soedirman University towards entrepreneurship.

## **2. Literature Review**

Entrepreneurial intention, according to Anggraini & Harmanik (2015), is the individual's will, desire, and readiness to work as hard as possible to meet their daily requirements without thinking about the risks they would encounter, as well as a strong will to learn from past failures. Furthermore, entrepreneurial intention is defined by Rahmadi & Heryanto (2016) as a person's internal propensity to be interested in starting a business, which afterward organizes, regulates, lowers risks, and develops the business they operate.

Based on the explanations above, the researcher concludes that entrepreneurial intention is an intention that arises in a person to carry out a business with strong determination, create business opportunities, dare to face risks, and always learn from failures that have occurred.

Entrepreneurial intention is an implementation of the theory of planned behavior or Theory of Planned Behavior (TPB) proposed by Ajzen (2005). The TPB explains that every planned individual behavior begins with an intention or intention to behave. TPB assumes that human behavior is conscious and driven by intention. The three driving factors of intention that will give rise to behavior include:

### *2.1 Attitude toward behavior*

Attitudes towards behavior are determined by beliefs about the consequences of behavior or can be called behavioral beliefs.

### *2.2 Subjective norms*

This refers to beliefs about whether most people approve or disapprove of the behavior. It involves a person's beliefs about whether their peers and people important to them think they should engage in this behavior.

### *2.3 Perceived Behavior Control*

Perceived behavioral control is an individual's perception of how easy or difficult it is to carry out a certain behavior. Perceived behavioral control varies depending on the situation and action, causing individuals to have different perceptions of behavioral control depending on the situation.

## **3. Research Methodology**

### Three Box Index Analysis Method

The goal of answer index analysis is to comprehend the descriptive justifications provided by study participants. Particularly in light of the research variables employed. A maximum score of 5 (five) and a minimum score of 1 (one) were utilized in this study's evaluation technique. The respondent's answer index was then determined using the formula:

$$\text{Index value} = \{(\% F1 \times 1) + (\% F2 \times 2) + (\% F3 \times 3) + (\% F4 \times 4) + (\% F5 \times 5)\} / 5$$

- F1: Number of respondents who chose answer 1 from the list of questions
- F2: Number of respondents who chose answer 2 from the list of questions
- F3: Number of respondents who chose answer 3 from the list of questions
- F4: Number of respondents who chose answer 4 from the list of questions
- F5: Number of respondents who chose answer 5 from the list of questions

According to Augusty Ferdinand (2006), the average score value from the calculations produced by the three-box approach will be used to determine the tendency of respondents' responses to each variable.

- Maximum value =  $(100\% \times 5) / 5 = 20$
- Minimum value =  $(100\% \times 1) / 1 = 20$

Augusty Ferdinand (2006) claims that the respondent's answer number does not begin with 0, but rather with one through ten. The final index number displays a score between 100 and 20, with an 80-point range. The range of 80 is divided into three equal parts using the three-box approach, yielding a range of 26.67 for each part, which will be used to interpret the index value as follows:

- 20% – 46,67% = low
- 46,68% – 73,33% = medium
- 73,34% – 100% = high

## 4. Results

Gen Z's entrepreneurial intentions at General Soedirman University will be explained in Table 1 below.

Table 1 Respondents' answers regarding Gen Z's entrepreneurial intentions

| Question   | Score |   |    |    |    | Amount Frequency | Index |
|--|-------|---|----|----|----|------------------|-------|
|  | 1     | 2 | 3  | 4  | 5  |                  |       |
| My goal is to become an entrepreneur and launch my own company.                          | 0     | 4 | 23 | 34 | 37 | 4.061            | 81%   |
| Working for someone else is less appealing to me than starting my business               | 0     | 8 | 33 | 24 | 33 | 3.837            | 77%   |
| I think starting my own business is a fascinating and potentially lucrative career path. | 0     | 1 | 15 | 33 | 49 | 4.327            | 87%   |

| Question   | Score |   |    |    |    | Amount Frequency | Index |
|--|-------|---|----|----|----|------------------|-------|
|  | 1     | 2 | 3  | 4  | 5  |                  |       |
| When I do activities relating to entrepreneurship or business, I feel joyful and passionate. | 0     | 2 | 21 | 35 | 40 | 4.153            | 83%   |
| <b>Average</b>   |       |   |    |    |    |                  | 82%   |

*Source: processed the data year 2022*

At Jenderal Soedirman University, Table 1's average value of Gen Z students' entrepreneurial intentions is 82%, placing them in the high group. This demonstrates that responses from respondents describing their intention to start their own business tend to fall into the high group. The entrepreneurial intention variable was essential in the respondents' eyes. The index score figure, which is higher than 70%, serves as evidence of this (Ferdinand, 2006, p. 273). Question 3 has the highest index value, while Question 4 has the lowest index value.

## 5. Discussion

Three indicators stand out as being particularly crucial for generating entrepreneurial intents, according to calculations made using the Three Box Analysis method. The first question concerns respondents' opinions of fascinating and potentially lucrative career paths. With an index score of 87%, starting their own business is a fascinating and potentially lucrative professional choice. This demonstrates that Gen Z students at Jenderal Soedirman University think starting their own business is a fascinating and potentially lucrative career path.

The respondent's perception is also connected to their feelings of joy and passion. They experience joy and passion while engaging in activities related to entrepreneurship or company, which results in an index score of 83%. This suggests that Gen Z students at Jenderal Soedirman University are content and enthusiastic about engaging in entrepreneurial or business-related activities.

The desire to start their own business and become an entrepreneur ranks as the next-highest signal. Respondents rated the index value for this indicator at 81%. This shows a high category for their desire to start their own business and become entrepreneurs.

## 6. Conclusion

According to the findings of the box method analysis using index numbers, there were three factors that respondents believed were crucial for developing strong entrepreneurial intentions. These factors included their perception that starting their own business was a fascinating and potentially profitable career path, as well as their feelings about doing so. Furthermore, feelings of joy and enthusiasm when carrying out activities related to business or entrepreneurship and their goal of becoming an entrepreneur and starting their own business. The implication that universities can make is to improve entrepreneurship education and provide support in terms of facilities and capital. For example, making entrepreneurship a mandatory subject, providing funding through grant programs, and holding entrepreneurship training events.

### References

Ajzen, I. (2005). *Attitudes, Personality and Behavior*. New York: Open University Press.

- Anggraeni, Harnanik. 2015. Pengaruh Pengetahuan Kewirausahaan Dan Lingkungan Keluarga Terhadap Minat Berwirausaha Siswa Kelas Xi Smk Islam Nusantara Comal Kabupaten Pematang. Vol. X No. 1. JPE DP.
- Augusty, Ferdinand. 2006. Method Study Management: Guidelines Study for Thesis, Thesis, and Dissertation Knowledge Management. Diponegoro University.
- Rahmadi, A. N., & Heryanto, B. (2016). Analisis Faktor-Faktor Yang Mempengaruhi Minat Berwirausaha Pada Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Kediri. EKONOMIKA Jurnal Ekonomi UniversitasKadiri, 1(2).