ABSTRACT

PENGARUH MOTIVASI, EFIKASI DIRI, PENDIDIKAN KEWIRAUSAHAAN, LINGKUNGAN KELUARGA, PENGARUH TEMAN SEBAYA, DAN LITERASI DIGITAL TERHADAP MINAT BERWIRAUSAHA GENERASI Z DI KELURAHAN TANJUNG BALAI KECAMATAN KARIMUN

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This study is motivated by the importance of fostering entrepreneurship among Generation Z amidst the growth of the digital economy. Generation Z possesses a strong affinity for technology and various digital platforms that can be leveraged to develop business opportunities. However, the inclination to pursue entrepreneurship as a career choice can be influenced by a range of internal and external factors. This study aims to analyze the influence of motivation, self-efficacy, entrepreneurship education, family environment, peers, and digital literacy on Generation Z's entrepreneurial intention. The results indicate that motivation, self-efficacy, entrepreneurship education, family environment, peers, and digital literacy each exert a positive and significant influence on Generation Z's entrepreneurial intention. Simultaneously, these six variables also have a positive and significant impact on Generation Z's entrepreneurial intention. These findings demonstrate that entrepreneurial intention among Generation Z is shaped by a combination of personal, educational, and social factors, as well as the ability to utilize digital technology.

Keywords: *motivation, self-efficacy, entrepreneurship education, family environment, peers, digital literacy, entrepreneurial intention, Generation Z.*