The Influence of Entrepreneurial Motivation and Family Business on the Entrepreneurial Decision of Generation Z Alumni of the University of Lampung

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi kewirausahaan dan keberadaan usaha keluarga terhadap keputusan berwirausaha alumni Generasi Z Universitas Lampung. Wirausahawan merupakan individu yang memiliki semangat kreativitas dan inovasi tinggi, sehingga membutuhkan motivasi kewirausahaan yang kuat untuk mencapai kesuksesan, termasuk dalam melanjutkan usaha keluarga. Namun, dari 25.228 lulusan Universitas Lampung tahun 2019–2023, hanya 1.732 orang yang menjadi wirausahawan, dan hanya 64 orang yang melanjutkan usaha keluarga. Penelitian kuantitatif ini menggunakan 325 responden alumni Generasi Z sebagai sampel, dengan pengumpulan data melalui kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, normalitas, regresi linier sederhana, dan uji-t. Hasil penelitian menunjukkan bahwa motivasi kewirausahaan berpengaruh positif dan signifikan terhadap keputusan berwirausaha, di mana dorongan untuk mandiri dan aktualisasi diri menjadi faktor pendorong utama. Selain itu, keberadaan usaha keluarga juga berpengaruh positif, karena dukungan moral dan motivasi dari keluarga mendorong alumni untuk melanjutkan dan mengembangkan usaha yang telah ada.

Kata Kunci: *Motivasi Berwirausaha; Usaha Keluarga; Keputusan Berwirausaha*

Abstract

Entrepreneurs are people with a high spirit of creativity and innovation in their lives, so they must have high entrepreneurial motivation to become successful entrepreneurs. Entrepreneurial motivation is also important in generating interest in entrepreneurship, especially in running a family business. At the University of Lampung, only 1,732 of the 25,228 graduates in 2019-2023 became entrepreneurs, and just 64 became entrepreneurs to continue the family firm. This study examines if entrepreneurial desire and family business impact Generation Z Lampung University alumni's entrepreneurial decisions. Generation Z University of Lampung graduates provided 325 eligible samples for this quantitative study. After questionnaire data collection, the study was assessed for validity, reliability, and normalcy using simple linear regression and the T test. The study and discussion show that (1) entrepreneurial motivation positively and significantly affects Generation Z Lampung University graduates' entrepreneurial choices. Lampung University graduates' entrepreneurial readiness depends on their drive for independence, self-realization, and other motivators. (2 Family company positively impacts University of Lampung

Generation Z alumni's entrepreneurial choices. The positive effect implies that the family gives respondents moral support and motivation to grow their company.

Keywords: *Entrepreneurial Motivation; Family Business; Entrepreneurial Decision*

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INTRODUCTION

In today's era of globalization, job competition has become increasingly competitive with limited employment opportunities, requiring individuals to think creatively and innovatively to maximize their skills and develop business ideas to meet personal needs while creating employment opportunities for others (Oie, Sendow and Lumantow, 2022). This competitive environment motivates young people from family business backgrounds to either continue their family enterprises or start their own ventures. Entrepreneurship involves identifying, developing, and bringing vision to life through innovative ideas, opportunities, and better operational methods, ultimately creating new businesses amid risk and uncertainty (Darmanto, 2016). Entrepreneurs possess the ability to recognize business opportunities, gather necessary resources, take appropriate actions, and exhibit the character to implement innovative ideas creatively to increase income (Sudrajat, 2011). Strong entrepreneurial motivation is crucial for success and significantly influences entrepreneurial interest, supporting individuals in achieving specific goals (Ardiawan, Kurniati & Hardati, 2022).

Family businesses are entities where family members are directly involved in ownership or operational functions (R. Heru Kristanto HC, 2009). Amit & Muller (1995) proposed two entrepreneurial motivation theories: the "Push" theory, where individuals are driven by negative external forces like job dissatisfaction or inflexible work schedules, and the "Pull" theory, where individuals are attracted to entrepreneurship seeking independence, self-fulfillment, and wealth. These factors can motivate alumni to pursue entrepreneurship amid limited job opportunities (Sinta Safitri, Usdeldi, and M. Taufik Ridho, 2024). Generation Z, those born between 1997 and 2012 (Dimock, 2019), face significant employment challenges. According to Lampung Province Statistics (BPS, 2024), approximately 2,976,000 residents are aged 12-27, with the oldest already seeking employment in a highly competitive environment.

Universitas Lampung, ranked first among seven top universities in Bandar Lampung by EduRank, has produced numerous successful graduates. Data from the Academic and Student Affairs Bureau shows 25,228 students graduated from 2019-2023, but the Career Development and Entrepreneurship Unit reports only 1,732 alumni chose entrepreneurship, with just 64 continuing family businesses. Herdjiono et al. (2018) identified four entrepreneurial motivation indicators: profit, personal freedom, personal dreams, and independence. Alumni cited various reasons for entrepreneurship: flexible schedules, entrepreneurial aspirations, higher income, job creation, and continuing family businesses. The university supports entrepreneurial development through facilities like the Consumer Cooperative (KOPMA), Economic

& Business Entrepreneur Club (EBEC), and Student Entrepreneurship Program (PMW).

Previous research by Saraswati and Hermawan (2022) found family businesses significantly influence entrepreneurial motivation among marble craftsmen in Tulungagung, where family enterprises prepare individuals for entrepreneurship through inherited businesses. Sunanto (2019) demonstrated that individual factors (motivation, personality, perception, learning, attitude, and communication) and environmental factors (culture, social class, reference groups, family, social roles, and status) positively influence students' decisions to become entrepreneurs. Halim and Sudyasjayanti (2020) concluded that entrepreneurial motivation and university environment affect students' career intentions as successors, though family business performance had no significant impact. This research aims to determine the influence of entrepreneurial motivation and family business on Generation Z Universitas Lampung alumni's decisions to become entrepreneurs, providing theoretical understanding and practical information for readers and inspiration for students to create business opportunities rather than merely seeking employment.

LITERATURE REVIEW

Entrepreneurship Motivation

Motivation—from the Latin word movere, meaning "to move,"—is the drive to perform and work hard. Motivation comes from two universal mechanisms: internal states that activate and push people to meet physiological requirements (drives) and "needs," which are motivational feelings caused by psychological or physiological deprivation. Motivation affects the intensity, direction, and persistence of effort toward personal objectives, according to Robbins and Judge (2011). Motivation drives human behavior toward internal homeostasis. Biological requirements, such as the desire for food, are universal and pertain to self-preservation, whereas social needs include connections (Murray, 1938). Social needs motivate goal-directed conduct. Poor people may work harder and study to secure their financial future (Van de Vliert, 2007). Motivation conversations generally concentrate on intensity, yet focused effort is needed to achieve goals.

Entrepreneurial motivation is the desire to start a business to make money and escape external circumstances Saraswati and Hermawan (2022). Herdjiono et al. (2018) establish four entrepreneurial motivation indicators: Profit motivates by setting earnings expectations and managing operational costs; Personal Freedom includes autonomy over time, rules, and reduced organizational constraints; Personal Dreams reflect the pursuit of a desired standard of living and freedom from others' visions and missions; and Independence generates pride from managing capital, operations, and oversight independently. Amit and Muller (1995) separate "Push" and "Pull" entrepreneurial incentive theories. The "Push" hypothesis holds that work discontent and tight schedules push people into entrepreneurship, whereas the "Pull" theory holds that autonomy, self-fulfillment, and riches attract them. Motivation drives people toward business ambitions.

Entrepreneurial Decision

Schiffman et al., (2004) defines decision-making as choosing between options. The five-step Kotler (2009) decision-making process includes issue awareness, information search, alternative assessment, decision-making, and post-decision behavior. Sudrajat (2011) defines entrepreneurship as the desire, enthusiasm, and

aptitude to create something new that benefits oneself and others. It reflects a proactive and creative approach to innovate and increase economic production and revenue. Entrepreneurial decision-making as the process by which individuals or prospective entrepreneurs identify and evaluate business alternatives and opportunities to pursue ventures that match their interests, despite risks, to achieve future welfare and financial independence. Desire and aptitude, strong resolve and hard effort, and opportunities and chances as entrepreneurial decision-making markers.

Ability is the skills gained via formal or informal education that impact entrepreneurial interest, while willingness is a deliberate motivation based on personal requirements (Basrowi, 2014). Successful entrepreneurs generally have an internal center of control, thinking their successes and failures are due to their own efforts, as Goodman noted. This definition of hard labor includes working long hours and smartly—delegating duties, using others' skills, and managing uncertainty. Finally, skilled and motivated people may take advantage of opportunities and chances. Entrepreneurial opportunity identification includes identifying a need for electronics service providers in a certain location and starting a firm to supply it (Nurchotim, 2012). The combination of these elements strongly influences entrepreneurship.

Family Business

Family businesses are owned or managed by relatives like spouses, children, or siblings (Saraswati and Hermawan, 2022). Andrea Calabrò et al. (2019) state that a firm is a family business if the proprietor identifies it as such. Suddaby and Jaskiewicz (2020) note that family enterprises are usually run by one family member, especially in key decisions. Succession, family contributions, and management define a family business. Succession is the transfer of company ownership and leadership between generations. Family members' expertise and passion provide value to company operations. Finally, family members who operate the firm manage resources, operations, and plans.

METHODOLOGY

Population and Sample

In research, the population is the complete group of people or things studied under a specified scope and aim (Sekaran & Bougie, 2016). This research includes all University of Lampung Generation Z graduates who graduated between 2019 and 2023 and pursued business. The University of Lampung Career and Entrepreneurship Development Unit (UPT Pengembangan Karir dan Kewirausahaan) has 1,732 alumni who match these requirements. Representative samples were needed for generalizable results. A subset of the population was picked using probability sampling, namely Simple Random Sampling, which gives each person an equal chance of selection (Sekaran & Bougie, 2016). With a 95% confidence level and 5% margin of error, the Slovin algorithm determined 325 respondents as the sample size.

The sample distribution was stratified by entrepreneurial motive (X1), family business (X2), and entrepreneurial decision-making (Y). The stratification used proportionate allocation based on UPT data. From the overall population, 528 were recognized as motivated, 64 as family business, and 1,133 as entrepreneurial choice.

The 325 respondents were distributed as 100 for X1, 12 for X2, and 213 for Y using proportionate sampling. A proportional and statistically justified sample was utilized to study how entrepreneurial drive and family business variables affect Generation Z alumni's entrepreneurial decision-making.

Operational Definition of Variables

To gather data and develop conclusions, researchers study factors (Sugiyono, 2017). This research uses independent and dependent variables. Entrepreneurial Motivation (X1) and Family Business (X2) effect other factors but are not influenced. Entrepreneurial motivation is the desire to start a business for money and freedom (Saraswati and Hermawan, 2022). Profit, personal freedom, aspirations, and independence are markers (Herdjiono et al., 2018). Family businesses are owned or managed by spouses, descendants, or siblings and evaluated by succession, family member contributions, and management structure. Using a Likert scale, respondents rate their agreement on both factors.

The independent factors affect the dependent variable, the Decision to Become an Entrepreneur (Y). This concept relates to how entrepreneurs find and pursue business opportunities to develop products and services for profit and well-being (Nurchotim, 2012). The decision-making process is assessed by willingness, capacity, strong resolve, hard effort, opportunities, and chances (Nurchotim, 2012). Operational definitions are essential to specify the methods used to measure each variable. For consistent assessment across constructs, this research uses a Likert scale for all variables.

Data Collection Methods

The data collection method used in this study is a questionnaire, which involves distributing a set of written questions or statements to respondents for them to answer. This technique enables researchers to gather information regarding thoughts, feelings, attitudes, values, perceptions, and behaviors (Sugiyono, 2017). The questionnaire used is a closed-ended type, where respondents select from predefined answer options. It is distributed online via Google Form to Generation Z alumni of Universitas Lampung who work as entrepreneurs, based on data from UPT Pengembangan Karir dan Kewirausahaan. Responses are measured using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2017).

Research Instrument Testing

This research uses SPSS to investigate instrument validity, reliability, and normalcy. A questionnaire is considered legitimate if its Kaiser Meyer Olkin (KMO), anti-image, and factor loading scores are > 0.5 (Ghozali, 2013). After reliability testing, a Cronbach's Alpha score of 0.6 or above demonstrates instrument consistency (Ghozali, 2013). Kolmogorov-Smirnov normality testing checks if residuals are normally distributed; a significance value over 0.05 implies normal distribution (Ghozali, 2013).

Data Analysis Methods

This research examines the link between one independent and one dependent variable using basic linear regression. Simple linear regression describes the influence of a single independent variable (X) on a dependent variable (Y) using the equation Y = a + bX, where "a" is the constant and "b" is the independent variable coefficient (Sugiyono, 2017). Data is processed using SPSS 20 for Windows. The t-test

assesses the independent variable's partial effect on the dependent variable during hypothesis testing. A variable has a substantial influence if Sig. is smaller than 0.05. Comparing the t-count to the t-table: if t-count > t-table, the hypothesis is supported (Ghozali, 2013). Use the formula $\alpha/2$; n-k-1 to get the critical value for t-table, where $\alpha = 0.05$, n = sample size, and k = number of predictors.

RESULT AND DISCUSSION

Respondent Identity

In this research, respondents were grouped by gender, business status, age, length, and kind of company. These characteristics assist explain the backgrounds and profiles of entrepreneurs, notably rural Universitas Lampung graduates from Generation Z. Gender breakdown showed that 210 respondents (64.62%) were male and 115 (35.38%) were female. The majority of responders were male, which may represent rural gender patterns where males are breadwinners. Male entrepreneurs are also seen as more risk-taking, imaginative, and forceful, which helps them maintain and grow family enterprises.

Most respondents owned family companies. 84 respondents (25.85%) managed their firms independently, while 241 (74.15%) continued family-owned businesses. The respondents' strong desire to protect and promote family businesses may be influenced by economic need and cultural ideas of family duty. Taking over a family company may also provide jobs and income without needing initial cash. The bulk of responders (224, 68.92%) were 26–28 years old, while 101 (31.08%) were 23–25. This suggests that most responses are young people, who are energetic, creative, and driven to start businesses. People in their productive years may manage and build enterprises, especially in rural areas with few formal work prospects. The majority of responders (152, 46.77%) have been in business for 3 to 4 years. 123 respondents (37.85%) have been in business for 1–2 years. A lesser number has operated for more than 4 years (7.08%), 2–3 years (4.92%), and less than 1 year (3.39%). This shows that many respondents have modest business experience but are currently developing their businesses. To guarantee company viability, young entrepreneurs need ongoing assistance and mentoring.

The largest company category was wholesale and retail commerce, with 163 responses (50.15%), followed by lodging and food services (17.54%), agriculture, forestry, and fisheries (9.85%), and cultural, entertainment, and recreational activities (6.46%). The rest worked in construction (6.77%), other services (3.39%), and miscellaneous enterprises (5.85%). The dominance of retail and trade firms suggests respondents choose low-barrier-to-entry, wide market appeal, and continuous demand. Rural locations are ideal for these firms since they match local consumption trends, especially Generation Z graduates.

Validity, Reliability, and Normality Test Results

The validity test was performed first to confirm that the questionnaire instrument employed in this study properly measures the target variables. The researcher pre-tested the questionnaire on 30 respondents to ensure its validity and reliability before distributing it to 325. SPSS 25 supported factor analysis for the validity test. Validity was measured by the Kaiser Meyer Olkin (KMO), Anti-Image Correlation, and Factor Loading values, which must be larger than 0.5. KMO, Anti-Image, and Factor Loading values were over 0.5 for all Entrepreneurial Motivation (X1), Family Business (X2), and Entrepreneurial Decision (Y) components. Therefore,

all questionnaire questions were valid and adequate for data processing. This shows that each statement accurately represents the study's measurement.

Next, the reliability test assessed respondents' response consistency across time and across instrument items. Reliability testing assessed instrument reliability using Cronbach's Alpha (α) with a minimum threshold of 0.60. Data analysis showed Cronbach Alpha values of 0.886 for Entrepreneurial Motivation, 0.845 for Family Business, and 0.924 for Entrepreneurial Decision. All these values are over 0.60 and have very high dependability according to the interpretation table (0.800 – 1.000 = very high). The questionnaire instrument utilized in this study is reliable and consistent, making the data trustworthy for analysis.

Finally, the normality test determined if regression model residuals are regularly distributed. This test is crucial for validating parametric statistical analysis. Normality was tested using the One-Sample Kolmogorov-Smirnov Test on the residuals, yielding a test statistic of 0.041 and an Asymp. Sig. 2-tailed of 0.200. The significance value is larger than 0.05, indicating normally distributed residual data. The regression model's normality condition is satisfied, hence linear regression may be used on the data. In conclusion, the validity and reliability tests show that the research instruments can measure the variables in this study. Additionally, the residual normality test verifies that questionnaire data may be utilized for regression analysis. Thus, this research contains solid data and can yield meaningful, scientifically sound outcomes.

Frequency Distribution of Respondents' Answers

This research examines the frequency distribution of University of Lampung Generation Z alumni's answers to entrepreneurial drive, family business impact, and entrepreneurial decision-making. These characteristics are explored to see how they affect alumni's entrepreneurial decisions. Descriptive statistics reveal respondents' overall trends and attitudes. The research shows that graduates are very entrepreneurially motivated. The Likert scale mean score for this measure was 3.74, showing a good attitude toward entrepreneurship. With a mean score of 3.83, the need for personal independence in business was the most prominent entrepreneurial motivation indication. This shows that respondents prioritize corporate autonomy and self-direction. Entrepreneurship theories highlight independence as a crucial motivator of venture formation. This group is driven by a desire to dominate their work environment and decisions.

Economic gain, along with personal freedom, motivates responders, with a mean score of 3.74 on the prospect of profit and financial reward. This shows how pragmatic and utilitarian business is, motivated by money and economic self-sufficiency. Notably, although most respondents saw entrepreneurship as a successful activity, there was considerable difference in optimism about financial gains, indicating that respondents should be realistic about entrepreneurial risks and returns. Interestingly, entrepreneurial drive connected to autonomous employment had a lower mean score of 3.52. This suggests that although respondents realize the difficulties of working independently, many see it as a natural and joyful experience. This suggests Generation Z graduates are self-confident and ready to take charge and handle risk. This supports current ideas that younger entrepreneurs are more open to entrepreneurship's risks.

Regarding family business impact, the findings show that family participation influences entrepreneurial choices among respondents. Mean score for this category was 3.55, indicating a good view of family business dynamics. Family business impact is seen in parents' direct engagement in company operations, which scored 3.82. This shows that many alumni firms are extensions of or closely tied to family-run businesses, where parents are involved in ownership, management, and mentoring. Younger family members may develop business skills in a supportive setting via such engagement. Another crucial variable is family members' active involvement, which averaged 3.67. This shows family involvement in company operations, strengthening emotional relationships and dedication needed to establish family businesses. According to the socioemotional wealth theory, family cohesiveness and legacy preservation are key motivators for company continuity in family enterprises. The usual company assessment with family members scored 3.35, which was lower. Family engagement is high, although structured business appraisals within the family framework may be rare. Family members' different schedules and priorities may limit this practice, resulting in ad hoc reviews. Therefore, some families may want to discuss performance with partners or staff rather than just themselves.

In entrepreneurial decision-making, respondents were typically enthusiastic and devoted to their businesses, scoring 3.68. This shows a strong commitment to entrepreneurship. Family support strengthened entrepreneurial commitment, as seen by the 3.72 score for company perseverance. Support networks boost entrepreneurial resilience and perseverance. With a mean score of 3.70, respondents believed they could manage risks and handle business problems autonomously. Entrepreneurship and success are strongly correlated with problem-solving self-efficacy. The mean score of 3.63 reflects a realistic but confident response to market issues, reflecting respondents' confidence about company success and eagerness to compete. Similarly, the focus on hard work and devotion to company development scored 3.63, emphasizing the relevance of effort and commitment in entrepreneurial results. The ability to seize chances and resources also influenced respondents' decisions. The highest score in this category was 3.75 for the belief that entrepreneurship may create jobs. This shows that graduates consider entrepreneurship as a tool for communal improvement as well as a personal economic activity. With a mean of 3.70, respondents' capacity to harness entrepreneurial expertise, networks, and market insights supports their strategic focus on company development and sustainability.

Simple Linear Regression Analysis

Simple linear regression analysis is a statistical method used to model the relationship between an independent variable and a dependent variable. In this analysis, the relationship between the variables is assumed to be linear, meaning that changes in the independent variable (X) are associated with constant or proportional changes in the dependent variable (Y). The results of the simple linear regression test examining the effects of entrepreneurial motivation and family business on entrepreneurial decision-making are presented as follows.

Based on the SPSS output, the constant (intercept) value is 19.774 (t = 11.916, $p < 0.001$), indicating the baseline level of entrepreneurial decision-making when the independent variables are zero. Entrepreneurial motivation has a regression coefficient (B) of 0.883 (t = 22.470, $p < 0.001$), and family business has a coefficient of

0.173 (t = 3.393, p < 0.001). These coefficients show that for every one-unit increase in entrepreneurial motivation and family business, the entrepreneurial decision-making score increases by 0.883 and 0.173 units, respectively. Both relationships are statistically significant, affirming their positive impact on entrepreneurial decision-making.

T-Test

Hypothesis testing is conducted to verify the research hypotheses, specifically to determine whether the independent variables have a significant effect on the dependent variable. In this study, the t-test was employed to test these hypotheses. The criteria for hypothesis testing are as follows: (1) If the calculated t-value (t_a) is greater than the critical t-value (t_t), the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected, indicating a significant effect of the independent variable on the dependent variable. (2) Conversely, if t_a is less than t_t, H_a is rejected and H_0 is accepted, indicating no significant effect.

Table 1. T-Test

Variable	t-calculated	t-table	Condition	Conclusion
Entrepreneurial Motivation (X1)	22.470	1.967	22.470 > 1.967	Ha accepted and H0 rejected
Family Business (X2)	3.393	1.967	3.393 > 1.967	Ha accepted and H0 rejected

For the entrepreneurial motivation variable (X1), the calculated t-value is 22.470, which exceeds the critical t-value of 1.967 at a significance level of 0.001 (p < 0.05). Therefore, H_a is accepted, and H_0 is rejected, demonstrating a positive and significant effect of entrepreneurial motivation on the entrepreneurial decision-making of Generation Z alumni at the University of Lampung. Hence, hypothesis H1 is supported. Similarly, the family business variable (X2) yielded a calculated t-value of 3.393, which is also greater than the critical value of 1.967, with a significance level of 0.001 (p < 0.05). This result leads to the acceptance of H_a and rejection of H_0, indicating that family business has a positive and significant influence on entrepreneurial decision-making among the same population. Therefore, hypothesis H2 is accepted.

The Influence of Entrepreneurial Motivation on the Decision of Generation Z Alumni of Lampung University to Become Entrepreneurs

This research confirms the first premise that entrepreneurial motivation positively and significantly impacts Generation Z graduates from the University of Lampung's entrepreneurial decision-making. This is shown by a significance value of 0.001 below the 0.05 threshold and a t-calculated value of 22.470 above the 1.967 t-table value. Higher entrepreneurial drive is associated with greater entrepreneurship choices among these graduates. The desire of University of Lampung Generation Z graduates to undertake entrepreneurial activities is mostly determined by

entrepreneurial motivation. These people may struggle to start or run businesses without supporting motivating drives. However, high entrepreneurial desire motivates graduates to actively participate in entrepreneurial activities since intrinsic motivations drive people toward their objectives. This shows that University of Lampung graduates want to enhance their living standards, identify business possibilities, innovate in their businesses, manage their work schedules autonomously, and optimize earnings. Those motivated to improve their finances are more likely to achieve their goals. Recognition helps graduates capitalize on commercial possibilities, while innovation boosts growth and competitiveness. Persistence and optimum effort boost their business performance, along with flexible work hours and profit determination.

This matches the answers of 325 participants, majority of whom firmly feel active business generates significant financial advantage. The average scores show that Generation Z graduates appreciate autonomy in their profession and choose entrepreneurship after graduation. Personal freedom has the highest mean value of 3.83. Flexible work patterns and hard labor boost profits. Independence, with the lowest average score of 3.62, warrants more study. Driven by motivation, people exhibit dedication, resilience, passion, and devotion to business goals. The results support Amit and Muller's (1995) entrepreneurial motivation theory of "Push" and "Pull," where "Push" factors include external pressures like job dissatisfaction or limited employment opportunities and "Pull" factors include desires for independence, self-fulfillment, wealth, and desired outcomes. Thus, motivation fuels and guides entrepreneurship. These results support Sunanto's (2019) conclusions that motivation, personality, perception, learning, attitude, and communication favorably and substantially affect students' entrepreneurial choices.

The Influence of Family Business on the Decision of Generation Z Alumni of Lampung University to Become Entrepreneurs

This research found that family business positively and significantly affects University of Lampung Generation Z alumni's entrepreneurial choices. A significant value of 0.001 just below the 0.05 threshold and a t-calculated value of 3.393 over the 1.967 t-table value corroborate this result. These data show that University of Lampung grads are more likely to become entrepreneurs if their family company is successful, and vice versa. The favorable impact is due to family members' moral and practical assistance in company development. Family members' experience operating family businesses informs their advice, helping the firm develop and survive. This assistance structure encourages graduates to start businesses using their families' expertise and resources.

These findings are supported by 325 participants, who said their decision to become entrepreneurs was influenced by the success of many family members in running family businesses, their substantial contribution to maintaining these businesses, and their parents' and relatives' physical and psychological support. Family members had the highest average score of 3.67, indicating their importance in Generation Z alumni's entrepreneurial choices at the University of Lampung. Family support and help motivate and commit to family companies, which motivates graduates to start their own businesses. However, company succession had the lowest average of 3.46, indicating additional study is needed. According to Saraswati and Hermawan (2022), a family business handed down through generations drives

entrepreneurship. Successful family entrepreneurs, considerable company growth, and successful family business management entice people to entrepreneurship. According to Saraswati and Hermawan (2022), family business strongly impacts entrepreneurial motivation among Tulungagung marble artisans. In North Macedonia, Ejupi-Ibrahimi, Ramadani, and Ejupi (2020) found that family business success motivates and decides second-generation members to continue the firm.

CONCLUSION

This research found that entrepreneurial motivation positively and significantly affects Generation Z graduates from the University of Lampung's entrepreneurial choices. The significance value is 0.001, below 0.05, and the t-calculated value is 22.470, higher than the t-table value of 1.967. Thus, entrepreneurially motivated graduates make better entrepreneurial judgments. According to 325 participants, entrepreneurial motivation received the highest average score of 3.74%, making it the most impactful variable on entrepreneurial choices. Family company also favorably and substantially impacts entrepreneurial choices, with a significance value of 0.001 and a t-calculated value of 3.393 more than 1.967. Stronger family business impact corresponds with a greater possibility of graduates becoming entrepreneurs, perhaps because families give expertise and support to maintain and build the firm.

Despite the good results, independence (3.62%) had the lowest entrepreneurial motivation score, presumably owing to respondents' concern of conducting firms autonomously. To develop business skills and dedication, Generation Z graduates should be independent and go out of their comfort zones. The lowest indication for family company was business succession (3.46%), indicating some families' unwillingness to continue. Alumni are urged to hire trained workers to ensure continuity. The entrepreneurial choice variable had the lowest strong determination score (3.632%), suggesting a need for entrepreneurial networks to improve knowledge and mentality. To improve understanding, future study should go beyond motivation and family business and examine markers with low scores, such as independence, company succession, and drive.

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