

## **INFLUENCE OF ENTREPRENEURSHIP KNOWLEDGE AND ENTREPRENEURIAL SELF-EFFICACY ON ENTREPRENEURIAL INTENTION: THE MEDIATING ROLE OF ENTREPRENEURIAL ATTITUDE IN EAST JAKARTA CULINARY SMEs**

**Keren Sarwana Kho<sup>1</sup>, Rodhiah<sup>2</sup>**

Faculty of Economics & Business Tarumanagara University Jakarta, Indonesia

*E-mail: [Keren.115220486@stu.untar.ac.id](mailto:Keren.115220486@stu.untar.ac.id)<sup>1</sup>, [Rodhiah@fe.untar.ac.id](mailto:Rodhiah@fe.untar.ac.id)<sup>2</sup>*

**Abstract:** A strong entrepreneurial foundation is essential for sustaining business growth, especially in the highly competitive culinary industry. The culinary sector is one of Indonesia's most dynamic creative economy subsectors, yet many businesses face intense competition and a high risk of failure. This condition highlights the importance of understanding psychological and behavioral factors that influence entrepreneurs' decision-making. Therefore, this study aims to analyze the effect of entrepreneurship and entrepreneurial self-efficacy on entrepreneurial intention, with entrepreneurial attitude serving as a mediating variable among culinary entrepreneurs in East Jakarta. The research employed a quantitative approach using a cross-sectional design, with a sample of 291 culinary entrepreneurs selected through purposive sampling. Data were collected through Likert-scale questionnaires distributed directly to respondents and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings reveal that entrepreneurship and entrepreneurial self-efficacy both have a positive and significant influence on entrepreneurial intention. In addition, both variables also positively affect entrepreneurial attitude. This study further confirms that entrepreneurial attitude plays a mediating role in the relationship between entrepreneurship and entrepreneurial intention, as well as between entrepreneurial self-efficacy and entrepreneurial intention. These results offer meaningful insights into how psychological readiness, confidence, and entrepreneurial orientation can strengthen entrepreneurial intention among culinary entrepreneurs. The findings also provide practical guidance for policymakers and business development programs in designing initiatives that enhance the sustainability and competitiveness of culinary businesses in East Jakarta.

**Keywords:** *Entrepreneurship; Entrepreneurial Self-Efficacy; Entrepreneurial Attitude; Entrepreneurial Intention; Culinary Entrepreneurs.*

Submitted: 2025-12-10; Revised: 2025-12-23; Accepted: 2025-12-26

---

### **1. Introduction**

The culinary industry is one of the largest contributors to Indonesia's creative economy, accounting for more than 40% of the national creative economy GDP (Kemenparekraf, 2022). Changes in lifestyle, growing consumer demand for diverse food options, and globalization

have strengthened the rapid development of this sector (Bekraf, 2019). Culinary products today are not only consumed to meet basic needs but also serve as entertainment, lifestyle expression, and cultural identity, driving more individuals to pursue entrepreneurship in this field (BPS, 2020). Based on data from the Central Bureau of Statistics (BPS, 2020), DKI Jakarta holds the highest number of culinary businesses in Indonesia, reaching 5,159 units. Meanwhile, East Jakarta ranks as the area with the largest number of food and beverage outlets, totaling 6,228 stalls according to PODES 2020 data. This indicates that East Jakarta has become a highly competitive culinary hub, with rapid business growth followed by intense rivalry, shifting consumer trends, and increasing operational challenges. These conditions highlight the importance of entrepreneurial capability to sustain and develop culinary businesses in the region.

Entrepreneurship plays a crucial role in determining the success of culinary ventures. Entrepreneurs are required to innovate, take risks, and respond to dynamic market conditions to maintain competitiveness (Ye & Kang, 2025). However, not all individuals who start culinary businesses manage to survive, suggesting that entrepreneurial intention is influenced by psychological factors. Entrepreneurial intention (EI) reflects an individual's willingness to start and commit to a business, and prior research indicates that EI is affected by entrepreneurship, entrepreneurial self-efficacy, and entrepreneurial attitude (Ye & Kang, 2025; Wu & Tian, 2022). Entrepreneurial self-efficacy (ESE), defined as confidence in one's ability to manage and execute entrepreneurial tasks, has been shown to significantly predict EI and influence individuals' readiness to face risks and challenges (Zhang & Huang, 2021). Meanwhile, entrepreneurial attitude (EA) represents positive evaluations of entrepreneurship and frequently functions as a mediating variable that strengthens the relationship between ESE, entrepreneurship, and EI (Ye & Kang, 2025).

Given the high concentration of culinary businesses in East Jakarta, understanding the psychological factors that influence entrepreneurial intention becomes highly relevant. Therefore, this study examines *the influence of entrepreneurship and entrepreneurial self-efficacy on entrepreneurial intention, with entrepreneurial attitude as a mediating variable among culinary entrepreneurs in East Jakarta*. This research aims to provide empirical insights that can support the sustainability and development of culinary entrepreneurship in the region. This study aims to achieve several key objectives:

- 1) To analyze the influence of entrepreneurship on entrepreneurial intention among culinary entrepreneurs in East Jakarta.
- 2) To analyze the influence of entrepreneurial self-efficacy on entrepreneurial intention among culinary entrepreneurs in East Jakarta.
- 3) To analyze the influence of entrepreneurial attitude on entrepreneurial intention among culinary entrepreneurs in East Jakarta.

## **2. Literature Review**

### **2.1. Entrepreneurship**

Entrepreneurship is understood as a deliberate and intentional process driven by an individual's beliefs and perceptions regarding the desirability of an entrepreneurial career (Malebana & Mahlaole, 2023). It reflects an intentional behavior shaped by personal attitudes, subjective norms, and perceived behavioral control in starting a new venture (Cacija et al., 2023). Entrepreneurship also includes the tendency to take risks, act proactively, innovate, and demonstrate persistence and competence in pursuing business opportunities (Ye & Kang, 2025). In the culinary sector, entrepreneurship is reflected in the ability to create innovative

menus, develop unique business concepts, and offer distinctive customer experiences. Thus, entrepreneurship represents a fundamental orientation that strengthens competitiveness and supports the long-term sustainability of culinary businesses.

## **2.2. Entrepreneur Self Efficacy**

Entrepreneurial self-efficacy refers to an individual's belief in their capability to perform entrepreneurial tasks and achieve desired goals. It reflects confidence in engaging successfully in entrepreneurial activities, influencing decision-making, persistence, and effort when facing business challenges (Ferreira-Neto et al., 2023). Entrepreneurial self-efficacy is shaped by past achievements, observational learning, social support, and emotional conditions that affect readiness to take risks (Lioe et al., 2023). Sahid et al. (2024) emphasize that strong entrepreneurial self-efficacy enhances entrepreneurial intention, positive attitudes toward entrepreneurship, and business creation. In the culinary sector, high entrepreneurial self-efficacy encourages entrepreneurs to innovate, expand their business, and pursue new opportunities. Thus, entrepreneurial self-efficacy functions as a key psychological factor that strengthens entrepreneurial intention and increases the likelihood of business success.

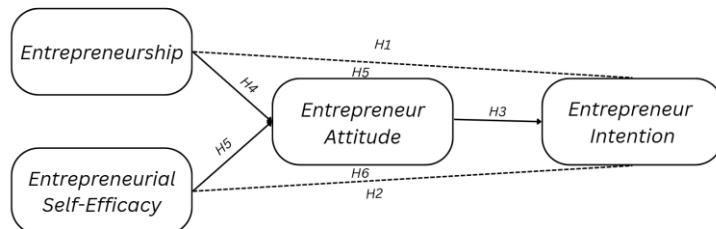
## **2.3. Entrepreneur Attitude**

Entrepreneurial attitude refers to an individual's evaluation of entrepreneurial activities, whether seen as beneficial or not. Alfian Loria (2020) explains that this attitude reflects a person's belief that entrepreneurship can provide value and advantages. Wu and Tian (2022) add that entrepreneurial attitude involves beliefs and expectations about the outcomes both positive and negative of entrepreneurial behavior. Wardoyo et al. (2025) further note that this attitude can be shaped through digital entrepreneurship education, especially in relation to creativity, innovation, and willingness to take risks. Entrepreneurial attitude plays a crucial role in shaping entrepreneurial intention. A positive attitude increases one's ability to recognize opportunities and face uncertainty, while a negative attitude leads to risk avoidance. In the dynamic culinary sector, entrepreneurial attitude influences how entrepreneurs respond to changing consumer trends, competition, and fluctuating raw materials. Therefore, entrepreneurial attitude functions as a mediating variable that strengthens the effect of entrepreneurship and entrepreneurial self-efficacy on entrepreneurial intention.

## **2.4. Entrepreneur Intention**

Entrepreneurial intention refers to an individual's inclination to start a business, manage resources, take risks, and develop a venture independently. Nabella (2025) describes it as an internal motivation that drives a person to take initial steps toward entrepreneurship. Wardoyo et al. (2025) highlight that entrepreneurial intention is a key predictor of entrepreneurial behavior, shaped by attitudes, confidence, and entrepreneurship education. Ye and Kang (2025) further define it as the desire and likelihood of starting a new business, along with the willingness to invest effort and prepare for entrepreneurial activities. Entrepreneurial intention represents the earliest and most decisive step toward becoming an entrepreneur. Individuals with strong intentions are more prepared to plan strategies, utilize resources, and pursue opportunities. It also influences readiness to face market uncertainties and build sustainable ventures. Therefore, entrepreneurial intention serves as a fundamental indicator of entrepreneurial potential.

From several studies before, a research model was formed as following:



**Figure 1.** Research Models

**Research Hypothesis:**

**H1:** Entrepreneurship has a positive effect on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta.

**H2:** Entrepreneurial Self-Efficacy has a positive effect on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta.

**H3:** Entrepreneurial Attitude has a positive effect on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta.

**H4:** Entrepreneurship has a positive effect on Entrepreneurial Attitude among culinary entrepreneurs in East Jakarta.

**H5:** Entrepreneurial Self-Efficacy has a positive effect on Entrepreneurial Attitude among culinary entrepreneurs in East Jakarta.

**H6:** Entrepreneurial Attitude mediates the effect of Entrepreneurship on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta.

**H7:** Entrepreneurial Attitude mediates the effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta.

### 3. Research Method

This quantitative research was conducted on culinary entrepreneurs operating in East Jakarta. A total of 291 respondents participated in the survey; however, 5 responses were excluded for not meeting the research criteria, resulting in 286 valid respondents used in the final analysis. The sampling technique used was purposive sampling, with the main criterion being individuals who had managed a culinary business in East Jakarta for at least six months. Data were collected using a structured questionnaire distributed online through Google Forms. The questionnaire consisted of 29 items measuring four constructs: Entrepreneurship, Entrepreneurial Self-Efficacy, Entrepreneurial Attitude, and Entrepreneurial Intention. All items were measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM), with the help of SmartPLS software. This method included testing the outer model and inner model, covering convergent validity, discriminant validity, reliability testing, R-square, path coefficients, and the mediation effect of entrepreneurial attitude.

### 4. Results and Discussion

#### 4.1. Results

##### Respondent Profile

The subjects in this study are culinary entrepreneurs in East Jakarta who have been running their businesses for a minimum of six months. The total sample size consists of 186

respondents. Based on the collected data, the majority of respondents have met the required business duration and actively operate their culinary ventures within the East Jakarta area.

### **Outer Model**

Based on the results of the measurement model (outer model analysis), all indicators used in this study are shown to be valid and reliable. Therefore, the measurement of each variable meets the required statistical criteria, allowing the research findings to be considered trustworthy and dependable.

#### **a. Convergent Validity**

**Table 1.** Results of AVE

<b>Variables</b>	<b>Average Variance Extracted (AVE)</b>
Entrepreneurship	0.746
Entrepreneur Self Efficacy	0.801
Entrepreneur Attitude	0.793
Entrepreneur Intention	0.817

Table 1 show the results of the Average Extracted (AVE) test presented in Table. 1 indicate that each variable used in this study has a value above 0.50 ( $>0.50$ ). Therefore, these variables meet the criteria for convergent validity based on the AVE analysis.

#### **b. Composite Reability**

**Table 2.** Cross Loasing Analysis Results

	Cronbach's Alpha	Composite Reliability
Entrepreneurship	0.969	0.970
Entrepreneur Self Efficacy	0.950	0.951
Entrepreneur Attitude	0.935	0.935
Entrepreneur Intention	0.955	0.955

From the results of the reliability analysis in this study can be seen in Table 2. According to the rule of thumb, the Composite Reliability value should be greater than 0.7, and the Cronbach's alpha value should also exceed 0.7 (Ghozali, 2021)

### **Inner Model**

#### **Coefficient of Determination Test ( $R^2$ )**

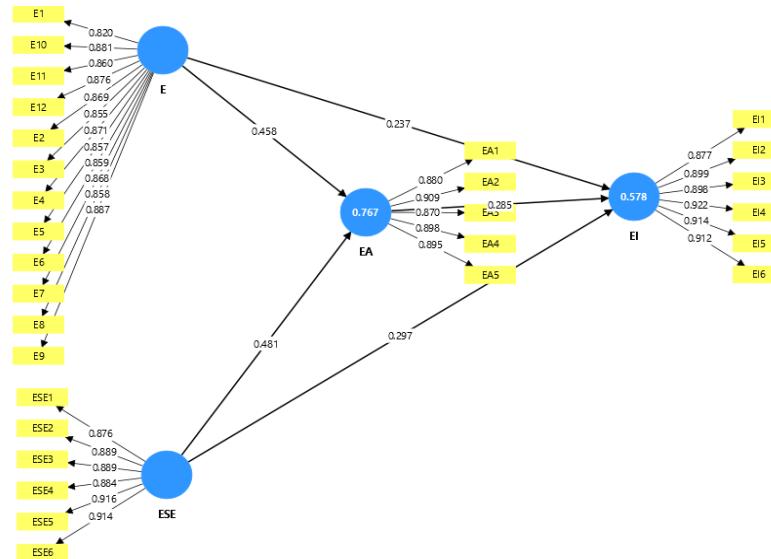
**Table 3.** Coefficient of Determination Test ( $R^2$ )

<b>Variabel</b>	<b>R-Square</b>
Entrepreneur Attitude	0.767
Entrepreneur Intention	0.568

Table 3. shows that the R-Square for Entrepreneurial Attitude is 0.767, meaning the model explains 76.7% of its variance, which is considered strong. The R-Square for Entrepreneurial Intention is 0.568, indicating that 56.8% of its variance is explained by the model, falling into the moderate category.

### Inner Model Test

Results from the bootstrapping is :



**Figures 2. PLS Model Specifications**

**Table 4. Results of Direct Effect Significance Test**

Variable	T-Statistics	P-Value	Result
Entrepreneurship → Entrepreneur Attitude	9.389	0.000	Significant
Entrepreneurship → Entrepreneur Intention	2.477	0.013	Significant
Entrepreneur Attitude → Entrepreneur Intention	2.229	0.026	Significant
Entrepreneur Self Efficacy → Entrepreneur Attitude	2.588	0.000	Significant
Entrepreneur Self Efficacy → Entrepreneur Intention	3.101	0.002	Significant
Entrepreneurship → Entrepreneur Attitude → Entrepreneur Intention	2.045	0.041	Significant
Entrepreneur Self Efficacy → Entrepreneur Attitude → Entrepreneur Intention	2.378	0.017	Significant

Table 4. shows that hypothesis can be accepted if the T-Statistics is more than 1.96 ( $>1.96$ ) and P-Value must be less than 0.05 ( $<0.05$ ). Below is the description and explanation of each hypothesis

Based on the results testing, the above hypothesis was obtained, and results testing revealed the following:

- 1) H1: Entrepreneurship has a positive effect on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta. Based on the results above, the T-Statistic value is 2.477 with a P-Value of 0.013. Since the P-Value is smaller than 0.05, this hypothesis is accepted. Entrepreneurship has a positive and significant effect on Entrepreneurial Intention.
- 2) H2: Entrepreneurial Self-Efficacy has a positive effect on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta. Based on the table above, the T-Statistic value is

3.101 with a P-Value of 0.002. Since the P-Value is smaller than 0.05, this hypothesis is accepted. Entrepreneurial Self-Efficacy has a positive and significant effect on Entrepreneurial Intention.

- 3) H3: Entrepreneurial Attitude has a positive effect on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta. The table shows a T-Statistic value of 2.229 and a P-Value of 0.026. Because the P-Value is smaller than 0.05, this hypothesis is accepted. Entrepreneurial Attitude has a positive and significant effect on Entrepreneurial Intention.
- 4) H4: Entrepreneurship has a positive effect on Entrepreneurial Attitude among culinary entrepreneurs in East Jakarta. The T-Statistic is 9.389 with a P-Value of 0.000. As the P-Value is below 0.05, the hypothesis is accepted. Entrepreneurship has a positive and significant effect on Entrepreneurial Attitude.
- 5) H5: Entrepreneurial Self-Efficacy has a positive effect on Entrepreneurial Attitude among culinary entrepreneurs in East Jakarta. The T-Statistic value is 2.588 with a P-Value of 0.000. Since the P-Value is smaller than 0.05, the hypothesis is accepted. This indicates that Entrepreneurial Self-Efficacy has a positive and significant effect on Entrepreneurial Attitude.
- 6) H6: Entrepreneurial Attitude mediates the effect of Entrepreneurship on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta. The table shows a T-Statistic of 2.045 with a P-Value of 0.041, meaning the hypothesis is accepted. Entrepreneurial Attitude mediates the effect of Entrepreneurship on Entrepreneurial Intention.
- 7) H7: Entrepreneurial Attitude mediates the effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention among culinary entrepreneurs in East Jakarta. The T-Statistic value is 2.378 with a P-Value of 0.017, so the hypothesis is accepted. Entrepreneurial Attitude mediates the effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention.

## **4.2 Discussion**

The outer model test, which includes validity and reliability analysis, shows valid and reliable results. The Average Variance Extracted (AVE) passes the convergent validity test. Additionally, the composite reliability and Cronbach's alpha values obtained also meet the established standards, indicating that the instruments used in this study are considered reliable.

The result of Hypothesis 1 shows that the hypothesis is accepted, with a T-Statistic of 2.477 and P-Value of 0.013 (<0.05). This indicates that entrepreneurship has a positive and significant effect on entrepreneurial intention among culinary entrepreneurs in East Jakarta. This finding aligns with Ye and Kang (2025), who state that entrepreneurial orientation positively shapes an individual's entrepreneurial intention. For Hypothesis 2, the analysis shows a T-Statistic of 3.101 and P-Value of 0.002 (<0.05), confirming that entrepreneurial self-efficacy positively and significantly affects entrepreneurial intention. This is consistent with Sahid et al. (2024), who highlight the vital role of self-efficacy in driving entrepreneurial intention.

The results for Hypothesis 3 indicate acceptance of the hypothesis, supported by a T-Statistic of 2.229 and P-Value of 0.026 (<0.05). Thus, entrepreneurial attitude positively and significantly influences entrepreneurial intention. For Hypothesis 4, the obtained T-Statistic is 9.389 with a P-Value of 0.000 (<0.05), demonstrating that entrepreneurship positively and significantly affects entrepreneurial attitude. This finding is consistent with Cacija et al. (2023). For Hypothesis 5, results show a T-Statistic of 2.588 and P-Value of 0.000 (<0.05), indicating

that entrepreneurial self-efficacy positively and significantly affects entrepreneurial attitude. This is supported by Nursyirwan et al. (2022).

The analysis of Hypothesis 6 reports a T-Statistic of 2.045 and P-Value of 0.041 (<0.05), confirming that entrepreneurial attitude mediates the effect of entrepreneurship on entrepreneurial intention. Ye and Kang (2025) support this mechanism. Hypothesis 7 is supported with a T-Statistic of 2.378 and P-Value of 0.017 (<0.05), which indicates that entrepreneurial attitude mediates the effect of entrepreneurial self-efficacy on entrepreneurial intention. This is consistent with Wu and Tian (2022).

## **5. Conclusion**

This study examined the effects of entrepreneurship, entrepreneurial self-efficacy, and entrepreneurial attitude on entrepreneurial intention among culinary entrepreneurs in East Jakarta. The results show that entrepreneurship and entrepreneurial self-efficacy both have positive and significant influences on entrepreneurial intention, while entrepreneurial attitude also directly strengthens individuals' willingness to engage in entrepreneurial activities. Furthermore, entrepreneurial attitude serves as an important mediating variable, enhancing the effects of both entrepreneurship and self-efficacy on entrepreneurial intention. The novelty of this research lies in its focus on psychological determinants within the specific context of the culinary industry in East Jakarta a rapidly growing yet highly competitive environment. The study provides empirical evidence that entrepreneurial attitude plays a pivotal mediating role, offering new insights into how internal factors interact to shape entrepreneurial behavior in local micro and small enterprises. Based on these findings, it is recommended that entrepreneurship development programs emphasize mindset formation, skill enhancement, and confidence-building strategies. Training related to digital entrepreneurship and market adaptation may further strengthen entrepreneurial attitudes and intentions among culinary business owners. Future research may expand to different regions, compare industry sectors, or incorporate additional variables such as market orientation, innovation capability, or digital literacy to provide a more comprehensive understanding of entrepreneurial dynamics.

## **References**

Alfian, R., & Rodhiah. (2020). *Pengaruh personal attitude, subjective norm, dan perceived behavioral control terhadap entrepreneurial intention*. Universitas Tarumanagara.

Bekraf. (2019). Laporan Kinerja Ekonomi Kreatif Indonesia 2019. Badan Ekonomi Kreatif Indonesia.

BPS. (2020). Statistik Industri Mikro dan Kecil 2020. Badan Pusat Statistik.

Cacija, L., Bešvir, T., & Novosel, D. (2023). The role of demographic factors and prior entrepreneurial exposure in shaping the entrepreneurial intentions of young adults: The case of Croatia. *Journal of Entrepreneurship Studies*, 12(3), 44–57.

Ferreira-Neto, J., Carvalho, R., & Pinto, A. (2023). Entrepreneurial self-efficacy and its role in shaping business creation outcomes. *International Journal of Entrepreneurship and Innovation*, 24(1), 34–49.

Ghozali, I. (2021). *Structural Equation Modeling: Metode Alternatif dengan Partial Least Squares (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro.

Kemenparekraf. (2022). Laporan Tahunan Ekonomi Kreatif Indonesia 2022. Kementerian Pariwisata dan Ekonomi Kreatif.

Lioe, D., Santoso, J., & Gunawan, A. (2023). The mediating role of entrepreneurial self-efficacy in developing student entrepreneurial intention: The role of resources and networks. *Journal of Entrepreneurship and Business*, 11(1), 55–70.

Malebana, M. J., & Mahlaole, S. T. (2023). Prior entrepreneurship exposure and work experience as determinants of entrepreneurial intentions among South African university of technology students. *Journal of African Entrepreneurship*, 5(2), 112–129.

Nathasia, P., & Rodhiah. (2020). *Pengaruh inovasi, kepercayaan diri, dan pengambilan risiko terhadap intensi berwirausaha pada mahasiswa Universitas Tarumanagara*. Universitas Tarumanagara.

Nursyirwan, D., Pratama, Y., & Rahma, A. (2022). The influence of entrepreneurial self-efficacy on entrepreneurial attitude in micro-enterprises. *Jurnal Manajemen dan Kewirausahaan*, 24(3), 210–219.

Sahid, M., Arifin, M., & Wibowo, S. (2024). The role of self-efficacy in enhancing entrepreneurial intention among MSMEs. *Journal of Entrepreneurship and Business*, 11(1), 45–59.

Wardoyo, C., Hartati, S., & Samodra, A. (2025). Digital entrepreneurship education and its effect on entrepreneurial attitude and intention. *International Journal of Digital Business*, 5(2), 88–102.

Wu, Y., & Tian, X. (2022). Entrepreneurial attitude and the formation of entrepreneurial intention: A structural model. *Journal of Entrepreneurship Research*, 21(4), 301–315.

Ye, J., & Kang, S. (2025). Entrepreneurial orientation, self-efficacy, and the formation of entrepreneurial intention. *Journal of Contemporary Entrepreneurship*, 14(1), 22–39.

Zhang, L., & Huang, X. (2021). Self-efficacy and entrepreneurial readiness among small business founders. *Small Business Review*, 9(2), 67–81.