



## The Impact of Family Support on Students' Entrepreneurial Aspirations in Family Businesses.

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### ABSTRACT

Family-run businesses make a significant contribution to the global economy, with estimates suggesting that they control 80-98% of companies worldwide. In Indonesia, family businesses account for more than 95% of all businesses and contribute around 25% to national income. However, the sustainability of these businesses across generations is challenging. Effective succession planning is essential to ensure sustainability, as it requires an understanding of the interests of the next generation. This study discusses the effect of family support on the interest in continuing a family business. The purpose of this study was to determine the effect of family support and interest in continuing a family business. The population used in this study were UPI Tasikmalaya Campus Entrepreneurship Students, batches 22 and 24, totaling 50 students taken by purposive sampling. This study uses a quantitative method with data collection techniques through questionnaires. The data analysis technique uses a regression test with Family Support (X), Interest in Continuing Family Business (Y). Based on the results of this study, it shows that family support has a positive and significant effect on the interest in continuing a family business.

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## INTRODUCTION

Family-run businesses are nothing new. Many businesses, from small, medium to large, are managed by families. Almost 80 - 98% of family businesses control existing businesses in the world (Azhari, 2021). According to a PWC survey in 2014, businesses in Indonesia are owned by families with a contribution of 25% to Indonesia's national income (Athia, 2021)

The significant contribution of family businesses to the economy is inseparable from the role of successor generations who continue the ownership of these businesses. Establishing a family business is not inherently difficult, but sustaining it across generations is certainly a challenging task (Martha, 2021). Effective succession planning is essential for founders to ensure

the continuity of the family business (Sari et al., 2021). Therefore, founders must identify the interests of the next generation in continuing the business.

Students' interest in inheriting family businesses is categorized into two types such as individual interest and situational interest (Cahyadi, 2022). For individual interest, prolonged involvement in the family business and sufficient knowledge related to it are required. Meanwhile, situational interest indicates that the alignment between a student's field of study and the business does not necessarily determine their willingness to inherit the family business. Data was collected from 63 students of the 2022 cohort and 127 students of the 2024 cohort, totaling 187 Entrepreneurship students at UPI. This indicates that other factors, such as personal interest and environmental conditions, need to be considered when deciding to continue a family business. These findings align with research by (Irwanto & Ie, 2023), which suggests that emotional support from parents can be a determining factor in the next generation's succession interest by enhancing entrepreneurial self-efficacy (Dewi, 2024).

The low interest of UPI entrepreneurship students in continuing family businesses reflects challenges affecting the sustainability of family enterprises. Previous studies have predominantly focused on individual factors, such as entrepreneurial skills and personal interest. Family support, whether emotional or financial, plays a crucial role in fostering a sense of responsibility and attachment to the enterprise. However, the lack of attention to this aspect has created a research gap, where the direct relationship between family support and students' interest in continuing family businesses has not been comprehensively explored. Formal and non-formal education relevant to the family business sector can enhance understanding and technical abilities in managing the business. Successors with better knowledge are likely to feel more confident and prepared to face business challenges. Additionally, social and cultural influences can also be critical factors. Cultures that emphasize the importance of sustaining family businesses and social norms that value the continuation of family legacies can motivate individuals to continue the business as part of their familial and societal responsibilities (Ravina-Ripoll et al., 2023).

Family support can serve as a means to increase interest in continuing family businesses, but understanding the most effective forms of support remains limited. Most existing studies only measure support in general terms without distinguishing between the effects of emotional and financial support. However, these two forms of support have different characteristics and impacts on students' motivation. This study aims to fill this gap by analyzing how family support, in the form of emotional and financial support, can significantly enhance UPI entrepreneurship students' interest in continuing family businesses. The objectives contained in the research are to find out the picture of family support and interest in continuing the family business among UPI Tasikmalaya Entrepreneurship students and to determine the influence of family support on interest in continuing the family business among UPI Tasikmalaya Entrepreneurship students

Entrepreneurship is a discipline that studies the process of creating, managing, and developing ventures to generate added value. In this research, entrepreneurship serves as the main theoretical foundation, focusing on how individuals, including students, capitalize on opportunities and manage resources to run a business, including family enterprises. This theory emphasizes the importance of creativity, innovation, and risk-taking, which are key elements in continuing a family business. This grand theory is relevant as it helps explain both internal and external factors influencing students' decisions to engage in entrepreneurship, including family support as a critical external factor (Paul et al., 2023). Family business theory explains the unique dynamics in family-managed businesses, including relationships among family members, inherited values, and the challenges of cross-generational sustainability (Guedes Silva et al., 2022). In this research, the theory helps explore how characteristics of family businesses, such as emotional involvement and ownership structures, influence students' interest (Edwin, 2023). Additionally, the Theory of Planned Behavior is used to understand factors that drive or hinder students'

motivation in making decisions regarding family business succession (Amelia & Sulistyowatie, 2022). The combination of these middle theories provides a framework for analyzing how emotional and financial family support impacts students' motivation to commit to the sustainability of family businesses (Tomy & Pardede, 2020).

Family support, both emotional and financial, is an aspect that can enhance students' interest in continuing family businesses. The family support theory focuses on how emotional assistance, such as trust and moral support, and financial assistance, such as capital investment or asset allocation, influence individual decisions in the business context (Anupama, 2024). Meanwhile, the theory of interest in family business succession explains the decision-making process of students, influenced by their perceptions of the benefits, challenges, and family values (Nastiti, 2021). Using this applied theory, the study aims to demonstrate the direct relationship between forms of family support and the interest of UPI entrepreneurship students in continuing family businesses, thereby providing practical solutions to improve family business sustainability.

Family support is a belief and an approach to strengthening and empowering families, which positively impacts the development and learning of children (Thomas & Soelaiman, 2023). It refers to assistance provided to other family members, including goods, services, information, and advice, which make the recipients feel loved, valued, and at peace. This support encompasses attitudes, actions, and acceptance from family members when deciding on a particular choice (Septiarini et al., 2023). According to (Anupama, 2024), family support consists of four dimensions: (1) Emotional Support: This acts as a refuge for rest and recovery, helping to manage emotions and boost family morale. (2) Informational Support: The family serves as a collector and disseminator of information about the world. Informational support is provided through advice, suggestions, and discussions on how to address or solve existing problems. (3). Instrumental Support: The family acts as a source of practical and tangible help. This includes direct support, such as providing shelter, lending or giving money, and assisting with daily household tasks. (4) Appraisal Support: This type of support involves feedback and praise from family or social networks. Appraisal support is conveyed through positive expressions, agreements, and affirmative evaluations of others' ideas, feelings, and performance, fostering a positive relationship between individuals.

Indicators of family support include emotional support, such as offering attention, understanding, and psychological reinforcement to family members, particularly in facing challenges or significant decisions. Emotional support plays a role in creating a sense of safety and comfort, enabling individuals to cope with stress or anxiety related to ventures or businesses they are involved in (Garcia et al., 2021). For students intending to continue or start a family business, emotional support becomes a driving factor in making that decision. The presence of family members who listen, provide advice, and offer encouragement strengthens students' interest and commitment to the family business, even in the face of obstacles. This support also fosters more harmonious relationships between family members and students, ultimately reinforcing a sense of responsibility and a desire to sustain the family business (Anupama, 2024). In the field of entrepreneurship studies, the relationship between family support, motivational factors, and entrepreneurial intentions has received a lot of attention. With a focus on university students as a group with growing entrepreneurial potential, this study aims to explore the dynamics of this relationship, particularly in the context of sustainability (Jauhar et al., 2021; Murugesan et al., 2020; Pathak et al., 2021; Sharma et al., 2021a, 2021b).

According to (Nastiti, 2021), human behavior is driven by the potential they possess. Beyond intellectual potential, human interest and talent also serve as motivating factors for individuals to engage in activities. Interest is a continuous process in which a person pays attention to and focuses on something they enjoy and feel satisfied with. Interest can function as an indicator of a person's strength in a specific field, encouraging them to delve deeper and exhibit optimal

performance. Interest in continuing a family business refers to an individual's desire or attraction to take over and carry forward a business established by their family. Thus, interest becomes an early indicator of success in continuing a family business (Fitriadi et al., 2021). Family business model has certain characteristics that may favor change processes compared to nonfamily companies, some obstacles to change may with a greater orientation towards socio-emotional variables (Gómez-Mejía et al., 2007), which reduces incentives to propose and develop proposals for renewal and change (Meek et al., 2010). Likewise, the double function of business and family roles can lead to communication problems that hinder the exchange of knowledge within the family (Zahra, Neubaum and Larrañeta, 2007). Other possible sources of inertia specific to family business could be nepotism and paternalism. Nepotism carries the risk of promoting low-skilled people to positions of responsibility merely because they are family members (Kets de Vries, 1993). The perception of nepotism by external professionals significantly reduces the attractiveness of the family business as an organization to develop a professional career. This implies that there are less options for the integration of new ideas and opinions with the incorporation of people outside the family sphere, leading to difficulties to retain existing talent.

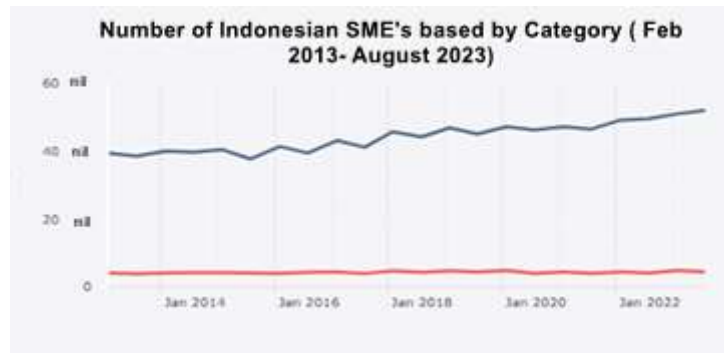
The interest of the next generation in continuing a family business is grounded in the Theory of Planned Behavior. Human behavior is guided by three dimensions (Amelia & Sulistyowatie, 2022) as following: Beliefs about behavior, including potential consequences and responses to that behavior, Normative beliefs, which define others' expectations and the motivation to meet those expectations, Beliefs about the ability to control potential factors that may influence behavior. In the context of continuing a family business, this belief is crucial as it influences a student's decision to engage in the enterprise. Students who feel confident in their skills and knowledge necessary to run the family business are more likely to be motivated to continue it, despite challenges. This confidence is often built through positive past experiences, family support, as well as the education and training they receive. Furthermore, self-efficacy plays a role in overcoming fear of failure and uncertainty when continuing a family business. They not only feel capable of sustaining the family business but also possess a vision to develop and expand it, making it more relevant and competitive in the market (Amelia & Sulistyowatie, 2022). The hypothesis contained in this research is "Family support has a significant effect on interest in continuing the family business". This hypothesis was tested using quantitative methods to obtain results in accordance with the research objectives.

## RESEARCH METHOD

A quantitative methodology was chosen for this study to systematically collect numerical data and analyze statistical relationships, focusing on how family support – both emotional and financial – affects student interest. The research aims to produce objective findings applicable to a broader population (Waruwu, 2023). The study took place at the Indonesian University of Education (UPI) in Tasikmalaya, selected for its relevant entrepreneurship program, which allows exploration of students' interests in family businesses. Data were gathered from students in the entrepreneurship program across various faculties, specifically targeting those from the classes of 2022 and 2024. The sample consisted of 50 students from these classes, chosen through purposive sampling. Class of 2022 students were selected for their experience in entrepreneurship concepts, while class of 2024 students provided fresh perspectives. Data analysis involved statistical techniques using software like SPSS to ensure accuracy in classical assumption tests and regression analysis.

## RESULTS AND DISCUSSIONS

The data below represents the number of entrepreneurs in Indonesia (Hendratmi et al., 2022) based on category which can be seen in Figure 1. following.



**Figure 1.** Number of Entrepreneurs in Indonesia Based on Category

This data has shown significant progress up to 2023, driven by efforts from both the government and the private sector to foster an entrepreneurial culture within society. Support programs such as entrepreneurship training, easier access to capital, and the strengthening of the digital ecosystem have contributed to the rise in business actors, especially in the MSME sector. This increase has also been fueled by changing consumer behavior that prioritizes local products and innovation (Machado & Davim, 2023).

### Description of Research Objects

Based on the data from the questionnaire, the analysis of research objects in the form of demographic data can be explained as follows. The recapitulation of gender data can be explained in Table 1 following.

**Table 1.** Gender

| No    | Gender | Frequency | Percentage |
|-------|--------|-----------|------------|
| 1     | Male   | 19        | 38%        |
| 2     | Female | 31        | 62%        |
| Total |        | 50        | 100%       |

Based on the data above, of the 50 UPI entrepreneurship students studied, the majority of respondents were women with 31 people or 62%, while there were 19 male respondents or 38%. This shows that students' interest in continuing the family business is more common among women than men, at least in the context of the population taken. This tendency may reflect the differences in roles or responsibilities carried out by men and women in the family environment, which ultimately influences their decision to become involved in the family business. The recapitulation of student's year data can be explained in Table 2. following.

**Table 2.** Student's Year

| No    | Student's Year | Frequency | Percentage |
|-------|----------------|-----------|------------|
| 1     | 2022           | 17        | 34%        |
| 2     | 2024           | 33        | 66%        |
| Total |                | 50        | 100%       |

Based on available data, students from the class of 2024 dominate with 33 people or 66% of the total 50 respondents, while students from the class of 2022 number 17 people or 34%. This shows that most of the students involved in this research came from a newer class, namely 2024, who may have different views or experiences regarding family support in the context of entrepreneurship and family business sustainability. A recapitulation of data on continuing family business can be explained in Table 3. following.

**Table 3.** Continuing Family Business

| No    | Continuing Family Business | Frequency | Percentage |
|-------|----------------------------|-----------|------------|
| 1     | Yes                        | 30        | 60%        |
| 2     | Maybe                      | 20        | 40%        |
| Total |                            | 50        | 100%       |

The data shows that 60% of UPI students have the desire to continue their family business, while the other 40% are still unsure or feel that it is only possible to continue the family business. This data reflects the positive influence of family support on students' interest in getting involved in family businesses, with most students feeling motivated to continue existing businesses. However, there are still some who consider the possibility or uncertainty in making this decision, which can be influenced by various factors such as readiness, opportunity and personal interest in entrepreneurship. The results of the validity and reliability testing on the family support and family business continuation variables show that both are valid and reliable. The validity test indicates that all questionnaire items have an r-value greater than the r-table (0.2787), confirming the items measure what they are intended to. The reliability test reveals r-values of 0.949 for family support and 0.910 for continuing the family business, both well above the r-table value, indicating the instruments are consistent in their measurements.

**Variable Descriptive Statistics Results**

Descriptive statistics for the family support variable can be explained in Figure 3. following.

**Descriptive Statistics**

|                      | N  | Minimum | Maximum | Mean    | Std. Deviation |
|----------------------|----|---------|---------|---------|----------------|
| EmotionalSupport     | 50 | 12.00   | 25.00   | 19.9600 | 3.47563        |
| InformationalSupport | 50 | 10.00   | 25.00   | 19.2000 | 3.75798        |
| InstrumentalSupport  | 50 | 10.00   | 25.00   | 19.2800 | 3.99510        |
| RewardsSupport       | 50 | 11.00   | 25.00   | 19.3200 | 3.61652        |
| Valid N (listwise)   | 50 |         |         |         |                |

**Figure 3.** Descriptive Statistics of Family Support Variables

Based on the results of descriptive statistics from 50 respondents, it shows that the emotional support dimension has the highest mean of 19.96, indicating that in general, respondents feel they receive quite good emotional support. Meanwhile, the informational support dimension has the lowest mean of 19.2, which indicates a slightly lower perception of respondents regarding the level of informational support received compared to other dimensions. Meanwhile, the instrumental support dimension has a mean value of 19.28, and the appreciation support dimension has a mean value of 19.32, which is in the middle of the preferences of respondents who answered the research questionnaire. Descriptive statistics for the variable interest in continuing the family business can be explained in Figure 4. following.

**Descriptive Statistics**

|                       | N  | Minimum | Maximum | Mean    | Std. Deviation |
|-----------------------|----|---------|---------|---------|----------------|
| BeliefsAboutBehaviour | 50 | 11.00   | 25.00   | 19.9400 | 3.72750        |
| NormativeBeliefs      | 50 | 9.00    | 25.00   | 17.9400 | 4.37250        |
| ConfidenceInAbilities | 50 | 11.00   | 20.00   | 15.2800 | 3.17542        |
| Valid N (listwise)    | 50 |         |         |         |                |

**Figure 4.** Descriptive Statistics for Variables of Interest in Continuing Family Business

Based on the results of descriptive statistics from 50 respondents, it shows that beliefs about behavior have the highest mean of 19.94, indicating that respondents tend to have strong beliefs about related behavior. In contrast, the dimension of confidence in abilities has the lowest mean of 15.28, which indicates confidence in abilities tends to be lower than other aspects. Meanwhile, the normative trust dimension has a mean of 17.94, which is in the middle, indicating a relatively moderate level of normative trust.

**Classical Assumption Test**

The normality test can be explained in Figure 5. following

**One-Sample Kolmogorov-Smirnov Test**

|                                   |                | Unstandardized Residual |
|-----------------------------------|----------------|-------------------------|
| N                                 |                | 50                      |
| Normal Parameters <sup>a, b</sup> | Mean           | .0000000                |
|                                   | Std. Deviation | 7.80066780              |
| Most Extreme Differences          | Absolute       | .067                    |
|                                   | Positive       | .067                    |
|                                   | Negative       | -.060                   |
| Test Statistic                    |                | .067                    |
| Asymp. Sig. (2-tailed)            |                | .200 <sup>c, d</sup>    |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

**Figure 5.** Normality Test

Based on the results of the normality test, the interpretation that can be given is that the value of  $asymp.sig = 0.200$  is greater than the significance value of  $0.05$ , so it can be concluded that the data is normally distributed. The multicollinearity test can be explained in Figure 6. following

**Coefficients<sup>a</sup>**

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1     | (Constant)    | 12.147                      | 6.790      |                           | 1.789 | .080 |              |         |      |                         |       |
|       | FamilySupport | .608                        | .091       | .695                      | 6.706 | .000 | .695         | .695    | .695 | 1.000                   | 1.000 |

a. Dependent Variable: InterestInContinuingFamilyBusiness

**Figure 6.** Multicollinearity Test

Based on the results of the multicollinearity test, the interpretation that can be given is that the Tolerance value = 1 is greater than the Tolerance limit, namely  $0.1$ , and the  $VIF = 1$  value is smaller than the VIF limit, namely  $10$ , so it can be concluded that there are no symptoms of multicollinearity in the data. The heterocedasticity test can be explained in Figure 7. Following

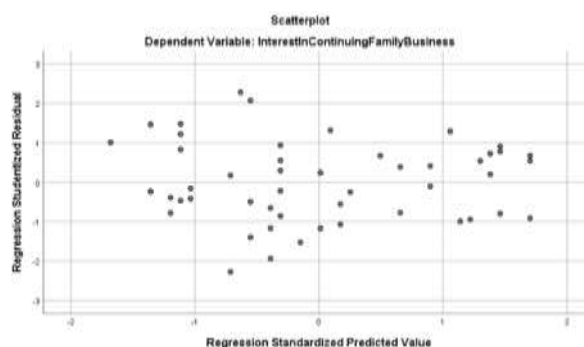


Figure 7. Heterocedasticity Test

Based on the test results, the interpretation that can be given is that because the data is spread evenly over the positive X-axis and positive Y-axis, it can be concluded that there are no symptoms of heteroscedasticity in the data.

The linearity test can be explained in Figure 8. following

**ANOVA Table**

|  |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|--|----------------|--------------------------|----------------|----|-------------|--------|------|
| InterestInContinuingFamilyBusiness * FamilySupport | Between Groups | (Combined)               | 4461.687       | 24 | 185.904     | 3.539  | .001 |
|  |                | Linearity                | 2793.150       | 1  | 2793.150    | 53.177 | .000 |
|  |                | Deviation from Linearity | 1668.537       | 23 | 72.545      | 1.381  | .215 |
|  | Within Groups  |                          | 1313.133       | 25 | 52.525      |        |      |
|  | Total          |                          | 5774.820       | 49 |             |        |      |

Figure 8. Linearity Test

Based on the test results, the interpretation that can be given is based on the sig value, namely 0.215, which is above the significance value, namely 0.05, so it can be concluded that there is a linear and significant relationship between the family support variable and interest in continuing the family business. The autocorrelation test can be explained in Figure 9. following

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics |     |     | Sig. F Change | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            |                 | F Change          | df1 | df2 |               |               |
| 1     | .695 <sup>a</sup> | .484     | .473              | 7.88151                    | .484            | 44.965            | 1   | 48  | .000          | 1.741         |

a. Predictors: (Constant), FamilySupport  
b. Dependent Variable: InterestInContinuingFamilyBusiness

Figure 9. Autocorrelation Test

Based on the test results, the interpretation that can be given is that the Watson Durbin value is 1.741 and is within the lower limit (1.324) and 4-lower limit (4 - 1.324 = 2.676), so it can be concluded that there are no symptoms of autocorrelation in the data.

### Regression Analysis

The regression analysis can be explained in Figure 10. following



**Coefficients<sup>a</sup>**

| Model |               | Unstandardized Coefficients |            | Standardized | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|--------------|-------|------|--------------|---------|------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta         |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1     | (Constant)    | 12.147                      | 6.790      |              | 1.789 | .080 |              |         |      |                         |       |
|       | FamilySupport | .608                        | .091       | .695         | 6.706 | .000 | .695         | .695    | .695 | 1.000                   | 1.000 |

a. Dependent Variable: InterestInContinuingFamilyBusiness

**Figure 10.** Regression Analysis

Based on the results of the regression test, the equation is as follows.

$$Y = 12.147 + 0.608X$$

Where :

Y = Interest in Continuing Family Business

X = Family Support

The interpretation that can be given is, if family support is constant, then interest in continuing the family business will increase by 12,147 points, because the coefficient value of the family support variable is positive, so if there is an increase in family support, it will increase interest in continuing the family business so that if there is an increase 1 point of family support, then interest in continuing the family business increases by 0.608 points.

**Significant Test**

The significant test using t test can be explained in Figure 11. following

**Coefficients<sup>a</sup>**

| Model |               | Unstandardized Coefficients |            | Standardized | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|--------------|-------|------|--------------|---------|------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta         |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1     | (Constant)    | 12.147                      | 6.790      |              | 1.789 | .080 |              |         |      |                         |       |
|       | FamilySupport | .608                        | .091       | .695         | 6.706 | .000 | .695         | .695    | .695 | 1.000                   | 1.000 |

a. Dependent Variable: InterestInContinuingFamilyBusiness

**Figure 11.** Significant Test

Based on the results of significance testing using the t test and f test, it can be concluded that the sig value, namely 0.000, is smaller than the significance level of 0.05, so it can be concluded that family support has a significant effect on interest in continuing family business.

**Coefficient of Determination Test**

The coefficient of determination can be explained in Figure 12. following

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics |     |     | Sig. F Change | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            |                 | F Change          | df1 | df2 |               |               |
| 1     | .695 <sup>a</sup> | .484     | .473              | 7.88151                    | .484            | 44.965            | 1   | 48  | .000          | 1.741         |

a. Predictors: (Constant), FamilySupport  
 b. Dependent Variable: InterestInContinuingFamilyBusiness

**Figure 12.** Coefficient of Determination

Based on the results of testing the coefficient of determination, the R-Square value is 0.484, so the interpretation that can be given is that the family support variable explains the variable interest in continuing the family business by 48.4%, and the remaining 51.6% is other variables that were not studied such as education and skills, socio-cultural influences. , and other variables. The interpretation that can be given is that the correlation test produces a value of r = 0.695, which

indicates a strong positive relationship between the two variables. The results of the significance test further support this finding, with a sig value  $<0.05$ , which confirms that family support significantly influences students' interest in continuing the family business. This research underlines the important role of family support in encouraging entrepreneurial interest among students.

### Discussion

Based on the analysis of the family support variable, emotional support, which has the highest mean, needs to be maintained by ensuring continuous open communication, providing empathy, and showing consistent attention to individuals. This is important to maintain a strong feeling of emotional support. On the other hand, for informational support, which has the lowest mean, improvements should be made by providing clearer, more relevant, and timely information, as well as increasing the accessibility of information sources so that individuals feel more supported in decision-making or problem-solving. Based on the analysis of the family business succession interest variable, the suggestion for the belief about behavior with the highest mean is to maintain and uphold this level of belief through continuous support, such as practical training and rewards for behavior that supports the family business. This effort can strengthen respondents' belief in relevant behavior and ensure consistency in its application. For the belief in ability with the lowest mean, improvements can be made by providing skill development programs, technical training, and more intensive mentoring to enhance respondents' confidence in their abilities. Additionally, providing structured hands-on experience in managing the family business can help gradually build this belief.

As family support increases, the interest in continuing the family business will also grow proportionally. The significance tests show that this relationship has a very high level of significance, so it can be concluded that family support is an important factor in encouraging the next generation to take over the family business. This is consistent with the study by (Sari et al., 2021), which states that family support influences the interest in continuing the family business by providing motivation, confidence, and necessary resources for the next generation. This support creates a conducive environment, making individuals feel more prepared and motivated to take on the responsibility of the family business. The results of the coefficient of determination analysis show that family support has a significant contribution in explaining the interest in continuing the family business, although there are other factors that also play a role, such as education and skills, socio-cultural influences, and other variables. The relationship between family support and interest is positive and strong, supported by the significance test results showing a real impact. These findings are consistent with the research by (Martha, 2021), which emphasizes the importance of family support as a key factor in encouraging the next generation's interest in continuing the family business.

## CONCLUSION

Based on the analysis, emotional support in the family support variable, which has the highest mean, should be maintained through open communication, empathy, and consistent attention. Meanwhile, informational support, with the lowest mean, needs improvement by providing clearer information and better accessibility. In the family business succession interest variable, the belief about behavior with the highest mean should be sustained through practical training and rewards, while the belief in ability with the lowest mean requires enhancement through skill development programs, mentoring, and hands-on experiences to gradually build self-confidence. Emotional support with the highest mean should be maintained through open communication and empathy, while informational support, with the lowest mean, requires improvement in providing

clearer information. In the interest of continuing the family business, the high belief about behavior should be maintained with training and rewards, while the low belief in ability needs to be improved through skill development, mentoring, and hands-on experience. The familial nature of a company can indeed present unique obstacles to transformation, as previously discussed. An avenue for further research could involve examining the distinct traits of family businesses that promote change initiatives, with the goal of developing a potential explanatory framework. In this context, certain studies have explored the role of tradition as a foundation for innovation within family enterprises identifying it as a characteristic that may actually confer a competitive edge during periods of change. This study is limited to the family support variable and uses a cross-sectional design, which cannot describe long-term changes. Future researchers are encouraged to explore other factors and use a longitudinal design to obtain a deeper understanding.

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