

THE EFFECT OF INTRINSIC MOTIVATION, CAREER EXPOSURE, AND QUALITY OF LIFE ON ENTREPRENEURIAL INTENTIONS



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Abstract

This study aims to determine the factors that students consider in choosing a career as an entrepreneur. The three factors that became the focus of observation were intrinsic motivation, career exposure, and quality of life. This study used a quantitative approach. The primary data were obtained through the questionnaire to collect the necessary data. Data collection in this study was carried out at several public and private universities in Mataram City. This study investigates how intrinsic motivation, career exposure, and quality of life influence entrepreneurial intentions. Research findings show that intrinsic motivation has a significant influence on entrepreneurial intentions. Career exposure also positively affects intentions, as it can inspire individuals to pursue entrepreneurial paths. Moreover, quality of life, encompassing well-being, health, and satisfaction, is crucial for fostering entrepreneurial pursuits. These insights can guide policymakers and educators in developing effective entrepreneurship programs and policies.

Keywords: Career Exposure, Entrepreneurial Intentions, Intrinsic Motivation, Quality of Life

INTRODUCTION

The unemployment rate in Indonesia is currently quite concerning, reaching 6.8 million people due to the impact of the Covid-19 pandemic (Hatane et al., 2021). Likewise, the number of young entrepreneurs is still low, namely 0.18% (Amran et al., 2022). One of the reasons for the low interest in entrepreneurship among the current young generation is because the profession of being an entrepreneur is less promising and takes a long time to become successful (Iswandari, 2017). Given that Indonesia has one of the lowest rates of young entrepreneurs in Asia and even the world, this underscores the need for this study to explore the factors that influence the interest and motivation of the younger generation in entrepreneurship (Sari et al., 2020). Increasing entrepreneurship among young people not only contributes to reducing unemployment but also becomes an important driver for more sustainable economic growth (Chen et al., 2018). This picture is also supported by entrepreneurial knowledge that does not necessarily affect students' interest in entrepreneurship in the short term (Amran et al., 2022). This is a heavy burden for the government in alleviating poverty. Currently, we are in the millennial generation where this generation can have the potential to be successful because the millennial generation can be trained well, have motivation within themselves to learn new things (Yunita, 2020). The Deloitte survey also revealed that when millennials believe they can control their careers, they will be stauncher to their leaders and barely resigning from their jobs (Omar et al., 2019). Based on Ndofirepi, (2020) show that 88% of the survey in the millennial generation who work in the accounting field, they want more flexible working hours. Students' motivation becomes significant in their judgment to pursue a degree, especially in accounting (Marques & Dhiman, 2024). Students who favor taking accounting majors typically do so with the optimism of establishing new skills and increasing their self-confidence and learning about new ideas (Ogba et al., 2023). Being an accountant requires lifelong learning and has the key to success (Luthfitasari & Setyowati, 2021). In the accounting profession, we can look from the global economy to risk management and understand the impact of various factors that make us all better positioned to work today and in the future (Chen et al., 2018). The profession of an accountant can also provide fast career opportunities in the future (Yamini et al., 2022).

One of the main factors in forming someone to have an entrepreneurial spirit is motivation. High motivation must be present in entrepreneurs, because motivation will foster a strong mentality to excel in doing work (Hatane et al., 2021). Therefore, motivation is an important key to deciding someone voluntarily as an entrepreneur (Chen et al., 2018). Furthermore, according to Ganguli, Huysentruyt, & Le Coq (2018), in the long term, intrinsic motivation related to entrepreneurial interest may play a bigger role than extrinsic motivation (Paliwal et al., 2022). This is possible because individuals who are intrinsically motivated feel something from within that drives someone to behave in a way that is enjoyable and gets satisfaction from the work they want (Ogba et al., 2022). Meanwhile, according to Ryan & Deci, (2000), intrinsic motivation is an inherent tendency to seek new challenges to learn to develop and use personal competition. So overall intrinsic motivation is a person's motivation to tend to do a better job to achieve inner satisfaction (Kartikaningrum, 2020).

Entrepreneurship is an important issue in the economy of a developing nation. The progress or decline of a nation's economy is largely determined by the existence and role of this group of entrepreneurs (Ogba et al., 2022). Peter Drucker (2000) states that the entire process of economic change ultimately depends on the person who causes the change, namely the "entrepreneur". Most growing and innovative companies demonstrate an entrepreneurial spirit. Corporations are trying to encourage their managers to become entrepreneurial people, universities are developing entrepreneurship programs, and individual entrepreneurs are causing dramatic changes in society (Akosile & Ekemen, 2022).

Ng, et al. (2022) revealed that intrinsic motivation and career exposure have a positive relationship with career paths. Professional bodies such as the Chartered Institute of Management Accountants (CIMA) and the Association of Chartered Certified Accountants (ACCA) can provide more seminars and events to increase student interest in accounting (Hatane et al., 2021). In addition, seminars on accounting careers can also provide information and motivation to choose a career path in management accounting (Satriadi et al., 2022). With more career exposure to management accounting careers, the interest of accounting students in careers in management accounting can increase (Otache, 2019). The next factor is students' intrinsic motivation which is not influenced by themselves but is also encouraged by getting a professional education (Annisa et al., 2021). In addition, Foong and

Khoo (2018) explain that students need to be more active to develop their knowledge by searching for other references to enhance learning in the desired field because learning and seeking more knowledge can support career choices in accounting (Ayodele et al., 2021).

The higher the intrinsic motivation of an individual towards entrepreneurial interest, the more creative the individual's behavior tends to be (Sari et al, 2020). That there is a positive relationship between intrinsic motivation and creativity. This shows that entrepreneurs with a high level of difficulty, intrinsically motivated can think creatively and tactically, so they can solve problems and make decisions quickly (Chen et al., 2018). This means that intrinsic motivation is more able to think creatively and find new things in the creative process (Amran et al., 2022). In more depth, T. Amabile (1996) and T. M. Amabile (1985) explain in their findings that the social environment plays an important role in the growth of an individual's intrinsic motivation in running their business (Luthfitasari & Setyowati, 2021). Intrinsic motivation will produce creative products when running a business (Kartikaningrum, 2020). Creative development is driven by habits, attitudes or individual creativity in carrying out the creative process. According to Amabile (1995), young entrepreneurs prefer to enjoy challenges, learn to find new ideas, develop skills in business that all grow optimally from within each individual (Tiwari et al., 2022). This shows that a young entrepreneur is someone who is able to creatively run a relatively complex business easily (Rani & Desiana, 2019). Intrinsic motivation that comes from the individual drive is solely oriented without profit and its orientation is more on useful experiences (Lien & Hoang, 2022).

Social Cognitive Career Theory (SCCT) is adapted from Bandura's Social Cognitive Theory, which emphasizes the significance of identifying how self-reference thinking, cognitive patterns, and various social processes interact to influence human behavior SCCT was developed by Lent, et al. had been designed to explain what factors influence one's career choice. This theory is a linking framework between the bases of theoretical approaches to making one's career decisions and helps to understand specific aspects and socioeconomic locations to produce relevant learning experiences about a particular career (Razzak & Al Riyami, 2024). The SCCT model describes a process of self-efficacy belief and outcome expectations that influence career decision-making (Sari et al., 2020). The concept of SCCT

has always been used in the literature to examine career choice and career development. Flores, et al. suggested three main factors involved in the career selection process, namely personal, contextual, and behavior (Yasir et al., 2021). In the career decision-making process, self-efficacy is considered a cause that causes a career to be decided or not decided (Reuther et al., 2023).

Quality of Life was first applied in America in 1986 to describe where workers allocate more time for work activities while reducing their work time to be diverted to other activities outside of work (Ndofirepi, 2020). Quality of life is a relationship where when work and life seem to actively affect employee performance. Tziner, et al. and Rubio, et al. stated that quality of life is sharing one's time between work and family life (Alam et al., 2019). Quality of life has various benefits, one of which is that it can increase employee morale and quality so that it can increase revenue for the company (Hassan et al., 2021). Daipura and Kakar argued that the concept of quality of life is formed based on work-life and personal life to complement each other into the perfection of one's life (Vodă & Florea, 2019). As the millennial generation, current accounting students tend to consider life balance more in a career; they expect more flexible work.

The purpose of this research is to find out what are the considerations of accounting students who choose careers as public accountants and private accountants, especially for students residing in Mataram, Indonesia. Mataram is a center for people for careers, a center for education, and a place where the best universities are located. The Central Statistics Agency or Badan Pusat Statistik (BPS) noted that the center of the Indonesian economy is in Mataram which contributes 58.55% to the gross domestic product (GDP). Based on the uniRank data, most of the best universities in Indonesia are in Mataram.

In addition, this research aims to contribute significantly to the literature on entrepreneurship and accounting by providing insights into the factors influencing accounting students' career choices. The findings can serve as a valuable resource for educational institutions and policymakers to design more relevant and effective programs that enhance student interest in accounting careers. Furthermore, this study seeks to inspire initiatives that foster entrepreneurial spirit among the youth, ultimately aiding in the creation

of a more dynamic workforce capable of addressing the challenges posed by the evolving economic landscape.

REVIEW OF LITERATURE

Social Cognitive Career Theory (SCCT)

Social Cognitive Career Theory is an approach within the field of career psychology that explains how individuals make their career decisions and develop their career paths throughout life. This theory was developed by Robert W. Lent, Steven D. Brown, and Gail Hackett in 1994, the SCCT is based on Albert Bandura's generalized social cognitive theory, an influential theory of cognitive and motivational processes that has been extended by theory, an influential theory of cognitive and motivational processes that has been extended to the study of many areas of psychosocial functioning, such as academic performance, health behavior, and organizational development (Lent. et al., 2002). Social Cognitive Career Theory (SCCT) is a theory that aims to explain three interrelated aspects of career development: (1) how basic academic and career interests develop, (2) how educational and career choices are made, and (3) how academic and career success is obtained. The theory incorporates various concepts (interests, abilities, values, environmental factors) that emerged in previous career theories and have been found to influence career development (Zola et al., 2022).

This theory is a bridging framework between the theoretical underpinnings of approaches to making one's career decisions and helping to understand the specific aspects and socio-economic locations for generating relevant learning experiences about a particular career (Hatane et al., 2021). The SCCT model describes the process of self-efficacy beliefs and outcome expectations that influence career decision-making (Kelly, 2011). The concept of SCCT has always been used in the literature to examine career choice and career development (Hong et al., 2017). suggested three main factors involved in the career choice process, namely personal, self-efficacy, and outcome expectations. in the career selection process, namely personal, contextual, and behavioral (Flores et al., 2010). In the career decision-making process in the career decision-making process, self-efficacy is considered

as a cause that leads to a career being decided or not decided (Charokopaki & Argyropoulou, 2019).

Motivation

Motivation is a state within an individual that drives their desire to engage in certain activities to achieve goals (Aboobaker et al., 2023). According to (Hong et al., 2017). it is a mental state that channels behavior towards satisfying needs and reducing imbalance. who defines motivation as an incentive or stimulus to act, encompassing verbal, physical, or psychological factors that prompt someone to respond. motivation theory elaborates that humans have five levels of needs: physiological needs (hunger, thirst, rest, and sex), safety needs (both physical and psychological), love needs, esteem needs (often reflected in status symbols), and self-actualization, which allows individuals to develop their potential into real abilities (Akosile & Ekemen, 2022)

Entrepreneur

According to (Hong et al., 2017), an entrepreneur is someone who is creative and innovative and is able to realize it to improve the welfare of the community and its environment. Creative if he has the ability to create something new or create something that does not yet exist. Innovative if he can create something different from what already exists.

The role of an entrepreneur according to (Rani & Desiana, 2019). in general, has 2 roles, namely: as an inventor and as a planner. As an inventor, entrepreneurs find and create new products, new technologies and methods, new ideas, and new business organizations. As a planner, entrepreneurs play a role in designing new businesses, planning new company strategies, and planning ideas and opportunities in the company.

(Razzak & Al Riyami, 2024) said that entrepreneurs are people who get opportunities and create an organization to pursue those opportunities. Superior entrepreneurs who can create creativity and innovation as a basis for living, growing, and developing generally have characteristics or traits that are a long-term process based on experience and education. The success of a new business depends on the state of the national economy at the time the business is launched. define entrepreneurial success as a driver of a person's desire to become an entrepreneur, because of the perception of success as a profitable result or hope to end through achieving the goals of his business. This means that if someone achieves the desired

business goals through achievement, he will be considered successful. The real indicator of success is not what is achieved, but what is felt.

Career Exposure

Career exposure refers to the opportunities and experiences that help individuals gain knowledge, skills, and insights into various career paths and industries, broadening their understanding of the professional world (Ayodele et al., 2021). It encompasses experiential learning through internships, shadowing, volunteering, and part-time jobs, which provide hands-on experience in different work environments. This practical exposure allows individuals to acquire skills, understand industry demands, and see how theoretical knowledge applies in real-world contexts. Networking plays a crucial role as well, connecting individuals with professionals in various fields, attending industry events, and participating in career fairs, which can introduce them to diverse career paths, company cultures, and potential mentors.

Additionally, information gathering through researching different industries, reading career articles, and attending webinars helps individuals grasp the skills and qualifications needed for specific roles while staying informed about current job market trends. Career exposure also encourages self-reflection, prompting individuals to assess their interests, skills, values, and goals. This self-reflection process ultimately aids them in identifying career paths that align with their strengths and aspirations.

Quality of Life

Quality of life is a subjective concept that refers to the overall well-being and satisfaction with one's life (Chen et al., 2018). It's a broad measure that encompasses various aspects of human experience, including, Quality of life and material well-being which hinges on economic security having a stable income, affordable housing, and access to necessities like food, water, and healthcare. Equally critical is access to resources, which includes reliable transportation, infrastructure, and educational and healthcare services, along with financial stability, signifying a sense of security regarding finances and the ability to save for the future. Health and safety play a paramount role, physical health involves access to healthcare, healthy food choices, and a safe environment, while mental health emphasizes emotional well-being, strong social connections, and low levels of stress and anxiety.

Ultimately, personal safety is indispensable, reflecting feelings of security in one's home and community, characterized by low crime rates and an overall sense of well-being.

Hypotheses Development

Intrinsic Motivation and Entrepreneurial Intentions:

A deep understanding of various business opportunities and exposure to real-world entrepreneurial environments enables individuals to make more informed and confident decisions about starting their businesses. This exposure enhances their skills and knowledge through hands-on experiences and interactions with successful entrepreneurs, broadening their entrepreneurial skills and making them more competitive. Additionally, intrinsic motivation fosters greater confidence and determination by providing a clearer vision of entrepreneurial paths and the necessary steps to achieve them. Furthermore, it offers valuable networking opportunities, allowing aspiring entrepreneurs to connect with industry professionals and mentors, which can lead to critical guidance, support, and business opportunities. This exposure not only broadens their entrepreneurial skillset but also enhances their skills and knowledge through hands-on experiences and interactions with successful entrepreneurs, making them more competitive in the marketplace. Research (Ms. Kajal J Mehta, Dr. C. Jothi Baskara Mohan, 2023) indicates that such practical engagement is crucial for developing the competencies necessary for entrepreneurship, as it allows aspiring entrepreneurs to apply theoretical knowledge in real-world contexts, thereby reinforcing their learning and adaptability. So the first hypothesis of this study is:

H₁: Intrinsic Motivation has a positive effect on Entrepreneurial Intentions

Career Exposure and Entrepreneurial Intentions:

Gaining career exposure leads to informed career decisions, as a comprehensive understanding of different options allows individuals to make more confident choices about their future. It enhances skills and knowledge through real-world experiences and interactions with professionals, broadening one's skillset and making one a more competitive candidate. Additionally, career exposure increases confidence and motivation by providing a clearer vision of the career path and the necessary steps to take. Furthermore, it offers networking opportunities, enabling individuals to build connections with professionals in their field, which can lead to valuable mentorship, job opportunities, and industry insights.

The article explains that "(Hatane et al., 2021) revealed that intrinsic motivation and career exposure have a positive relationship with career paths." Plus a discussion about the importance of exposure through seminars and events to increase career interest. So the second hypothesis of this study is:

H₂: Career Exposure has a positive effect on Entrepreneurial Intentions

Quality of Life and Entrepreneurial Intentions:

Quality of life is a broad concept, encompassing multiple dimensions of individual well-being, such as physical health, mental health, social relationships, and economic conditions. In the context of entrepreneurship, a good quality of life can play an important role in shaping one's motivation and intention to start a business. Previous research shows that individuals who enjoy a higher quality of life tend to have greater optimism and are more risk-taking, two factors that are crucial in entrepreneurship. High optimism often encourages individuals to see opportunities in every challenge, while the ability to face risks is one of the keys to success in starting and growing a business. Therefore, a good quality of life can contribute significantly to entrepreneurial intentions, by strengthening self-confidence and readiness to face uncertainty in the business world. This is in line with research (Heredia-Carroza et al., 2024) which shows that "Quality of life is a significant predictor of entrepreneurial intention." so the third hypothesis of this study is:

H₃: Quality of Life has a positive effect on Entrepreneurial Intentions

RESEARCH METHOD

Data Collection

This study used a quantitative approach. The primary data were obtained through the questionnaire to collect the necessary data. Respondent demographic data and respondent statements are two parts of the questionnaire. To ensure data diversity, the first part consists of ten questions that determine gender, age, type of university, major, semester level, Grade Point Average (GPA), and future career category. To provide a better understanding of the respondents' career choices, the first part presents the characteristics of public professional accountants and private accountants. In the second part, respondents answer three variables.

In this research questionnaire, a seven-point Likert scale is used to assess. Table 1 Shows the Demographic Profile of Participants.

The sample in this study were mostly accounting students from private and state universities in Mataram City. The target respondents in this study were accounting students from the sixth semester to the eighth semester. The data source used in this study was primary data obtained from a survey by distributing questionnaires online and obtaining 216 respondents who were accounting students from Lombok, Sumbawa, and Bima. The sampling technique used in this study was probability sampling. Specifically, this study used purposive judgment sampling to select samples in certain groups that were expected to provide information related to the analysis.

RESULTS AND DISCUSSION

Table 1.
Demographic Profile of Respondents

Characteristics	Categories	Total	%
Gender	Male	146	67,6%
	Female	70	32,4%
Age	19-20	24	11,1%
	21-23	162	75%
	>24	30	11,8%
Domicile	Mataram	170	1,7%
	Sumbawa	10	0,1%
	Bima	20	0,2%
Semester	7	131	60,6%
	8	39	18,1%
	6	46	17%
GPA	2,51-3,00	2	4%
	3,00-3.50	142	70%
	>3,51	72	48%

Referring to Table 1, as many as 216 (72%) respondents in this study were female, and only 70 (35%) respondents were male. The largest number of respondents were in the age range of 21 to 24 years, as many as 192 respondents, of which 24 respondents were in semester 8 or also called second-year students. The respondents came from 2 types of

universities, namely State Universities and Private Universities spread across Lombok Island. Based on statistical data from the Mataram Central Statistics Agency, the number of students from private universities is greater than that of students from State Universities. The respondents in this study mostly came from Private Universities, with as many as 116 respondents, and respondents had achieved an average GPA of between 3.01 to 3.90 as many as 212 students or 48%.

Validity and Reliability Tests

Table 1.
Validity and Reliability

	X1	X2	X3	Composite Reliability
Intrinsic Motivation (X1)				0.755
Career Exposure (X2)	0.609			0.836
Quality Of Life (X3)	0.498	0.594		0.813
Enterprenurial Intensions (Y)	0.607	0.551	0.587	0.848

The HTMT value for all variables is < 0.9 , which means that the assumption of the validity of the crime has been met. This shows that each construct in the model is distinct and distinguishable from each other. All Composite Reliability values > 0.7 , which means that the reliability of the construction has been met. This shows that the instrument used has good internal consistency. Table 2 the results of the validity and reliability tests of each variable which show that the instruments used in this study are valid and reliable.

An SRMR value of $0.083 < 0.1$ indicates that the model has a good match with the existing data. This suggests that the discrepancies between the predicted values and the observed data are minimal, reflecting a strong correspondence between the model and the empirical data. In structural equation modeling, an SRMR value below 0.1 is generally considered indicative of an acceptable fit, and values closer to 0 indicate a better fit. Therefore, an SRMR value of 0.083 supports the conclusion that the model adequately represents the underlying data structure, enhancing confidence in the model's validity and reliability. This fit is essential for ensuring that the conclusions drawn from the model are based on an accurate representation of the real-world phenomena under study.

Table 3.
Structural Model Testing Result-Path

Hypothesis	Path	STDEV	T Statistics	P Values	Result
H1	IM (X1) -> EI (Y)	0.088	2.894	0.004	Supported
H2	CE (X2) -> EI (Y)	0.077	2.582	0.01	Supported
H3	QL (X3) -> EI (Y)	0.089	2.832	0.005	Supported

Table 3 shows all variables are supported by T-Statistics values > 1.96 and P Values < 0.05 , showing a significant relationship between independent and dependent variables. Intrinsic motivation has a significant positive influence on entrepreneurial intentions. This means that individuals who are intrinsically motivated are more likely to have higher intentions to become entrepreneurs. For instance, (Karan et al., 2024) found that entrepreneurial motivation positively correlates with entrepreneurial intentions among Indian university students. Additionally, research by (Ogba et al., 2022) highlighted the moderating role of initiative in strengthening the relationship between intrinsic motivation and entrepreneurial intentions among Nigerian graduates. These findings underscore the importance of intrinsic motivation in fostering entrepreneurial intentions, aligning with the broader literature on self-determination and entrepreneurial behavior (Batz Liñeiro et al., 2024).

Career exposure significantly influences entrepreneurial intentions positively. Exposure to different career opportunities and experiences can inspire individuals to pursue entrepreneurial paths. (Sun et al., 2023) Found that entrepreneurship education and prior entrepreneurial exposure significantly enhanced students' entrepreneurial mindsets and intentions. Additionally, research by (Bozward & Rogers-Draycott, 2024) highlighted that both direct and vicarious entrepreneurial experiences positively impact future entrepreneurial aspirations. These findings underscore the importance of career exposure in fostering entrepreneurial intentions and highlight the role of both personal and vicarious experiences in shaping entrepreneurial aspirations.

Quality of life positively influences entrepreneurial intentions. Individuals with a higher quality of life, which includes well-being, health, and satisfaction, are more likely to pursue entrepreneurial ventures. This is supported by Ahmad & Malik, (2023) which found

that life satisfaction and perceived behavioral control significantly impact entrepreneurial intentions among Malaysian Gen Z. Additionally, research by Zhang et al., (2024) highlighted that subjective well-being and psychological well-being are strong predictors of social entrepreneurial intentions. These findings emphasize the importance of quality of life in fostering entrepreneurial intentions and suggest that individuals with higher levels of well-being and satisfaction are more inclined to engage in entrepreneurial activities.

CONCLUSION

This study reveals that intrinsic motivation, career exposure, and quality of life significantly influence entrepreneurial intentions. Individuals who are intrinsically motivated are more likely to aspire to become entrepreneurs, reflecting the importance of personal drive and interest in pursuing entrepreneurial paths. Career exposure also plays a vital role, as experiences and opportunities related to entrepreneurship can inspire individuals to consider starting their own businesses. Additionally, a higher quality of life, which includes well-being, health, and overall satisfaction, encourages people to engage in entrepreneurial activities, as they are more likely to take risks and pursue new ventures when their basic needs and happiness are met.

These findings have important implications for policymakers, educators, and practitioners. By understanding the key factors that drive entrepreneurial intentions, they can design more effective programs and policies to foster entrepreneurship. For example, enhancing intrinsic motivation through inspiring entrepreneurship education and providing wider career exposure can increase individuals' interest in entrepreneurship. However, this study does have limitations, such as the potential non-representativeness of the sample and the use of quantitative methods that might not fully capture individual motivations. Future research should address these limitations by using diverse samples and mixed-method approaches that combine both quantitative and qualitative data. Additionally, longitudinal studies can offer deeper insights into how motivation, career exposure, and quality of life influence entrepreneurial intentions over time while exploring other factors like social support, government policies, and access to entrepreneurial resources can provide a more comprehensive understanding of what drives entrepreneurial intentions.

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