



The Establishment Process Of Startup Users In Palembang City, Indonesia

Andri Kurniawan¹, Agus Joko Pitoyo², Monanisa^{3*}, Kiki Aryaningrum⁴, Sukmaniar⁵, Wahyu Saputra⁶

¹Universitas Gadjah Mada, Indonesia, andri.kurniawan@ugm.ac.id

²Universitas Gadjah Mada, Indonesia, aguspit@ugm.ac.id

³Universitas PGRI Palembang, Indonesia, monanisa@univpgri-palembang.ac.id

⁴Universitas PGRI Palembang, Indonesia, kikiaryaningrum@univpgri-palembang.ac.id

⁵Universitas PGRI Palembang, Indonesia, umma.niar@gmail.com

⁶Universitas PGRI Palembang, Indonesia, milanisti_wahyu@yahoo.com

*Corresponding Author: Monanisa

*Universitas PGRI Palembang, Indonesia, monanisa@univpgri-palembang.ac.id

Citation: Monanisa, et al. (2024) The Establishment Process Of Startup Users In Palembang City, Indonesia, *Educational Administration: Theory and Practice*, 30(5), 331-339. DOI: 10.53555/kuey.v30i5.2450

ARTICLE INFO

ABSTRACT

This research aimed to find out the establishment process of startup users in Palembang City, Indonesia, especially the influencing factors. The establishment of startup users consisted of nine aspects, including competent skills, inspired by friends who started selling online, attending business workshops/seminars, inspired by YouTube content, inspired by personal hobbies, informed by friends, supported by family, connected with distributors, and experienced in the business. The research employed a qualitative approach by collecting data through observation, interviews, and document analysis. The research results indicated that the success of startup users in Palembang City was influenced by skill, experience, social support, and adaptation ability to market and technological changes. These findings provided valuable insights for developing the local startup ecosystem and emphasizing the essence of education, training, and social networks in building individuals to become entrepreneurs in the digital era.

Keywords: The Establishment Process, Startup Users

Introduction

In the era of globalization and the development of information technology, the emergence of startups in various cities has become inevitable. One of the cities in Indonesia, Palembang City, experienced this development. The establishment process of startup users in Palembang City is significantly intended to understand the dynamics of the growth of the startup user ecosystem in the region. Startup growth can be measured from the company's and the users' or consumers' perspectives as an integral part of the ecosystem (Shrestha et al., 2021). The establishment process of startup users includes various aspects, such as awareness of new services or products, market acceptance, and adaptation to technological innovation (Weil, 2018). On the social side, social network theory can also provide valuable insights. Relationships between individuals in Palembang City can critically contribute to the process of disseminating information and adopting technology (Valente, 2012).

The dynamics of the startup ecosystem growth in Palembang City are vital for business and economic development, including the significant social impact. Changes in consumption patterns, lifestyles, and individual interactions become relevant in this context. This phenomenon creates the necessity to identify the influencing factors of the establishment process of startup users; thus, appropriate strategies can be implemented in developing the local startup ecosystem. Due to the presence of startups in Palembang City, local factors, e.g., culture, infrastructure, and government policies significantly contribute to shaping people's perceptions and acceptance of startup innovation (Hitt et al., 2009). Through a deeper understanding of users' roles in this ecosystem, a more conducive environment for the growth and sustainability of local startups can be created (Audretsch, 2014).

Startup growth can be measured from the company's and users' or consumers' perspectives as integral parts of the ecosystem. The establishment process of startup users includes various aspects, such as awareness of new services or products, market acceptance, and adaptation to technological innovation. Therefore, this research aimed to dig deeper into the establishment process of startup users in Palembang City. Psychological, social,

and technological aspects can affect the establishment process of startup users. In addition, the characteristics of Palembang City, both in terms of culture and economic conditions, can also contribute to the behavioral patterns of startup users in the region. Bovet and Cesati (2000) revealed that social and cultural aspects significantly contribute to technological adoption. This approach could be used as a basis for understanding differences and similarities in startup user behavior in various local contexts.

This research employed a qualitative approach by collecting data through interviews, observation, and document analysis. A qualitative method was chosen because it could provide a deeper and more contextual understanding of the observed phenomena, especially in complex contexts such as the startup user development process (Creswell, 2007). A qualitative approach to analyzing local characteristics and cultural dynamics could be adopted to understand the unique factors influencing startup users (Priya, 2021). Hopefully, the research results will provide a more comprehensive overview of the dynamics of the startup user development process in Palembang City and valuable insight for further development in the local startup ecosystem.

Method

This research employed qualitative methods. The primary data was obtained through observation, interviews, and documentation. The research was conducted from November to December 2023 in Palembang City, Indonesia. Primary data was collected through observation, interviews, and documentation of informants with criteria, namely those who sold goods or services online. The research informants consisted of 14 people across Palembang City. The informants were between 25 and 45 years old, and most of their highest educational background was senior high school. The data analysis technique used the *Miles and Huberman*, namely data reduction, data display, and conclusions. The research results are then analyzed and reviewed with relevant or contradictory previous research.

Results and Discussion

The Establishment Process of Startup Users in Palembang City, Indonesia

Based on the research results, the establishment process of startup users in Palembang City could be classified into nine categories, namely competent skills, inspired by friends who initially sold conventionally and eventually became online sellers, attended business workshops/seminars, inspired from YouTube, hobbies, informed by friends, supported by family, connected with distributors, and experienced in business. These can be explained further below:

Competent Skills

Skill is the ability of someone or group to work in a particular field. Skills essentially contributed to establishing startup users in Palembang City, as stated in this interview excerpt:

"I have the skills to produce the goods to be sold, heretofore. With this skill, I finally tried selling online, but I still sold something offline or face-to-face with buyers."

The interview results revealed that a person's abilities can influence someone in using online startups in Palembang City. Even though he does business online, the informant also stated that he still sells conventionally. The informant described that he had the skill to produce the goods he sold. It implies that he has particular expertise or skills in creating or producing the product. The informant also conveyed that he had been selling in person or offline for a long time. It indicated that he had experience interacting face-to-face with buyers. It can be an advantage in building relationships with customers. Even though he had experience selling offline, the informant attempted to gain opportunities in selling online. It denotes awareness of the importance of business expansion to online platforms to reach a broader market. Informants do not rely only on one sales method. He continues to run the business offline while exploring online market opportunities. This diversification can provide skill and flexibility when running a business.

The previous research focused on individual's skill to influence online startup usage. Sen et al. (2023) reveal that awareness of the importance of business expansion to online platforms is a critical factor in establishing startup users. In this context, Ufimtsev (2006) highlights the importance of individual expertise or skills in influencing startup users. Research by Bartaula (2023) emphasized the essence of diversifying sales strategies to increase business stability and flexibility. A consistent finding with interview results was obtained that informants relied on one sales method and ran the business offline while exploring online market opportunities.



Figures 1. (a) and (b) Startup User Businesses with their skills; (c) Interview with an Informant

Inspired by Friends

The emergence of online startup users in Palembang City was inspired by friends who initially only sold offline. Then, the friends sold their goods online. These results can be seen in the interview excerpt below:
"In the past, I only sold my goods face-to-face; however, I sell them online now."

Based on the interview above, it can be interpreted that someone could build a business using an online startup because he could learn from the experience of friends who previously sold offline to become online sellers. The informant indicated a change in sales strategy from face-to-face (offline) to online sales. The informant stated that at one time, he only relied on direct or offline sales. However, with changing times or situations, he adapted his sales strategy. The informant stated that he had incorporated online sales into his business model. It could be caused by changes in market trends, a desire to reach a broader range of customers, or a response to technological developments. The transition from face-to-face sales to online sales showed business flexibility. Informants were willing to adapt to changes in the business environment and take advantage of new opportunities that might arise.

Changing sales strategies from offline to online in response to changing market trends has been a relevant research topic in previous literature. Research by Sen et al. (2023) highlighted the importance of adapting to technological developments in building startup business models. In this context, Bartaula (2023) revealed that an individual's skill to learn from friends' experiences and adapt sales strategies was a critical factor in startup success. In addition, research by Ufimtsev (2006) highlighted the importance of business flexibility and the skill to adapt to changes in the business environment. The interview results indicated the informants' willingness to adapt to market changes and take advantage of new opportunities, consistent with the research findings.



Figures 2. (a) and (b) Startup Users' Efforts Inspired by Friends; (c) Interview with an Informant

Attending Business Workshops/ Seminars

Nowadays, many workshops or seminars have been carried out, e.g., online selling. The emergence of startup users in Palembang City due to attending business workshops/seminars can be seen in this interview excerpt:

“At that time, I initially attended a workshop.”

“I can be who I am today because I participated in an entrepreneurship seminar.”

The interview results above imply that the seminar/workshop activities on entrepreneurship followed by someone can increase a person's experience and abilities as a startup user. Training/seminars must be carried out in online business (Susanti, 2020). The informant indicated that he had improved his skills and knowledge by participating in entrepreneurship workshops and seminars. The informant reflected that he initially attended a workshop. It denotes awareness of the importance of improving skills and knowledge through training or structured learning activities. The informant also stated that he could reach his current position or situation due to participation in entrepreneurship seminars. This seminar may provide the insight, skills, or resources necessary to succeed in an entrepreneurial context.

In addition, research by Wales et al. (2013) highlighted the role of training and workshops in improving skills and knowledge in an entrepreneurial context. The interview results showed that participation in entrepreneurship seminars had improved the informants' abilities, which is in line with the research of Wales et al. Meanwhile, Akbar (2022) revealed that participation in entrepreneurship seminars could provide the insight, skills, and resources necessary for business success. It was consistent with what the informants stated in the research results. Research by Yousaf et al. (2020) emphasized the importance of individual awareness of improving skills and knowledge through structured learning activities such as workshops and seminars. These findings supported the conclusion that participation in entrepreneurship seminar activities could improve individual abilities as startup users.



(a)



(b)

Figures 3. (a) and (b) Startup User Businesses due to Attending Business Workshops/Seminars

Inspired by YouTube

Fourth, the startup user was inspired by YouTube. The interview results can be seen in the statement below:

“After I watched YouTube, I was inspired to use startup.”

The informant intends that with the ease of today's technology, someone can learn something or find inspiration about something by simply watching YouTube. It is an advancement in information and communication technology (Suherlan & Okombo, 2023). For instance, the informant got inspired to use startups from watching things related to using startups on YouTube. The informant stated that the positive influence of watching YouTube triggered him to be involved in startups. The essence of the informant's statement reflected the positive impact of digital content, especially videos on the YouTube platform, as a source of inspiration. It happened because of digital interactions (Rizvanović et al., 2023). Another essence could also be related to literature that discussed how digital content consumption could stimulate business ideas and innovation. It showed a relationship between entrepreneurship and social media (Barrera-Verdugo & Villarroel-Villarroel, 2022).



(a)



(b)

Figures 4. (a) Startup User Business Inspired by YouTube; (b) Interview with an informant

Hobby

Fifth, the emergence of startup users because of hobbies. It can be seen in this interview excerpt: “At first, it was a hobby. Then, it became my business until now.”

The informant implies that the establishment of a startup user can start from a hobby, and then this hobby turns out to be a business opportunity to earn income. A startup’s existence results in income obtained by its users (Azzahra & Artanti, 2022). The informant’s statement reflects the ongoing transformation from hobby to business. Starting from a hobby can become a business (Kadile & Biraglia, 2022) and indeed generate income (Lim, 2020). This statement can relate to hobby monetization, where someone turns their hobby into a source of income or business. This statement also reflects how a person’s interests or hobbies can become the basis for starting a business.



(a)



(b)

Figures 5. (a) and (b) Startup User Business as a Hobby

Informed by Friends

The sixth is the establishment of startup users due to information from friends. It can be seen in the interview excerpt below:

“At that time, I got the information from a friend, and then I became interested, and finally, I joined.”

The informant’s statement implies that a friend’s invitation can influence a person’s use of a startup. Therefore, initially, the person does not know the information. They then become aware of the information. Hence, once the information is known, it results in interest and ultimately joining to use the startup. It denotes that a person’s decisions can be influenced by networks or friends (Gibbs et al., 2007). The informant’s statement reflects how obtaining information from friends can trigger a person’s interest and participation in an activity or organization. Social influence has been shown to significantly influence human behavior in general (Graf-Vlachy et al., 2018). Concepts from the diffusion of Innovation theory can include how information and innovations spread through social networks and how friends or co-workers can be the primary source of information that motivates people to adopt or join a new idea or activity. Information through social ties has an essential impact on a person’s behavior (Berger, 2014). This statement relates to interpersonal communication studies, which discuss how communication between individuals, primarily through closest sources such as friends, can influence a person’s decisions and actions. Social engagement theory can be used to explain how social connections and interactions with other people, including friends, can motivate participation in an activity or group.



Figures 6. (a) and (b) Startup User Businesses Informed by Friends

Supported by Family

Seventh, the emergence of startup users due to family help can be seen in these interview excerpts:

“My wife helped me from the beginning until now.”

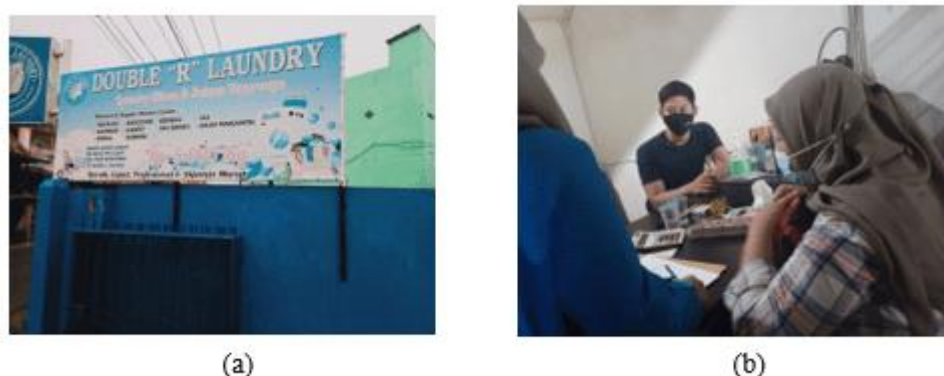
“From the start, I was helped by my parents.”

“My son helped me from the beginning until now.”

“My parents and family helped me build this.”

“My family has helped me from the past until now.”

Based on the results of the interviews above, it can be interpreted that family plays a vital role for a startup user because the family can assist in the form of funding and motivation; thus, someone can survive as a startup user. There is a relationship between family roles and entrepreneurship that a person carries out (Cardella et al., 2020). These informants' statements have in common the emphasis on family support from the beginning until now. It reflects that the family is vital to individual success in various aspects of life, including business sustainability. Family can help maintain a business and become a successful entrepreneur (Reisinger & Lehner, 2015). Informants also showed consistency in family support. It could illustrate long-term commitment and consistency in providing support, both emotional and practical. The informant's statements also reflected the cooperation and involvement of family members in various stages of life. The family can determine a business's sustainability (Tunio et al., 2021). The support expressed by informants could involve various aspects, including emotional support (e.g., encouragement and motivation) and practical support (e.g., financial support or direct assistance in business). Informants also emphasized the continuity of family support. It might indicate that such support occurs not only in the early stages but persists throughout the individual's journey.



Figures 7. (a) Startup Users' Efforts due to Family Assistance; (b) Interview with an Informant

Connected with Distributors

Then, *eighth*, startup users are established because they are connected with distributors, as seen in this interview excerpt:

“I am connected with a distributor. Then, I helped sell online. Furthermore, many people bought it, so finally, I tried my own business until now.”

The informant's statement interprets that a network of acquaintances can cause someone to become a startup user because, from these introductions, someone can learn to open their own business. Relationships or networks with various parties positively impact the establishment of a startup, namely, increasing knowledge

for innovation (Analia et al., 2019). Analysis of the informants' statements reflected the evolution of the business, from introducing themselves to distributors to running their own business after helping them sell online. Networks can impact a person's success (Wolff & Moser, 2009). The informant's statement also reflects a change in the business model from getting to know distributors to online sales and finally attempting their own business. Social networks can be critical to a person's business success (Vasilchenko & Morrish, 2011). The informant highlighted the importance of responding to increasing market demand through online sales.



(a)



(b)

Figures 8. (a) Startup User Business Due to being Connected with Distributor; **(b)** Interview with an Informant

Experienced in Business

Lastly, the establishment of startup users due to the experience of businesses can be seen in this interview excerpt:

“My childhood experience has been opening a business, hence, I built this from my experience with online and offline businesses.”

The interview result above implies that the person's experience can become capital as a startup user. In addition, technology mastery is also necessary for online businesses today (Jaidan, 2020). The informant indicated that he built his business based on his childhood experience of opening a business, both online and offline. The informant's statement reflects that entrepreneurial experience since childhood can be an essential basis for building and managing a business. Experience can influence a person's business success (Hopp & Sonderegger, 2015). The informant's statement about building a business based on experience for online and offline businesses showed the individual's skill to adapt traditional entrepreneurial skills into the context of the digital era. Skills can support entrepreneurial abilities (Pennetta et al., 2023).



(a)



(b)

Figures 9. (a) and (b) Startup User Businesses Due to Business Experience

Conclusion

Their skill and experience can influence the success of startup users in Palembang City in producing goods, interacting directly with customers, and running a business conventionally. It indicates the importance of having relevant skills and experience in building and managing a business, both online and offline. Primarily, there is a skill to adapt to market and technological changes. Startup users leverage online platforms to expand their market reach, demonstrating flexibility in sales strategies and innovation readiness. Information from friends, as well as support from family, has a vital role in influencing a person's decision to use a startup. Interpersonal communication and social networks also contribute to the dissemination of information and

motivation to join online platforms. Hobbies can be a foundation for starting a business and becoming a startup user. The transformation from a hobby into a source of income implies the importance of using personal interest as motivation to build a business. Participation in workshops, seminars, and entrepreneurship training activities can improve the skills and knowledge needed to become a successful startup user. It emphasizes the importance of education and training in preparing individuals for entrepreneurship in the digital era. A network of acquaintances with distributors and experience opening an online and offline business can be valuable capital in establishing and managing a startup. The skill to adapt to market and technological developments is also critical to long-term success.

References

1. Akbar, F. (2022). *The Impact Of Entrepreneurial Orientation And Firm Performance: Mediating Role Of Open Innovation, Study Of Furniture Manufacturing Companies In Malaysia* (Issue March).
2. Analia, D., Syaukat, Y., Fauzi, A., & Rustiadi, E. (2019). Modal Sosial Modal sosial. *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)*, 3, 108–117. <https://doi.org/10.1016/B978-0-08-102295-%0A5.10865-0%0D>
3. Audretsch, D. B. (2014). From the entrepreneurial university to the university for the entrepreneurial society. *Journal of Technology Transfer*, 39(3), 313–321. <https://doi.org/10.1007/s10961-012-9288-1>
4. Azzahra, A. P., & Artanti, Y. (2022). Niat Pembelian Online Pada Startup Digital: Peran Dukungan Sosial Dan Sikap Konsumen. *Among Makarti*, 15(1), 105–121. <https://doi.org/10.52353/ama.v15i1.247>
5. Barrera-Verdugo, G., & Villarroel-Villarroel, A. (2022). Evaluating the relationship between social media use frequency and entrepreneurial perceptions and attitudes among students. *Heliyon*, 8(4), e09214. <https://doi.org/10.1016/j.heliyon.2022.e09214>
6. Bartaula, S. (2023). *Skill Gaps In Financial Technology Companies In Nepal* (Issue September).
7. Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586–607.
8. Bovet, B. D. P., & Cesati, M. (2000). *Chapter 10 Process Scheduling* (Issue October, pp. 1–20).
9. Cardella, G. M., Hernández-Sánchez, B. R., & Sánchez García, J. C. (2020). Entrepreneurship and Family Role: A Systematic Review of a Growing Research. *Frontiers in Psychology*, 10(January), 1–17. <https://doi.org/10.3389/fpsyg.2019.02939>
10. Creswell, J. W. (2007). Choosing Among Five Approaches. In *Sage publications* (Issue June). https://www.researchgate.net/profile/Rulinawaty-Kasmas/publication/342229325_Second_Edition_Qualitative_Inquiry_Research_Design_Choosing_Among_Five_Approaches/links/5eec7025458515814a6ac263/Second-Edition-Qualitative-Inquiry-Research-Design-Choosing-Among
11. Gibbs, S. R., Sequeira, J., & White, M. M. (2007). Social networks and technology adoption in small business. *International Journal of Globalisation and Small Business*, 2(1), 66–87. <https://doi.org/10.1504/IJGSB.2007.014188>
12. Graf-Vlachy, L., Buhtz, K., & König, A. (2018). Social influence in technology adoption: taking stock and moving forward. *Management Review Quarterly*, 68(1), 37–76. <https://doi.org/10.1007/s11301-017-0133-3>
13. Hitt, A. M., Ireland, R. D., & Hoskisson, E. R. (2009). *Strategic Management: Competitiveness and Globalization (Concepts and Cases)*. 218222.
14. Hopp, C., & Sonderegger, R. (2015). Understanding the Dynamics of Nascent Entrepreneurship-Prestart-Up Experience, Intentions, and Entrepreneurial Success. *Journal of Small Business Management*, 53(4), 1076–1096. <https://doi.org/10.1111/jsbm.12107>
15. Jaidan, J. (2020). Upaya Pengembangan Usaha Kecil Menengah (UKM) Dengan Memanfaatkan E-Commerce. *Jurnal Sistem Informasi*, 2(1), 159–168.
16. Kadile, V., & Biraglia, A. (2022). From hobby to business: Exploring environmental antecedents of entrepreneurial alertness using fsQCA. In *Journal of Small Business Management* (Vol. 60, Issue 3). <https://doi.org/10.1080/00472778.2020.1719846>
17. Lim, R. (2020). Monetizing serious leisure: A grounded study of fashion blogshops. *Journal of Leisure Research*, 51(1), 88–106. <https://doi.org/10.1080/00222216.2019.1633234>
18. Pennetta, S., Anglani, F., & Mathews, S. (2023). Navigating through entrepreneurial skills, competencies and capabilities: a systematic literature review and the development of the entrepreneurial ability model. *Journal of Entrepreneurship in Emerging Economies, March*. <https://doi.org/10.1108/JEEE-09-2022-0257>
19. Priya, A. (2021). Case Study Methodology of Qualitative Research: Key Attributes and Navigating the Conundrums in Its Application. *Sociological Bulletin*, 70(1), 94–110. <https://doi.org/10.1177/0038022920970318>
20. Reisinger, S., & Lehner, J. M. (2015). Navigating a family business through a changing environment: findings from a longitudinal study. *Review of Managerial Science*, 9(2), 411–429. <https://doi.org/10.1007/s11846-014-0163-3>
21. Rizvanović, B., Zutshi, A., Grilo, A., & Nodehi, T. (2023). Linking the potentials of extended digital

- marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing. *Technological Forecasting and Social Change*, 186(October 2022). <https://doi.org/10.1016/j.techfore.2022.122128>
22. Sen, S., Savitskie, K., Mahto, R. V., Kumar, S., & Khanin, D. (2023). Strategic flexibility in small firms. *Journal of Strategic Marketing*, 31(5), 1053–1070. <https://doi.org/10.1080/0965254X.2022.2036223>
 23. Shrestha, A. K., Vassileva, J., Joshi, S., & Just, J. (2021). Augmenting the technology acceptance model with trust model for the initial adoption of a blockchain-based system. *PeerJ Computer Science*, 7, 1–38. <https://doi.org/10.7717/PEERJ-CS.502>
 24. Suherlan, S., & Okombo, M. O. (2023). Technological Innovation in Marketing and its Effect on Consumer Behaviour. *Technology and Society Perspectives (TACIT)*, 1(2), 94–103. <https://doi.org/10.61100/tacit.v1i2.57>
 25. Susanti, E. (2020). Pelatihan Digital Marketing Dalam Upaya Pengembangan Usaha Berbasis Teknologi Pada Umkm Di Desa Sayang Kecamatan Jatinangor. *Sawala: Jurnal Pengabdian Masyarakat Pembangunan Sosial, Desa Dan Masyarakat*, 1(2), 36. <https://doi.org/10.24198/sawala.v1i2.26588>
 26. Tunio, M. N., Jariko, M. A., Børsen, T., Shaikh, S., Mushtaque, T., & Brahmi, M. (2021). How entrepreneurship sustains barriers in the entrepreneurial process—a lesson from a developing nation. *Sustainability (Switzerland)*, 13(20), 1–17. <https://doi.org/10.3390/su132011419>
 27. Ufimtsev, A. (2006). *Vertical Performance Modelling and Evaluation of Component-Based Software Systems* (Issue December).
 28. Valente, T. W. (2012). Network Models and Methods for Studying the Diffusion of Innovations. *Models and Methods in Social Network Analysis*, February 2005, 98–116. <https://doi.org/10.1017/cbo9780511811395.006>
 29. Vasilchenko, E., & Morrish, S. (2011). The role of entrepreneurial networks in the exploration and exploitation of internationalization opportunities by information and communication technology firms. *Journal of International Marketing*, 19(4), 88–105. <https://doi.org/10.1509/jim.10.0134>
 30. Wales, W. J., Gupta, V. K., & Mousa, F. T. (2013). Empirical research on entrepreneurial orientation: An assessment and suggestions for future research. *International Small Business Journal*, 31(4), 357–383. <https://doi.org/10.1177/0266242611418261>
 31. Weil, A. R. (2018). Diffusion of innovation. *Health Affairs*, 37(2), 175–175. <https://doi.org/10.1377/hlthaff.2018.0059>
 32. Wolff, H. G., & Moser, K. (2009). Effects of Networking on Career Success: A Longitudinal Study. *Journal of Applied Psychology*, 94(1), 196–206. <https://doi.org/10.1037/a0013350>
 33. Yousaf, U., Ali, S. A., Ahmed, M., Usman, B., & Sameer, I. (2020). From entrepreneurial education to entrepreneurial intention: a sequential mediation of self-efficacy and entrepreneurial attitude. *International Journal of Innovation Science*, 13(3), 364–380. <https://doi.org/10.1108/IJIS-09-2020-0133>