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## Entrepreneurship Career Choice among B40 Young People: A Preliminary Study at Council Homes in The Klang Valley

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### Abstract

This study was conducted to identify entrepreneurial tendencies and career aspirations towards entrepreneurship among youth under the age of 40. A total of 80 B40 teenagers who live in Council Homes (PPR) in the Klang Valley area have taken part of this study. This study uses a survey approach where questions based on research were administered. Findings show moderately high entrepreneurial tendencies and career aspirations. Findings also found factors such as basic knowledge of entrepreneurship, self-will, motivation and self-reliance have a significant positive relationship with entrepreneurial tendency and career aspirations towards entrepreneurship among youth B40. Conscientiousness and a low self-honesty personality also indicate a significant positive relationship with entrepreneurial tendencies and career aspirations. Although these teenagers face various challenges and constraints, they still show interest and a good personality in entrepreneurial engagement. Therefore, stakeholders should add more activities related to entrepreneurship education, especially for underprivileged groups to guarantee a quality career and lifestyle in the future.

**Keywords:** Entrepreneurial Tendencies, Career Aspirations Towards Entrepreneurship, B40 Youth.

### Introduction

Youth in Malaysia represent an important segment of the country's population and play an important role in shaping the future. As the nation's generation that is the driving force of the future, it is appropriate to give emphasis to this group of teenagers. In general, the term "youth" in Malaysia refers to individuals between the ages of 15 and 30. Malaysia has a large number of young people and most Malaysians are in the youth category. According to the Department of Statistics Malaysia (2020), youth aged 15 to 24 account for approximately 15% of the population in Malaysia. The Malaysian government recognizes the importance of empowering youth with opportunities to actively participate in national development.

Various initiatives and programs have been implemented to increase youth involvement, including activities to empower youth from the aspects of leadership, entrepreneurship, and innovation.

Youth empowerment projects are seen as an initial step to prepare future generations who are capable and highly skilled. Looking in more detail, the approach of involvement in entrepreneurship among teenagers can be seen as one of the best initiatives for teenagers. The entrepreneurial aspect is seen to be an important factor in bridging the gap between household income, wealth distribution and helping to reduce the social issues of the low-income group or known as the bottom 40 (B40) group. Through entrepreneurial activities, it is actually possible to change the economic landscape and at the same time close the income gap between communities. Therefore, exposure at an early stage in the youth group is very necessary so that issues and problems with the youth group, especially those involving the B40 group, can be eradicated. Entrepreneurial activity is one of the best ways to help deal with the issue. However, some important elements need to be ensured so that B40 teenagers really know and are ready to face potential challenges with social entrepreneurship activities in the future.

Achieving the level of motivation of teenagers can be a stimulus for teenagers to avoid challenges in life. The state of low self-motivation will encourage B40 teenagers to be more exposed to social symptoms that they consider to be a never-ending solution to life. Therefore, the increase in juvenile crime rates, immoral behavior, and more has a negative impact on their future. According to a report by the World Health Organization (WHO, 2005) it is estimated that 25 % of teenagers are classified as at risk where they are involved in delinquent activities due to the narrowness of life due to low socioeconomic status as well as lack of opportunities to hone their potential. The increase in cases every year is still a concern for various parties and many improvement measures have also been implemented. The involvement of the B40 youth group is one of the contributors to these statistics, for which appropriate action needs to be taken immediately so that the continuity of youth is maintained in the future. Therefore, an urgent approach needs to be taken to give exposure to youth under 40 to stay motivated despite the various constraints faced to secure their future life and career.

Good self-resilience can help prevent teenagers from being exposed to issues and problems. A strong soul and heart encourage teenagers from low-income families to continue to strive to be the best individuals and be able to contribute to their family. Problems exist when there is no resilience in oneself to face issues in life, thus affecting the confidence of teenagers to continue living life normally. As a result, many of these teenagers take the easy way out by getting caught up in unhealthy activities, loafing, criminal damage to public property, squatting and other problems that may bring damage to the family and the local community. The Malaysian youth index report in 2008 estimated that 12 percent or around 500,000 teenagers were involved in at least one misbehavior or indecent behavior. From the criminal aspect, between 2010 and 2014, 2012 recorded the highest number of criminal cases with 6,020 cases. Besides that, Malaysian youth was ranked 50<sup>th</sup> from 181 countries in the Global Youth Index (2020) in terms of youth life quality and well-being.

In addition, the level of willingness of teenagers to participate in activities involving their

future needs to be observed so that they are able to make good decisions for their future. The level of knowledge, skills and behavior of teenagers need to be assessed for their appropriateness so that there is no waste of time in the growth and development process of the teenager. This will reveal the issue of late development which has an impact on the life process of teenagers who have no direction in life. The impact will contribute to the unemployment rate in the country and also have an impact on the economic generation of the youth themselves and their families in the future (Baharin et al., 2012). This situation is closely related to the issue of poverty which will become more widespread and will not be resolved if early preventive measures are not given attention. On top of the awareness to create a productive and competitive society, various efforts have been taken to increase the interest of teenagers, especially teenagers B40, to get involved in entrepreneurial activities on the side with the right structure and implementation.

### **Literature Review**

The youth group is one of the target groups that need attention. A study by Ereniwati (2021) found that the age group that ventured into entrepreneurship the most was 35-64 years old. This shows that the entrepreneurs found in Malaysia are those who are in the "late youth" category where this age group will shift to the elderly. It is appropriate that action to involve the youth group of adolescents is given attention in line with the development of the country's economy. This is seen as quite disappointing because there are many programs and training that have been provided targeting early teens. Therefore, more various effective measures need to be studied and implemented, especially when involving the B40 group. In addition, this situation will realize the New Economic Policy (NEP) introduced by the country to eradicate poverty and reduce the income disparity for the Malaysian community.

The involvement of the community to work in the field of entrepreneurship is seen to be able to generate economic growth for the country as well as create job opportunities which in turn will help reduce the unemployment rate. The results of a study by Wan Mohd Zaifurin et al. (2016) showed that the majority of adolescents have a tendency to venture into entrepreneurship at a high level. Predictive factors such as finance, resilience, readiness, role models, personality, obstacles, social identification, social norms, entrepreneurial knowledge and entrepreneurial skills are related to the tendency to venture into the field of entrepreneurship. This proves that adolescents can actually be exposed to the field of entrepreneurship from the beginning so that they will be more exposed to beneficial activities in addition to helping to generate side income and can be used as a basis for choosing a career for the future of adolescents.

Education on entrepreneurship needs to be given so that entrepreneurial opportunities can be explored together, and potential young entrepreneurs would be able to identify opportunities (Yap et al., 2023). For example, social entrepreneurial businesses have now been created that combine entrepreneurial objectives based on joint profit with the desire to provide opportunity for the weak or troubled community. One of the main purposes of the existence of this social entrepreneur opportunity is to focus on how to eradicate the pressure and social problems of society by producing products or services that can help the society in question. These social entrepreneurship activities are able to have a social impact to maintain initiatives, leverage individual capabilities, and increase community awareness in social innovation as well as improve solutions for good social and ecosystem outcomes.

Entrepreneurship is now a new phenomenon with the aim of reducing all social problems and eradicating the level of poverty in society (Abd Muin & Abdullah, 2014). In line with the definition of an entrepreneur, which is an individual who has an innovative idea to solve a problem and dares to take risks to move forward. This group of individuals has high ambitions to change the system and solve existing problems. Expectations from the government alone are not their only concern. An entrepreneur acts to try to solve their life problems through business activities that are felt to be in line with their abilities. Looking more broadly at cultivating entrepreneurship among Malaysians can be done by the Government at the secondary school level to shape students' attitudes as potential job creators and not job seekers (Zaifurin et al., 2016). This means that early exposure needs to be given to the youth group about business prospects, including becoming an entrepreneur that can be used as their career in the future. In addition to living life as a student, entrepreneurial activities can also be carried out based on the correct work structure. Maintaining the level of achievement of motivation, self-reliance and readiness of the youth group is very necessary so that their involvement in the world of entrepreneurship is not misunderstood.

An individual's decision to tend to venture into entrepreneurship is related to skills (Hazwani & Sheerad, 2021; Zaifurin & Ibrahim, 2020). While the findings of Zaidatol et al (2002) showed that high school students have a moderate entrepreneurial personality because their success motivation and willingness to take risks are not very positive. A study by Nur Fadeana et al (2020) found that the Big Six personality and digital entrepreneurship tendencies among Community College students were at a moderately high level. Other findings also show that there is a significant positive relationship with moderate strength between personality and digital entrepreneurship tendencies. Compared to the findings of a study by Wan Zaifurin and Ibrahim (2020) it was found that personality aspects are not significant with the interest to enter the field of entrepreneurship among adolescents. In addition, the findings of a study by Zaidatol and Afsaneh (2011) show that vocational and technical high school students in Malaysia have a high level of self-esteem in the field of entrepreneurship. The findings of the study in religious schools show that students' basic knowledge of entrepreneurship, which includes the characteristics of entrepreneurs, creativity and innovation, marketing, financial management and business plans, is at a high level, while the level of desire to choose an entrepreneurial career is moderately high (Che Faizu & Othman, 2020).

Looking more closely at the view of adolescents towards entrepreneurship as a career choice, a study was carried out by Ismail et al (2021) against Form Six students. The results show that the level of entrepreneurial aspirations of the Form Six students is at a moderately high level. While the relationship between the level of entrepreneurial inclination and the aspiration of choosing an online entrepreneurial career is at a weak level. There is no doubt that the latest technology has convinced many parties to engage in business activities online including using social media applications and this is no exception for the young people who are willing to venture into it. As in the study of Khalil et al (2021) who found that students showed a significant relationship between their social media literacy and digital entrepreneurship career choice. Therefore, the involvement of this youth group can actually provide useful returns to various parties.

Various issues of this group of adolescents can happen especially among those with a background of poverty (Sannusi et al., 2019). According to Ponnet et al (2016) stated that the family's economic struggle is one of the main factors that contribute to adolescents being classified as at risk. Adolescents with a background of poverty tend to be exposed to various risks and are more prone to failure in school in addition to having to face various negative consequences (Onukwuli, 2019). This can cause them to engage in unhealthy activities including loafing, squatting and even engaging in self-destructive behaviors. This situation is also not an exception with adolescents who live in council homes (PPR) where the exposure to social risks is more than those who live in different locations. A less suitable living environment further encourages these adolescents to be exposed to other problems.

Therefore, as discussed earlier, entrepreneurship is a noble effort to get out of poverty or at least help generate income. For the B40 group they need to be helped to get opportunities in business. However, without early exposure to sufficient knowledge, high motivation, a level of self-resilience and readiness to face various situations, adolescents will easily feel like a failure and unable to survive and stranded in the middle. Therefore, the field of entrepreneurship can be seen as helping the B40 youth group prepare for life and future careers without compromising their main role as adolescents. This study is expected to help find out the level of basic knowledge of entrepreneurship, motivation, readiness, self-reliance and personality of the B40 youth group and aims to form a basic motivation module to make the field of entrepreneurship one of the career options in the future.

### **Research Methods**

This study adopts a quantitative cross-sectional survey design on adolescents who are from the B40 group. This study involves four locations of the council homes (PPR) in Kuala Lumpur. The study population refers to the total number of adolescents living in PPR around the Klang Valley who are involved with UKM's Youth Genius Program. According to Gay et al (2009) quantitative study for the descriptive method, the minimum sample is 10 percent of the total population. In this study, the sampling method used is the stratified random sampling method according to the ratio. This sampling method is categorized under the non-probability sampling method and is a procedure for selecting sample that uses the judgment of researchers or experts to select specific cases. This technique is also a procedure for selecting sample elements with a specific purpose and involves selecting respondents who meet the important criteria that have been set in advance by the researcher. A sample of adolescents who meet the respondent selection criteria (inclusive criteria) include; adolescents aged 12 years and above and who have lived in PPR will be used as a study sample. The sample also did not consider gender and race. The selected sample will be given a simple questionnaire to obtain information about the issue being studied. This study uses some existing measurement tools and is also based on literature that is appropriate to the topic of the study. The following are the parts contained in the research questionnaire which are:

### **Instruments**

The instrument used to measure the level of basic knowledge of entrepreneurship is an adaptation from (Norasmah and Hasril, 2016). This instrument contains five dimensions which are entrepreneurial characteristics, creativity and innovation, marketing, financial management, business plan. However, this study focuses on one dimension only, which is the characteristics of entrepreneurship which contains five items. This aims to measure the level

of knowledge of adolescents about the characteristics of an entrepreneur. The variable of self-motivation was measured using a test tool adapted from the study of (Olivier et al., 2011). This test tool has two dimensions namely *opportunity-driven motivation* which has three items. This dimension serves to study the level of motivation of adolescents to become an entrepreneur when there are opportunities available. The second dimension is *necessity-driven motivation* that measures the level of motivation of adolescents to become entrepreneurs based on their needs. This dimension has four items but one item is removed which is "I will start a business because I want to continue the family business in the same industry" considering that not all adolescents involved have a family business that will be inherited.

This next measurement adapted from the study of Sum et al (2021) serves to measure the readiness of adolescents to make entrepreneurship a future career. This scale has six items. While personality variables are measured using two types of instruments. First is the Mini-International Personality Item Pool (Mini-IPIP) which was built by Donnellan and colleagues in 2006. This instrument contains 20 items which are shortlisted from the IPIP which contains 50 items (Goldberg, 1999). This test instrument to measure personality dimensions such as *Surgency or Extraversion* with a Cronbach alpha value of 0.77, *Agreeableness* with a Cronbach alpha value of 0.70, *Conscientiousness* with a Cronbach alpha value of 0.69, *Neuroticism* with a value of Cronbach's alpha 0.68 and *Intelligence or Imagination* with Cronbach's alpha value 0.68. However, the dimension of Intelligence or Imagination is removed from the use of the study because it takes into account the respondent's difficulty in understanding abstract concepts. This dimension is replaced by an Honesty-Humility dimension that comes from the HEXACO Model of Personality (Ashton & Lee, 2007; Ashton et al., 2014). This dimension serves to measure the tendency of adolescents to be fair and honest when dealing with others. This dimension is studied because it corresponds to the topic of the study and is seen as significant for the personality of an entrepreneur.

Self-resilience was measured based on two instruments. First, the CD-RISC instrument developed by (Connor and Davidson, 2003). There are five factors in this instrument, but only one factor is used in the study and this factor consists of eight items. This factor serves to measure personal competence, high standards and self-restraint. This instrument is valid to assess the resilience of entrepreneurs (Garcia & Calvo, 2013). In addition, this study also used the Brief Resilience Scale (Smith et al., 2008) which contains six items. Items 2, 4 and 6 are coded in reverse (reverse coding). In order to measure the level of entrepreneurial tendencies of the respondents, two types of instruments were adapted and modified that corresponded to the research topic. First, the instrument was adapted from Abd Razak et al (2016) and Norlida (2010) who produced a set of 10 questions. However, only five items were included in this study based on the suitability of the items to meet the objectives of the study. In addition, this instrument also adapted from Aisyah (2007); Azman (2017) who produced a set of 28 questions. After analysis, a total of eight questions were found to meet the needs of the research topic. This forms an instrument that contains 13 items focused on measuring entrepreneurial tendencies among respondents. The instrument was adapted from Helmy's (2019) study which examined the aspirations of online entrepreneurial career selection. This instrument contains 18 questions, but this study shortlisted only five items based on the appropriateness of topics that focus on entrepreneurship in general and not just online. All

the measurement were identified as the best to be used in this study with a Cronbach majoroti alpha value exceeding .065.

### **Findings**

Descriptive analysis was conducted to find out the level of basic knowledge of entrepreneurship, self-resilience, self-readiness, self-motivation, personality, entrepreneurial tendencies and also the aspirations of choosing an entrepreneurial career among youth in the B40 category. Inferential analysis was also conducted to identify correlations between the variables.

#### *Demographic Information*

This study involved a total of 80 respondents consisting of adolescents in the B40 strata who live in council homes (PPR) in Kuala Lumpur, namely PPR Muhibbah, PPR Pantai Ria, PPR Sri Pantai and PPR Desa Serjang. Table 4.2 shows that a total of 36 teenage boys (45.0%) and 44 teenage girls (55.0%) that were involved as respondents in this study. Next, the majority of respondents are between the ages of 12 and 16, which is a total of 67 people (83.8%) followed by adolescents aged 17 and above, which is a total of 13 people (16.4%). No adolescents aged 11 and under were involved in this study.

Based on Table 4.1, the majority of respondents are Malays (85.0%) which is a total of 68 people. Next, it was found that there were 10 Indian adolescents (12.5%) and two respondents belonging to the others category (2.5%). No Chinese adolescents were involved in this study. In addition, this study found that most of the respondent's family income was less than RM 2500 which is 53 people (66.3%). A total of 15 respondents (18.8%) have a family income in the range of RM 2500 to RM 3169. Next, family income in the range of RM 3170 to RM 3969, RM 3970 to RM 4849 and RM4850 and above, each owned by 4 respondents ( 5.0%).

In addition, this study also records the selection of these adolescents' ideals and the findings show that the highest chosen occupation is doctor, which is a total of 19 people (23.8%). The second highest occupation is entrepreneur which is a total of 9 people (11.3%) followed by the occupation of a teacher which is a total of 9 people (9.8%). Next, the job of an entrepreneur was chosen as an ambition by 14 people (7.2%).



Table 4.1

*Demographic Profile of Study Respondents*

Demography	Frequency	Percentage (%)
<b>Gender</b>		
Male	36	45.0
Female	44	55.0
<b>Age (Years)</b>		
11 and below	0	0.0
12 – 16	67	83.8
17 and above	13	16.4
<b>Ethnicity</b>		
Malay	68	85.0
Chinese	0	0.0
Indian	10	12.5
Others	2	2.5
<b>Household Income</b>		
Less than RM 2500	53	66.3
Rm 2500 - RM 3169	15	18.8
Rm 3170 - RM 3969	4	5.0
RM 3970 – RM 4849	4	5.0
More than RM 4850	4	5.0
<b>Ambition Choice (Majority)</b>		
Doctor	19	23.8
Entrepreneur	9	11.3
Teacher	7	8.8
Police	7	8.8

*Descriptive Analysis*

This analysis will display the results of descriptive statistics for the level of each variable according to the dimension. The determination of this level is based on a study by Leong and Nordin (2021) who categorized into four levels to interpret the mean score (Table 4.2)

Table 4.2

*Mean Score Interpretation*

Mean Score	Mean Score Interpretation
1.00 – 2.00	Low
2.01 – 3.00	Moderately Low
3.01 – 4.00	Moderately High
4.01 – 5.00	High

This analysis will display the results of descriptive statistics for both dependent and independent variables. For the dependent variable contains dimensions of entrepreneurial tendencies and entrepreneurial career selection among respondents. Based on Table 4.3, the

results of the study show that the entrepreneurial tendency among these adolescents is at a moderately high level with an average mean score of 3.72. The statement 'I believe experience will foster the courage to venture into the field of entrepreneurship' obtained the highest mean value of 3.94 followed by the statement 'I think entrepreneurial activities should be increased at the school level because it is very fun' obtained a mean value of 3.93. Next, the entrepreneurial career selection dimension recorded a mean value of 3.48, which is at a moderately high level. The statement that recorded the highest mean score was 'I am sure I can be a successful entrepreneur' which was 3.78 and was followed by the statement 'I am a person who dares to take risks to become an entrepreneur' which recorded a mean value of 3.50.

Next, Table 4.3 also shows the mean score value for the independent variable dimension according to its sub-dimension. First, the variable of adolescents' knowledge about entrepreneurship is at a moderately low level, with a mean score of 2.67. The statement with the highest mean value of 2.84 is 'Always strive to increase knowledge' and followed by the statement 'Entrepreneurs strive to improve themselves' obtained the second highest mean value of 2.79. The results of statistical analysis for the dimension of motivation driven by opportunity are at a moderately high level with a mean value of 3.75. The statement that has the highest mean value of 4.13 is 'I will start a new business because it allows me to earn a lot of money and increase my income over time' while the statement 'I will start a new business because I want to live independently' has the second highest mean value which is 3.61. Next, the motivation dimension is driven by the need to record a mean value of 3.57 which is also at a moderately high level. With a mean value of 3.96, the statement 'I will start a new business if there is no job to maintain my (financial) income' has the highest mean value while the statement 'I will start a new business because my family expects me to do so' has a mean value 3.56. In addition, the variable of self-readiness is also at a moderately high level which is a mean value of 3.66. The statement 'I am ready to do whatever it takes to become an entrepreneur' recorded the highest mean record of 3.84 while the statements 'I have a high passion to become an entrepreneur' and 'I am looking for opportunities and support to start a career as an entrepreneur' share values the same mean which is 3.83.

The results of the statistical analysis of extraversion personality dimensions are at a moderately low level with a mean value of 2.78. The statement 'I talk to a lot of people while at a party/party.' has the highest mean value of 3.05 followed by the second highest mean value which is the statement 'I attract a lot of people'. In addition, the personality dimension of agreeableness recorded a mean value of 3.08 which is at a moderately high level. The statement 'I sympathize with other people's feelings' recorded the highest mean value of 3.64 while the statement 'I feel other people's feelings' obtained a mean value of 3.45. The thrift personality dimension is also at a moderately low level with a mean value of 2.99. The statement 'I complete tasks quickly' recorded the highest mean value of 3.43 followed by a mean value of 3.13 for the statement 'I like to give instructions'. Next, the neuroticism dimension obtained a mean value of 3.18 which is also at a moderately high level. The statement 'I often have mood changes' recorded the highest mean value of 3.41 while the statement 'I am calm most of the time' obtained a mean value of 3.30. The honesty-humble personality dimension is at a moderately high level with a mean value of 3.12. The statement 'I deserve more in my life' recorded the highest mean value of 3.33 followed by the statement 'I like to have luxury goods' obtained the second highest mean value of 3.19. Finally, the

adolescent self-resilience variable is at a moderately high level with a mean of 3.58. The statement 'I feel proud of my achievements' recorded the highest mean value of 4.28 followed by a mean value of 4.05 for the statement 'I work to achieve my goals'

Table 4.3

*Mean Score based on Dimensions.*

Variable	Mean Score	Level
<b>Dependent Variable</b>		
Entrepreneurial Tendency	3.72	Moderately High
Entrepreneurial Career Choice	3.48	Moderately High
<b>Independent Variable</b>		
Knowledge on Entrepreneurship	2.67	Moderately Low
Motivation driven by opportunity	3.75	Moderately High
Motivation driven by needs	3.57	Moderately High
Self - readiness	3.66	Moderately High
Extraversion	2.78	Moderately Low
Agreeableness	3.08	Moderately High
Conscientiousness	2.99	Moderately Low
Neurotism	3.18	Moderately High
Honesty - Humility	3.12	Moderately High
Self - resilience	3.58	Moderately High

*Correlation Analyses*

The use of correlation analysis in research is to identify the strength of the relationship between two variables. The strength of this relationship can be assessed through the correlation coefficient,  $r$ , which lies between the value of 0 and 1. If the value of  $r$  approaches the value of 0, this means that there is a weak strength between the two variables. On the other hand, if the value of  $r$  approaches the value of 1, it means that there is a strong force between the variables. This study uses Guildford's Rules of Thumb to interpret the strength of the relationship produced through the correlation test (Table 4.4). In addition, correlation is also used to analyze the direction of the relationship between the variables. A positive relationship indicates that the two variables under study are in the same direction. Meanwhile, a negative relationship shows a different or opposite direction for both variables.

Table 4.4

*Guildford's Rules of Thumb*

Pearson Correlation Coefficient	of Relationship Strength
<0.20	Almost non-existent relationship
0.20 – 0.40	Weak relationship
0.41 – 0.70	Moderate relationship
0.71 – 0.90	Strong relationship
>0.90	Very strong relationship

Based on Table 4.5, the correlation analysis between the variables of entrepreneurial knowledge and also entrepreneurial tendencies shows  $r = 0.456$ ,  $p < 0.000$ . This shows a moderately positive significant relationship between entrepreneurial knowledge and inclination. The relationship between entrepreneurial knowledge and career choice shows a weak positive significant correlation which is  $r = 0.371$ ,  $p < 0.000$ . Next, the correlation analysis between the variables of self-motivation and entrepreneurial tendencies shows the existence of a moderately positive significant relationship which is  $r = 0.443$ ,  $p < 0.000$ . Likewise with the relationship between self-motivation and the selection of an entrepreneurial career that recorded a significant and weakly positive relationship which is  $r = 0.382$ ,  $p < 0.000$ .

In addition, the variable of self-readiness with entrepreneurial tendencies shows a moderate and positive significant relationship which is  $r = 0.661$ ,  $p < 0.000$  while there is also a moderate and positive significant relationship between self-readiness and entrepreneurial career choice ( $r = 0.659$ ,  $p < 0.000$ ). The analysis of the study also found that there is a moderately positive significant relationship between self-reliance and entrepreneurial tendencies which is  $r = 0.503$ ,  $p < 0.000$ . The same is the case with the correlation analysis between self-reliance and the choice of an entrepreneurial career, which means that there is a moderately positive significant relationship ( $r = 0.509$ ,  $p < 0.000$ ).

Table 4.5

*Results of Correlation Analysis of Entrepreneurial Knowledge Variables, Self-Readiness, Self-Motivation, Self-Resilience with Entrepreneurial Tendency and Entrepreneurial Career Selection.*

Variable	Entrepreneurial Tendency	Entrepreneurial Career Choice
Knowledge on Entrepreneurship	.456**	.371**
Self - motivation	.443**	.382**
Sel - readiness	.661**	.659**
Self - resilience	.503**	.509**

\* $p < 0.005$ , \*\* $p < 0.001$

Meanwhile Table 4.6 shows the correlation analysis between the personality variables according to dimensions with the entrepreneurial tendency variable and also the entrepreneurial career selection among adolescents. The relationship between extraversion personality and entrepreneurial tendencies recorded a value of  $r = -0.146$ ,  $p < 0.00$  which shows a weak and negative significant relationship. Similarly, the relationship between extraversion personality and entrepreneurial career choice shows a weak and positive significant relationship which is  $r = 0.129$ ,  $p < 0.000$ . Next, the findings show that there is a weak and positive significant relationship between personality agreeableness and entrepreneurial tendencies which is  $r = 0.126$ ,  $p < 0.000$  while there is also a significant weak and positive relationship between agreeable personality and entrepreneurial career choice which is  $r = 0.106$ ,  $p < 0.000$ .

In addition, the value of the correlation coefficient shows a weak and positive significant relationship between thrift personality and entrepreneurial tendencies ( $r = 0.227$ ,  $p < 0.000$ ). Likewise with the findings for thrift personality with entrepreneurial career selection which shows a weak and positive significant relationship ( $r = 0.223$ ,  $p < 0.000$ ). The relationship

between neuroticism personality and entrepreneurial tendencies shows a weak and negative significant relationship which is  $r = -0.098$ ,  $p < 0.000$  while there is also a weak and negative significant relationship between neuroticism personality and entrepreneurial career choice ( $r = -0.094$ ,  $p < 0.000$ ). Next, the honesty-humility personality shows a weak and positive significant relationship with entrepreneurial tendencies ( $r = 0.224$ ,  $p < 0.000$ ) while there is a weak and positive significant relationship between the honesty-humility personality and entrepreneurial career choice ( $r = 0.311$ ,  $p < 0.000$ ).

Table 4.6

*Results of Correlation Analysis of Personality Dimensions with Entrepreneurial Tendency and Entrepreneurial Career Selection.*

Variable	Entrepreneurial Tendency	Entrepreneurial Career Choice
Extraversion	.146	.129
Agreeableness	.126	.106
Conscientiousness	.227*	.223*
Neuroticism	-.098	-.094
Honesty - Humility	.224*	.311*

\* $p < 0.005$ , \*\* $p < 0.0$

## Discussion

An individual's tendency to be involved in the field of entrepreneurship is driven by internal and external factors that will have an impact on the career determination process in the future. Overall, this study found that basic knowledge of entrepreneurship, self-readiness, self-motivation and self-resilience have a significant positive relationship with entrepreneurial tendencies and also the aspirations of choosing an entrepreneurial career among youth under 40. This is in line with the results of the study which shows that the majority of B40 adolescents have moderately high and moderately low levels of these factors. A study by Bakar et al (2016) showed the factors of desire to be independent, knowledge and skills play a role in increasing youth involvement in the field of entrepreneurship. The entrepreneurial activities held in the PPR area are a right initiative to increase entrepreneurial tendencies among the youth of the B40. This is because experience, education and recognition are external factors that encourage students to make entrepreneurship a career field (Rummel et al., 2021).

The findings of this study also show that the career of an entrepreneur as the choice of ambition is the second highest among B40 adolescents. This means that this adolescents has a high desire to become an entrepreneur in the future. Personality factors also play an important role in determining career choices. Based on the findings of the study, the personality of conscientiousness and honesty-humility has a significant positive correlation with entrepreneurial tendencies and entrepreneurial career aspirations. Honesty-humble personality shows that an individual is fair and honest and this personality is also a predictor of unethical behavior when doing business (De Vries et al., 2017). According to Zhao and Seibert (2006), the seriousness factor has a strong relationship with entrepreneurship compared to other personality factors. This is because, entrepreneurs need a motivational attitude and high goals to achieve success and the way is through self-determination (Ariffin et al., 2020).

## Conclusion

In conclusion, this study succeeded in showing that B40 adolescents have a tendency to enter the field of entrepreneurship. Although they have various challenges such as financial aspects, support and exposure to entrepreneurial knowledge, they still show interest and have a good personality to become an entrepreneur. Since the constraints they face involve finance and knowledge, the government should help them to overcome this problem by increasing the number of entrepreneurship classes in PPR areas. Not only that, skills classes such as sewing clothes, repairing electronic equipment and even cooking classes can be developed in the PPR area so that they can learn useful skills to engage in the field of entrepreneurship. The government through financial institutions can also provide business loan schemes to the B40 group to help them start their small businesses.

After all, the interest and tendency of B40 adolescents in venturing into the field of entrepreneurship needs to be given attention and encouragement so that their ambitions are achieved, thus helping to ease the family's burden to get out of the shackles of financial problems. Support from the government, the local community and also educational institutions such as universities and schools is seen as very important to nurture, instill and develop the spirit of entrepreneurship in B40 adolescents.

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