

Entrepreneurial Marketing Dimensions as Antecedents of Entrepreneurship Intention: Evidence from Young Potential Entrepreneurs in Indonesia

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ABSTRACT

This study aims to analyze the influence of entrepreneurial marketing dimensions on entrepreneurial intention among students in Yogyakarta, Indonesia. The study employed a quantitative approach using a survey method involving one hundred respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using multiple regression analysis with the assistance of SmartPLS software. The results indicate that the seven dimensions of entrepreneurial marketing, namely proactiveness, opportunity focus, calculated risk taking, innovativeness, customer intensity, resource leveraging, and value creation, have a positive and significant effect on entrepreneurial intention. These findings suggest that developing an entrepreneurial marketing mindset can serve as a strategic approach to enhancing individuals' readiness to engage in entrepreneurial activities.

INTRODUCTION

Entrepreneurship development has become a significant agenda in economic development across countries, including Indonesia. Entrepreneurship is no longer viewed merely as an economic activity aimed at generating profits, but also as a mechanism for creating employment opportunities, fostering innovation, strengthening competitiveness, and promoting economic independence within society. Virasa et al. (2022) emphasize that entrepreneurship plays a broader role in supporting economic transformation by encouraging innovation and improving societal resilience. In the Indonesian context, increasing the number of entrepreneurs has become a strategic priority, considering that the national economy continues to face several challenges, including limited formal employment opportunities, uneven regional productivity, and the need to enhance the contribution of small and medium-sized enterprises to economic growth (Setyaningrum et al., 2023). The Indonesian government has continuously promoted the development of an entrepreneurial ecosystem through business development programs, business incubation initiatives, entrepreneurship education, and capacity-building programs for entrepreneurs. Nevertheless,

encouraging individuals to pursue entrepreneurship remains challenging because entrepreneurial decisions are influenced by various internal and external factors (Prabowo et al., 2022). Therefore, understanding the determinants that shape entrepreneurial intention has become increasingly important for strengthening entrepreneurship development in Indonesia.

Entrepreneurial intention represents one of the fundamental concepts in entrepreneurship research, referring to an individual's willingness, commitment, and readiness to establish and operate a business in the future. According to Batz et al. (2024), entrepreneurial intention serves as an important antecedent of entrepreneurial behavior because business creation generally begins with the formation of individual motivation and commitment to become an entrepreneur. Previous studies have demonstrated that individuals with stronger entrepreneurial intentions are more likely to engage in actual entrepreneurial activities compared with those who lack such orientation (Bouarir et al., 2023a; Lyu et al., 2023). Consequently, enhancing entrepreneurial intention among young individuals, students, and prospective entrepreneurs has become a crucial strategy for strengthening entrepreneurial culture. However, the formation of entrepreneurial intention is a complex process influenced by individuals' perceptions of business opportunities, value creation capabilities, risk tolerance, and understanding of market dynamics (Nayak et al., 2024). This complexity highlights the need for alternative perspectives that integrate entrepreneurial and marketing approaches to better explain the development of entrepreneurial intention.

One relevant approach for understanding entrepreneurial intention formation is the concept of entrepreneurial marketing. Morris et al. (2002) introduced entrepreneurial marketing as an integrated approach that combines entrepreneurial thinking and marketing practices through opportunity orientation, innovation, creativity, risk-taking, and value creation for customers. Unlike traditional marketing approaches that emphasize formal planning, systematic market analysis, and extensive resource allocation, entrepreneurial marketing focuses on the ability of individuals or organizations to identify opportunities and creatively utilize available resources under uncertain conditions. This approach is particularly relevant for prospective entrepreneurs because contemporary business environments are characterized by rapid changes, intense competition, and resource constraints commonly experienced by new ventures (Arshi et al., 2023). Therefore, entrepreneurial marketing extends beyond marketing activities conducted after business establishment and can also represent a cognitive orientation that encourages individuals to develop entrepreneurial aspirations.

The dimensions of proactiveness, opportunity focus, and calculated risk taking represent essential components of entrepreneurial marketing that contribute to entrepreneurial intention development (Morris et al., 2002; Vinsensius & Ryandra, 2024). Proactiveness reflects an individual's ability to initiate actions, search for emerging opportunities, and respond proactively to changes in the business environment. Meanwhile, opportunity focus refers to the capability to identify, evaluate, and exploit available opportunities to create potential business activities (Martínez-Cañas et al., 2023; Santos-Vijande et al., 2022). Individuals with

strong opportunity orientation are more likely to perceive entrepreneurship as an attractive career option because they are capable of recognizing valuable opportunities. Furthermore, Manishimwe et al. (2022) argue that calculated risk taking reflects the ability to make entrepreneurial decisions based on careful evaluation rather than impulsive risk acceptance. The capability to manage risks rationally can enhance individuals' confidence in dealing with uncertainty and strengthen their intention to pursue entrepreneurial activities.

In addition to these dimensions, innovativeness, customer intensity, resource leveraging, and value creation are also considered important factors in shaping entrepreneurial intention. Bachmann et al. (2021) highlight that entrepreneurial characteristics related to innovation and opportunity exploitation contribute significantly to entrepreneurial development. Innovativeness represents the ability to generate new ideas, develop creative solutions, and offer differentiated value propositions in the marketplace, thereby increasing individuals' confidence in creating business opportunities. Customer intensity emphasizes the importance of understanding customer needs, identifying consumer problems, and developing relevant solutions (Cheng et al., 2025; Hongal et al., 2022). Furthermore, resource leveraging refers to the ability to creatively utilize limited resources, including networks, knowledge, and technology, to overcome barriers associated with business creation. Hitt et al. (2011) and Rawhouser et al. (2025) suggest that value creation represents a fundamental entrepreneurial process through which entrepreneurs deliver meaningful benefits and solutions to stakeholders. Thus, individuals with stronger entrepreneurial marketing characteristics are expected to demonstrate higher levels of entrepreneurial intention. Figure 1 illustrates the proposed relationship between entrepreneurial marketing dimensions and entrepreneurial intention.

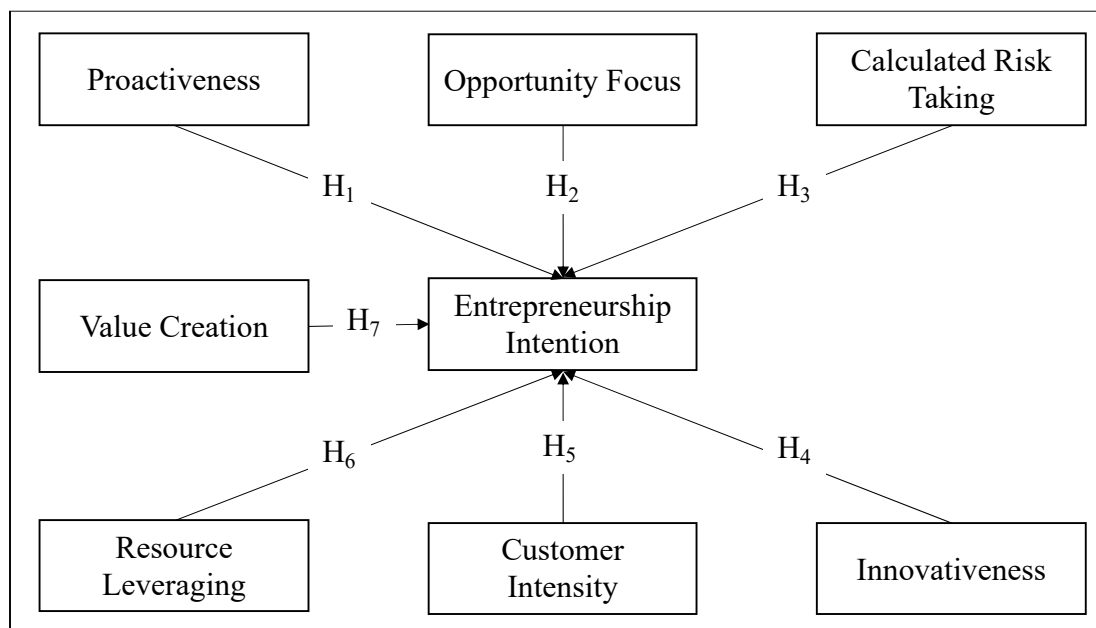


Figure 1. Research Model

In the Indonesian context, examining the relationship between entrepreneurial marketing and entrepreneurial intention has become increasingly relevant due to persistent challenges in fostering entrepreneurial interest, despite the growing implementation of entrepreneurship education across various institutions (Handayati et al., 2021). Many individuals continue to consider business risks, income uncertainty, limited entrepreneurial experience, and insufficient self-confidence before deciding to establish a venture. This condition indicates that entrepreneurship education should not merely focus on transferring business knowledge but also emphasize the development of an entrepreneurial mindset that enables individuals to recognize opportunities, innovate, and create value (Amalia & Von Korflesch, 2021). Therefore, entrepreneurial marketing provides a relevant perspective for explaining how individual characteristics and capabilities contribute to the formation of entrepreneurial intention.

Previous studies on entrepreneurial intention have predominantly adopted the Theory of Planned Behavior (TPB) as the primary theoretical framework, emphasizing the roles of attitudes, subjective norms, and perceived behavioral control in shaping entrepreneurial decisions (Ajzen, 1991; Batz Liñeiro et al., 2024; Vamvaka et al., 2020). Meanwhile, research on entrepreneurial marketing has largely concentrated on organizational outcomes, such as business performance, innovation capability, and competitive advantage (Tolossa et al., 2024). Consequently, the role of entrepreneurial marketing as an individual-level antecedent of entrepreneurial intention, particularly in emerging economies such as Indonesia, remains relatively underexplored. Furthermore, several studies have examined entrepreneurial marketing as a single construct, limiting the understanding of how each specific dimension contributes to the development of entrepreneurial intention (Eggers et al., 2020; Niemand et al., 2026). Addressing this gap, the present study investigates the influence of seven entrepreneurial marketing dimensions on entrepreneurial intention to provide deeper theoretical insights and practical implications for designing more effective entrepreneurship development programs. Based on the aforementioned arguments, the hypotheses proposed in this study are formulated as follows:

- H₁: Proactiveness has a positive effect on entrepreneurship intention.
- H₂: Opportunity focus has a positive effect on entrepreneurship intention.
- H₃: Calculated risk taking has a positive effect on entrepreneurship intention.
- H₄: Innovativeness has a positive effect on entrepreneurship intention.
- H₅: Customer intensity has a positive effect on entrepreneurship intention.
- H₆: Resource leveraging has a positive effect on entrepreneurship intention.
- H₇: Value creation has a positive effect on entrepreneurship intention.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design aimed at examining the effect of entrepreneurial marketing dimensions on entrepreneurial intention. The independent variables consisted of seven entrepreneurial marketing dimensions, namely

proactiveness, opportunity focus, calculated risk taking, innovativeness, customer intensity, resource leveraging, and value creation, while entrepreneurial intention was positioned as the dependent variable. The sample was selected using a purposive sampling technique, involving one hundred respondents who met specific criteria, including having knowledge or experience related to entrepreneurship and demonstrating interest in business activities or future venture creation. Data were collected through an online questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement instruments were developed based on established indicators from previous studies related to entrepreneurial marketing and entrepreneurial intention. Data analysis was conducted using multiple regression analysis with the assistance of SmartPLS software to examine the relationships between entrepreneurial marketing dimensions and entrepreneurial intention.

RESULT AND DISCUSSION

As presented in Table 1, the majority of respondents in this study were female, accounting for 58 respondents (58%), while male respondents represented 42 respondents (42%). Regarding educational status, most respondents were undergraduate or diploma students, comprising 65 respondents (65%), whereas high school/vocational students accounted for 35 respondents (35%). In terms of age distribution, the respondents were predominantly within the 20–22 years age group, consisting of 52 respondents (52%), indicating that most participants were at the higher education stage and in the process of developing their career orientation. Furthermore, 46 respondents (46%) had prior experience in running a business, while 54 respondents (54%) had no previous entrepreneurial experience. Additionally, the majority of respondents had obtained entrepreneurial knowledge or experience through education and training activities, represented by 67 respondents (67%). These characteristics indicate that the respondents were relevant to the research objectives, as they represent a group with potential to develop entrepreneurial intention.

Table 1. Respondent Demographic Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	42	42
	Female	58	58
Educational Status	Senior High School/Vocational School Students	35	35
	Diploma/Undergraduate Students	65	65
Age	17–19 years old	38	38
	20–22 years old	52	52
	>22 years old	10	10
Entrepreneurial Experience	Never owned a business	54	54
	Have previously run a business	46	46
Entrepreneurship	Have participated	67	67

Characteristics	Category	Frequency	Percentage (%)
Education/Activities Attended	Have never participated	33	33

Based on the results of the Normal Q-Q Plot presented in Figure 1, most of the observed data points are located around the diagonal reference line and follow a normal distribution pattern, although slight deviations can be observed at several points, particularly at the tails of the distribution. These deviations remain within an acceptable range, indicating that the data demonstrate an approximately normal distribution pattern. Therefore, the normality assumption of the research data is considered fulfilled, and the data are appropriate for further regression analysis.

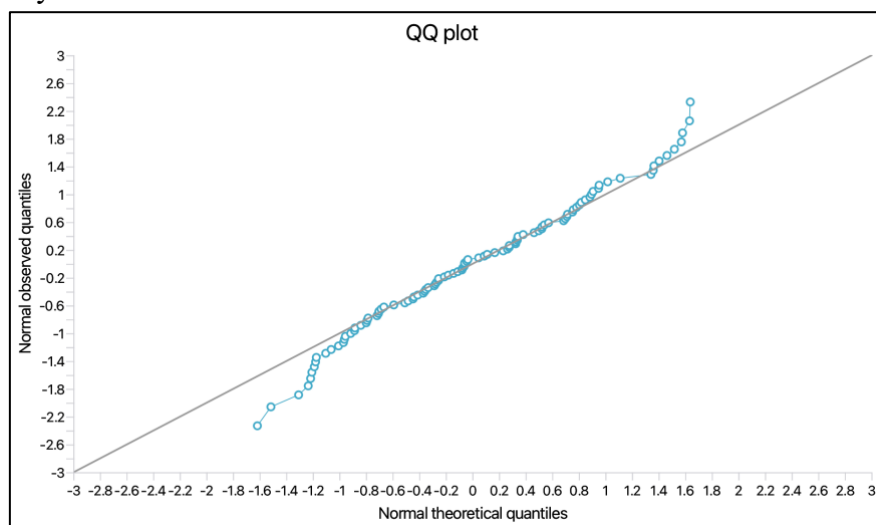


Figure 2. Data Normality Result

Based on the results of the residual normality test histogram presented in Figure 3, the residual distribution demonstrates a pattern that closely resembles a normal curve, with most observations concentrated around the central value and relatively balanced dispersion on both the left and right sides. The residual distribution curve also shows a close alignment between the observed histogram and the normal distribution curve, although minor differences appear at several points, particularly at the tails of the distribution. These findings indicate that the residuals in the regression model satisfy the normality assumption. Therefore, the proposed research model is considered appropriate for further regression analysis.

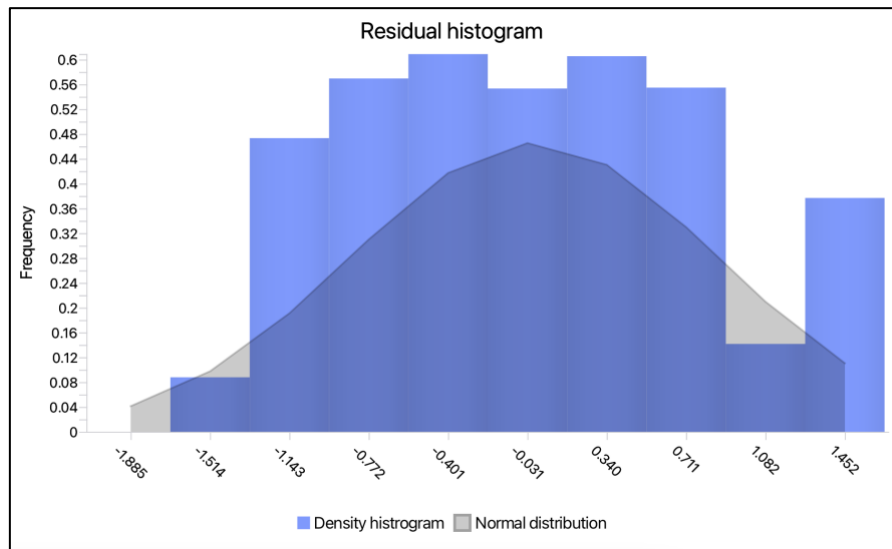


Figure 3. Histogram of Normality Test Result

Based on the multicollinearity test results presented in Table 2, all independent variables in this study show Variance Inflation Factor (VIF) values ranging from 1.027 to 1.063. These values are considerably below the critical threshold of $VIF = 10$, indicating that there is no multicollinearity problem among the independent variables in the regression model. Therefore, the variables of calculated risk taking, customer intensity, innovativeness, opportunity focus, proactiveness, resource leveraging, and value creation do not exhibit high correlations with one another, allowing each variable to independently explain its effect on entrepreneurial intention. These findings confirm that the regression model satisfies the assumption of no multicollinearity and is suitable for further analysis.

Table 2. Multicollinearity Test Result

Variable	VIF
Calculated Risk Taking	1.063
Customer Intensity	1.052
Innovativeness	1.052
Opportunity Focus	1.035
Proactiveness	1.054
Resource Leveraging	1.027
Value Creation	1.044

Based on the Breusch–Pagan test results presented in Table 3, the model obtained a Test-Statistic value of 3.804 with 7 degrees of freedom (df) and a p-value of 0.802. Since the p-value is greater than the significance level of 0.05, it can be concluded that the regression model does not suffer from heteroscedasticity issues. Therefore, the residual variance in the research model is considered constant (homoscedasticity), indicating that the regression model satisfies the classical assumption of heteroscedasticity and is appropriate for further hypothesis testing.

Table 3. Breusch-Pagan Test Result

Test-Statistic	df	P value
3.804	7	0.802

The results of the T-test analysis presented in Table 4 and Figure 4 indicate that all dimensions of entrepreneurial marketing have a positive and significant effect on entrepreneurial intention. Hypothesis testing was conducted by examining the regression coefficients, t-statistic values, and significance levels (p-values). All independent variables obtained a p-value of 0.000 (<0.05), indicating that all proposed hypotheses (H1–H7) are supported. These findings suggest that entrepreneurial marketing characteristics possessed by individuals can enhance their tendency to develop intentions to engage in entrepreneurial activities.

The hypothesis testing results for proactiveness demonstrate a positive and significant effect on entrepreneurial intention, supporting H1. Proactiveness obtained a regression coefficient of 0.174, a standardized coefficient of 0.270, a t-statistic value of 4.280, and a p-value of 0.000. This finding indicates that individuals with proactive orientations, such as actively seeking opportunities, taking initiatives, and anticipating changes in the business environment, are more likely to develop stronger entrepreneurial intentions. A proactive mindset encourages individuals not only to respond to existing opportunities but also to actively create new business possibilities. As Chen (2024) highlights, proactive individuals tend to demonstrate stronger entrepreneurial tendencies because they are more capable of initiating actions and adapting to dynamic environments.

Furthermore, the results reveal that opportunity focus has a positive and significant effect on entrepreneurial intention, supporting H2. This variable shows a regression coefficient of 0.214, a standardized coefficient of 0.420, a t-statistic value of 6.709, and a p-value of 0.000. Among all entrepreneurial marketing dimensions, opportunity focus demonstrates the strongest influence in this study. This finding indicates that the ability to identify, evaluate, and exploit business opportunities plays a crucial role in shaping entrepreneurial intention. Individuals who are able to recognize potential opportunities in their surroundings are more likely to perceive entrepreneurship as a feasible and attractive career option. Previous research by Bouarir et al. (2023b) also emphasizes that opportunity recognition capability contributes significantly to individuals' entrepreneurial motivation and intention.

Regarding calculated risk taking, the findings reveal a positive and significant effect on entrepreneurial intention, thereby supporting H3. The variable obtained a regression coefficient of 0.220, a standardized coefficient of 0.257, a t-statistic value of 4.050, and a p-value of 0.000. These results indicate that individuals who are capable of taking calculated risks are more likely to develop stronger entrepreneurial intentions. Entrepreneurial activities inherently involve uncertainty; therefore, the ability to evaluate risks and make informed decisions becomes an important capability for prospective entrepreneurs. Individuals who are

able to manage risks rationally tend to possess greater confidence in facing business uncertainty and pursuing entrepreneurial opportunities. This finding is consistent with Steenkamp et al. (2024), who argue that calculated risk-taking capability strengthens entrepreneurial confidence by enabling individuals to approach uncertainty through strategic evaluation rather than avoidance.

Table 4. Result of T-test

Variable	Unstandardized coefficients	Standardized coefficients	SE	T value	P value
Calculated Risk Taking	0.220	0.257	0.054	4.050	0.000
Customer Intensity	0.159	0.304	0.033	4.813	0.000
Innovativeness	0.195	0.346	0.035	5.485	0.000
Opportunity Focus	0.214	0.420	0.032	6.709	0.000
Proactiveness	0.174	0.270	0.041	4.280	0.000
Resource Leveraging	0.158	0.284	0.035	4.560	0.000
Value Creation	0.161	0.330	0.031	5.248	0.000
Intercept	-1.621	0.000	0.961	1.686	0.095

The hypothesis testing results for innovativeness indicate that this dimension has a positive and significant effect on entrepreneurial intention, supporting H4. Innovativeness obtained a regression coefficient of 0.195, a standardized coefficient of 0.346, a t-statistic value of 5.485, and a p-value of 0.000. These findings demonstrate that the ability to generate new ideas, develop creative solutions, and implement distinctive business approaches can strengthen individuals' intentions to engage in entrepreneurial activities. Individuals with a strong innovation orientation tend to have greater confidence in their ability to create business opportunities through creativity and continuous improvement. As highlighted by Ike et al. (2025), innovative capabilities enhance entrepreneurial motivation by enabling individuals to identify alternative solutions and develop new value propositions in competitive environments.

Furthermore, customer intensity was found to have a positive and significant effect on entrepreneurial intention, providing support for H5. The analysis shows that customer intensity has a regression coefficient of 0.159, a standardized coefficient of 0.304, a t-statistic value of 4.813, and a p-value of 0.000. This result indicates that understanding customer needs and developing strong customer relationships can encourage individuals to pursue entrepreneurial activities. Individuals with a strong customer orientation are more likely to recognize that business success depends on the ability to provide relevant solutions that address market demands. In line with this finding, Fintan and Mbura (2025) emphasize that customer-oriented entrepreneurial approaches strengthen opportunity recognition and increase individuals' readiness to establish new ventures.

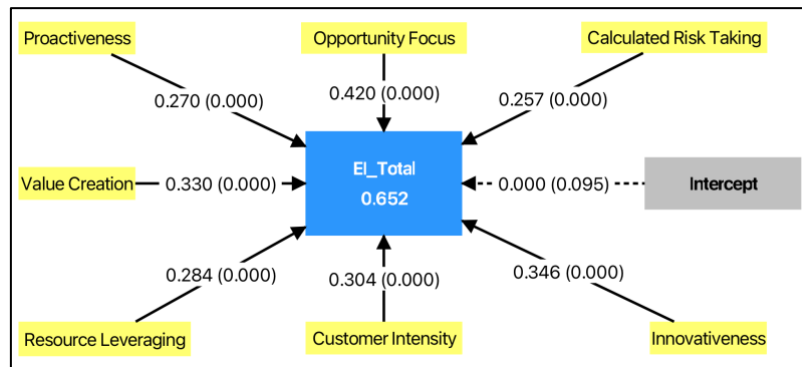


Figure 4. Hypothesis Test Result Output

The results also reveal that resource leveraging has a positive and significant effect on entrepreneurial intention, supporting H6. Resource leveraging obtained a regression coefficient of 0.158, a standardized coefficient of 0.284, a t-statistic value of 4.560, and a p-value of 0.000. This finding suggests that the ability to creatively utilize available resources, including limited capital, social networks, knowledge, and technology, can enhance individuals' readiness to initiate entrepreneurial activities. Rather than perceiving resource limitations as barriers, individuals with strong resource leveraging capabilities are more likely to identify alternative ways to develop business opportunities. Xu (2024) argues that the ability to effectively mobilize and recombine available resources is a critical entrepreneurial capability that reduces perceived constraints in venture creation.

Finally, value creation was found to have a positive and significant effect on entrepreneurial intention, supporting H7. The variable obtained a regression coefficient of 0.161, a standardized coefficient of 0.330, a t-statistic value of 5.248, and a p-value of 0.000. This finding indicates that an orientation toward creating meaningful value for customers represents an important factor in developing entrepreneurial intention. Individuals who perceive entrepreneurship as a means of delivering benefits and solving customer problems are more likely to demonstrate stronger motivation to establish a business. According to Bouarir et al. (2023c), value creation orientation contributes to entrepreneurial motivation by strengthening individuals' perceptions of the significance and feasibility of entrepreneurial activities. Overall, the findings confirm that all entrepreneurial marketing dimensions contribute to the development of entrepreneurial intention, with opportunity focus emerging as the most influential dimension in the research model.

Table 5. Analysis of Variance Result

	Sum square	df	Mean square	F	P value
Total	208.360	99	0.000	0.000	0.000
Error	72.612	92	0.789	0.000	0.000
Regression	135.748	7	19.393	24.571	0.000

Based on the Analysis of Variance (ANOVA) test presented in Table 5, the regression model obtained an F-statistic value of 24.571 with a p-value of 0.000. Since the significance

value is lower than the 0.05 threshold, it can be concluded that the regression model has a statistically significant effect on entrepreneurial intention simultaneously. These findings indicate that the seven dimensions of entrepreneurial marketing, namely proactiveness, opportunity focus, calculated risk taking, innovativeness, customer intensity, resource leveraging, and value creation, collectively contribute to explaining variations in entrepreneurial intention. Therefore, the proposed research model can be considered statistically fit, and all independent variables simultaneously provide meaningful contributions in predicting entrepreneurial intention.

Table 6. Coefficient Determination Test Result

	Entrepreneurship Intention Total
R-square	0.652
R-square adjusted	0.625
Durbin-Watson test	1.829

The results of the coefficient of determination test presented in Table 6 indicate that the model obtained an R-square value of 0.652 and an Adjusted R-square value of 0.625. These values demonstrate that the independent variables, consisting of the seven dimensions of entrepreneurial marketing, are able to explain 65.2% of the variance in entrepreneurial intention, while the remaining 34.8% is explained by other factors outside the research model. The Adjusted R-square value of 0.625 indicates that after considering the number of independent variables included in the model, the predictive capability of the regression model remains relatively strong. Furthermore, the Durbin–Watson value of 1.829 suggests that the regression model does not suffer from autocorrelation problems, as the value falls within the acceptable range. Therefore, the proposed research model demonstrates good explanatory power and is considered appropriate for predicting entrepreneurial intention.

CONCLUSION AND RECOMENDATION

This study demonstrates that entrepreneurial marketing represents a relevant perspective for explaining the formation of entrepreneurial intention. Entrepreneurial intention is not solely determined by individuals' desire to establish a business but is also associated with their ability to develop an entrepreneurial mindset through opportunity recognition, value creation, innovation, and the capability to cope with uncertainty. From a practical perspective, this study suggests that entrepreneurship development should not be limited to providing business knowledge but should also emphasize the development of entrepreneurial marketing competencies through practice-based learning, creativity development, and hands-on experiences in creating market-oriented solutions.

Despite its contributions, this study has several limitations. First, the sample was limited to students in Yogyakarta, Indonesia, which may restrict the generalizability of the findings to other populations and geographical contexts. Second, the study employed a quantitative approach using self-reported questionnaires, which primarily capture respondents'

perceptions rather than actual entrepreneurial behaviors. Future research is encouraged to involve more diverse respondents and broader geographical areas, apply longitudinal approaches to examine changes in entrepreneurial intention over time, and incorporate additional variables such as entrepreneurial self-efficacy, entrepreneurship education, social support, and business environment to gain a more comprehensive understanding of the factors influencing entrepreneurial intention.

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