The Relationship Between Entrepreneurship, Entrepreneur Background, and Future Market Anticipation

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Abstract: The rapid and competitive development of entrepreneurship demands that entrepreneurs become more creative and innovative in creating or designing their products and services to meet the increasingly diverse needs of society. To enhance the entrepreneurial spirit in business, market anticipation for the future is necessary so that the products produced can compete with other competitors and generate profits. The purpose of this research is to understand the relationship between entrepreneurship, the background of entrepreneurs, and future market anticipation. This research uses a sample, employing a purposive sampling technique. Data were collected through the distribution of questionnaires to respondents located in Tangerang who are members of the sample. This data analysis technique uses SEM with Smart PLS. The research results show entrepreneurship has a positive and significant impact on future market anticipation. Entrepreneurial background has a positive and significant impact on future market anticipation. Entrepreneurial background has an insignificant impact on entrepreneurship.

Keywords: Entrepreneurship, entrepreneur background, market anticipation in the future.

Introduction

Entrepreneurship is an activity undertaken by individuals or groups to build a business through creativity and innovation. The aim of entrepreneurship is to create job opportunities, develop aspirations, and contribute to the country's economic growth. Entrepreneurship involves imagination, creativity, talent, and innovation (Tang, 2017). However, in

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entrepreneurship, someone who wants to start their own business must have a broad mindset. This mindset aims to ensure the development of the business and prevent it from lagging behind competitors. In addition to having a broad mindset, entrepreneurs must also be able to determine the opportunities they will pursue correctly., the concept and strategy of running a business greatly depend on how we respond to and draw positive aspects from the factors of business success (Donner et al., 2021). Many entrepreneurs fail because they make poor decisions, lack solutions to maintain their established businesses, or choose to abandon or neglect their established ventures.

The development of a unique competitive advantage, which creates value for customers and is difficult for competitors to imitate, is crucial for business success. Companies that have a competitive advantage will become leaders in their market and can achieve above-average profits (Liu et al., 2024). Many entrepreneurs have achieved success by starting their careers from the beginning. They struggled for years to develop their business. According to (Srimulyani et al., 2023), a business can survive if an entrepreneur pays attention to the future needs of consumers. By anticipating the future, an entrepreneur can easily gain positive value from customers. Conversely, if an entrepreneur does not pay attention to future anticipation, the business they build, or form will not last long because it will be left behind by competitors. Therefore, anticipating the future is crucial for the sustainability of the business, as it enhances customer value as it grows. People tend to choose to work directly rather than becoming entrepreneurs due to several factors. The first factor influencing entrepreneurship is internal factors such as learning outcomes, entrepreneurial intentions, and mental health (Vu & Tolstoy, 2025).

The second factor is external factors such as opportunities, experience, and the family environment. People are often reluctant to start a business because they are unprepared for the risks involved. Moreover, the people in Indonesia are hesitant to become entrepreneurs because they do not have a stable income and lack sufficient experience. Determining whether entrepreneurship has a positive impact on future market anticipation is, therefore, the goal of the study. The research also aims to ascertain whether the background of entrepreneurs positively impacts future market anticipation. The research also aims to ascertain whether entrepreneurs' backgrounds positively impact entrepreneurship. This research is meant to help develop entrepreneurial skills so that they can be successful and sustain their businesses. The data can show if entrepreneurship and entrepreneurs' backgrounds are important for SMEs in predicting the future market (Wang et al., 2025).

Literature Review

People or groups who are entrepreneurs take advantage of market possibilities by developing plans and following them through in a methodical way. There are many different approaches and methods that can be used to develop new goods or services that meet the needs of the market (Fuad et al., 2024). According (Waldron et al., 2025), that entrepreneurship is the process of creating something new and useful utilizing time, money, and physical resources. This activity has risks, but it can bring money, joy, and independence. According (Townsend et al., 2020), being an entrepreneur involves being able to deal with the way the economy works right now. Entrepreneurs reach their aims by coming up with new products and services, developing new ways to operate their company, or using raw materials in creative ways (Li et al., 2025) say that an entrepreneur is someone who starts a business and is able to take risks in many different situations.

The entrepreneurial spirit makes people operate their businesses like professionals and helps them thrive. Taking risks demonstrates your ability to navigate the ups and downs of business independently. An entrepreneur makes decisions with a clear head and a lot of courage, even when things aren't clear. This deed shows that an entrepreneur may change the world around them and also have an effect on it. People buy and sell items and services on the market, on the other hand. The market is more than just a place; it also sets prices (Chioveanu, 2024). People can engage in market activities at various locations, including traditional markets, stores, malls, and modern shopping centers (Escudero-Gómez, 2024). The market is more than just a place; it's also a living system of business. Businesspeople need to be ready for changes by keeping an eye on market trends. The success of this approach will depend on the aims and situations of each company. By monitoring the market and seeking potential risks and opportunities, businesses can enhance the flexibility and completeness of their business plans. For a business to be competitive and keep operating in the face of swift changes, this strategy is the only way to go (Feng et al., 2024).

Hypothesis

H1: There is a positive influence of entrepreneurship on future market anticipation.
H2: There is a positive influence between the entrepreneur's background and future market anticipation.
H3: There is a positive influence of the entrepreneur's background on entrepreneurship.

Research Method

This study uses purposive sampling, which means that it picks samples based on certain criteria. The researcher has decided that the research population would be 120 pupils from a

private school in the West Jakarta area (Carayannis et al., 2003; Khan et al., 2025). The survey only includes people who match the main criteria, which are that they are interested in and use t-shirt items. We used questionnaires to get information from the people who answered. The Likert scale, which is often used to measure people's attitudes, perceptions, and responses to a message, was used to make the questionnaire . This survey uses a five-point Likert scale to rate things. 5 means Strongly Agree (SA), 4 means Agree (A), 3 means Neutral (N), 2 means Disagree (D), and 1 means Strongly Disagree (SD). We chose this scale because it could fully capture differences in how people thought and felt. We used SmartPLS version 3.0 software to do this. After that, we used the Structural Equation Modeling (SEM) method to look at the data we had collected. We chose this method because it works well for exploratory research with a relatively small sample size and can look at the relationships between latent variables at the same time (Islam et al., 2025; Takyi-Annan & Zhang, 2023).

Result and Discussion

This research questionnaire was given to students located in West Jakarta. In this study, PLS analysis is used. The PLS construct testing begins with the fulfillment of the loading value of the indicator/proxy for each latent variable.

Data Analysis

In this study, we examine the influence of entrepreneur health, partner health, and entrepreneurial success. Data were analyzed using the Smart PLS version 4 program. The stages in PLS analysis include the outer model testing stage, the goodness of fit test stage, and the inner model testing stage. The following is a discussion of each stage in the PLS analysis:

Outer Model Testing

The stage of testing the measurement model includes tests of convergent validity, discriminant validity, and composite reliability. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model meet the requirements of convergent validity, discriminant validity, and composite reliability. The convergent validity test is conducted by examining the loading factor values of each indicator against its construct. For confirmatory research, the loading factor threshold used is 0.7, whereas for exploratory research, the loading factor threshold used is 0.6, and for development research, the loading factor threshold used is 0.5. Since this research is confirmatory, the loading factor threshold used is 0.7. Here are the results of the PLS model estimation:

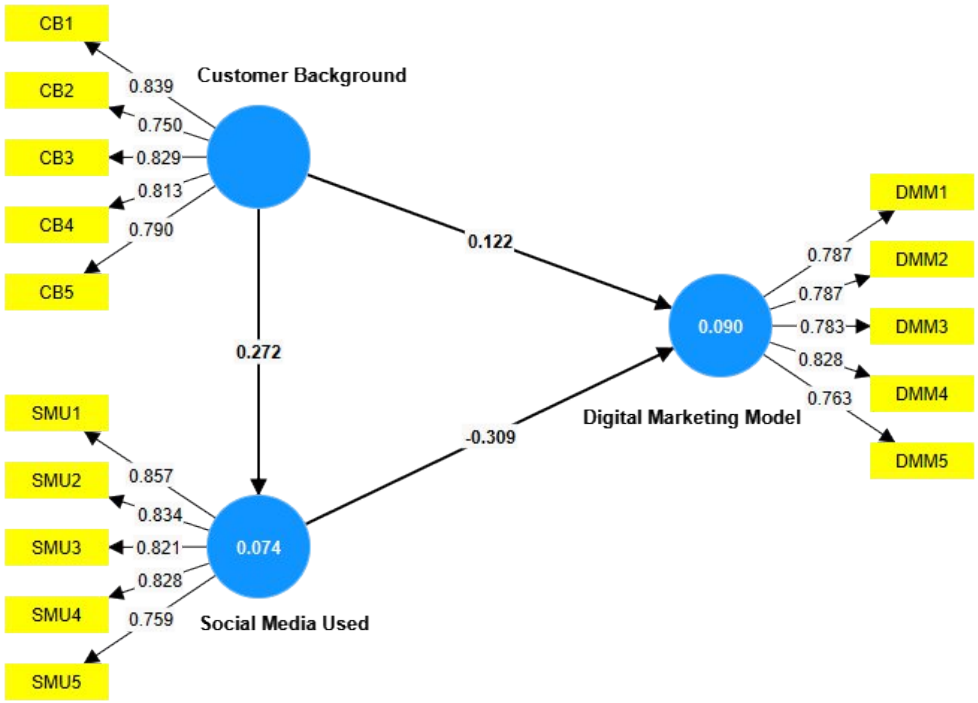

Figure 1 PLS Model Estimation Results – Algorithm

Based on the PLS model estimation results in the image above, all indicators have loading factor values above 0.7, so they are all declared valid for measuring their constructs. In addition to examining the loading factor values of each indicator, convergent validity is also assessed based on the AVE values of each construct. The PLS model is considered to have met convergent validity if the AVE values of each construct are > 0.7. The following table shows the loading factor values of each indicator and the AVE values of each construct. The validity test is conducted using outer loadings and Average Variance Extracted (AVE), as well as the cross-loadings method, Heterotrait-Monotrait Ratio (HTMT), and Fornell-Larcker Criterion to ensure discriminant validity. Meanwhile, the reliability test is examined using Cronbach's Alpha and composite reliability.

Convergent Validity Testing

Convergent validity testing measures the extent to which a measure has a positive correlation with an alternative measure derived from the same construct. The validity of each construct indicator is assessed through convergent validity testing. Indicators are considered to have good validity if the factor loadings are more than 0.70. However, factor loadings between 0.50 and 0.60 are still considered sufficient, so if they are less than 0.50, the indicator will be removed from the model.

An indicator of a variable is considered excellent if the indicator has a loading factor value greater than 0.7 (> 0.7). If the loading factor value for the indicator is less than 0.4 (< 0.4), then the indicator can be removed from the research model (Pulling et al., 2025). Based on the table, the results of the loading factor test for each indicator have met the validity criteria because they have values greater than 0.7 (> 0.7), so the above variable indicators have met the convergent validity requirements measured by the loading factor value of each indicator. In addition to the factor loading value, convergent validity can also be measured by looking at the Average Variance Extracted (AVE) value. The AVE value for each variable should be greater than 0.50 in a favorable model (Rasheed et al., 2024). Table 1 Average Variance Extracted Test Results.

Table 1 Average Variance Extracted

Variabel	AVE
Customer Background	0.648
Digital Marketing Model	0.624
Social Media Used	0.673

Convergent validity is considered valid if the AVE value is greater than 0.5 (>0.5). Convergent validity occurs when scores from different instruments measuring the same construct show a high correlation. Therefore, table 1 validity test processing is considered valid due to its outer loading value exceeding 0.5. In addition to outer loadings, the validity of the construct can also be assessed using the AVE value. Each variable has an AVE value greater than 0.50.

Discriminant Validity

Model measurement uses cross-loading between constructs and their indicators. Latent constructs predict indicators better than other constructs if the correlation between those indicators and other constructs is lower. Discriminant validity analysis with cross-loadings indicates that if an indicator's cross-loading value is higher with its own construct than with other variables, then discriminant validity is confirmed. Discriminant validity is assessed using the Heterotrait-Monotrait Ratio (HTMT) approach. A good HTMT value is 0.796, and the threshold value is still acceptable if it is less than 0.90 (<0.90). If HTMT exceeds 0.90, it indicates a lack of discriminant validity. From the results of the discriminant validity analysis, it shows that the value of the Heterotrait-Monotrait Ratio for each variable indicator is less than 0.90 (<0.90), so all indicators of each variable can be accepted.

Composite Reliability Testing

The reliability of a measurement indicates that the indicator is consistent for use over time. We test for reliability by looking at the composite reliability and Cronbach's Alpha values. If

each item used to measure the variable has a composite reliability value >0.60, then the variable is declared reliable; if each item used to measure the variable has a Cronbach's Alpha value >0.60, then the indicators or items for measuring the variable are declared reliable, see Table 2 below.

Table 2 Cronbach's Alpha dan Composite Reliability

Variabel	Composite Reliability	Cronbach's Alpha
Customer Background	0.902	0.865
Digital Marketing Model	0.892	0.853
Social media Used	0.911	0.878

The results in Table 2 show that the Cronbach's Alpha and Composite Reliability values for each variable indicator are above 0.60, meaning all indicators are reliable.

Goodness of fit Model Testing

The goodness-of-fit model test is conducted by examining the R-squared value. The R-Square (R^2) value is used to determine the coefficient of determination and measure the degree of variation in changes in the independent variable against the dependent variable. The R-Square value has 3 criteria, namely: a value of 0.75–1indicates a strong influence, a value of 0.5–0.74 indicates a moderate influence, and a value of 0.25–0.49 indicates a weak influence. The R-Square (R^2) value is used to determine the coefficient of determination and measure the level of variation in changes in the independent variable toward the dependent variable. The R-square value has 3 criteria, namely, a value of 0.75–1 indicates strong influence, a value of 0.5–0.74 indicates moderate influence, and a value of 0.25–0.49 indicates weak influence.

Table 3 Coefficient of Determination Test (R^2)

Variabel	R-square	R-Square adjusted
Digital Marketing Model	0.090	0.072
Social Media Used	0.074	0.064

Based on the results of the coefficient of determination (R^2) test in the Table 3, it can be explained that the R-squared value for the variable of innovation work behavior is 0.986, which means that 98.6% of the dependent variable can be explained by the variables present in this study, while the remaining 1.4% is explained by other variables not examined in this study.

Hypothesis Testing (Path Coefficients)

Hypothesis testing in Partial Least Square (PLS) can be conducted by examining the t-statistic values or p-values that appear in the path analysis after performing bootstrapping, as shown in Figure 2.

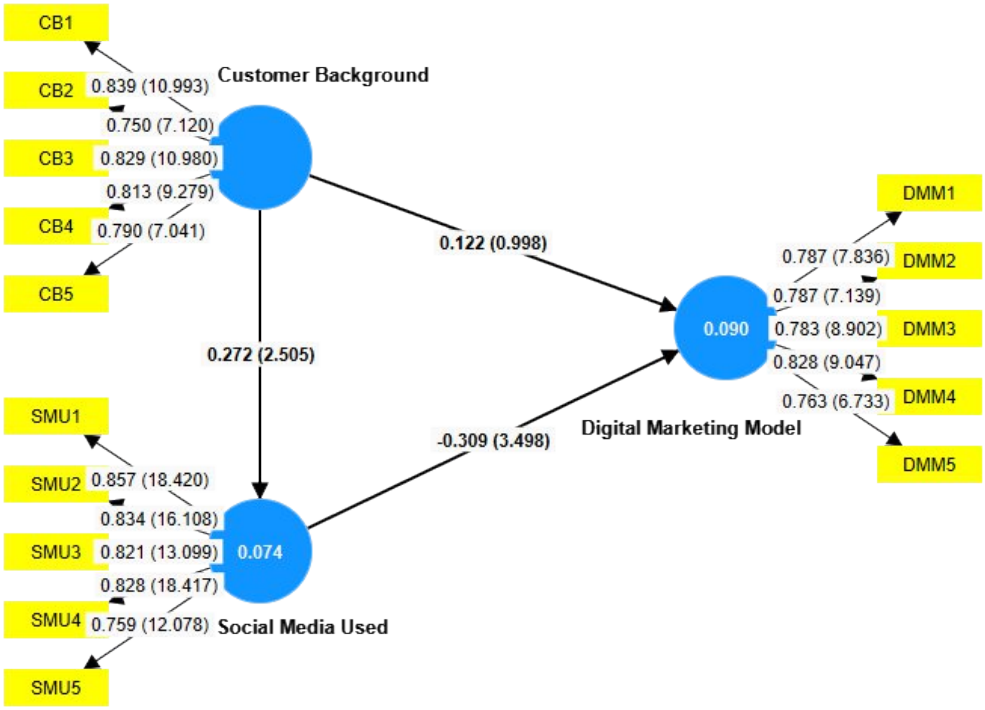

Figure 2 Results of the Inner Model Test Bootstrapping

Testing the hypothesis is done by comparing the t-statistic value with a minimum threshold of 1.96. If the t-statistic value is greater than 1.96 and the p-values are less than 0.05, then the hypothesis is not rejected or accepted. The hypothesis is rejected if the p-values are higher than 0.05 and the t-statistic value is less than 1.96.

Table 4 Path Coefficients Test Results

Variabel	Original sampel	T-statistics	P-values	Explanation
Customer Background – Digital Marketing Model	0.122	0.998	0.318	Rejected
Social Media Used - Digital Marketing Model	0.272	3.498	0.000	Accepted
Customer Background - Social Media Used	-0.309	2.505	0.012	Accepted

Based on the results of the hypothesis testing above, the testing results are as follows:

1. In the path showing the influence of customer background—digital marketing model, the obtained p-value is 0.318 with a T-statistic of 0.998 and a positively signed path

coefficient of 0.122. Since the p-value of the path is >0.05, the T-statistic is <1.96, and the path coefficient is positively signed, it can be concluded that customer background has a positive but not significant influence on the digital marketing model of the product. This finding indicates that research hypothesis 1, which states, "Customer background has a positive influence on the digital marketing model of t-shirt products," is not accepted.

2. On the path that shows the influence of social media using the digital marketing model, the obtained p-value is 0.000 with a T statistic of 3.498 and a positive path coefficient of 0.072. Because the path p-value is less than 0.05, the T statistic is greater than 1.96, and the path coefficient is positive, it can be concluded that the use of social media by consumers has a positive and significant influence on the digital marketing model of t-shirt products. This indicates that research hypothesis 2, which states, "The use of social media by consumers has a positive influence on the digital marketing model of t-shirt products," is accepted.
3. On the path showing the influence of customer background social media used the obtained p-value is 0.012 with a T statistic of 2.505 and a negative path coefficient of -0.309. Because the path p-value is < 0.05, the T statistic is > 1.96, and the path coefficient is negative, it can be concluded that customer background has a negative and significant influence on the use of social media by consumers. This finding indicates that research hypothesis 3, which states "Customer background has a positive influence on the use of social media by consumers," is rejected.

Discussion

A firm can survive when the proprietor is vigilant regarding future consumer demands. Entrepreneurs who diligently monitor and predict forthcoming trends typically derive greater value from their clientele. Conversely, individuals who neglect to anticipate market developments are prone to being surpassed by competition. Entrepreneurs generally have the capacity to foresee future trends in their sectors. This study identifies a positive and significant correlation between a robust comprehension of entrepreneurship and the capacity to anticipate market fluctuations. These findings align with a prior study, which similarly emphasized a connection between entrepreneurial attributes and market foresight. According to the data, we endorse the initial hypothesis, which posits that entrepreneurship favorably influences individuals' perceptions of the future market. Entrepreneurs are risk-takers, inventors, and those adept at managing enterprises to attain both financial and non-financial objectives.

The study demonstrates that a regression coefficient of 0.31 signifies a significant and beneficial influence of an entrepreneur's prior experiences on their expectations for future market behavior. This corroborates the second theory, asserting that an entrepreneur's past

affects their market foresight. Parental and familial participation is essential in linking one's background to entrepreneurial success. They offer assistance via networking possibilities, money access, and moral support. Nonetheless, the results of this study differ from previous research. Although an entrepreneur's history clearly impacts their entrepreneurial instincts positively, the degree of this influence is moderate. Consequently, we dismiss the third hypothesis, which suggested a robust positive correlation between background and entrepreneurship.

Conclusions

Based on the study that has been done, we can say that entrepreneurship has a big and good effect on how people think the market will be in the future. The initial hypothesis in this investigation is supported by these results. The entrepreneur's past also has a big and beneficial effect on how the market is expected to behave in the future; thus, the second hypothesis is also accepted. The third hypothesis can't be adopted, though, because the entrepreneur's history doesn't have a big effect on entrepreneurship. There are a number of suggestions that may be made for small and medium-sized businesses (SMEs) based on the research results. First, small and medium-sized businesses (SMEs) need to keep getting better at predicting how the market will change in order to stay competitive and thrive. Second, small and medium-sized businesses (SMEs) need to always pay attention to and improve their entrepreneurial skills to keep their businesses going and keep coming up with new ideas.

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