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## Culinary entrepreneurial intentions of Vocational High School students majoring in culinary arts

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### Abstract

Entrepreneurial intentions are essential in a new business, especially in the culinary industry. In Indonesia, the development of the culinary business is increasing and requires skilled human resources to manage the culinary business. Many studies have discussed entrepreneurial intentions, but there are still limited studies that examine the entrepreneurial choices of vocational high school students in culinary enterprises. Therefore, this study aims to describe how vocational high school students' entrepreneurial purpose in the culinary arts is to start a culinary business. This study involved students of a vocational high school in the culinary arts field in East Kalimantan, Indonesia. Descriptive analysis is used to describe students' entrepreneurial intentions descriptively through three categories, namely high, medium, and low. The study results reveal that most vocational high school students intend to become an entrepreneur in the culinary field. This finding aligns with the student's area of expertise, culinary arts. Graduates of SMK students in the field of culinary arts are expected after graduation to be able to start a new culinary business. The results of this study provide important implications for vocational education practitioners to develop programs for teaching entrepreneurial intentions to vocational students.

**Keywords:** entrepreneurial intention, vocational school, culinary business, entrepreneurship

### Introduction

The topic of entrepreneurship has been widely studied in various countries. In general, entrepreneurship is considered one of the driving aspects of a nation's economy (Gu & Wang, 2022; Nguyen, Nguyen, Duy Tung, & Dinh Su, 2021). Therefore, it is not surprising that there are many studies on preparing prospective new entrepreneurs in various countries. They believe that intention is an essential aspect of preparing new entrepreneurs. Previous studies have also stated that choice plays a vital role in shaping new entrepreneurs (Doanh & Bernat, 2019; Mahfud, Triyono, Sudira, & Mulyani, 2020; Martínez-Gregorio, Badenes-Ribera, & Oliver, 2021; Martins, Perez, & Novoa, 2022).

In the context of the development of the culinary business, many programs

designed to prepare new entrepreneurs in the culinary field have been carried out. The rapid growth of culinary in Indonesia needs to be balanced with a professional human resource preparation program to run a culinary business. The seriousness of the Indonesian government's to produce entrepreneurial graduates has been carried out in various policies, for example, the policy of strengthening entrepreneurship programs in vocational high schools (Menristekdikti, 2021). Currently, vocational education needs to reform the education system, which initially focused on preparing prospective skilled workers as job seekers to prepare future workers who can create new jobs through entrepreneurship (job creators).

The presence of various entrepreneurship education programs in vocational school is expected to increase

the entrepreneurial intention of vocational school students. In the study of entrepreneurship, developing entrepreneurial intentions is an essential issue as an alternative solution for creating new entrepreneurs. Although many studies have discussed the importance of developing entrepreneurial intentions, there are still limited studies that examine the description of the entrepreneurial intentions of vocational students in the culinary arts field. Therefore, this study aims to descriptively describe the

entrepreneurial intentions of vocational school students in the culinary arts field.

## Method

This study is an ex-post facto research. The details of the population and sample of this study are shown in Table 1. The entire selection involved in filling out the questionnaire was 362 respondents. At the same time, this research's sampling technique is proportional random sampling.

Table 1. Distribution of Population and Research Sample

No	School Name	Total Population	Number of Samples	Addition
1	Public Vocational High School 4 Balikpapan	412	213	21
2	Public Vocational High School 4 Tanah Grogot	73	38	4
3	Public Vocational High School 2 Penajam Paser Utara	98	51	5
9	Public Vocational High School 4 Penajam Paser Utara	53	27	3
	Total	636	329	33

Data collection for each variable is done using self-report. Students provide an assessment of their perception of the intention to be a culinary entrepreneur. The culinary entrepreneurship intention questionnaire was adapted and developed from previous studies such as those of Liñán and Chen (2009). All questionnaires used a Likert scale with five alternative answers: strongly agree = 5, agree = 4, somewhat agree = 3, disagree = 2 and disagree = 1. Data analysis used a descriptive analysis approach.

## Findings and Discussion

### Respondent Description

This study involved vocational school students who had received a grant

to strengthen the Center of Excellence for vocational schools in the East Kalimantan region. The total number of students involved was 370 from four Center of Excellence vocational schools in East Kalimantan. Four Center of Excellence vocational schools were involved in data collection: Public Vocational School 4 Balikpapan, Public Vocational School 4 Tanah Grogot, Public Vocational School 2 Penajam Paser Utara, and the Public Vocational School 4 Penajam Paser Utara. The distribution of respondents based on school origin can be seen in Figure 1. Most respondents came from the Public Vocational School 4 Balikpapan, amounting to 229 students. In addition, respondents from vocational school students of Public Vocational School 2

Penajam Paser Utara amounted to 66 students. The students of the Public Vocational School 4 Tanah Grogot who were involved as respondents amounted to 44. And 31 students of the Public Vocational School 4 Penajam Paser were involved as respondents.

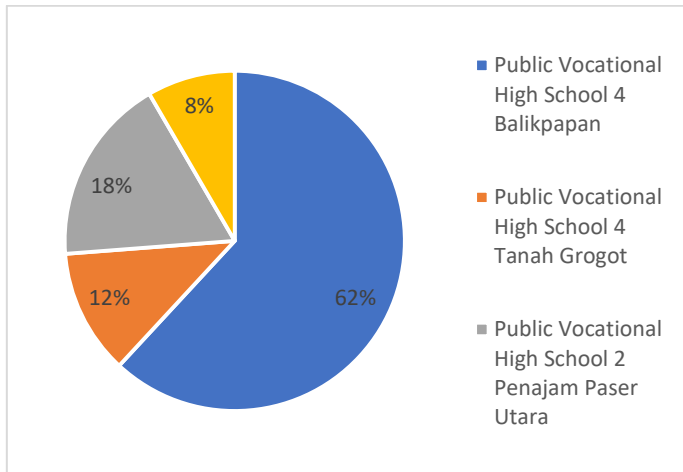


Figure 1. Respondents by School Origin

Furthermore, the distribution of respondents based on gender is shown in Figure 2. Most of the respondents based on gender were dominated by female students, amounting to 283 students and the remaining 87 male students.

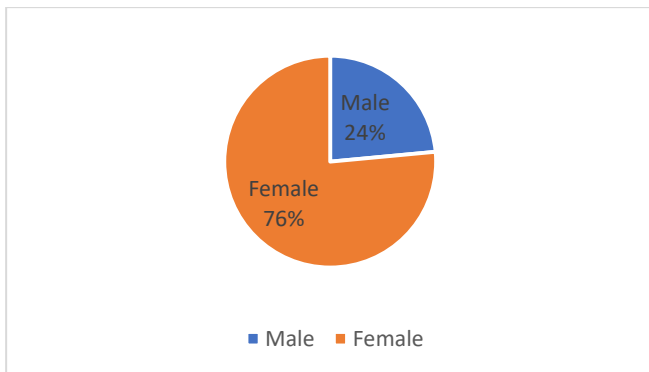


Figure 2. Respondents by Gender

Based on the class or level, the respondents involved are shown in Figure

3. In Figure 6, it can be seen that most of the students involved are grade 1 students, totalling 137 students. And the rest are grade 3 students totalling 120 students, and grade 2 students totalling 113 students.

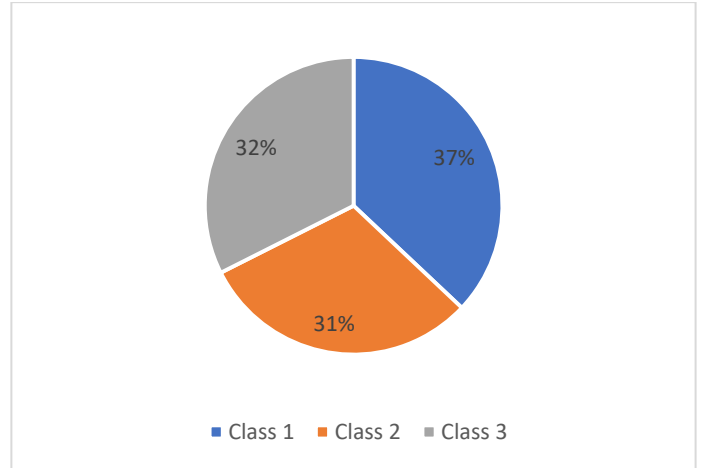


Figure 3. Respondents by Class

## Description of Entrepreneurial Intention

The culinary entrepreneurial intentions of vocational student students were explained using the Liñán and Chen questionnaire (2009). Descriptive statistical analysis was used by categorizing the data by taking into account the hypothetical mean value ( $\mu$ ), the hypothetical standard deviation ( $\sigma$ ), and the empirical value ( $X$ ) of the entrepreneurial intention variable. This study uses 3 categories which include high, medium, and low. The formulation of data categorization on the variable of culinary entrepreneurship intention is shown in Table 2

Table 2. Categorization of Culinary Entrepreneurial Intentions

Interval	Value	Category
$X > (\mu + 1.\sigma)$	$X > 23$	High
$(\mu - 1.\sigma) \leq X \leq (\mu + 1.\sigma)$	$14 \leq X \leq 22$	Moderate
$X < (\mu - 1.\sigma)$	$X < 13$	Low

The results of descriptive statistical analysis using categorization show that most students intend to become culinary business people. 65% of students have a high intention to become a culinary business actor, and the rest, only a small number, have a low choice to become a culinary business actor (see Figure 4).

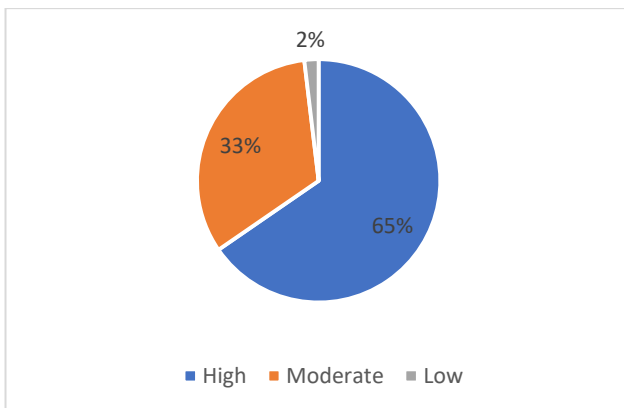


Figure 4. Description of Students' Perceptions of Foodpreneurial Intentions

### Conclusion

This study illustrates that the implementation of entrepreneurship-strengthening programs needs to be improved and internalized into the vocational school curriculum. Vocational students majoring in culinary arts have a relevant interest in the type of culinary entrepreneur work. That is, vocational learning in the culinary field also supports the formation of students' intentions to become culinary businesspeople.

This finding means that, descriptively, the students tend to become culinary entrepreneurs. The emergence of entrepreneurial intentions is due to various programs to strengthen entrepreneurship in vocational schools, such as the centre of excellence entrepreneurship project in vocational schools, organizing teaching factories, and other business programs. And only a small number of students do not tend to become entrepreneurs. The culinary entrepreneurship learning program must be done through an accurate safety-based learning model or hands-on learning. Giving real experience to students will form the concept and strengthen the intention to become a culinary entrepreneur.

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