

ABSTRACT

This study is motivated by the importance of strengthening self-leadership as a personal competence that plays a key role in shaping entrepreneurial orientation among Generation Z, particularly university students. The main objective of this research is to analyze the influence of self-leadership on entrepreneurial orientation and to examine the moderating role of perceived support in that relationship. The study was conducted among Generation Z students at Telkom University using a quantitative approach. The sampling technique employed was snowball sampling, starting with 30 key respondents selected based on accessibility and willingness to participate. Through a chain-referral process, the number of respondents expanded to 145, all of whom were Generation Z students. This approach enabled the researcher to reach a population that is not formally recorded but highly relevant to the research focus.

Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships among variables. The findings indicate that self-leadership has a positive and significant effect on entrepreneurial orientation, with a path coefficient of 0.887 and a t-statistic of 15.573 ($p < 0.001$). Among the three dimensions of self-leadership, self-regulation emerged as the most dominant contributor. Additionally, perceived support was found to strengthen the relationship between self-leadership and entrepreneurial orientation, although its significance was at a marginal level. These results suggest that both self-leadership and perceived environmental support play crucial roles in fostering entrepreneurial spirit among university students. The findings highlight the importance of institutional interventions that promote personal leadership development and a supportive entrepreneurial ecosystem within higher education.

Keywords: Self-leadership, Entrepreneurial Orientation, Perceived Support, Generation Z, University Students