

EXPLORING THE INFLUENCING FACTORS OF THE ENTREPRENEURSHIP INTENTION IN CONTEXT OF HUNGARIAN STUDENTS

The intention to start a business is very important in a country's economy, but according to a Hungarian study (FIVOSZ), only 7.5% of young people who come from entrepreneurial families have the expectation that they will one day take over the family business. The dedication to being an entrepreneur is too difficult to express in detail, but the driving forces behind the aim can be discovered (Gubik 2013). My research seeks to answer three fundamental questions: first, how the beginning of higher education in Hungary influences the entrepreneurial intentions of Hungarian students; second, how the students' demographic characteristics relate to their entrepreneurial intentions; and third, whether the four components of entrepreneurial self-efficacy have an impact on these intentions, and to what extent.

I divided the findings of my inquiry into five substantial chapters. More than two pages are devoted to introducing the study in the opening chapter. Following the introduction is the literature review, which explores many theories on entrepreneurial intention and potential influencing factors. These hypotheses were based on the most significant domestic and international scientific publications and other works of literature. In the third main chapter, individual research is discussed. I utilized a Google Form-created online survey to collect data for my research. Using the so-called "snowball" sampling technique, I was able to collect 309 legitimate responses, which, to the best of my knowledge, were completed by students from nine different universities. I validated the data in an Excel spreadsheet before transferring it to IBM SPSS Statistics 27 so that I could evaluate my hypothesis by conducting the necessary analysis. This is followed by a two-page discussion, and at the very end, in the fifth chapter, the suggestions and the conclusion. In addition to everything else, there is a list of figures, a list of references, and appendices.

Regarding the aforementioned questions, the outcomes of the study paint a relatively clear picture. Hungarian higher education, most demographic characteristics, and two of the four self-efficacy skills were found to have a significant positive influence. Higher education and self-efficacy are factors that can be influenced positively in order to increase students' entrepreneurial intentions, as these are all critical components of the labour market. Additionally, it is essential to learn more about these elements since entrepreneurial purpose has a substantial impact on the economy of a nation.