

**THE INFLUENCE OF ENTREPRENEURIAL  
INTENTION AND BUSINESS INSIGHT ON  
BUSINESSES OWNED AND OPERATED BY  
GENERATION Z  
(Case study in Rohil Regency)**

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**ABSTRACT**

This study aims to determine the influence and how much influence entrepreneurial intention, business insight on businesses managed by Z Generation in Rohil Regency. The variables used consist of 2 independent variables and 1 dependent variable. This research uses quantitative methods, data collection techniques are carried out by distributing questionnaires online and offline with a sample of 100 Generation Z respondents who own and manage their own businesses in Rohil Regency. The sampling technique used non probability sampling method, data analysis using associative descriptive statistics with multiple linear regression, while data processing used SPSS version 25. The results showed that partially and simultaneously the variables of Entrepreneurial Intention and Business Insight had a positive and significant effect on the Business managed by Generation Z in Rohil Regency.

**Keywords** : Entrepreneurial Intention, Business Insight, Z Generation