

Driving Logistics Entrepreneurial Intention among Generation Z: The Roles of AI Literacy and Psychological Capital under Family Support

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ABSTRACT

This study examines the influence of Artificial Intelligence (AI) Literacy and Psychological Capital on Logistics Entrepreneurial Intention among Generation Z, with Family Support as both a direct predictor and a moderating variable. A quantitative approach was employed using a survey method, and data were collected from 220 Generation Z respondents. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that Family Support and Psychological Capital have positive and significant effects on Logistics Entrepreneurial Intention, with Family Support emerging as the strongest predictor. In contrast, AI Literacy does not significantly influence Logistics Entrepreneurial Intention. Furthermore, the moderating effects of Family Support on the relationships between AI Literacy and Logistics Entrepreneurial Intention, as well as between Psychological Capital and Logistics Entrepreneurial Intention, are not significant. The findings indicate that social and psychological factors play a more important role in shaping entrepreneurial intentions in the logistics sector than technological literacy alone. These results contribute to the entrepreneurship and logistics literature by highlighting the importance of strengthening psychological capital and family support in fostering entrepreneurial intentions among Generation Z. The study suggests that entrepreneurship development programs should focus not only on AI-related competencies but also on enhancing psychological readiness and supportive family environments.

Keywords: AI Literacy, Psychological Capital, Family Support, Logistics Entrepreneurial Intention, Generation Z

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1. INTRODUCTION

The logistics sector has increasingly gained attention due to its critical role in supporting economic growth, strengthening supply chain resilience, and accommodating the rapid expansion of e-commerce and digital business activities. The integration of digital technologies into logistics operations has created various new entrepreneurial opportunities, particularly for Generation Z, who have grown up in a highly technology-immersed environment. This generation is generally more adaptive to digital innovation and more open to technology-based business opportunities compared to previous generations (Kang et al., 2024; Duong, 2025).

However, Generation Z's interest in establishing businesses within the logistics sector remains relatively limited. This issue is noteworthy, as logistics entrepreneurial intention represents the initial stage that determines an individual's readiness to plan, prepare, and ultimately launch a business in the logistics domain. Low entrepreneurial intention may hinder the emergence of new entrepreneurs needed to drive innovation, enhance industrial

competitiveness, and capitalize on opportunities arising from digital transformation (Martins et al., 2023; Hossain et al., 2023).

Several studies also indicate that entrepreneurial intention among young generations is still influenced by their technological capability, psychological readiness, and the level of social environmental support they receive (Huang & Kee, 2024; Pham et al., 2023). Therefore, a deeper understanding of the factors driving logistics entrepreneurial intention among Generation Z is essential to support the development of logistics entrepreneurs capable of competing in the digital economy era.

Prior research indicates that entrepreneurial intention is influenced by various factors, including technological capability, psychological readiness, and social support. In the digital era, the development of Artificial Intelligence (AI) has transformed how individuals identify business opportunities, process information, and make entrepreneurial decisions. Accordingly, AI literacy has become an increasingly important competency, as it enables individuals to understand, evaluate, and effectively utilize AI technologies in entrepreneurial activities (Carolus et al., 2023; Solórzano et al., 2024; Duong, 2025). In addition, psychological capital—comprising self-efficacy, hope, optimism, and resilience—is recognized as a psychological resource that strengthens individuals' confidence in dealing with uncertainty and entrepreneurial risk (Jalil et al., 2023; López-Núñez et al., 2023). Meanwhile, family support also plays a crucial role in shaping entrepreneurial decisions by providing motivation, emotional encouragement, guidance, and access to resources that facilitate business formation (Putra & Prabandari, 2023; Nguyen & Nguyen, 2024).

The novelty of this study lies in its focus on logistics entrepreneurial intention, which remains relatively underexplored; the simultaneous examination of AI literacy, psychological capital, and family support within a single research model; and the extension of TPB application to the context of digital logistics entrepreneurship. The model is tested among Generation Z in Surabaya, one of Indonesia's key trade and logistics hubs, to provide both theoretical contributions and practical implications for the development of future logistics entrepreneurs.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

This study adopts the Theory of Planned Behavior (TPB) as its main theoretical foundation. TPB posits that an individual's intention to perform a behavior is determined by three core components: attitude toward the behavior, subjective norm, and perceived behavioral control (Andrade & Carvalho, 2023; Huang & Kee, 2024). Within this framework, AI literacy is conceptualized as enhancing individuals' confidence in their ability to leverage technology-based business opportunities, thereby strengthening perceived behavioral control. Psychological capital contributes to the formation of positive entrepreneurial attitudes, while family support is positioned as a moderating variable that strengthens the relationship between AI literacy and psychological capital on logistics entrepreneurial intention.

This study aims to analyze the effect of AI literacy, psychological capital, and family support on logistics entrepreneurial intention among Generation Z, as well as to examine the

moderating role of family support. Grounded in the Theory of Planned Behavior (TPB), this research integrates technological, psychological, and social perspectives to explain the formation of entrepreneurial intention in the logistics sector within the context of AI-driven digital transformation. In the proposed model, AI literacy is expected to enhance perceived behavioral control, while psychological capital fosters the development of a positive attitude toward entrepreneurial activities. Meanwhile, family support is anticipated to strengthen the influence of both factors on logistics entrepreneurial intention.

2.2 Artificial Intelligence Literacy

Artificial Intelligence (AI) Literacy refers to an individual's ability to understand, evaluate, and effectively use artificial intelligence technologies in various contexts, including learning, decision-making, and entrepreneurship. AI literacy encompasses not only technical knowledge of AI applications but also critical awareness of AI capabilities, ethical considerations, and the competence to integrate AI into problem-solving and business innovation (Carolus et al., 2023; Solórzano et al., 2024). As AI increasingly transforms business processes, individuals with higher AI literacy are expected to recognize entrepreneurial opportunities more effectively and utilize AI-driven solutions to improve business performance.

Within the Theory of Planned Behavior (TPB), AI Literacy can be associated with perceived behavioral control, as individuals who possess greater AI knowledge and skills are more likely to perceive themselves as capable of identifying, evaluating, and exploiting technology-based entrepreneurial opportunities. Previous studies have suggested that AI literacy positively influences digital entrepreneurial intention by enhancing individuals' confidence in applying AI technologies within business environments (Duong, 2025; Carolus et al., 2023). Therefore, AI literacy is expected to contribute positively to the formation of Logistics Entrepreneurial Intention among Generation Z.

2.3 Psychological Capital

Psychological Capital refers to a positive psychological resource comprising self-efficacy, hope, optimism, and resilience, which enables individuals to cope with challenges, maintain motivation, and achieve their goals (Luthans et al., 2023). Within the framework of the Theory of Planned Behavior (TPB), Psychological Capital contributes to the formation of a positive attitude toward entrepreneurship, thereby strengthening entrepreneurial intention. Individuals with higher Psychological Capital tend to be more confident in identifying business opportunities, managing risks, and persisting in entrepreneurial activities. Previous studies have consistently demonstrated that Psychological Capital positively influences entrepreneurial intention among university students and young entrepreneurs (Jalil et al., 2023; López-Núñez et al., 2023; Wang et al., 2023). Therefore, this study proposes that Psychological Capital positively influences Logistics Entrepreneurial Intention among Generation Z.

2.4 Family Support

Family Support refers to the emotional, informational, financial, and motivational assistance provided by family members that encourages individuals to pursue entrepreneurial activities (Putra & Prabandari, 2023; Nguyen & Nguyen, 2024). Within the Theory of Planned

Behavior (TPB), Family Support represents subjective norms, reflecting the social influence of significant others on an individual's entrepreneurial decision-making. Strong family support can enhance confidence, reduce perceived risks, and provide access to resources needed to initiate a business. Previous studies have consistently shown that Family Support positively influences entrepreneurial intention, particularly among young people and university students (Nguyen & Nguyen, 2024; Putra & Prabandari, 2023). Therefore, this study proposes that Family Support positively influences Logistics Entrepreneurial Intention among Generation Z

2.5 Hypothesis Development

Based on the Theory of Planned Behavior (TPB), this study proposes that Artificial Intelligence Literacy and Psychological Capital positively influence Logistics Entrepreneurial Intention, while Family Support acts as both a direct predictor and a moderating variable that strengthens these relationships. The conceptual framework of this study is presented in Figure 1.

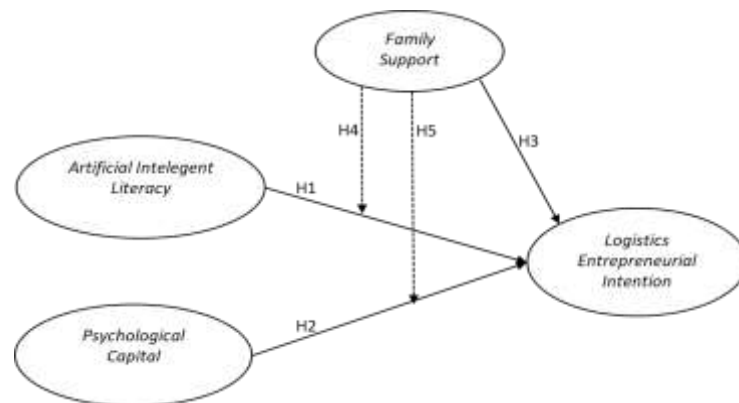


Figure 1. Conceptual Research Framework

Based on the conceptual framework, this study develops several hypotheses that explain the relationships among the research variables. The following are the hypotheses proposed in this study: H1: AI literacy has a positive effect on logistics entrepreneurial intention; H2: Psychological capital has a positive effect on logistics entrepreneurial intention; H3: Family Support has a positive effect on Logistics Entrepreneurial Intention.; H4: Family support positively moderates the effect of AI literacy on logistics entrepreneurial intention; H5: Family support positively moderates the effect of psychological capital on logistics entrepreneurial intention.

3. METHODS

This study employed a quantitative explanatory design based on the Theory of Planned Behavior (TPB) to examine the effects of AI literacy, psychological capital, and family support on logistics entrepreneurial intention among Generation Z in Surabaya (aged 18–28 years). A structured questionnaire was developed by adapting validated scales from previous studies and administered through an online survey using a five-point Likert scale. Following Hair et al. (2022), a minimum sample of 200 respondents was established for the moderately complex PLS-SEM model, which included two exogenous constructs, one endogenous construct, one moderating construct, and two interaction effects. A pilot test was conducted to ensure

instrument clarity and consistency, and completed responses were screened before analysis. Data were analyzed using SmartPLS through measurement model assessment (outer loadings, AVE, HTMT, Composite Reliability, and Cronbach's alpha) and structural model evaluation (β , R^2 , f^2 , Q^2 , and bootstrapping at the 5% significance level), with moderation analysis performed to examine the moderating role of family support.

4. RESULTS AND DISCUSSIONS

a. Sample Characteristics

Respondent characteristics were analyzed based on age and gender to describe the sample profile. Most respondents were aged 21–25 years (47%), followed by 18–21 years (36%) and 26–28 years (17%). Overall, 83% were between 18 and 25 years old, indicating that the sample predominantly represents young adults at an early career stage with strong potential to develop entrepreneurial intentions in the logistics sector. Female respondents accounted for 56% of the sample, while males represented 44%. This relatively balanced distribution indicates that logistics entrepreneurship attracts interest from both genders, enhancing the representativeness of the sample and providing a comprehensive understanding of entrepreneurial intention among young adults.

b. Mean Scores of the Research Variables

The descriptive statistics for the variables Artificial Intelligence Literacy (AIL), Perceived Creativity (PC), Logistics Entrepreneurial Intention (LEI), and Family Support (FS) are presented using mean scores to illustrate respondents' overall perceptions of each construct. As shown in Table 1, the mean values provide an overview of the respondents' evaluation of the research variables.

Table 1. Mean Scores of the Research Variables

Variabel	Mean	Interpretation
AIL (Artificial Intelligence Literacy)	2.97	Moderat
PC (Psychological Capital)	3.02	Moderat
LEI (Logistics Entrepreneurship Intention)	2.94	Moderat
FS (Family Support)	2.98	Moderat

The descriptive analysis indicates that all research variables are at a moderate level. Psychological Capital recorded the highest mean score ($M = 3.02$), followed by Family Support ($M = 2.98$) and Artificial Intelligence Literacy ($M = 2.97$), while Logistics Entrepreneurial Intention showed the lowest mean score ($M = 2.94$). These findings suggest that Generation Z respondents possess moderate levels of technological competence, psychological resources, and family support, indicating substantial opportunities to strengthen entrepreneurial intention

through interventions that enhance psychological capital, AI literacy, and supportive family environments.

c. Measurement Model Assessment (Outer Model)

The measurement model was evaluated for validity and reliability using convergent validity (outer loadings > 0.70 and AVE > 0.50) and discriminant validity. Convergent validity was assessed using outer loadings and the Average Variance Extracted (AVE). The results indicate that all measurement indicators achieved outer loading values exceeding the recommended threshold of 0.70, while each construct exhibited an AVE value greater than 0.50. These findings confirm that all indicators demonstrate satisfactory convergent validity and adequately represent their respective latent constructs.

d. Validity and Reliability Assessment

The results of the validity and reliability assessment are presented in Table 2.

Table 2. Validity and Reliability Assessment

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Artificial Intelegent Literacy	0.965	0.965	0.971	0.825
Family Support	0.977	0.977	0.979	0.812
Logistics Entrepreneurship Intention	0.964	0.964	0.969	0.775
Psychological Capital	0.966	0.966	0.971	0.808

As shown in Table 2, all constructs demonstrated excellent reliability, with Cronbach's alpha, rho_A, and Composite Reliability values exceeding 0.70. Convergent validity was also established, as all AVE values ranged from 0.775 to 0.825, surpassing the recommended threshold of 0.50. These results confirm that the measurement model is both valid and reliable, supporting its suitability for structural model analysis.

e. Evaluasi Model Struktural (*Inner Model*)

The structural model (inner model) was evaluated to examine the relationships among the latent constructs and to assess the model's explanatory power for the endogenous construct. The evaluation comprised the assessment of the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), model fit, and PLS-Predict, followed by hypothesis testing to

examine the direct effects, indirect effects, and moderating effects proposed in the research model.

1) Coefficient of Determination (R^2)

The structural model explained a substantial proportion of the variance in Logistics Entrepreneurial Intention ($R^2 = 0.740$; adjusted $R^2 = 0.733$), indicating that 74.0% of the variance is explained by AI Literacy, Psychological Capital, Family Support, and their interaction effects. The small difference between R^2 and adjusted R^2 confirms model stability and strong explanatory power.

2) Effect Size (f^2) Analysis

The effect size (f^2) results indicate that Family Support had the strongest effect on Logistics Entrepreneurial Intention ($f^2 = 0.611$), followed by Psychological Capital with a moderate effect ($f^2 = 0.177$). In contrast, AI Literacy showed a negligible effect ($f^2 = 0.004$), while the interaction effects of Family Support with Psychological Capital ($f^2 = 0.000$) and AI Literacy ($f^2 = 0.001$) were also negligible. These findings suggest that Family Support is the dominant predictor of Logistics Entrepreneurial Intention, whereas its moderating role is not practically significant.

3) Q^2 Predict (PLS-Predict) Value

The PLS-Predict results showed positive Q^2 Predict values (0.515–0.612) for all Logistics Entrepreneurial Intention indicators, with lower RMSE and MAE values than the Linear Model, indicating high predictive relevance and superior out-of-sample prediction accuracy. Model fit was also satisfactory (SRMR = 0.028; NFI = 0.928), confirming that the proposed model adequately fits the data and is suitable for hypothesis testing.

4) Hypothesis Testing

Hypothesis testing examined the direct effects of the independent variables on Logistics Entrepreneurial Intention and the moderating role of Family Support in the relationships between AI Literacy, Psychological Capital, and Logistics Entrepreneurial Intention. The results are presented in Table 3.

Table 3. Path Coefficient Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Interpretation
AI Literacy -> Logistic Entrepreneurial Intention	0.053	0.056	0.060	0.891	0.373	Rejected

Family Support - > Logistic Entrepreneurial Intention	0.531	0.529	0.046	11.643	0.000	Supported
Family Support x AI Literacy -> Logistic Entrepreneurial Intention	0.032	0.034	0.059	0.541	0.589	Rejected
Family Support x Psychological Capital -> Logistic Entrepreneurial Intention	-0.001	-0.004	0.051	0.017	0.986	Rejected
Psychological Capital -> Logistic Entrepreneurial Intention	0.374	0.373	0.067	5.590	0.000	Supported

The bootstrapping results show that Family Support ($\beta = 0.531$) and Psychological Capital ($\beta = 0.374$) have positive and significant effects on Logistics Entrepreneurial Intention, with Family Support emerging as the strongest predictor. In contrast, AI Literacy has no significant direct effect ($\beta = 0.053$, $p = 0.373$), indicating that AI competence alone does not enhance entrepreneurial intention. Moreover, Family Support does not significantly moderate the relationships between AI Literacy and Logistics Entrepreneurial Intention ($\beta = 0.032$, $p = 0.589$) or between Psychological Capital and Logistics Entrepreneurial Intention ($\beta = -0.001$, $p = 0.986$). These findings suggest that Family Support primarily acts as a direct predictor, while Psychological Capital represents an important internal resource for strengthening logistics entrepreneurial intention.

5. CONCLUSION

The findings of this study demonstrate that Family Support and Psychological Capital are the primary determinants of Logistics Entrepreneurial Intention. Among these variables, Family Support emerged as the strongest predictor of entrepreneurial intention in the logistics sector. This finding indicates that emotional, moral, informational, and resource support provided by family members enhances individuals' confidence and motivation to pursue entrepreneurship as a career. The result is consistent with the study conducted by Ishfaq Ahmed (2022), which reported that family support is a significant external factor in fostering entrepreneurial intention by strengthening individuals' self-confidence and facilitating their alignment with entrepreneurial roles. Similarly, the findings are in line with those of Hu Mei (2022), who demonstrated that family support plays a crucial role in shaping university students' entrepreneurial intentions and behaviors.

Psychological Capital was found to exert a positive and significant influence on Logistics Entrepreneurial Intention. This result suggests that individuals with higher levels of hope, self-efficacy, optimism, and resilience are more likely to develop stronger intentions to establish businesses in the logistics sector. These findings support the study by Boxiang Na, Noor Hazlina Ahmad, Chenxiao Zhang, and Yan Han (2022), which identified Psychological Capital as a critical antecedent of entrepreneurial intention. The present findings are further corroborated by the research of Lijun Tian (2022), which demonstrated that Psychological Capital strengthens university students' entrepreneurial intentions, as well as the study by Kaijun Liao, Zhihong Liu, and Bin Li (2022), which found that Psychological Capital positively influences academic entrepreneurial intention.

In contrast, Artificial Intelligence Literacy did not exert a significant effect on Logistics Entrepreneurial Intention. This finding suggests that respondents' ability to understand and utilize artificial intelligence technologies does not directly translate into a stronger intention to engage in entrepreneurial activities within the logistics sector. The result indicates that AI literacy is still perceived primarily as a technical competency, which by itself is insufficient to stimulate entrepreneurial decision-making in the absence of strong psychological and social support. In other words, AI literacy is more likely to function as a complementary capability that should be combined with psychological capital, entrepreneurial experience, or opportunity recognition skills to foster stronger entrepreneurial intentions.

The findings reveal that Family Support does not act as a moderating variable in either the relationship between Artificial Intelligence Literacy and Logistics Entrepreneurial Intention or the relationship between Psychological Capital and Logistics Entrepreneurial Intention. This suggests that Family Support functions primarily as a direct antecedent of entrepreneurial intention rather than as a contingent factor that strengthens or weakens the relationships among the study variables. These findings are consistent with the study by Ishfaq Ahmed (2022), which identified Family Support as an environmental factor that exerts a direct influence on entrepreneurial intention rather than serving as a contingency variable within entrepreneurial behavior models.

Overall, this study confirms that the formation of Logistics Entrepreneurial Intention among Generation Z is more strongly determined by the combination of social factors (Family Support) and psychological factors (Psychological Capital) than by technological competence alone. This finding reinforces the results of previous studies by Boxiang Na, Noor Hazlina Ahmad, Chenxiao Zhang, and Yan Han (2022), Lijun Tian (2022), as well as Kaijun Liao, Zhihong Liu, and Bin Li (2022), all of which emphasize the importance of psychological capital in shaping entrepreneurial intention.

Therefore, logistics entrepreneurship development programs should focus on strengthening psychological capital and enhancing family involvement, alongside improving technological and AI competencies that are more practically oriented toward logistics business opportunities.

Limitation Research

This study has several limitations. First, it employed a cross-sectional research design, which does not capture the dynamic changes in Logistics Entrepreneurial Intention over time. Second, the sample was limited to Generation Z, which may restrict the generalizability of the findings. Third, the study only examined Artificial Intelligence Literacy, Family Support, and Psychological Capital, while other potentially influential factors affecting logistics entrepreneurial intention were not included in the analysis.

Future Research

Future research is recommended to adopt a longitudinal research design and involve more diverse samples in order to enhance the generalizability of the findings. In addition, future studies may examine the role of mediating variables such as Entrepreneurial Self-Efficacy, Opportunity Recognition, or Entrepreneurial Mindset to explain the relationship between Artificial Intelligence Literacy and Logistics Entrepreneurial Intention. Furthermore, extending the model by incorporating variables such as Digital Entrepreneurial Competence, AI Readiness, and Entrepreneurial Education is also recommended to obtain a more comprehensive understanding of the formation of entrepreneurial intention in the logistics sector.

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