

ABSTRACT

This study aims to explore the motives and subjective experiences of Generation Z entrepreneurs in building their businesses. Using Alfred Schutz phenomenological approach, the research examines two types of motives because of motive past reasons that drive action and in order to motive future goals to be achieved. Employing a qualitative method with in depth interviews and observations, data were collected from five Generation Z entrepreneurs engaged in various sectors, including fashion, culinary, and cosmetics. The findings reveal that family background, social environment, and personal drive play significant roles in shaping entrepreneurial motives. Furthermore, subjective experiences such as challenges in time management, leveraging digital platforms, and the desire for independence and economic empowerment are essential aspects of their entrepreneurial journey. This research contributes to a deeper understanding of how Generation Z entrepreneurs interpret and navigate the business world based on personal meanings and lived experiences.

Keywords: *Generation Z, phenomenology, motive, subjective experience, young entrepreneurs*

