

Factors that Influence Entrepreneurial Intention: Evidence from Undergraduate Students in South Jakarta

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Factors that Influence Entrepreneurial Intention: Evidence from Undergraduate Students in South Jakarta

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Abstract. This investigation intends to determine the impact of entrepreneurship attitude, proactive behavior, and entrepreneurship education on entrepreneurial intention. The data utilized in this research is primary data, the content of questionnaires filled out by undergraduate students in South Jakarta. Data were collected from 190 samples with a non-probability sampling technique. The techniques used to analyze this investigation are instrumental tests such as validity and reliability, and for hypothesis testing, multiple linear regressions with SPSS 25. The results show a positive effect of Entrepreneurship Attitude, Proactive Behavior, and Entrepreneurship Education on Entrepreneurial Intentions. This research aims to increase Entrepreneurial Intention for undergraduate students in South Jakarta by improving entrepreneurship attitude, proactive behavior, and entrepreneurship education.

Keywords: Entrepreneurship Attitude, Proactive Behavior, Entrepreneurship Education, Entrepreneurial Intention.

1 Introduction

One factor contributing to Indonesia's high unemployment rate is the perception that it is easier to find work in the formal sector, so many people do not try to create jobs in the private sector. Several developing countries in the Southeast Asian region, Malaysia, Sri Lanka, and Indonesia, believe that to reduce the number of significant increases in unemployment over the last five years, entrepreneurship is considered a solution to the growing unemployment problem, especially in these countries [1]. It is now essential to introduce entrepreneurship in both developed and developing countries [2]. Entrepreneurship is vital in encouraging economic development and reducing unemployment [3]. Entrepreneurship development can increase a country's growth and economic development. Some of the contributions from the development of entrepreneurship in a country, such as improving the economic structure, technological advances, and job

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creation, have an impact on the economic prosperity of a country [4]. The initial step to increasing the number of entrepreneurs is to foster interest in entrepreneurship in potential target groups such as students. Higher education is one of the forums for organizing entrepreneurship education programs carried out by the government [5]. The government supports entrepreneurship by emphasizing programs for the public, youth, and students. The government's programs range from small capital for home-based businesses to student entrepreneurship programs that are spread not only in state universities but also in private universities in Indonesia [6]. [5], in their research, suggest that all universities in Indonesia have included entrepreneurship courses as subjects that must be taken by all students so that it is hoped that entrepreneurial intentions will emerge, which is an inner tendency to be interested in creating a business which then organizes, regulates, bear the risk, and develop the business he created [7]. Of course, the entrepreneurial intention will not appear by itself [8]. Several factors influence that entrepreneurial intention can be created properly. Entrepreneurial Attitude refers to the characteristics of individuals who want to enter the business world, such as being innovative, taking risks, aiming for success, being confident, and having a locus of control [9]. [10] in his research, states that Entrepreneurial Attitude has a positive effect on Entrepreneurial Intention. In addition, proactive behavior is needed, which is the behavior of a person who can voluntarily make changes to the organizational environment [11], so it is hoped that with proactive behavior, students will grow entrepreneurial intentions. In their research, [12] stated that Proactive Behavior is the main predictor of Entrepreneurial Intention. Furthermore, [13] said that entrepreneurship education could directly change students' mindsets, attitudes, and behaviors to become entrepreneurs, direct them to choose entrepreneurship, and is expected to increase entrepreneurial intention.

2 Theoretical Background

Entrepreneurship Attitude is a tendency to think, feel, and behave from employees who work, leading to efforts to find, create, and practice new ways of working, technology, and products by increasing efficiency to provide good service will get more profitable [7]. According to [14], Entrepreneurial Attitude is an individual concept of entrepreneurship, judgment, and tendencies toward entrepreneurship. Entrepreneurship Attitude is a characteristic of individuals who want to enter a new business world, such as creating innovation, taking risks, achieving success, being confident, and having a locus of control [15]. Entrepreneurship Attitude Indicator According to [2] are seize Opportunities, Results Oriented, Work Hard, Taking Risks, and Confidence.

[11] describe Proactive Behavior as a behavioral tendency toward environmental change and determination and describes individuals who are not limited by situational forces or are responsible for environmental changes. Proactive behavior is the behavior of a person voluntarily capable of changing the organizational environment [16]. According to [17], Behavioral tendency to take personal initiative to create a favorable environment. [18] suggested four characteristics of Proactive Behavior: The ability to identify opportunities, show initiative, act, and be persistent.

According to [4], Entrepreneurship Education is an educational program that discusses aspects of entrepreneurship as an essential part of preparing the competencies and skills of students. Entrepreneurship education is the knowledge and understanding of values, behaviors, and abilities about entrepreneurship in dealing with life's obstacles [19]. Entrepreneurship Education is an essential factor for growing and developing the soul and behavior for the desire for entrepreneurship among the younger gen-

eration because education is a source of attitudes and intentions to become successful entrepreneurs in the future [14]. According to [20], the factors that influence entrepreneurship education are the formation of student mindsets to become entrepreneurs, the formation of student attitudes to become entrepreneurs, and the formation of student behavior to become entrepreneurs.

[19] explained that entrepreneurial intention reflects one's commitment to starting a new business and is a central issue that must be considered in understanding starting a new business. Entrepreneurial intention is an individual with plans and intentions to become an entrepreneur when no action is taken to create those intentions and plans [21]. According to [8], Entrepreneurial Intention is the availability to work hard and diligently to achieve the progress of a business, the willingness to take risks related to the actions taken, and the willingness to take new paths and learn from experience. [5] the dimensions of Entrepreneurial Intention are personal interest in entrepreneurship lessons, a solid determination to choose entrepreneurship as a job, preparing oneself with opportunities for success as an entrepreneur, and daring to start entrepreneurship in the future.

3 Conceptual Framework

Entrepreneurial intention cannot stand alone and does not appear immediately, but because of the contribution of several factors such as Entrepreneurship Attitude, which is an individual attitude to want to be an entrepreneur and is a description of a person's tendency to act, have feelings or emotions and a person's mindset towards objects that related to entrepreneurship. In addition, an individual's proactive behavior to seek opportunities to advance themselves is also expected to increase entrepreneurial intention. Apart from that, Entrepreneurship Education is also important to instill innovative and creative values in responding to opportunities, creating opportunities, and adding good entrepreneurial skills.

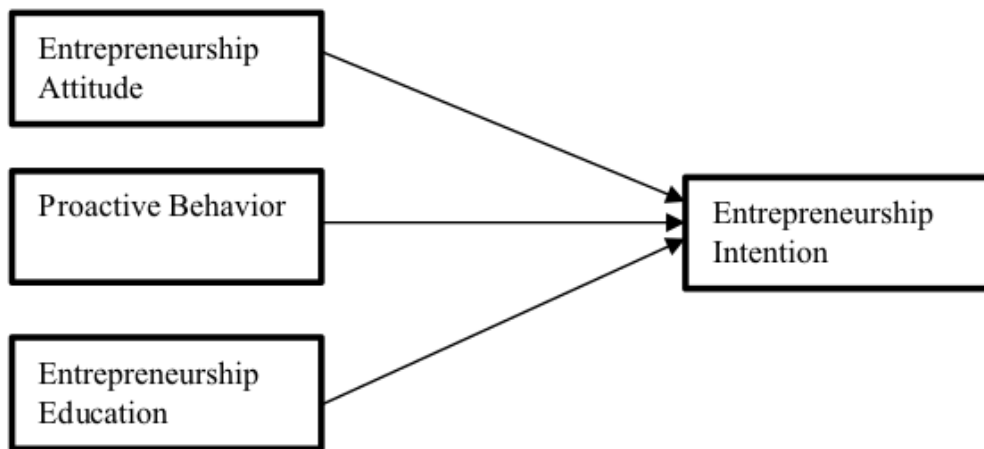


Fig 1: Conceptual framework.

4 Hypotheses Formulation

Liu et al. (2019) stated that Entrepreneurship Attitude is one of the factors in starting an entrepreneur [4]. Students who make it possible to become entrepreneurs have a

high level of perception and action to carry out business activities differently [21]. According to [6], Entrepreneurship Attitude significantly affects Entrepreneurial Intention. This is important for universities that focus on entrepreneurship because increasing Entrepreneurship Attitude, the higher the college to increase Entrepreneurship Attitude, the higher the level of Entrepreneurial Intention for students. The same results in [22] [23] state that Entrepreneurship Attitude has a positive and significant effect on Entrepreneurial Intention. Therefore, this study states the following hypothesis:

H1: Entrepreneurship Attitude has a positive effect on Entrepreneurial Intention.

Proactive behavior fundamentally differs from traits that look at everything from attitudes and values, such as well-being and cognitive traits. Instead, this Proactive Behavior consists of personality, emotions, intelligence, values and attitudes, and experiences [12]. Therefore, individuals, knowingly or without realizing it, can change the current state to what they want. With this, it is based that proactive behavior can be used as an essential factor in Entrepreneurial Intention [9]. This is supported by research by [2], showing that Proactive Behavior positively influences Entrepreneurial Intention. Therefore, this study states the following hypothesis:

H2: Proactive Behavior has a positive effect on Entrepreneurial Intention.

Entrepreneurship education can directly change the mindset, attitudes, and behavior of students so that later, they can aim to build and think about choosing entrepreneurs. According to [20], students who get Entrepreneurship Education tend to have more Entrepreneurial Intentions than those who do not. According to [19], Entrepreneurship Education has a strong influence on Entrepreneurial Intention. Research [13] states that Entrepreneurship Education has a positive effect on Entrepreneurial Intention. This is reinforced by research by [24], which states that entrepreneurship education has a significant and positive effect on Entrepreneurial Intention.

H3: Entrepreneurship Education has a positive effect on Entrepreneurial Intention

5 Methodology

The variables in this study refer to some previous research. Entrepreneurship attitude (EAO) and entrepreneurial intention were adapted from research by [25][26], consisting of six statement items for each variable. To measure the proactive behavior by four statement items adapted from [27]. Entrepreneurial education will be measured by a questionnaire developed by [19], which contains three statement items. This research uses a purposive sampling technique. The sample criteria are undergraduate students in South Jakarta. A total of 190 respondents were collected as a sample, according to [28] for the minimum sample, total items in the questionnaire multiplied by five, and the maximum sample multiplied by ten. Multiple regressions were used to analyze the data. All variables were measured using a five-point interval scale with alternative answers from strongly disagree to strongly agree. As said by [29], with a sample size of 190, the loading factor used is 0.4, and the result from the instrument test concluded that all standardized factor loading values are more than 0.40, so all the statement items are valid. The Cronbach's Alpha data used in this study has met the reliability criteria because the value is more than 0.60. Thus, all variables can be used and continued for further processing.

6 Results and Analysis

Criteria of the undergraduate students as respondents were female (50.4%, with 90.7% range of age 20 – 23 years old and 75% of respondents do not have work experience.

Table 1. Statistic descriptive

Variable	Mean
Entrepreneurship Attitude	4.04
Proactive Behavior	3.98
Entrepreneurship Education	3.77
Entrepreneurial Intention	3.67

Source: Results of data processing (SPSS)

From Table 1, the mean for entrepreneurship attitude is 4.04, which means that undergraduate students as a sample have an entrepreneurial attitude is an individual concept of entrepreneurship, judgment and propensity towards entrepreneurship and has the characteristics of individuals who want to enter the business world, who can create innovation, can take risks to achieve success, have self-confidence and locus of control. The average value for proactive behavior is 3.98, meaning that students have a future-oriented awareness, focus on the future, and aim to change and improve the situation. In other words, they have individual abilities to recognize opportunities ahead of others, demonstrate initiative, namely the individual's tendency to improve things he does not like and always look for better ways of doing things, and act, namely the individual's ability to turn his ideas into reality and make changes in his environment and have a tendency individual to maintain ideas and beliefs to achieve change despite facing challenges. The Entrepreneurship Education mean is 3.77. The students feel that they have an effort made by individuals to increase their knowledge of entrepreneurship. The undergraduate students feel that entrepreneurship education plays an important role in developing individual insights and skills to be independent in entrepreneurship with their abilities; entrepreneurship education programs increase knowledge and insight in the field of entrepreneurship, provide a mindset to minimize risk in entrepreneurship, foster a desire for entrepreneurship, provide ideas to take advantage of opportunities in entrepreneurship. The mean for entrepreneurial intention is 3.67. This can be interpreted as the initial step and becomes the basis for an individual to start a business and reflects one's commitment to starting a new business. It is a central issue that must be considered when setting up a new business. Students are highly willing to choose entrepreneurship as a top priority after graduating. They prefer entrepreneurship to employees and have plans to start a business after graduating from college.

Table 2. Hypothesis testing results.

Hypothesis	β	ρ -value (<0.05)	Decision
H1: Entrepreneurship Attitude has a positive effect on Entrepreneurial Intention	0.640	0.000	H1 Supported
H2: Proactive Behavior has a positive effect on Entrepreneurial Intention	0.137	0.000	H2 Supported

H3: Entrepreneurship Education has a positive effect on Entrepreneurial Intention	posi-	0.209	0.000	H3	Sup-ported
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Source: Results of data processing (SPSS)

The results from hypothesis testing on active undergraduate students in South Jakarta found that Entrepreneurship Attitude positively influenced entrepreneurial intention based on a significance value of $0.000 < 0.05$, which indicates that H1 is supported with an estimated value (β) of 0.640. Therefore, the students have an excellent Entrepreneurship Attitude to start doing business with a good attitude in entrepreneurship. The results of this study are supported by previous research conducted by [4];[7], which states that Entrepreneurship Attitude has a positive and significant effect on Entrepreneurial Intention. Furthermore, the result can be related to the statement items on the Entrepreneurship Attitude variable, namely the ambition to become an entrepreneur, and the statement items on the Entrepreneurial Intention variable, which is looking for opportunities to become entrepreneurs. Therefore, if students have the ambition to become entrepreneurs, they will look for opportunities to become entrepreneurs. The results of hypothesis testing found that the Proactive Behavior towards Entrepreneurial Intention obtained a significance value of $0.009 < 0.05$, which indicates that H2 is supported with a value estimate (β) of 0.137. This result illustrates that undergraduate students in South Jakarta have a high Proactive Behavior, which will increase their sense of desire to be entrepreneurial. The results of this study are supported by previous research conducted by [8] [12], which shows that Proactive Behavior positively influences Entrepreneurial Intention. The result can be related to the statement items on the Proactive Behavior variable, the students always looking for better ways to do something, and the statement items on the Entrepreneurial Intention variable, namely looking for opportunities to become entrepreneurs. It means that if students are looking for better ways to do something, students will try to find opportunities to become entrepreneurs. The last hypothesis found that Entrepreneurship Education on Entrepreneurial Intentions obtained a significance value of $0.000 < 0.05$, which indicates that H3 is supported by a value estimate (β) of 0.209. The result illustrates that undergraduate students in South Jakarta have an Entrepreneurship Education to understand and start entrepreneurship because they have a more profound curiosity about entrepreneurship. The results of this study are supported by previous research conducted by [13] [19], which states that Entrepreneurship Education has a significant and positive effect on Entrepreneurial Intention. This is reinforced by the statement item on the Entrepreneurship Education variable, that entrepreneurship education at school has inspired them to start their own business, and the statement item on the Entrepreneurial Intention variable, which is looking for opportunities to become an entrepreneur. Entrepreneurship Education has changed the mindset of students to start entrepreneurship.

7 Conclusion, Implication, and Suggestions for Future Research

In this study, students in South Jakarta feel they have an entrepreneurial attitude, proactive behavior, and entrepreneurship education that has a positive effect on entrepreneurial intention.

To maintain an Entrepreneurship Attitude, universities, and lecturers should work together to teach students that entrepreneurship does not need to be afraid of failure and that entrepreneurship guarantees success if the students are sincere and provide ideas that can provide the best way to start entrepreneurship. It is recommended that universities and entrepreneurship lecturers teach by practicing how to do entrepreneurship and holding events every year on campuses such as food bazaars and others. They should support students to venture into entrepreneurship and their environment to be given support such as a seminar on Entrepreneurship.

Further research is expected to increase the number of other variables outside of the variables used in this study, such as Entrepreneurial Mindset [30] and Entrepreneurial Learning Initiative [31].

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