



ORIGINAL ARTICLE

Student Entrepreneurial Intention Based on Proactive Personality, Self-Efficacy, and Anticipatory Entrepreneurial Cognitions

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ABSTRACT

This study aims to produce a Model Construction of Student Entrepreneurial Intentions Based on Proactive Personality, Self-Efficacy, and Anticipatory Entrepreneurial Cognitions. While the specific objective is to identify the factors that influence Student Entrepreneurial Intentions and generate Model Construction of Student Entrepreneurial Intentions Based on Proactive Personality, Self-Efficacy, and Anticipatory Entrepreneurial Cognitions. The population used in this study were students of the Faculty of Economics and Business from several of the best Islamic tertiary institutions in the city of Medan with the criteria that these universities have an Islamic vision and mission, and have a business incubator center or entrepreneurship center. The data analysis technique used in this research is descriptive analysis, both qualitative and quantitative. Data analysis with statistics used is Structural Equation Modeling with data processing using LISREL 8.80 software. The results of the study show that the Active Personality variable has a significant positive effect on Self-Efficacy. Active Personality Variable has a positive effect on Entrepreneurial Intentions significantly. Self-Efficacy Variable has a significant positive effect on Anticipatory entrepreneurial cognitions. The Self-Efficacy variable has a significant positive effect on Entrepreneurial Intentions. The anticipatory entrepreneurial cognitions variable has a significant positive effect on Entrepreneurial Intentions.

Keywords: Proactive Personality, Self-Efficacy, Anticipatory Entrepreneurial Cognitions, Entrepreneurial Intentions

DOI: <https://doi.org/10.30596/ijbe.v4i2.13755>

JEL Classification: L26, L84

Cite this article as:

Gultom, D. K., Arif, M., Yusnandar, W., & Radiman, R. (2023). Student Entrepreneurial Intention Based on Proactive Personality, Self-Efficacy, and Anticipatory ntrepreneurial Cognitions. *International Journal of Business Economics*, 4(2), 65–78.



INTRODUCTION

Entrepreneurs are considered a necessary mechanism to change and improve the economy (Tornikoski & Kautonen, 2009). With the emergence of new entrepreneurs, it is believed that they can create new jobs and simultaneously absorb labor, this is certainly a positive step in helping the government reduce unemployment and poverty. The decision to become an entrepreneur is based on internal factors and external factors. For many people, the decision to become an entrepreneur is a behavior with involvement that will involve: Internal factors (personality, perception, motivation, and learning (attitudes) and external factors (family environment, friends, and neighbors) (Tjahjono & Ardi, 2008).

Entrepreneurs are dynamic people who are always looking for opportunities and take advantage of them to produce something that has added value (Pham, Nguyen, Nguyen, Nguyen, & Vo, 2021). One of the factors that encourage people to jump into the business world is a high commitment or interest in business (Bushe, 2019).

Many studies have found the important role of entrepreneurship on economic performance in a country (Lado & Vozikis, 1997); (Van Praag & Versloot, 2007); (Bjørnskov & Foss, 2013). Entrepreneurship plays an important role in economic development through the incubation of technological innovations, creating of new jobs, and reducing unemployment (Shane & Venkataraman, 2000). David McClelland stated that the country will be able to prosper if the country has entrepreneurs (entrepreneurs) of at least 2% of its population (Suprpto & Herta, 2018). The more entrepreneurs owned by a country, the more prosperous the country will be. This is caused by the multiplier effects arising from the existence of entrepreneurship, such as reducing unemployment, increasing people's purchasing power, and so on.

One way to quickly increase the number of entrepreneurs is to increase the number of young entrepreneurs in Indonesia. Young entrepreneurs because of their young age range, someone has a passionate and passionate passion for managing their business. Young entrepreneurs also have a relatively long time and a lot of energy to get up if their business fails. On the other hand, there is also a problem that not all university graduates can be absorbed by the labor market. This has resulted in a relatively large number of unemployed university graduates (Amanda, Istiqomah, & Sarjiyanto, 2020).

Based on data from the Central Bureau of Statistics in 2019, the Open Unemployment Rate (TPT) in February 2019 was 6.82 million people or 5.01% (bps.go.id, Open Unemployment Rate by Province 1986-2019). The Open Unemployment Rate (TPT) is dominated by vocational education at 8.63%, high school graduates at 7.19%, junior high school graduates at 5.18%, Diploma I/II/III educational graduates at 7.92%, university graduates at 6.31% (bps.go.id). Unemployment, which is still quite high, is a separate problem for the state (government) and universities as the production of educated personnel. One of the efforts that can be made by the government and universities is to increase the number of entrepreneurs by increasing entrepreneurship among students (Amanda et al., 2020).

Interest is a feeling of preference and a sense of interest in something or activity, without being told (Renninger & Hidi, 2022). Interest is an acceptance of a relationship between oneself and something outside oneself (Sudarwo & Anfas, 2020). The intention is the seriousness of a person's intention to perform an action or bring up a certain behavior (Wijaya, 2007). Entrepreneurial activities must be based on the intention that entrepreneurial activities can run consistently. Entrepreneurial intention is the mind that drives the individual to create a business (Rasli, Khan, Malekifar, & Jabeen, 2013). Generally, the entrepreneurial intention is a state of mind that directly directs and directs

individual behavior toward the development and implementation of new business concepts (Nasurdin, Ahmad, & Lin, 2009).

Recent research on entrepreneurial intentions in recent years tends to focus on cognitive approaches (Fuller, Liu, Bajaba, Marler, & Pratt, 2018). One cognitive approach that is often used to explain entrepreneurial intentions is entrepreneurial self-efficacy. Entrepreneurial self-efficacy is an individual's belief that he can successfully play the roles and duties of an entrepreneur, such as management, marketing, risk-taking, financial control, and the discovery of innovations (Chen, Greene, & Crick, 1998). Entrepreneurial self-efficacy is used as a measure of the possibility of an individual being able to start a business (Krueger, Reilly, & Carsrud, 2000).

Another cognitive approach to explain the process of entrepreneurial intention besides entrepreneurial self-efficacy is Anticipatory Entrepreneurial Cognitions. The concept of Anticipatory Entrepreneurial Cognitions captures the cognitive aspects of the development of entrepreneurial intentions (Fuller et al., 2018). In addition to the cognitive approach, this study also uses individual characteristics as one of the antecedents of entrepreneurial intentions, namely proactive personality. Proactive personality is a person's tendency to act (Crant, 1996) which is important in entrepreneurship (Shapero & Sokol, 1982).

METHOD

Scientific research can also be carried out following the scope of the type of explanation or the type of scientific explanation that will be produced by research. This study uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the testing hypothesis (Nasution, et al., 2020). Following the scope of the research explanation, it can be distinguished into causality research and comparative non-causality research. This research is a type of causality research. Causality research is research that seeks explanations in the form of causal relationships between several concepts or variables developed in management. This research was conducted at some of the Best Islamic Religious Colleges in Medan City. The population used in this study were students from several of the best Islamic tertiary institutions in the city of Medan with the criteria that these universities have an Islamic vision and mission, and have a business incubator center or an entrepreneurship center. Students who are the subject of this research are those who are already doing business activities. Sampling was carried out by purposive sampling (judgmental) and snowball sampling methods. In this study, the sample size was adjusted to the analytical model used, namely Structural Equation Modeling (SEM). The sample size for SEM using the Maximum Likelihood Estimation (MLE) estimation model is 100-200 samples. Therefore, the sample size in this study was 200 students from the best Islamic Religious Colleges in Medan. The type of data collected to support research is primary data with data collection techniques used, namely interviews and questionnaires. The data analysis technique used in this research is descriptive analysis, both qualitative and quantitative. Data analysis with statistics used is Structural Equation Modeling with data processing using LISREL 8.80 software. SEM is a statistical model that can explain complex relationships between variables (Hair, Black, Babin, & Anderson, 2014). SEM also allows testing a series of relatively "complicated" relationships simultaneously, such as the relationship between one or more dependent variables and one or more independent variables.

RESULTS

In this section, the author will discuss the Effect of Active Personality on Entrepreneurial Intentions mediated by Self-Efficacy and Anticipatory Entrepreneurial Cognitions. To obtain data, the authors distributed questionnaires containing 36 statement items to 195 respondents who were relevant to support this research who were the respondents. The questionnaire was used in internal data collection, which was then sorted using the Likert Scale instrument, and processed using SEM by first entering the respondents' answers from the questionnaire into table form with SPSS.

Characteristics of Respondents

To find out the identity of the respondent, it can be seen the following characteristics of the respondent:

Table 1. Characteristics of Respondents

No.	Characteristics	Description	freq	%
1	Gender	Man	93	48%
		Woman	102	51%
2	Semester	II	26	13%
		IV	81	42%
		VI	67	34%
		VIII	21	11%
3	Residence	Living with Parents	72	37%
		Live with family/relatives	27	14%
		Boarding House	67	34%
		Rented House	29	15%
4.	University of Origin	UMY	22	11%
		UII	5	3%
		UMM	32	16%
		UIN Gunung Jati	9	5%
		UIN Jakarta	10	5%
		UMS	23	12%
		UIN Surabaya	12	6%
		IAIN Kendari	4	2%
		UMSU	66	34%
UIN Riau	12	6%		

From the above data, it is known that 102 respondents were women (52%) and 93 respondents were men (48%). A large number of female respondents compared to the number of male respondents because when the researchers distributed the questionnaires found more female respondents. Based on the characteristics of the semester, it is known that 26 respondents from Semester II 26 people (13%), semester IV was 81 respondents (42%), semester VI had 67 respondents (34%), and 21 people from Semester VIII (11%). Furthermore, based on the place of residence, it is known that 72 respondents live with their parents (37%), 27 students live with family/relatives (14%), 67 respondents live in boarding houses (34%), and 29 respondents live in rented houses (15 %). While the characteristics of respondents based on university origin, it is known that the majority of respondents came from the Universitas Muhammadiyah Sumatera Utara (UMSU) as many as 66 people (34%), and the least number of respondents came from the Kendari State Islamic Institute (IAIN) as many as 4 people (2%).

Evaluation of the SEM model was also analyzed to obtain and evaluate the suitability of the proposed model. After all the results of data processing are known, then they are discussed and finally drawn conclusions based on the results of the analysis.

Measurement Model Analysis

1. Latent Exogenous Variables

a. Measurement Model Validity Analysis

1) T-value of the Standardized Loading Factor (λ)

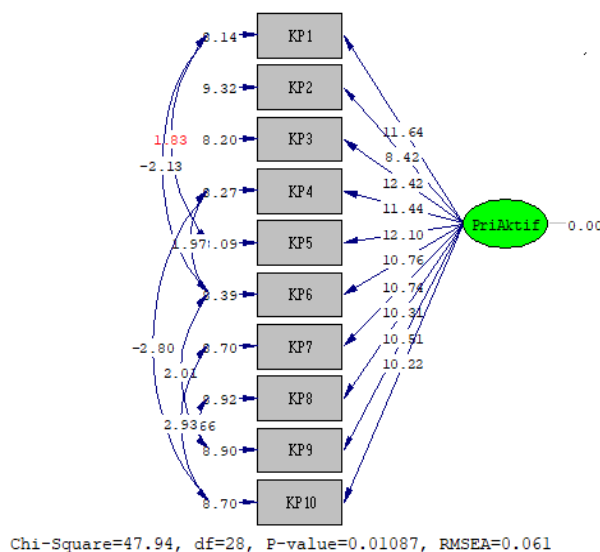


Figure 1. Exogenous Variable Path (t-value)

Based on the LISREL 8.80 output above, it can be seen that the measurement equation for the Exogenous coefficient of each indicator has a t-value ≥ 1.96 , which means that the Exogenous indicators are all valid and statistically significant with a significance level of 5%. and there is no need for disposing of indicators.

2) Standardized Loading Factor (λ)

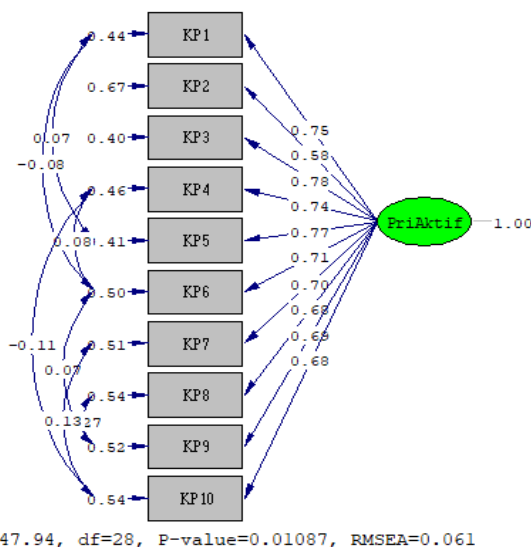


Figure 2. Exogenous Variable Path (standardized Solution)

Based on the figure above, it can be seen that the standardized loading factor (λ) of the most dominant indicator variable is found in the Exogenous Active Personality variable, namely KP3 or the indicator "I always turn ideas into reality." This can be seen from the larger standardized loading factor. from others that is equal to 0.78.

b. Model Reliability Analysis

Table 2. Exogenous Variable Reliability

Indicato r	SLF	Error	Construct Reliability					
			SLF	(SSLF) 2	SSLF 2	Serro r	CR value	VE value
Active Personality								
KP1	0.75	0.44						
KP2	0.58	0.66						
KP3	0.78	0.39						
KP4	0.74	0.45						
KP5	0.77	0.41						
KP6	0.71	0.50	7.08	50.13	5.04	4.96	0.91	0.51
KP7	0.7	0.51						
KP8	0.68	0.54						
KP9	0.69	0.52						
KP10	0.68	0.54						

According to Hair et al., (2014), a good reliability requirement is if it has a Construct Reliability value of ≥ 0.60 . From the calculations in table 5.6 above, it can be seen that the value of the overall construct reliability on Exogenous is above 0.70. while the variance extracted is optional in determining the level of reliability of the latent variables each exceeding 30% on exogenous variables. This shows that the reliability of this measurement model is an Exogenous construct (Active Personality) supported by the data obtained.

2. Latent Endogenous Variables

a. Measurement Model Validity Analysis

1) T-value of the standardized loading factor (λ)

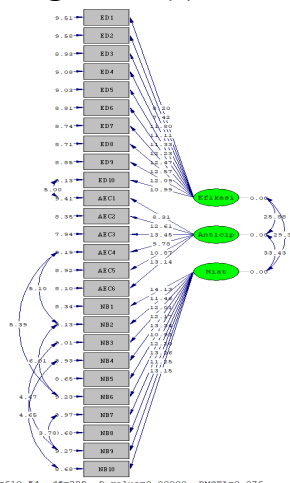


Figure 3. Endogenous Variable Path (t-value)

Based on the results of the LISREL 8.80 output above, it can be seen that the measurement equation for the Endogenous coefficient of each indicator has a t-value ≥ 1.96 , which means that the Endogenous indicators are all valid and statistically significant with a significance level of 5%.

2) Standardized Loading Factor (λ)

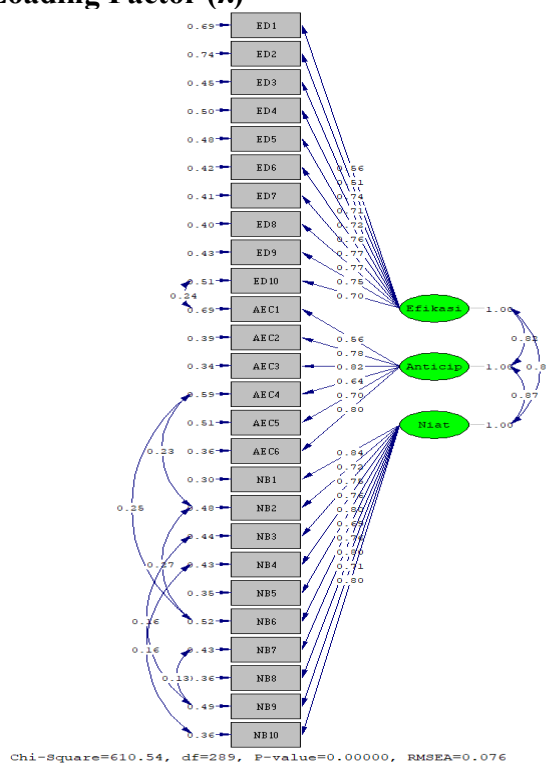


Figure 4. Path of Endogenous Variables (Standardized Solution)

Based on the figure above, it can be seen that the standardized loading factor (λ) indicator variable is the most dominant in the Endogenous Self-Efficacy variable, at ED6, namely "I have confidence that if I do entrepreneurship I will benefit" and ED7 or "I can lead." This can be seen from the standardized loading factor which is greater than the others, namely 0.77. The most dominant indicator in the Endogenous Variable Entrepreneurial Intention is NB1 or "I want to do business because I want to develop the knowledge I have." This can be seen from the standardized loading factor which is greater than the others, which is equal to 0.84. The most dominant indicator of the Endogenous Anticipatory Entrepreneurial Cognitions variable is AEC3 or "I often think about running my own business". This can be seen from the standardized loading factor which is greater than the others, which is equal to 0.83.

b. Model Reliability Analysis

Table 3. Endogen Variable Reliability

Indicator	SLF	Error	Construct Reliability					CR value	VE value
			SLF	(SSLF) 2	SSLF 2	Serro r			
Self Efficacy									
ED1	0.56	0.69							
ED2	0.51	0.74							
ED3	0.74	0.45							
ED4	0.71	0.50							
ED5	0.72	0.48	6.99	48.86	4.96	5.04	0.91	0.49	
ED6	0.76	0.42							
ED7	0.77	0.41							
ED8	0.77	0.41							
ED9	0.75	0.44							
ED10	0.7	0.51							
Anticipatory entrepreneurial cognitions									
AEC1	0.56	0.69							
AEC2	0.78	0.39							
AEC3	0.82	0.33	4.3	18.49	3.13	2.87	0.87	0.55	
AEC4	0.64	0.59							
AEC5	0.7	0.51							
AEC6	0.8	0.36							
Entrepreneurial Intentions									
NB1	0.84	0.29							
NB2	0.72	0.48							
NB3	0.75	0.44							
NB4	0.76	0.42							
NB5	0.8	0.36	7.63	58.22	5.84	4.16	0.93	0.70	
NB6	0.69	0.52							
NB7	0.76	0.42							
NB8	0.8	0.36							
NB9	0.71	0.50							
NB10	0.8	0.36							

According to Hair et al., (2014) a good reliability requirement is if it has a Construct Reliability value ≥ 0.60 . From the calculations in table 5.6 above, it can be seen that the overall construct reliability value for Endogen is more than 0.70. while the variance extracted is optional in determining the level of reliability of latent variables, each of which is more than 30% in Endogenous variables. This shows that the reliability of this measurement model is an endogenous construct supported by the data obtained.

Structural Model Analysis

After performing calculations and analysis on Confirmatory Factor Analysis (CFA), it is possible to measure the variable latent score (LVS) for each dimension to be

reduced to an indicator for each variable. Analysis of the structural model includes several things, namely:

Overall Model Fit Test

Table 4. The goodness of the Fit Structural Equation Model (SEM)

GoF size	Mark	Match Level
χ^2/df	1.92	GoodFit
Root Mean Square Error of Approximation (RMSEA)	0.069	Good Fit
Non-Normed Fit Index (NNFI)	0.98	Good Fit
Normal Fit Index (NFI)	0.96	Good Fit
Relative Fit Index (RFI)	0.95	Good Fit
Incremental Fit Index (IFI)	0.98	Good Fit
Comparative Fit Index (CFI)	0.98	Good Fit

In Table 4 above we can see the χ^2/df value of 1.92 which is in the good fit category because it is still below 5. The RMSEA, NFI, and RFI NNFI, IFI, and CFI values all fall into the good fit category. So it can be concluded that the overall fit of the model is very good.

Causal Relationship Analysis

After analyzing the results of the goodness of fit of the research model, the next analysis to be carried out is to analyze the causal relationship in the model. Statistical testing for the causal relationship of this structural model was carried out with a significance level of 5% so that the critical value of the t-value is ± 1.96 . The results of the estimation of all causal relationships in the study can be seen in the following LISREL 8.80 Output:

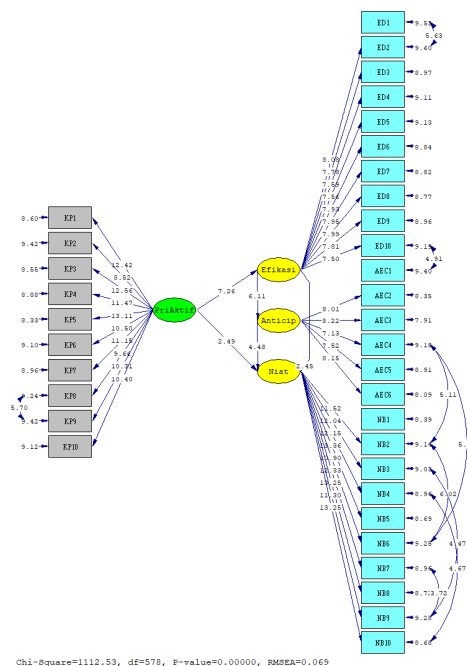


Figure 5. Structural Model (t-values)

Hypothesis Test

As explained in the previous chapter, in this study there are 5 (five) hypotheses on direct influence. Hypothesis testing analysis was carried out with a significance level of 5%, resulting in a critical t-value of ± 1.96 . The hypothesis is accepted if the t-value is obtained ≥ 1.96 , while the hypothesis is not supported if the t-value is <1.96 . The following is a table of hypothesis testing to answer all research questions:

Table 5. Direct Effect

Hypothesis	Statement	T-Test	T-Table	Result
H1	Active Personality \rightarrow Self-Efficacy	7.26		Significant
H2	Active Personality \rightarrow Entrepreneurial Intentions	2.49		Significant
H3	Self-Efficacy \rightarrow Anticipatory entrepreneurial cognitions	6.11	1.96	Significant
H4	Self-Efficacy \rightarrow Entrepreneurial Intentions	2.45		Significant
H5	Anticipatory entrepreneurial cognitions \rightarrow Entrepreneurial Intentions	4.46		Significant

Indirect Effect

In this research, there is 1 hypothesis for the indirect effect. Hypothesis testing analysis was carried out with a significance level of 5%, resulting in a critical t-value of ± 1.96 . The hypothesis is accepted if the t-value is obtained ≥ 1.96 , while the hypothesis is not supported if the t-value is <1.96 . The following is a table of hypothesis testing to answer indirect effects.

Table 6. Indirect Effect

Hypothesis	Intervening
Effect of Indirect Variables (t count)	Self Efficacy
Active Personality \rightarrow Entrepreneurial Intentions	6.99

DISCUSSION

Based on the results of data processing from the structural model, it can be seen that the Active Personality variable has a significant positive effect on Self-Efficacy. Thus, it can be accepted and it can be concluded that the better the Active Personality, the more Self-Efficacy will increase. Proactive behavior is the behavior of taking the initiative to change the circumstances around for the better. Bateman & Crant (1993), defines the basic form of proactive personality as someone who is relatively not pushed by situational forces and someone who influences environmental changes. Thus, proactive people can recognize opportunities and act on them, show initiative, and persistently strive for meaningful change. In organizational psychology research, personality traits are predictors of success

in various fields, one of which is the field of entrepreneurship. The results of this study are in line with the results of research (Fitwaturrusuliyah & Sawitri, 2017) and (Li, Liu, Yu, Zhang, & He, 2022) which shows that active personality variables have a positive and significant effect on self-efficacy.

Based on the results of data processing from the structural model, it can be seen that the variable active personality variable has a significant positive effect on Entrepreneurial Intentions. Thus, it can be accepted and it can be concluded that the better the Active Personality, the more Entrepreneurial Intention will increase. Therefore, individuals can intentionally and directly change their current state according to what they want. Thus, based on interactionist theory and behavior related to proactive personality, it makes sense that proactive personality can be used as one of the factors that influence entrepreneurial intentions. The results of this study are in line with the results of research (Ayu & Fatima, 2019); (Lestari, Kusuma, & Marlim, 2021) and (Aryaningtyas & Palupiningtyas, 2019) which shows that active personality variables have a positive and significant effect on entrepreneurial intentions.

Based on the results of data processing from the structural model, it can be seen that the variable Self-Efficacy has a significant positive effect on Anticipatory entrepreneurial cognitions. Thus, it can be accepted and it can be concluded that the better Self-Efficacy, the more Anticipatory entrepreneurial cognitions will increase. Anticipatory entrepreneurial cognitions cover a broad spectrum of thinking that is centered on discovering, exploring, and testing one's potential to become an entrepreneur. Individuals cognitively explore what it's like to be an entrepreneur in various ways such as testing assumptions, simulating various aspects of running a business, and trying to discover potential barriers to starting a business (Amanda et al., 2020). The results of this study are in line with the results of the study (Amanda et al., 2020) which shows that the self-efficacy variable has a positive and significant effect on Anticipatory entrepreneurial cognitions.

Based on the results of data processing from the structural model, it can be seen that the variable Self-Efficacy has a significant positive effect on Entrepreneurial Intentions. Thus, it can be concluded that the better the Efficacy, the more Entrepreneurial Intention will increase. This is because self-efficacy is a predictor that contributes well to the formation of business interests and business development (Oyeku, Oduyoye, Elemo, Karimu, & Akindoju A F, 2014), therefore, someone with self-efficacy, will be motivated to do entrepreneurship, this is in line with the opinion (Laily & Wahyuni, 2020) where good self-efficacy will encourage someone to develop a business and be professionally responsible. Drnovšek et al., (2010) also explained that this encouragement could be in the form of a willingness to understand conditions, situations, and information about the business to be developed to achieve a professional business. The results of this study are in line with the results of the study (Syamsudin, Hakim, & Atmasari, 2019) which shows that the self-efficacy variable has a positive and significant effect on Entrepreneurial Intentions.

Based on the results of data processing from the structural model, it can be seen that the Anticipatory entrepreneurial cognitions variable has a significant positive effect on Entrepreneurial Intentions. Thus, it can be concluded that the better the Anticipatory entrepreneurial cognitions felt by Respondents, the better Entrepreneurial Intentions will be. The results of this study are in line with the results of the study (Amanda et al., 2020) which shows that the variable Anticipatory entrepreneurial cognitions has a positive and significant effect on Entrepreneurial Intentions.

Based on the results of data processing from the structural model, it can be seen that self-efficacy mediates the influence of a proactive personality on Entrepreneurial Intentions. This means that the better the active personality, the more likely it is to increase business intentions through self-efficacy. The results of this study are in line with the results of the study (Fitwaturrulusiyah & Sawitri, 2017) which shows that active personality variables have a positive and significant effect on self-efficacy, and are in line with the results of the study (Syamsudin et al., 2019) which shows that the self-efficacy variable has a positive and significant effect on Entrepreneurial Intentions.

CONCLUSION

Based on the analysis and discussion, it can be concluded that the Active Personality variable has a significant positive effect on Self-Efficacy. Active Personality Variable has a positive effect on Entrepreneurial Intentions significantly. Self-Efficacy Variable has a significant positive effect on Anticipatory entrepreneurial cognitions. The Self-Efficacy variable has a significant positive effect on Entrepreneurial Intentions. The anticipatory entrepreneurial cognitions variable has a significant positive effect on Entrepreneurial Intentions. And self-efficacy mediates the influence of a proactive personality on entrepreneurial intentions.

This research provides interesting new findings where the introduction of anticipatory entrepreneurial cognitions is important for shaping students' intentions to become entrepreneurs. This discovery provides new knowledge that students not only intend to become entrepreneurs because they believe they can carry out the role of being entrepreneurs but also if they cognitively explore entrepreneurial ideas. This research has limitations, among others, it was only carried out in several Islamic Religious Colleges in the city of Medan and was carried out in a cross-sectional manner so generalizations should be made with caution. This research only examines the characteristics found in students and has not touched on the existing processes carried out by the university so the results of this study have not contributed much to policies or programs that can be carried out by universities to increase the number of entrepreneurs. Future research is expected to involve more State Universities or other Private Universities so that they can cover more respondents so that the results can be more generalizable. In addition, future research is expected to include the variables of the entrepreneurial formation process that takes place at universities such as confirming that entrepreneurship courses, entrepreneurship training and development programs, and so on have been effective in forming entrepreneurial intentions in students so that they can provide measurable policy implications for universities to improve the number of entrepreneurial students.

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