

DOES PERSONAL ATTITUDE PLAY A ROLE IN BUILDING ENTREPRENEURIAL INTENTIONS? STUDIES ON STUDENTS OF THE STATE UNIVERSITY OF JAKARTA

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ABSTRACT

This study aims to analyze the influence of personal attitude on entrepreneurial intentions in students at the State University of Jakarta. Personal attitude is one of the important factors that is believed to affect a person's intention to engage in entrepreneurial activities. This study uses a quantitative approach with a survey method, involving students of the State University of Jakarta as respondents. Data collection is carried out through questionnaires that have been tested for validity and reliability. The results of the analysis showed that personal attitude had a significant influence on the entrepreneurial intention of students at the State University of Jakarta, amounting to 68.2%. These findings indicate that a positive attitude towards entrepreneurship contributes to an increase in students' intention to start a business. This research provides implications for educational institutions to improve programs that can strengthen students' positive attitudes towards entrepreneurship as one of the efforts to support the development of young entrepreneurs.

KEYWORDS

personal attitude, entrepreneurial intention, attitude



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INTRODUCTION

The State University of Jakarta (*Universitas Negeri Jakarta / UNJ*), as one of the universities in Jakarta, actively supports student entrepreneurship programs. This is evident from UNJ's participation in the *Entrepreneurial Student Program (Program Mahasiswa Wirausaha / PMW)* in 2021. A total of 50 business ideas have been empowered and given business capital assistance within the framework of the PMW. In addition, the State University of Jakarta also has an *Independent Entrepreneurship (Wirausaha Merdeka / WMK)* program. This program was created to facilitate students who have an interest in entrepreneurship and want to start a business based on science, technology, and art (*IPTEKS*).

There is research related to entrepreneurial intentions conducted by Juliantamil (2023), revealing that there are 55 students of the Psychology study program at the State University of Jakarta who have high entrepreneurial intentions. Research from Melinda & Yohana (2023) shows that entrepreneurship education provided by educators to students of the Faculty of Economics at the State University of Jakarta has a positive influence on students' entrepreneurial intentions.

Students of the State University of Jakarta are encouraged to start entrepreneurship through strengthening entrepreneurial intentions, which play a role as the main motivation in realizing concrete steps towards success in the field of entrepreneurship. Entrepreneurial intention is an effort that has the potential to be made by a person to realize entrepreneurial behavior (Bosnjak et al., 2020; Çoker & van der Linden, 2022; Rozenkowska, 2023; Sok et al., 2021; Sussman & Gifford, 2019). This intention is defined as the link between ideas and actions, which means that the intention reflects the mental state of a person that motivates and directs the individual towards a specific goal to be achieved (Abbasi et al., 2021; Aydin &

Aydin, 2022; HEALTH et al., 2021; Ramdhani, 2016; She et al., 2024). According to Liñán (2015), entrepreneurial intention is the result of an individual's thought process to establish a new venture, which requires the use of creativity, innovation, and courage in taking risks. Entrepreneurial intention is an individual's first step in trying to establish a new business. Entrepreneurial intention is a process of seeking information to achieve business goals (Bağış et al., 2023; Khadhraoui et al., 2016; Shirokova et al., 2017).

In the context of entrepreneurship, personal attitude refers to an individual's attitude and assessment of entrepreneurship as defined by Bakheet & Al-amin (2023). The relationship between entrepreneurial intention and personal attitude reflects the extent to which individuals' perceptions and attitudes towards entrepreneurship influence their desire to engage in entrepreneurial activities (Fatoki, 2010). Research conducted by Hussain (2021) proves that there is a significant relationship between personal attitude and entrepreneurial intentions. Meanwhile, the results of research by Dinc & Budic (2016) prove that personal attitude is one of the factors that affect a person's intention to be involved in entrepreneurship or entrepreneurial intentions. The higher a person's personal attitude towards entrepreneurship, the more likely it is that the person has the intention to engage in entrepreneurship. The results of research conducted by Anggadwita & Dhewanto (2016) also corroborate the previously mentioned studies, where personal attitude is considered as a mediator of women's entrepreneurial intentions and is influenced by psychological characteristics and individual competence.

Based on this explanation, this study aims to explore how personal attitude affects entrepreneurial intentions. This research involved students at the State University of Jakarta as the subject. Thus, the researcher seeks to test the hypothesis regarding the positive influence of personal attitude on entrepreneurial intention.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to measure the influence of personal attitude on entrepreneurial intention among students at the State University of Jakarta. The instruments used in this research are the Entrepreneurial Intention Questionnaire (EIQ) and the Personal Attitude Toward Entrepreneurship scale developed by Linan (2011). The quantitative approach was chosen because it allows researchers to objectively measure variables and produce data that can be statistically analyzed. The research participants are active undergraduate students from all study programs at the State University of Jakarta. The sampling technique used is cluster sampling, where the research sample is selected randomly and all members of the selected group become the research sample.

RESULTS AND DISCUSSION

Linearity Test

The linearity test in this study was carried out to determine whether the research variables have a linear relationship. According to Rangkuti and Wahyuni (2017), linearity is fulfilled if the p-value is smaller than the significance level (0.05). The results of the linearity test for the variable of personal attitude with entrepreneurial intention in this study are presented in the following table:

Table 1. Results of personal attitude linearity test *with* entrepreneurial intention

| Significance value (p-value) | Significance Levels | Interpretation |
|------------------------------|---------------------|----------------|
| 0.000 | 0,05 | Linear |

Source: Processed Data

Based on the results of table 1 It is known that the results of the personal attitude linearity test with entrepreneurial intention produced a significance value of 0.211, where the P-value is greater than the significance level (0.05), it can be concluded that there is a linearity between the personal attitude variable and entrepreneurial intention.

Correlation Test

According to Rangkuti and Wahyuni (2017), correlation analysis was carried out to identify the existence of relationships between independent variables and dependent variables. Through this analysis, the level of strength of the relationship (relativity) and the direction of the relationship between variables in the study can be determined by referring to the value of the correlation coefficient. The following is a table of the results of the correlation analysis obtained through SPSS version 25. The following is a table of results from the correlation test to test the relationship between the variables Personal attitude and entrepreneurial intention:

Table 2. The Results of the Correlation test of Personal Attitude with Entrepreneurial Intention

| Variable | Significance value (p-value) | Significance Levels | Correlation Coefficients | Interpretation |
|---|------------------------------|---------------------|--------------------------|-------------------------------------|
| Entrepreneurial Intentions and <i>Personal Attitude</i> | 0,000 | 0,05 | 0,826 | There is a significant relationship |

Source: Processed Data

From the output above, it is known that the value of Sig. (2-tailed) between entrepreneurial intention and Personal attitude is $0.000 < 0.05$, which means that there is a significant correlation between the entrepreneurial intention variable and Personal attitude. Pearson correlation coefficient between variables Personal attitude and entrepreneurial intentions are positively correlated

Hypothesis Test

In this study, the hypothesis test used was a single predictor linear regression test. According to Rangkuti & Wahyuni (2017), linear regression test is a statistical analysis method used to determine the influence of one or more independent variables on dependent variables, as well as to predict the value of dependent variables based on those independent variables. Regression test with one predictor meets the criteria if the p-value is smaller than the significance level (0.05) and the value of F calculates exceeds the value of the F of the table ($F_{\text{counts}} > F_{\text{of the table}}$).

Table 3. ANOVA personal attitude test results on entrepreneurial intentions

| Variable | F Calculate | F Table | Significance Value | Significance Levels | Interpretation |
|--|-------------|---------|--------------------|---------------------|----------------------------------|
| <i>Personal Attitude to Entrepreneurial Intentions</i> | 257,773 | 3,92 | 0,000 | 0,05 | There is a significant influence |

Source: Processed Data

Based on the table above, it can be seen that the results of the linear regression test of personal attitude variables on entrepreneurial intention show a significance value of (0.000), which is smaller than the significance level (0.05). Based on the analysis, the calculated F value of 257.773 is higher than the table F value of 3.92 (F calculated > F table). These results show that the null hypothesis (Ho) rejected, while the alternative hypothesis (Ha) is accepted. Thus, it can be concluded that there is a significant influence between personal attitude and entrepreneurial intention.

Table 4. ANOVA Personal Attitude Test Results on Entrepreneurial Intentions

| Variable | R | R square | Adjusted R |
|---|-------|----------|------------|
| Personal Attitude to Entrepreneurial Intentions | 0,826 | 0,682 | 0,680 |

Source: Processed Data

Based on the table above, it can be known that the influence (R square) of the personal attitude variable on entrepreneurial intention is 0.682, so it can be stated that the personal attitude variable has an effect on entrepreneurial intention of 68.2%.

Discussion

The results of this study show that there is a positive and significant influence between Personal attitude towards entrepreneurial intention students of the State University of Jakarta. This finding is in line with Ajzen (1991), who states that Personal attitude has an important role in influencing a person's intention or intention to take an action, including in the context of entrepreneurship.

These results are consistent with previous research, such as those conducted by Krueger et al. (2000) and Liñán & Chen (2009), which found that personal attitude is a strong predictor in determining entrepreneurial intention. However, this research makes a specific contribution by applying this concept to students of the State University of Jakarta, who have a unique educational and socio-cultural background.

Students who have a positive attitude towards entrepreneurship, such as viewing entrepreneurship as useful, challenging, and opportunity to grow, tend to have higher intentions to start a business. This shows that personal attitude is one of the main determinants in building entrepreneurial intentions. This positive attitude may be influenced by personal experiences, entrepreneurial education, or the influence of the social environment, such as support from family and friends.

CONCLUSION

This study shows that personal attitude has a significant influence on entrepreneurial intention among students at the State University of Jakarta, where students' positive attitudes toward entrepreneurship have been proven to increase their intention to start a business. These findings confirm the important role of personal attitude in shaping and encouraging entrepreneurial intention. Therefore, educational institutions are expected to develop programs and activities that can strengthen students' positive attitudes toward entrepreneurship in order to support the creation of a competitive young entrepreneurial generation. For future research, it is recommended to also analyze other factors such as social environment, entrepreneurial experience, and family support to gain a more comprehensive understanding of the factors influencing students' entrepreneurial intentions.

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