

THE INFLUENCE OF SELF-EFFICIENCY, PROACTIVE PERSONALITY AND LOCUS OF CONTROL ON INTEREST IN ENTREPRENEURSHIP

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Submitted: 06-07-2023, Revised: 08-09-2023, Accepted: 02-11-2023

ABSTRACT

The purpose of this study was to determine the effect of self-efficacy, proactive personality, and locus of control on interest in entrepreneurship with entrepreneurship education as a moderating variable. Non-probability sampling was the sampling technique used for this study, and the number of samples was 142 respondents which was collected by distributing questionnaires via Google Forms. This study explains that 1) self-efficacy can be used to positively predict entrepreneurial interest; 2) proactive personality can be used to positively predict entrepreneurial interest; 3) locus of control can be used to positively predict entrepreneurial interest; and 4) entrepreneurial education moderates the effect of efficacy and self-interest in entrepreneurship.

Keywords: *Self-efficacy, Proactive personality, Locus of control, Education*

1. INTRODUCTION

One of the biggest problems encountered by the people living in Indonesia nowadays is the increasing number of unemployment which is caused by the number of people in Indonesia is more than the number of jobs available. Most people are more likely to choose to work in private or government companies because of the salary guaranteed they will receive every month. So they tend to rely on the opportunity they can get from those companies rather than looking for other opportunities such as creating their own jobs or businesses. This causes the number of unemployment in Indonesia to be very high. According to the Ministry of Cooperatives and SMEs (2020), Indonesia's entrepreneurial ratio is only around 3.47% of the country's total population of around 270 million people counted as of today. Hence, the level of entrepreneurship in Indonesia is considered to be quite low compared to other countries in Southeast Asia, such as Thailand with 4.26%, Malaysia with 4.74%, and Singapore with an 8.7% entrepreneurial ratio to the total population. According to Erick Thohir, Indonesia's Minister of State-Owned Enterprises (BUMN) is still far below neighboring countries regarding entrepreneurship. This shows that people's interest in entrepreneurship is still very low.

Yanti (2019), said that one of the factors driving the growth of entrepreneurship in a country lies in the role of universities in organizing entrepreneurship education. As one of the Universities in the Jakarta Province, Tarumanagara University with the Faculty of Economics and Business has supported the creation of young entrepreneurs by providing entrepreneurship courses, there are also courses specifically made for students with an entrepreneurship concentration.

Entrepreneurial interest comes from the words interest and entrepreneurship. According to Yanti (2019), interest is a condition in which individuals pay attention to something and are accompanied by a desire to know, learn, or prove further. According to Lestari and Djamilah

(2020), an entrepreneur is a person who manages, organizes, and dares to take all risks to create new business and business opportunities. Based on understanding Entrepreneurial interest is a feeling of desire and interest, from within the individual towards entrepreneurial activities by creating a business and designing ideas to become reality. According to Darmawan (2021), Entrepreneurial interest is an individual's thoughts that aim to start a new business, develop a new business concept or add new value to an existing company. The more interest in entrepreneurship students have in the world of entrepreneurship, the more productivity is generated which has an impact on improving the country's economy and reducing the unemployment rate in the country. It takes an intention to start something like entrepreneurship. Interest is related to intention, when interest is low, then the intention is low as well. Entrepreneurial intention plays an important role in shaping individuals to become entrepreneurs, while the entrepreneurial intention itself is required by many factors, Widjaja & Ekawati (2017). self-efficacy, Proactive personality, and locus of control are factors that can influence one's interest in entrepreneurship.

According to Widyaningrum & Susilarini (2021), self-efficacy is a person's belief in his ability or competence in carrying out a task, achieving a goal, or overcoming an obstacle. Thus, it can be said that someone who has high self-efficacy will be more confident in his ability to achieve goals. Mustafa Willison and Rodhiah (2021) said that a proactive personality has an important role in entrepreneurship. According to Lestari et al. (2022), business opportunities do not just appear but are waiting to be discovered by individuals who proactively seek them and use them to generate added value.

According to Yanti (2019), the locus of control consists of two constructs, namely, internal and external, where the internal locus of control is if someone believes that what happens is always under his control and he always takes part in it and is responsible for every decision, while the external locus of control is if a person believes that events in his life are beyond his control. Someone who has an internal locus of control is optimistic, never gives up, and will try their best to control their behavior. Meanwhile, the external locus of control tends to have a pessimistic attitude that makes it easy to give up on dealing with problems, does not believe in one's own abilities, and tends to be irresponsible for failures.

According to research conducted by Vanessa and Sienatra (2020), there is one variable that has the potential to moderate the effect of self-efficacy on interest in entrepreneurship, namely entrepreneurship education. The use of this moderating variable as a gap filler differs from previous studies, which rarely used the education variable as a moderating factor.

According to Yanti (2019), entrepreneurship education is an educational program designed to provide knowledge, skills, and motivation to encourage success in entrepreneurship and foster an entrepreneurial spirit. Joseph in Hong et al. (2020), explains that entrepreneurship education can influence entrepreneurial intentions among international students to become entrepreneurs.

The main objective of this research is to test the effect of entrepreneurial personality traits consisting of self-efficacy, proactive personality, and locus of control on entrepreneurial interest and to test the effect of entrepreneurship education in moderating self-efficacy and entrepreneurial interest in Tarumanagara University students.

2. THEORETICAL REVIEW

Theory Overview

Ajzen and Fishbein in Ghazali (2020) refined the Theory of Reasoned Action (TRA) and gave it the name Theory of Planned Behavior (TPB). According to TPB, three factors influence individual intentions to behave: attitudes, subjective norms, and behavioral control. The first is the attitude, namely the individual's ability to respond positively or negatively to an object or event. Subjective norms are perceived social pressures to perform or refrain from performing a behavior. The third is behavioral control, referring to individual perceptions of the strength of factors that facilitate or complicate behavior.

Variable Conceptual Definitions

According to Widyaningrum and Susilarini (2021), self-efficacy is an individual's belief in his own ability to face and complete a task, achieve a goal, and overcome an obstacle to achieving results in certain situations. According to Lukito (2020), a proactive personality is defined as an individual who takes the initiative to create positive changes in the work environment by overcoming obstacles, improving the current situation, or making new things. According to Dwijayanti (2015), the locus of control is a concept that refers to an individual's beliefs about the events in his life. According to Yanti (2019), entrepreneurship education is an educational program designed to provide knowledge, skills, and motivation to encourage success in entrepreneurship and foster an entrepreneurial spirit. According to Hansfel & Puspitowati (2020), entrepreneurial interest is the belief that individuals admit that they really intend to start a new business and intend to do so in the future.

Relations Between Variables

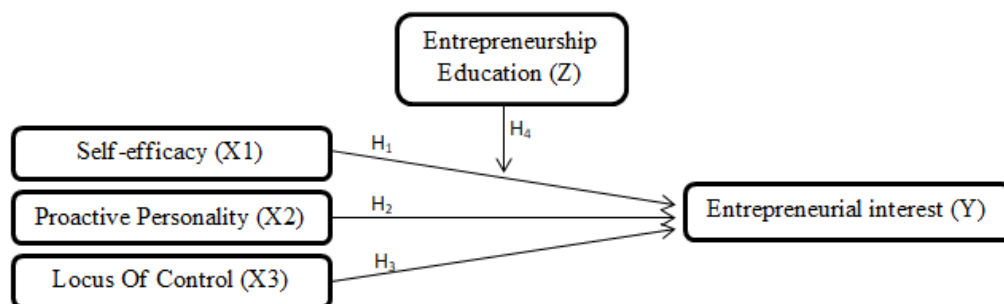


Figure 1. Research Framework

Based on the framework that explains the interrelationships between the variables studied, the research hypothesis is as follows:

- H1 : There is an influence of self-efficacy on the interest in entrepreneurship
- H2 : There is an influence of proactive personality on the interest in entrepreneurship
- H3 : There is an influence of the locus of control on the interest in entrepreneurship
- H4 : Entrepreneurship education moderates self-efficacy towards entrepreneurial interest

3. RESEARCH METHOD

The subject of this research was only conducted on female students at Tarumanagara University who had taken entrepreneurship courses. This study used 3 independent variables, namely self-efficacy, proactive personality, and locus of control, with 1 dependent variable, namely entrepreneurial interest, and 1 moderating variable, namely entrepreneurship education. The sample of this study consisted of 142 respondents who participated in this study by filling out a questionnaire via Google Form. Table 1 shows the questions used in this study.

Table 1. Operational Variables

Variable	Indicator	Scale
Self Efficacy (X1) Vanessa and Sienatra (2018)	1. Belief in the goals to be achieved 2. Confident in completing difficult tasks. 3. Believing in getting results is important to him. 4. Confidence overcomes obstacles. 5. Confident in performing tasks effectively. 6. Confidence always works best in difficult situations	Ordinal
Proactive personality (X2) Vanessa and Sienatra (2018)	1. Make long term planning. 2. Start the task as soon as possible when the opportunity arises. 3. Act to anticipate future problems.	Ordinal
Locus of Control (X3) Vanessa and Sienatra (2018)	1. Ensure the results achieved are the result of your own efforts. 2. Feeling that self-leadership depends on one's own abilities. 3. Feeling that success is the result of one's own efforts. 4. Feeling that everything that is achieved is not the result of luck	Ordinal
Entrepreneurship Education (Z) Vanessa and Sienatra (2018)	1. Understanding of personal selling 2. Understand about start-up and online sales 3. Understand about retail business 4. Understand about innovation in business 5. Understanding of international business 6. Have entrepreneurial knowledge and insight 7. Have awareness of existing business opportunities	Ordinal
Interest in entrepreneurship (Y) Vanessa and Sienatra (2018)	1. Readiness to become an entrepreneur. 2. The goal of the profession is to become an entrepreneur. 3. Willingness to make every effort to start and run your own company. 4. Commit to yourself to build a future business. 5. Have serious thoughts to become an entrepreneur. 6. Have a strong intention to set up a business in the future.	Ordinal

4. RESULTS AND DISCUSSIONS

Path Coefficient Test Results

Table 2. Path Coefficient Test Results

Variable	Path Coefficient
Self-Efficacy → Entrepreneurial Interest	0.529
Proactive Personality → Entrepreneurial Interest	0.247
Locus of Control → Entrepreneurial Interest	0.373
Entrepreneurship Education*X1 → Entrepreneurial Interest	0.130

Based on the test results in table 2 above, it can be seen that: The self-efficacy variable influences the interest in entrepreneurship by 0.529, which means that any increase in the self-efficacy variable will increase the interest in entrepreneurship. The proactive personality variable influences the interest in entrepreneurship by 0.247, which means that any increase in the proactive personality variable will increase the interest in entrepreneurship variable. The locus of control variable influences the interest in entrepreneurship by 0.373, which means that any increase in the locus of control variable will increase the interest in entrepreneurship variable. The moderating variable affects the interest in entrepreneurship by 0.130, which means that any increase in the moderating variable will increase the interest in entrepreneurship.

Hypothesis Test Results

To test the hypothesis using statistical values, for an alpha of 5%, the value of the t-statistic used is 1.96. If the value of t count is less than t table, then the null hypothesis is rejected (significant regression coefficient), and the alternative hypothesis stated in this study is accepted at a significant level of 5% (five percent). Apart from the t test, hypothesis testing can be seen from testing the p-value through the bootstrapping method, where if the p-value is less than the error level or alpha, then the hypothesis is accepted.

Table 3 Hypothesis Test Results

Hypothesis Testing		T-statistics	P-values	Information
H1	Self-Efficacy → Entrepreneurial Interest	4.822	0.000	Significant
H2	Proactive Personality → Entrepreneurial Interest	2.385	0.020	Significant
H3	Locus of Control → Entrepreneurial Interest	2.296	0.026	Significant
H4	Entrepreneurship Education*X1 → Entrepreneurial Interest	3.655	0.000	Significant

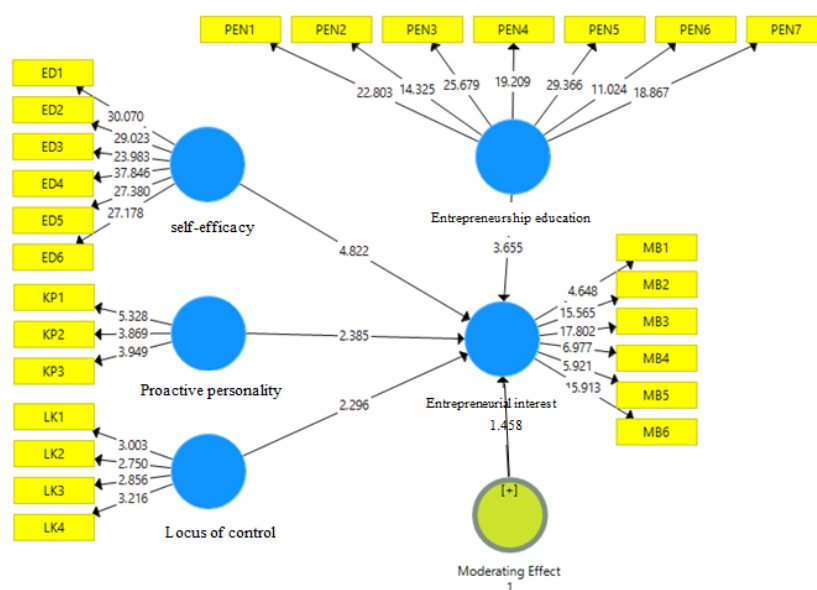


Figure 2. Hypothesis Test Results

Discussion

The results of the first hypothesis test indicate that self-efficacy has a positive and significant influence on interest in entrepreneurship. This is in line with research conducted by Ciutha and Finch (2019), who found a positive influence between self-efficacy and interest in entrepreneurship. People with a high level of self-efficacy tend to have confidence in their own ability to face and complete a task, achieve a goal, and overcome an obstacle to achieve results in certain situations.

The results of the second hypothesis test indicate that proactive personalities have a positive and significant influence on interest in entrepreneurship. This is in line with research conducted by Pan et al. (2018), who found a positive influence between self-efficacy and interest in entrepreneurship. By finding someone with a proactive personality more responsive and better able to see conditions than someone who has a low level of proactiveness or passiveness.

The results of the third hypothesis test indicate that locus of control has a positive and significant influence on interest in entrepreneurship. This is in line with research conducted by Robbins & Judge in Yanti (2019), which found a positive influence between self-efficacy and interest in entrepreneurship. Finding someone with a high level of locus of control indicates that they are more interested in determining their own future.

The results of the fourth hypothesis test indicate that entrepreneurship education *1 has a positive and significant influence on interest in entrepreneurship. Students who have high self-efficacy will be more confident in their ability to achieve goals, and having knowledge of entrepreneurship education will increase students' self-confidence in their interest in entrepreneurship.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the analysis and the discussion regarding the influence of self-efficacy, proactive personality, and locus of control on interest in entrepreneurship with entrepreneurship education as a moderating variable, the following conclusions have been obtained:

- a. Self-efficacy can be used to predict positive interest in entrepreneurship.
- b. Proactive personalities can be used to positively predict entrepreneurial interest.
- c. Locus of control can be used to predict positive interest in entrepreneurship.
- d. Entrepreneurship education moderates the effect of self-efficacy on entrepreneurial intentions.

Suggestion

From the conclusions that have been described, the researcher suggests several recommendations that will be useful for further research, namely:

- a. Advice for Academicians
The findings in this study are expected to serve as a guide in terms of academic needs, especially those related to entrepreneurial interests. The author hopes for further research on the basis of increased interest in entrepreneurship.
- b. Suggestions for Researchers
 - 1) Future researchers are expected to be able to increase the number of respondents collected so as to produce more accurate data.
 - 2) Future researchers are expected to be able to add or use other variables to influence interest in entrepreneurship.

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