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## THE INFLUENCE OF ATTITUDE, LOCUS OF CONTROL, AND CREATIVITY ON ENTREPRENEURIAL TENDENCY

Feibry F. W. Senduk  
Universitas Negeri Manado, Minahasa  
rhiryffws@gmail.com

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**Abstract:** The entrepreneurial tendency is an interest of someone in entrepreneurs. This research was aimed at finding the effects of attitude, locus of control, and creativity on entrepreneurial tendency by using the linear regression analysis test as the method of data analysis. The samples were taken from the population of lecturers. The data were taken from the samples using questionnaire distribution and later were used to measure the attitude, locus of control, and lecturer's creativity. Linear regression analysis test was conducted with normalization, homoscedasticity, multicollinearity, and path analysis to describe the lecturer's strengths and weaknesses on the entrepreneurial tendency.

**Keywords:** Entrepreneurial Tendency, Data Analysis, Linear Regression Analysis Test

### INTRODUCTION

Indonesia is currently still in the process of recovering from the multidimensional crisis that hit in 1997. In a situation like this, all Indonesian citizens are challenged to rise to overcome the crisis. One alternative that can be taken is developing entrepreneurship. There are two kinds of entrepreneurship, the first is entrepreneurship in the sense of entrepreneurship, namely entrepreneurs who develop their businesses and the second is entrepreneurship in the sense of intrapreneurship (internal entrepreneurship), namely those who develop the business of the company where they work. Even though they have different company ownership orientations, both of them show the same entrepreneurial traits and attitudes. "The entrepreneurial attitude is characterized by the spirit of being innovative, creative, and always looking for opportunities to develop a business, as well as overcoming any difficulties faced" (Kao in Winarno, 2011).

From the results of preliminary observations made by researchers on economics lecturers at Manado State University, researchers found that most of the economics lecturers have side businesses besides serving as lecturers at the university. In addition, researchers conducted interviews with several economic lecturers at Manado State University. From the results of these interviews, it was found that most economics lecturers at Manado State University had side businesses. Their interest in developing other businesses is also driven by supporting factors whereby doing business they can get additional income because the increasing cost of living is also a long-term investment. The researchers raised the entrepreneurship tendency as a critical variable, which underlies this study. Many factors influence the propensity of lecturers to become entrepreneurs, but there are three factors that the researchers raised to discuss. The first influencing factor is attitude.

The attitude according to Thurstone quoted by Azwar (2010) is the degree of positive or negative effects associated with a psychological object. This attitude is shown in various qualities and intensities. In the context of new ventures, entrepreneurial attitudes are heavily influenced by educators and practitioners. Robinson et al. (1991) emphasize that the need to distinguish between general attitudes is related to broad psychological dispositions of individual attitudes and refers to a person's more specific attitudes towards entrepreneurship. The next influencing factor is the locus of control. The locus of control concept is based on social learning theory (Reiss & Mitra, 1998). Locus of control is defined by Mac Donald (Tsui

& Gul, 1996) as the extent to which a person feels a contingent relationship between actions and the results they get. A person believing that they have control over their destiny is called “internal”. While “external”, on the other hand, believe that their results are determined by extrinsic factors outside of themselves, for example by fate, luck, opportunity, other forces, or something that cannot be predicted (Zoraifi, 2005).

## **LITERATURE REVIEW**

Someone who has an entrepreneurial attitude must at least master three important factors, including (1) marketing planning, (2) business planning, (3) marketing strategy planning (Alma, 2007). The definition of attitude in this research activity can be concluded as the internal condition of the individual who must accept or reject several determinants of success in carrying out activities in entrepreneurship (Prodjosoesilo & AP, 2012). The term Locus of Control was first put forward by Julian Rotter. According to Rotter, locus of control is a person’s belief in the sources that control events in his life. Rotter forwards the concept of locus of control internal and external locus of control. Internal locus of control refers to the perception that both positive and negative events occur as a consequence of one’s actions or actions under self-control, while external locus of control refers to the belief that an event does not have a direct relationship with one’s actions and is outside self-control (Rotter, 1966). According to Higgins (Oentoe, 1999), creativity is an original ability, inventions, conceptual and use. Creativity is the ability to create new things, which separates man from machine. The creativity factor is what enables humans to change and enrich their world through discoveries in the fields of science, technology, art, and other fields. Guilford (Risnoyatiningsih, 1994) argues that creativity is a process that shows fluency, flexibility, and originality in thinking. Fluency is the ability to express ideas quickly and emphasizes quantity. Flexibility is the ability to create various ideas.

Meanwhile, originality is the ability to create ideas that are unique to a population of which the individual is a member. In this context, this tendency is interpreted in entrepreneurship. In almost every definition of entrepreneurship, there is agreement on what is meant by several behaviors which include (1) taking initiative, (2) organizing and reorganizing social and economic mechanisms to turn resources and situations into practical ones, (3) risk acceptance or failure. Entrepreneurship is a dynamic process of creating additional wealth. Wealth is generated by individuals who bear the main risk in terms of capital, time, and/or career commitments or provide value for some products or services. Although each of these definitions with a view looking businessman who comes from a somewhat different perspective, all contain some similar elements such as newness, creating, wealth, and risk-taking. However, each of these definitions is limited in several ways because employers can be found in every profession in education, health, research, law, architecture, engineering, social work, distribution, and government (Hirsch et al., 2008). Suryana (2001) summarizes several definitions and definitions of entrepreneurship as follows, entrepreneurship is the nature, character, and traits inherent in someone who has a strong will to bring innovative ideas into the real world of business and can develop them resiliently. Entrepreneurship is the ability to create something new and different (Drucker, 1994).

## **METHOD**

This research is used by researchers in this research is an explanatory research design with a quantitative approach to analyze and explain the relationship between research variables through associative causality hypothesis testing. This study examined the effect of attitude, locus of control, and creativity on the entrepreneurship tendency of economics lecturers at Manado State University, having direct or indirect effects. The population in this study was 124 lecturers of economics at Manado State University in 2019. The research instrument developed in this study was a questionnaire containing statement sentences. The instruments

for each variable are developed from variable indicators whose development is based on the results of theoretical studies, frameworks of thought, and operational definitions that are considered appropriate to the context of this study. Respondents are asked to respond to answers which are the respondents' choice. The scoring system for this type of instrument is a score of 5,4,3,2,1 for statements with answers that are consecutively by what the researcher expects. The data needed in this study is premiere data obtained from lecturers. And based on the research variables that will be studied and analyzed their relationship with one another, researchers use a questionnaire or questionnaire.

The questionnaire technique in this study was used to collect data on attitudes, locus of control, creativity, and entrepreneurship tendency. Questionnaires were distributed by visiting respondents directly. To analyze whether there is an influence between the variables studied, the researchers used a multivariate analysis tool, namely path analysis. Path analysis is an analytical method to study the direct effect and indirect effect of exogenous variables on endogenous variables (Widarjono, 2010). To ensure that variables in the form of attitude, locus of control, creativity, and entrepreneurship tendency variables can be tested by linear regression analysis, the researchers first tested the prerequisites in path analysis (normality, heteroskedasticity, and multicollinearity).

## **RESULTS AND DISCUSSION**

### **The Influence of Attitudes on Entrepreneurship Tendency**

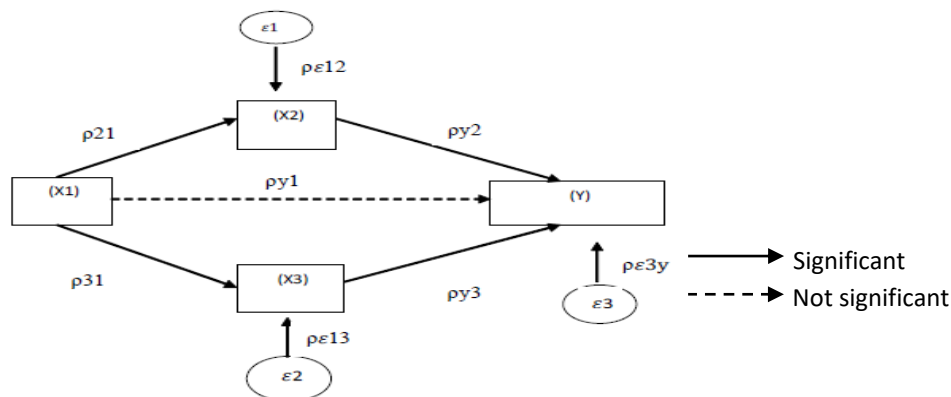
Based on the results of the data analysis obtained, it can be concluded that the attitude (X1) does not directly have a significant effect on the entrepreneurship tendency (Y) of the economics lecturer at Manado State University. This means that the attitude of a lecturer does not have a direct influence on their tendency to be entrepreneurial. In general, the attitude of the percentage of respondents is strong (49.1%) and very strong (47.3%) as seen from the indicators. Where the indicator most perceived by respondents is a strong will to achieve goals in entrepreneurship. If seen from the entrepreneurship tendency variable, the lecturers are classified as high (41.9%) and very high (49%) as seen from the indicators. Where the indicator most highly perceived by respondents is being able to create something in the business they are developing. But what the researchers found in the field was that the variation in the response to the respondent's attitude variable could not explain the variation of the entrepreneurship tendency variable, meaning that the entrepreneurship tendency variable could not be explained by the attitude variable directly. These findings are inconsistent with previous theories as said by Ajzen (1991) that interest in entrepreneurship is an application of the theory of planned behavior (theory of planned behavior) developed. This theory tries to predict a person's behavior from his intention (the conative aspect of attitude). The intention of a lecturer in entrepreneurship has not been supported by a strong will to achieve goals in entrepreneurship so it is difficult to create something both in business development and lecturers who are just about to become entrepreneurs. Previous research by Prodjoesilo and AP (2012) suggested that attitude is an internal condition that can influence a person's choice of action, for example, student interest in developing a business.

### **Effect of Attitude on Locus of Control**

Based on the results of the analysis obtained, it can be concluded that attitude (X1) has a significant effect on locus of control (X2). This can be interpreted that the attitude of a lecturer determines his self-confidence in entrepreneurship. From the frequency we see, generally, the attitude of the respondents is 49.1% strong and very strong (47.3%) as seen from the indicators. Where the indicator most perceived by respondents is a strong will to achieve goals in entrepreneurship. When viewed from the variable locus of control is strong (58.2%) as seen from the indicators. Where the strongest indicator is to believe in itself. From the two strongest indicators of the attitude variable and locus of control, it can be interpreted that when a person has a strong will to try, it is driven by a very strong belief in himself. This finding is in line

with Rotter's theory (Renn & Vandenberg, 1991) which states that locus of control can be used to explain differences in attitudes of a person.

**Figure 1**  
**Empirical Model of Research Results**



### Effect of Locus of Control on Entrepreneurship Tendency

Based on the results of the data analysis, it can be concluded that the locus of control (X2) does not have a significant effect on entrepreneurship tendency (Y) in economics lecturers at Manado State University. This means that the internal locus of control of a lecturer does not support them to have entrepreneurial tendencies. Generally, the locus of control of the respondents is strong (58.2%) as seen from the indicators. Where the strongest indicator is to believe in itself. If seen from the entrepreneurship tendency variable, the lecturers are classified as high (41.9%) and very high (49%) as seen from the indicators. Where the indicator most highly perceived by respondents is being able to create something in the business they are developing. This contradicts the research of Kaufman et al. (1995) which states that internal locus of control has become one of the psychological characteristics most often used as a predictor of entrepreneurship. This is due to differences in research subjects, in a study conducted by Kaufman et al. (1995) on undergraduate students with an average age of 23 years. Whereas in this study, the subjects studied were economics lecturers at Manado State University with an age range of 35 to 60 years, and also the differences in research locations (countries) Russia and Indonesia can provide different perspectives. The results of this study also contradict research conducted by Othman and Ishak (2009) which states that the internal locus of control has a significant influence on the choice of career choices as an entrepreneur. The choice of career as an entrepreneur was chosen by Manado State University lecturers, not because of the internal locus of control orientation, but as a civil servant (PNS), lecturers are required to comply with all the rules set by the government so that the environment forms lecturers to be oriented towards external locus of control. The difference in research results can be seen in the results of research conducted by Gasse (Hatten & Ruhland, 1995) which states that an entrepreneur has an internal locus of control orientation.

### The Influence of Attitudes on Creativity

Based on the results of the analysis obtained, it can be concluded that attitude (X1) has a significant effect on creativity (X3). This means that the creativity of a lecturer in entrepreneurship is largely determined by attitudes, especially in the cognitive domain. Generally, the attitude of the respondents is strong (49.1%) and very strong (47.3%) as seen from the indicators. Where the indicator most perceived by respondents is a strong will to achieve goals in entrepreneurship. If seen from the lecturer creativity variable, it is high (47.2%) and very high (50.9%) as seen from the indicators. Where the indicator most perceived by respondents is having many ideas. This study also supports research from William (2004) which states that the effect of attitudes on divergent thinking (attitude toward divergent thinking) can help individuals solve problems in creative ways. Where divergent thinking is an integral part of the creative process so that lecturers can find many ideas in entrepreneurship.

In line with the explanation above Sternberg (1999) creative people are most creative not by certain traits, but, because of attitudes towards life.

### **The Influence of Creativity on Entrepreneurship Tendency**

Based on the results of the data analysis, it can be concluded that creativity (X3) has a significant effect on entrepreneurship tendency (Y) in economics lecturers at Manado State University. This means that the tendency of a lecturer in entrepreneurship is supported by their high creativity. These findings support the previous theory as stated by Higgins (Oentoe, 1999) that creativity is the ability to create new things, which can be in the form of creating new products, new business opportunities, and new marketing strategies, entrepreneurial and entrepreneurial lecturers. will be self-employed. This is in line with Palaniappan and Rafik-Galea (2009) saying that those who are creative have high initiative, prefer challenging tasks, and have a high entrepreneurial tendency. Lecturers who have a high entrepreneurship tendency also have high creativity so that creative lecturers can work alone and have high self-confidence. Research findings put forward by Sarri et al. (2010) state that there is a positive relationship between an entrepreneur and creativity because, in business development, creative and innovative people are needed. Indicators of creativity greatly affect entrepreneurship tendency that is responsive to the novelty effect on the ability of a teacher to handle the situation changes in entrepreneurship. Furthermore, the hard ability of a lecturer to find and research can encourage the lecturer to create something new. The last indicator of creativity that affects entrepreneurship tendency is hard work. This will encourage a lecturer to be willing to work hard to win or achieve success in entrepreneurship. However, in this study, attitudes affect the entrepreneurship tendency of the Manado State University economics lecturer through creativity. This is because the attitude must have a certain object (Prodjosoesilo & AP, 2012).

### **CONCLUSION**

Attitude does not have a significant positive effect on the entrepreneurship tendency of economics lecturers at Manado State University through the locus of control. Attitude does not have a significant positive effect on the entrepreneurship tendency of economics lecturers at Manado State University. Attitude has a significant positive effect on locus of control. Locus of control does not have a significant positive effect on the entrepreneurship tendency of economics lecturers at Manado State University. Attitude has a significant positive effect on the entrepreneurship tendency of economics lecturers at Manado State University through creativity. Attitude has a significant positive effect on creativity. Creativity has a significant positive effect on the entrepreneurship tendency of economics lecturers at Manado State University.

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