

# DOES ENTREPRENEURSHIP EDUCATION MATTER IN STUDENT'S ENTREPRENEURIAL INTEREST?

Wulan Deasy Puspita Sari<sup>1</sup>, M.Kholid Mawardi<sup>2</sup>, Tri Wulida Afrianty<sup>3</sup>

Department of Business Administrative Science, Faculty of Administrative Science of Malang  
Brawijaya University

Email: [wulaneci@rocketmail.com](mailto:wulaneci@rocketmail.com)<sup>1</sup>. [mkm201275@gmail.com](mailto:mkm201275@gmail.com)<sup>2</sup>. [twulidafia@ub.ac.id](mailto:twulidafia@ub.ac.id)<sup>3</sup>

## ABSTRAK

Salah satu peran *entrepreneur* pada suatu negara adalah untuk meningkatkan pembangunan ekonomi nasional. Pentingnya *entrepreneur* sehingga dapat mengurangi angka pengangguran dengan menciptakan lapangan pekerjaan. Salah satu faktor pendorong pertumbuhan kewirausahaan di suatu negara terletak pada peranan universitas melalui penyelenggara pendidikan kewirausahaan. Perguruan tinggi sebagai institusi pendidikan ikut berperan dalam membangun ekonomi negara dengan membentuk para mahasiswa sehingga dapat melahirkan *entrepreneur*. Pihak universitas bertanggung jawab dalam mendidik dan memberikan kemampuan wirausaha kepada para mahasiswa sehingga dapat meningkatkan minat berwirausaha. Penelitian ini fokus menguji hubungan antara entrepreneurial traits, entrepreneurial skills, dan contextual factors terhadap motivasi serta pengaruhnya terhadap minat wirausaha. Populasi pada penelitian ini adalah mahasiswa S1 angkatan 2017 dan 2018 Universitas Brawijaya serta diperoleh sampel sebanyak 387 responden. Penggunaan analisis dengan SEM-PLS membuktikan bahwa *entrepreneurial traits*, *entrepreneurial skills*, dan *contextual factors* berpengaruh positif dan signifikan terhadap motivasi serta minat wirausaha. Akan tetapi, pada penelitian ini menemukan bahwa motivasi tidak berpengaruh signifikan terhadap minat wirausaha. Pada penelitian selanjutnya diharapkan agar dapat mengembangkan penelitian dengan menambahkan variabel maupun indikator lainnya sehingga lebih bervariasi dan dapat menambahkan temuan penelitian khususnya pada bidang minat wirausaha.

**Kata Kunci:** *Entrepreneurial Traits, Entrepreneurial Skills, Contextual Factors, Entrepreneurial Motivation, and Entrepreneurial Intention*

## ABSTRACT

*One of the entrepreneurs' roles in a country is to increase national economic development. The importance of entrepreneurship is that it's able to reduce unemployment by creating jobs. One of the driving factors of entrepreneurial growth in a state is the role of university through entrepreneurship education. Higher education as an educational institution plays an important role in developing state economy by shaping the students and giving birth to entrepreneurs. Universities are responsible in educating and providing entrepreneurial abilities to their students in order to increase interest in entrepreneurship. This study focuses on examining the relationship between entrepreneurial traits, entrepreneurial skills, and contextual factors on motivation and their influence on entrepreneurial interest. The population in this study were undergraduate students from the 2017 and 2018 batches of Universitas Brawijaya and a sample of 387 respondents was obtained. The use of analysis with SEM-PLS proves that entrepreneurial traits, entrepreneurial skills, and contextual factors have a positive and significant effect on motivation and entrepreneurial interest. However, this study found that motivation had no significant effect on entrepreneurial interest. In future research, it is expected to be able to develop research by adding other variables and indicators so that it is more varied and can add research findings, especially in the field of entrepreneurial interest.*

**Keywords:** *Entrepreneurial Traits, Entrepreneurial Skills, Contextual Factors, Entrepreneurial Motivation, and Entrepreneurial Intention*

## INTRODUCTION

The Global Entrepreneurship and Development Institute (GEDI) is a research organization that measures the quality and dynamics of the entrepreneurial ecosystem at national and regional levels. In 2018 Indonesia was ranked 94th out of 137 countries in the world. Even for the Asia Pacific regional size of 28 countries, Indonesia only ranks 21 (GEDI, 2018). Even though one of the important roles of the presence of entrepreneurs in a country is to increase economic development. The presence of entrepreneurs can create jobs so that the unemployment rate in a country can be reduced. Reporting from [www.nasional.kompas.com](http://www.nasional.kompas.com) (2019), President Joko Widodo said that "almost every developed country has an entrepreneur (population) above 14%, while Indonesia is only 3.1%, which means it needs acceleration." The low level of entrepreneurship causes the need to identify factors that influence entrepreneurial interest so that it can encourage entrepreneurial activities.

Zimmerer (2002:12) states that one of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the provision of entrepreneurship education. One of universities in Indonesia which supports entrepreneurial activities for its students is Brawijaya University, a higher education institution founded on 1963 in Malang City. As a university which pursues to be a *World Class University* with specialty of World Class Entrepreneurial University (WCEU), it is expected to be able to create entrepreneurial ecosystem ([malangpostonline.com](http://malangpostonline.com)). Walipah and Naim(2016) explained that the factors that influence entrepreneurship intentions for students are not only in terms of education but there are academic support, social support, and environmental conditions. Elements of contextual factors are environmental factors consisting of political and cultural climate, administrative complexity, having access to resources, and physical and institutional infrastructure believed to increase entrepreneurial intentions (Gurbuz and Aykol, 2008). Not only in the surrounding environment, but there are internal factors in the form of personal traits, attitudes, and abilities that can affect individual strengths for entrepreneurship (Azwar, 2013). Individuals as

entrepreneurs have different characteristics from other individuals who are not entrepreneurs.

Another factor that can influence entrepreneurial interest is entrepreneurial skills. Skill is an ability that exists within an individual to perform a task. Nururly et al. (2018) conducted a study of 100 students and concluded that entrepreneurial skills affect entrepreneurial intentions.

Furthermore, Sarosa (2005) also states that motivation is an impulse from within a person that encourages that person to do something, including becoming a young entrepreneur. Individuals who have a high level of motivation to become an entrepreneur will also affect the growing interest in running their business.

Based on the explanation of these arguments, this study aims to examine the effect of entrepreneurial traits, entrepreneurial skills, and contextual factors on motivation and their influence on entrepreneurial interest.

## LITERATURE REVIEW

Interest is a desire that comes from within a person to do something or want to do something. Khuong and Huu An (2016) define entrepreneurial interest as a consciously growing condition that a person desires to start a new business and to create new core values within an organization. Linan and Chen (2009) identified entrepreneurial interest as being ready to become an entrepreneur, aiming to become an entrepreneur, trying to run a company, being determined to create a company, being serious about starting a company, and intending to establish a company.

Ranto (2017) states that many factors can shape a person's intention to become an entrepreneur, one of which is entrepreneurial traits. According to Pandergast (2003) "traits," "personality," or "mindset" consists of values, beliefs, attitudes, and behaviors that are functional in the context of entrepreneurship. Attitude is one of the important factors in determining individual success in entrepreneurship, this is because the process involves individuals in choosing a career as an entrepreneur (Munawar and Supriatna, 2018). A successful entrepreneur usually has superior personality characteristics that distinguish him from others who are not entrepreneurs. Previous studies have stated that there is a

positive influence between entrepreneurial traits on entrepreneurial interest (Nururly et al., 2018; Karabulut, 2016). Munir, Jianfeng, and Ramzan (2019) describe personality traits consisting of risk-taking propensity, locus of control, and proactive personality.

The world of entrepreneurship is related to a dynamic environment, where some competitors and customers are difficult to predict. Taking risks whether financial, social, or psychological is part of the entrepreneurial process (Hisrich and Peters, 1998:70). Therefore, an entrepreneur needs to consider deciding to deal with risk (Tontowi, 2016:12). Locus of control is the belief that what happens in an individual's life such as failure and success is under their control (Rotter, 1966:1). A proactive personality is someone who has initiative and persistence in struggling to make a change (Rizki and Megawati, 2019).

Previous research conducted by Muljaningsih (2012) found that of the many factors studied, such as capital, labor, skills, land, and entrepreneurial spirit, the most dominant influencing variable among others was skill. Chell (2013) in his research defines skills as:

Skills are multidimensional constructs; they comprise the cognitive – knowledge and what is learnt; the affective – emotional expression and what is experienced felt; the behaviour – action at strategic, tactical, and personal levels; and the context – sectoral, occupational, job and tasks levels, including the breadth, the demands, and the inherent responsibilities.

Entrepreneurial skills can be formed by mastering various fields consisting of finance, accounting, marketing, or production, which are needed to run in building a business or business (Pyysiäinen et al., 2006). Entrepreneur can be encouraged to carry out entrepreneurial activities with the expertise they have (Hidayat and Alhifni, 2017; Zali & Chaychian, 2017). Some aspects of the skills possessed by entrepreneurs according to Oosterbeek, Praag, and Iljsselstein (2010) in their research are market awareness, creativity, and flexibility. Thus, the behavioral approach assumes that entrepreneurs can and should assimilate entrepreneurship skills (Minho et al, 2016). According to several studies Nururly et al. (2018), Adhimursandi (2016), and

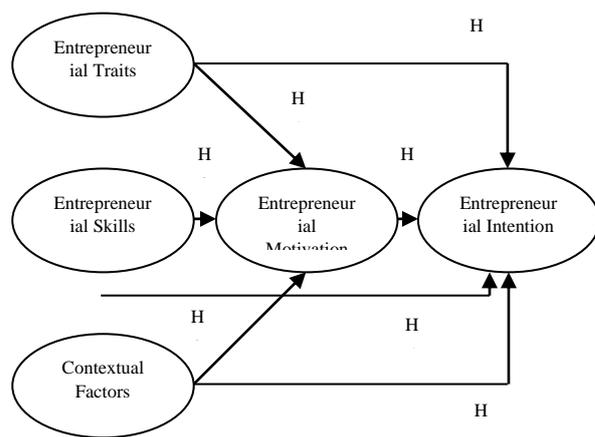
Muljaningsih (2012) which state that entrepreneurial skills have a significant effect on entrepreneurial interest.

Political and cultural climate, administrative complexity, having access to resources, and physical and institutional infrastructure are elements of contextual factors that can impact entrepreneurial intentions (Gurbuz and Aykol, 2008; Walipah and Naim, 2016; Suharti and Sirine, 2011). Contextual factors are all factors related to the profession, academic training, and entrepreneurship development in general. Structural support, educational support, and relational support are aspects that can describe contextual factors according to (Turker and Selcuk, 2009). These contextual factors are a very important part of developing one's motivation to be able to carry out entrepreneurial activities for prospective entrepreneurs (Ningsih, 2017; Farouk & Chirara, 2018).

Another factor that is no less important in determining the success of individuals to become entrepreneurs is motivation (Kurniawan et al., 2016). Successful entrepreneurs will have a strong motivation to encourage an action (Taormina and Lao, 2007). According to Sarosa (2005) motivation is an impulse from within a person that encourages the person to do something, including becoming a young entrepreneur. Lee (1996) uses need theory to describe “motivation,” such as the need for achievement, the need for affiliation, the need for autonomy, and the need for dominance.

Based on the previous discussion and the findings of previous research, this study uses several hypotheses as follows:

- H<sub>1</sub> : Entrepreneurial traits affects the entrepreneurial motivation**
- H<sub>2</sub> : Entrepreneurial skills affects the entrepreneurial motivation**
- H<sub>3</sub>: Contextual factors affects the entrepreneurial motivation**
- H<sub>4</sub> : Entrepreneurial traits affects the entrepreneurial interest**
- H<sub>5</sub> : Entrepreneurial skills affects the entrepreneurial interest**
- H<sub>6</sub> : Contextual factors affects the entrepreneurial interest**
- H<sub>7</sub> : Entrepreneurial Motivation affects the entrepreneurial interest**



**Image 1. Hypothesis Model**

**RESEARCH METHOD**

This research was an explanatory research with quantitative approach. The data were acquired through questionnaires spread to respondents. The sampling technique used was quota sampling and it obtained 387 research samples. The data analysis in this study uses the Structural Equation Model-Partial Least Square (SEM-PLS) using WarpPLS software.

The population of this study was all faculty students of the Universitas Brawijaya class of 2017 and 2018. Respondents were selected based on the criteria that they had taken entrepreneurship courses. Each of five variables used several indicators and items which were previously tested to 30 respondents. The research result showed that it was valid and reliable. Entrepreneurial traits use three indicators, including risk-taking propensity, locus of control, and proactive personality (Munir, Jianfeng, and Ramzan, 2019). Entrepreneurial skills use three indicators, such as market awareness, creativity, and flexibility (Oosterbeek, Praag, and Ijsselstein, 2010). Contextual factor uses three indicators, which are structural support, educational support, and relational support (Türker and Selçuk, 2009). Motivation uses four indicators, those are the need for achievement, the need for affiliation, the need for autonomy, and the need for dominance (Lee, 1996). The entrepreneurial interest uses several items, including ready to become an entrepreneur, aiming to become an entrepreneur, trying to run a company, determined to create a company, serious about

starting a company, and intending to establish a company (Linan and Chen, 2009).

**RESULTS AND DISCUSSION**  
**RESULT**

Respondents in this study were 387 students, 129 (33.3%) were male and 258 (66.7%) were female. Most of the respondents were aged 20-22 years. 78 (20.2%) respondents have been involved in entrepreneurship programs besides taking courses in Universitas Brawijaya, while 309 (79.8%) respondents have never. Respondents who have been involved in entrepreneurship programs besides taking courses outside Universitas Brawijaya's environment are only 63 (16.3%) and 324 (83.7%) respondents have never. Table 1 shows the characteristics of respondents in the study.

**Table 1. Respondents' Characteristics**

	N	%
Gender		
Male	129	33.3
Female	258	66.7
Age (years)		
17-19	16	4.1
20-22	359	92.8
23-25	12	3.1
Involvement in entrepreneurship programs besides taking courses in Universitas Brawijaya		
Yes	78	20.2
No	309	79.8
Involvement in entrepreneurship programs besides taking courses out of Universitas Brawijaya		
Yes	63	16.3
No	324	83.7

The use of the mean is to show the data and to find out the results of respondents' answers on each variable. Table 2 shows the

results of the analysis of respondents' assessment of entrepreneurial traits, entrepreneurial skills, contextual factors, motivation, and entrepreneurial interests.

**Table 2. Analysis of Respondents' Assessment**

Variable	Dimension	Mean
Entrepreneurial Traits	Risk Taking Propensity	4.13
	Locus of Control	4.09
	Proactive Personality	4.11
Entrepreneurial Skills	Market Awareness	3.65
	Creativity	3.75
	Flexibility	3.77
Contextual Factors	Structural Support	3.81
	Educational Support	3.90
	Relational Support	4.29
Motivation	Structural Support	3.81
	Educational Support	3.90
	Relational Support	4.29
Entrepreneurial Interest	Ready to be an entrepreneur	3.84
	Aim to become an entrepreneur	3.61
	Attempting to start and run their own company	3.98
	Seriously starting a company	4.18
	Intend to start and establish a company	3.63

This research used Structural Equation Modeling (SEM) with Partial Least Square (PLS) path. The analysis was done using WarpPLS software. Through two stages in the SEM-PLS model testing the model: the measurement model and the structural model. The research measurement model used convergent validity and composite reliability.

### **Convergent Validity**

The convergent validity of each indicator in measuring the dimensions is indicated by the size of the loading factor. Research in the early stages of development,

the measurement scale of the loading factor value of 0.5 to 0.6 is considered adequate (Ghozali and Latan, 2012). Referring to the statement, therefore in this study, the indicator is declared valid if the loading factor is positive and greater than 0.6. The test results are shown in Table 3.

**Table 3. Result of Convergent Validity**

Variable	Dimension	Indicator	Loading Factor	SE	P value	
Entrepreneurial Traits	Risk Taking Propensity	X.1.1.1	<b>0.789</b>	0.046	<0.001	
		X.1.1.2	0.739	0.046	<0.001	
		X.1.1.3	0.605	0.047	<0.001	
	Locus of Control	X.1.2.1	0.718	0.046	<0.001	
		X.1.2.2	<b>0.834</b>	0.045	<0.001	
		X.1.2.3	0.702	0.046	<0.001	
	Proactive Personality	X.1.3.1	0.780	0.046	<0.001	
		X.1.3.2	<b>0.837</b>	0.045	<0.001	
		X.1.3.3	0.719	0.046	<0.001	
Entrepreneurial Skills	Market Awareness	X.2.1.1	0.790	0.046	<0.001	
		X.2.1.2	<b>0.831</b>	0.045	<0.001	
		X.2.1.3	0.718	0.046	<0.001	
		X.2.1.4	0.777	0.046	<0.001	
		X.2.1.5	0.825	0.045	<0.001	
	Creativity	X.2.2.1	0.851	0.045	<0.001	
		X.2.2.2	<b>0.854</b>	0.045	<0.001	
		X.2.2.3	<b>0.854</b>	0.045	<0.001	
	Flexibility	X.2.2.4	0.828	0.045	<0.001	
		X.2.3.1	0.907	0.045	<0.001	
		X.2.3.2	<b>0.908</b>	0.045	<0.001	
	Contextual Factors	Structural Support	X.2.3.3	0.889	0.045	<0.001
			X.3.1.1	0.729	0.046	<0.001
			X.3.1.2	0.780	0.046	<0.001
			X.3.1.3	0.705	0.046	<0.001
Educational Support		X.3.1.4	<b>0.823</b>	0.045	<0.001	
		X.3.2.1	0.884	0.045	<0.001	
		X.3.2.2	<b>0.898</b>	0.045	<0.001	
Relational Support		X.3.2.3	0.893	0.045	<0.001	
		X.3.3.1	<b>0.915</b>	0.045	<0.001	
		X.3.3.2	<b>0.915</b>	0.045	<0.001	
Motivation		Need for Achievement	Y.1.1.1	<b>0.853</b>	0.045	<0.001
			Y.1.1.2	0.812	0.045	<0.001
			Y.1.1.3	0.830	0.045	<0.001
		Need for Affiliation	Y.1.2.1	0.871	0.045	<0.001
			Y.1.2.2	0.869	0.045	<0.001
	Y.1.2.3		<b>0.883</b>	0.045	<0.001	

		Y.1.2.4	0.865	0.045	<0.001
	Need for Autonomy	Y.1.3.1	<b>0.878</b>	0.045	<0.001
		Y.1.3.2	0.855	0.045	<0.001
		Y.1.3.3	0.759	0.046	<0.001
	Need for Dominance	Y.1.4.1	0.878	0.045	<0.001
		Y.1.4.2	0.889	0.045	<0.001
		Y.1.4.3	<b>0.897</b>	0.045	<0.001
		Y.1.4.4	0.869	0.045	<0.001
Entrepreneurial Interest		Y.2.1	0.816	0.045	<0.001
		Y.2.2	0.818	0.045	<0.001
		Y.2.3	0.834	0.045	<0.001
		Y.2.4	0.814	0.045	<0.001
		Y.2.5	<b>0.835</b>	0.045	<0.001
		Y.2.6	0.816	0.045	<0.001

### Composite Reliability

The calculation that can be used to test construct reliability is composite reliability. According to Narimawati, et al (2020) the test criteria state that if the composite reliability is greater than 0.7 then the construct is declared reliable. The result is shown in Table 4 below.

**Table 4. Result of Composite Reliability**

Variable	Dimension	Composite reliability
Entrepreneurial Traits	Risk Taking Propensity	0.756
	Locus of Control	0.797
	Proactive Personality	0.847
Entrepreneurial Skills	Market Awareness	0.892
	Creativity	0.910
	Flexibility	0.928
Contextual Factors	Structural Support	0.846
	Educational Support	0.921
	Relational Support	0.911
Motivation	Need for Achievement	0.871
	Need for Affiliation	0.927
	Need for Autonomy	0.870
	Need for Dominance	0.934
Entrepreneurial Interest		0.926

A structural model can be done if the measurement model has been fulfilled. In this study, the author evaluated the structural model using the data results from the coefficient of determination (R-square) and predictive relevance (Q-square) which are shown in Table 5.

**Table 5. Structural Model**

Endogen	R Squared	Q Squared
Motivation	0.383	0.382
Entrepreneurial Interest	0.393	0.396

R-square on motivation variable is 0.383 or 38.3%. The data shows that the motivation variable can be explained by the entrepreneurial traits, entrepreneurial skills, and contextual factors variables by 38.3%, or in other words, the contribution of the entrepreneurial traits, entrepreneurial skills, and contextual factors variables to the motivation variables is 38.3%, while the remaining 61.7% is the contribution of other factors that are not discussed in this study. Then the Q-square of the motivation variable is 0.382. These data indicate that entrepreneurial traits, entrepreneurial skills, and contextual factors have strong predictive power on motivation variables.

The R-square of the entrepreneurial interest variable is 0.383 or 39.3%. The data shows that the entrepreneurial interest variable can be explained by the entrepreneurial traits, entrepreneurial skills, contextual factors, and motivation variables by 39.3%, or in other words, the contribution of the entrepreneurial traits, entrepreneurial skills, contextual factors, and motivation variables to the entrepreneurial interest variable is 39.3%, while the remaining 60.7% is the contribution of other factors not discussed in this study. Then the Q-square variable of entrepreneurial interest is 0.396. The data shows that entrepreneurial traits, entrepreneurial skills, contextual factors, and motivation variables have strong predictive power on the entrepreneurial interest variable.

Hypothesis testing is carried out to test the presence or absence of the influence of exogenous variables on endogenous variables. There are seven hypotheses in this study which can be identified in Table 6. The test criteria state that if the p-value  $\leq$  level of significance (alpha = 5%) then it is stated that there is a

significant effect of exogenous variables on endogenous variables. The results of hypothesis testing can be seen in Table 6.

**Table 6. Result of Hypothesis**

Exogen	Endogen	Path Coefficient	SE	P Values
Entrepreneurial Traits	Motivation	0.365	0.048	<0.001
Entrepreneurial Skills	Motivation	0.246	0.049	<0.001
Contextual Factors	Motivation	0.116	0.050	0.010
Entrepreneurial Traits	Entrepreneurial Interest	0.187	0.050	<0.001
Entrepreneurial Skills	Entrepreneurial Interest	0.367	0.048	<0.001
Contextual Factors	Entrepreneurial Interest	0.134	0.050	0.004
Motivation	Entrepreneurial Interest	0.071	0.050	0.080

**H<sub>1</sub> :**

Based on the tests listed in the table above, it can be seen that the influence of entrepreneurial traits on motivation produces a p-value of <0.001. The test results show that the p-value < level of significance (alpha = 5%). This means that there is a significant influence of entrepreneurial traits on motivation.

**H<sub>2</sub> :**

The effect of entrepreneurial traits on motivation resulted in a p-value of <0.001. The test results show that the p-value < level of significance (alpha = 5%). This means that there is a significant influence of entrepreneurial skills on motivation.

**H<sub>3</sub> :**

The effect of contextual factors on motivation resulted in a p-value of 0.010. The test results show that the p-value < level of significance (alpha = 5%). This means that there is a significant influence of contextual factors on motivation.

**H<sub>4</sub> :**

The influence of entrepreneurial traits on entrepreneurial interest resulted in a p-value of <0.001. The test results show that the p-value < level of significance (alpha = 5%). This means that there is a significant influence of entrepreneurial traits on entrepreneurial interest.

**H<sub>5</sub> :**

The influence of entrepreneurial skills on entrepreneurial interest resulted in a p-value of <0.001. The test results show that the p-value < level of significance (alpha = 5%). This means that there is a significant influence of entrepreneurial skills on entrepreneurial interest.

**H<sub>6</sub> :**

The effect of contextual factors on entrepreneurial interest resulted in a p-value of 0.004. The test results show that the p-value < level of significance (alpha = 5%). This means that there is a significant influence of contextual factors on entrepreneurial interest.

**H<sub>7</sub> :**

The influence of motivation on entrepreneurial interest resulted in a p-value of 0.08. The test results show that the p-value > level of significance (alpha = 5%). This means that there is an insignificant effect of motivation on entrepreneurial interest.

Exogenous variables that have a dominant influences on endogenous variables can be identified through the largest total coefficient regardless of the sign of the positive or negative coefficient, as shown in the following table:

**Table 7. Dominant Effect**

Exogenous	Endogenous	Total Coefficient
Entrepreneurial Traits	Entrepreneurial Motivation	0.365
Entrepreneurial Skills	Entrepreneurial Motivation	0.246
Contextual Factors	Entrepreneurial Motivation	0.116
Entrepreneurial Traits	Entrepreneurial Interest	0.213
Entrepreneurial Skills	Entrepreneurial Interest	0.384
Contextual Factors	Entrepreneurial Interest	0.142
Entrepreneurial Motivation	Entrepreneurial Interest	0.071

The result shows that the variable that has the largest total coefficient on

entrepreneurial motivation variable is the entrepreneurial trait variable with a total coefficient of 0.365. Thus entrepreneurial traits variables that have the most dominant influence on entrepreneurial motivation.

Furthermore, the variable that has the largest total coefficient on the entrepreneurial interest is the entrepreneurial skills with a total coefficient of 0.384. Thus entrepreneurial skills is a variable that has the most dominant influence on entrepreneurial interest.

## **DISCUSSION**

### **The Effect of Entrepreneurial Traits on Motivation**

The hypothesis test result shows that the path coefficient value of Entrepreneurial Traits variable to Entrepreneurial Motivation is 0,365 and the p-value is <0,001. The results show that Entrepreneurial Traits have a positive and significant effect on motivation. The average entrepreneurial traits variable is 4.11, this shows that entrepreneurial traits variable is in high category. Based on the analysis result, the majority of respondents in this research have entrepreneur characteristics.

Entrepreneurial traits or referred to as "traits," "personality," "mindset" consist of values, beliefs, attitudes, and behaviors that are functional in the context of entrepreneurship (Pendergast, 2003). A successful entrepreneur will have a personality or characteristic that distinguishes themselves from someone who is not an entrepreneur. These characteristics will encourage individuals to be motivated. The entrepreneurial nature will encourage motivation from within students and support from the environment will strengthen the intention to be entrepreneurial (Nururly et al., 2018). Taormina and Lao (2007) have conducted a study on entrepreneurial motivation in China. The results of this study indicate that Entrepreneurial Traits have a positive and significant effect on entrepreneurial motivation.

### **The Effect of Entrepreneurial Skills on Motivation**

The hypothesis test result shows that the path coefficient value of entrepreneurial skills to entrepreneurial motivation is 0.246 and the p-value is <0.001. The results show that Entrepreneurial Skills have a positive and significant effect on motivation. The average

entrepreneurial skills to entrepreneurial motivation is 3.72, this shows that entrepreneurial skills variable is in good category. Based on the analysis result, in general, the respondents in this research, who are students from batch 2017 and 2018 in Brawijaya University who have attended entrepreneurship class, majority of respondents said agree to entrepreneurial skills variable.

Entrepreneurial Skills can be formed by mastering various fields consisting of finance, accounting, marketing, or production needed to run in building a business (Pyysiäinen et al., 2006). A competency that affects motivation and is needed to carry out entrepreneurial actions possessed by actual or potential entrepreneurs is a skill (Minho et al., 2016). The results of this study agree with research conducted by Zali & Chaychian (2017) and Hidayat & Alhifni (2017) who researched and stated that entrepreneurial skills have a significant effect on motivation.

### **The Influence of Contextual Factors on Motivation**

The hypothesis test result shows that the path coefficient value of contextual factors to entrepreneurial motivation is 0.116 and the p-value is 0.010. The results show that Contextual Factors have a positive and significant effect on motivation. The average contextual factors variable is 4.00, this shows that the variable is in good category. The majority of the respondents agree that the environment such as structural support, educational support, and relational support affect individual entrepreneurial activities.

Contextual factors are all factors related to individuals in the context of entrepreneurial activities that affect student entrepreneurial motivation. This is because these factors can provide support or encouragement to individuals to be motivated. The existence of support from the government, education, family, and friends is felt so that individuals feel compelled to become entrepreneurs. These contextual factors are a very important part of developing one's motivation to be able to carry out entrepreneurial activities for prospective entrepreneurs (Ningsih, 2017). The results of this study agree with research conducted by Farouk & Chirara (2018) which states that contextual factors have a positive and significant effect on motivation.

### **The Effect of Entrepreneurial Traits on Entrepreneurial Interest**

The hypothesis test result shows that the path coefficient value of entrepreneurial traits to entrepreneurial interest is 0.187 and the p-value is <0.001. The results of the hypothesis test show that Entrepreneurial Traits have a positive and significant effect on Entrepreneurial Interest. The highest item average of this variable lies on risk taking propensity indicator at 4.13. Individuals who tend to become entrepreneur know that entrepreneurs will always face uncertainty and risk.

Attitude is one of the important factors in determining individual success in entrepreneurship, this is because the process involves individuals in choosing a career as an entrepreneur (Munawar and Supriatna, 2018). Ranto (2017) researched that many factors can shape a person's intention to become an entrepreneur, one of which is entrepreneurial traits. Students who tend to have a desire for entrepreneurship are more prone to take risks, have a high level of innovation, tend to be more in control of situations in their lives, and have more tolerance when faced with unpleasant or unfavorable situations (Anwar and Saleem, 2019). The results of this study are in line with the research conducted by Nururly et al. (2018), Karabulut (2016), Munir, Jianfeng, and Ramzan (2019), which state that entrepreneurial traits have a significant effect on entrepreneurial interest.

### **The Influence of Entrepreneurial Skills on Entrepreneurial Interest**

The hypothesis test result shows that the path coefficient value of entrepreneurial skills to entrepreneurial motivation is 0.367. The results of the hypothesis test indicate that Entrepreneurial Skills have a positive and significant effect on Entrepreneurial Interest. The highest average score of entrepreneurial skills variable is found on flexibility item at 3.77. Flexibility is defined as the ability to adapt. Thus it can be concluded that the majority of Brawijaya University students who have attended entrepreneurship class are able to adapt well.

Entrepreneurial Skills owned by a person can be used to create a business. As is the case if individuals who have the skills to read the market will make it easier to sell a product because they know what the market

needs. Personality traits and skills are competencies needed to carry out entrepreneurial actions possessed by actual or potential entrepreneurs (Minho et al., 2016). Successful entrepreneurs must be able to react to changes that have been observed in the environment such as new needs for clients or new competitors in their market (Oosterbeek, Praag, and Ijsselstein, 2010). The results of this study are in line with the research conducted by Nururly et al. (2018), Adhimursandi (2016), and Muljaningsih (2012) which state that entrepreneurial skills have a significant effect on entrepreneurial interest.

### **The Influence of Contextual Factors on Entrepreneurial Interest**

The hypothesis test result shows that the path coefficient value of contextual factors to entrepreneurial interest is 0.134. The results of hypothesis testing indicate that Contextual Factors have a positive and significant effect on Entrepreneurial Interest. The highest average score of contextual factors variable on relational support is 4.29. The data shows that the majority of students of batch 2017 and 2018 of Brawijaya University who have attended entrepreneurship class have families and friends who support them in entrepreneurship.

Contextual Factors are environmental or external factors from individuals that have an impact on entrepreneurial intentions. Aspects of contextual factors such as relational support, educational support, and structural support can influence an individual's interest in setting up a business (Türker and Selçuk, 2009). Elements of contextual factors are environmental factors that have an impact on entrepreneurial intentions which consist of political and cultural climate, administrative complexity, having access to resources, and physical and institutional infrastructure (Gurbuz and Aykol, 2008). Walipah and Naim (2016) where the factors used are entrepreneurship education, academic support, social support, and business environment conditions proven to affect entrepreneurial intentions for students. In line with this research, Suharti and Sirine (2011) also agree that contextual factors have been shown to affect student entrepreneurship interest.

## **The Influence of Motivation on Entrepreneurial Interest**

The hypothesis test result shows that the path coefficient value of Entrepreneurial Motivation to entrepreneurial interest is 0.071 and the p-value is 0.080. The results of the hypothesis test indicate that the Entrepreneurial Motivation variable has a positive but not significant effect on Entrepreneurial Interest.

Respondents in this research come from different faculties of Brawijaya University. Respondents have different backgrounds and goals, either in finance, family, environment, and motivation. Therefore, the position of motivation is not fixed because under certain conditions, motivation may change, depending on the influencing factors.

The results of this study do not support the research conducted by Lee (1996) which states that motivation has a significant effect on entrepreneurial interest. This is because the lack of experience or involvement with entrepreneurship can cause no significant relationship between motivation and entrepreneurial interest. Where it can be seen that the majority of respondents have never been involved in an entrepreneurship development program other than taking entrepreneurship courses at Brawijaya University. The data that has been obtained shows that out of 387 respondents, only 78 have been involved in an entrepreneurship development program besides taking entrepreneurship courses in Universitas Brawijaya. Beside this, the data shows that the involvement in out-campus entrepreneurship development is found on 63 respondents or 16.3%. Whereas students who have a high interest in becoming entrepreneurs are influenced or dependent on the individual's experience (Rosmiati, et al., 2015). The results of this study are supported by research conducted by Aima et al. (2020) which states that motivation does not have a significant effect on entrepreneurial interest.

## **CONCLUSIONS, RECOMMENDATIONS, AND LIMITATION**

### **CONCLUSION**

Entrepreneurial traits, entrepreneurial skills, and contextual factors have a positive and significant relationship to motivation. Furthermore, entrepreneurial traits, entrepreneurial skills, and contextual factors

have a positive and significant relationship to entrepreneurial interest. However, the results of this study indicate that motivation has no significant effect on entrepreneurial interest. This is because the majority of samples of students that were researched lacked experience inside and outside the university environment. Therefore, they lack the encouragement or motivation to have an interest in entrepreneurship.

## **RECOMMENDATION**

There were other factors that could influence entrepreneurial interest which was not studied in this research, such as gender comparison. Gender is the difference between man and woman. Considering that man and woman have differences in behavior, mentality, and emotion, these might influence entrepreneurial interest in someone. This is also able to reveal other factors which might influence entrepreneurial interest.

Furthermore, universities are supposed to be able to provide education or to hold activities that are able to support entrepreneurial motivation to students. Students are expected to be actively involved in entrepreneurship-related programs in order to improve experience in entrepreneurship, motivation, and entrepreneurial interest.

## **LIMITATION**

The results of this study used a student population from Universitas Brawijaya, so the findings of this study cannot be generalized to other universities or other objects. This is because the conditions in a population are different from one another.

## **REFERENCES**

- Acs, J.J., et al. 2018. *The Global Entrepreneurship Index*. Washington, D.C :The Global Entrepreneurship and Development Institute. [https://thegeedi.org/wp-content/uploads/dlm\\_uploads/2017/11/GEI-2018-1.pdf](https://thegeedi.org/wp-content/uploads/dlm_uploads/2017/11/GEI-2018-1.pdf)
- Adhimursandi, D. 2016. Faktor-Faktor yang Mempengaruhi Niat Kewirausahaan. *Jurnal Ekonomi dan Manajemen*. Volume 13 No.1.
- Aima, M., et al. 2020. Effect of Global Mindset and Entrepreneurial Motivation to Entrepreneurial Self-Efficacy and

- Implication to Entrepreneurial Intention. *Dinasti International Journal of Digital Business Management*. Volume 1 Issue 2. <https://doi.org/10.31933/dijdbm.v1i2.160>
- Anwar, I., dan Saleem, I. 2019. Exploring Entrepreneurial Characteristics Among University Students: an Evidence from India. *Asia Pacific Journal of Innovation and Entrepreneurship*. 13(3):282-295. <https://doi.org/10.1108/APJIE-07-2018-0044>
- Azwar, B. 2013. Analisis Faktor-faktor yang Mempengaruhi Niat Kewirausahaan (*Entrepreneurial Intention*). *Menara*. Vol.12 No.1. <http://ejournal.uin-suska.ac.id/index.php/Menara/article/view/407/388>
- Chell, E. 2013. Review Of Skill And The Entrepreneurial Process. *International Journal Of Entrepreneurial Behaviour & Research*. Vol 19 Iss:1. Pp 6-31. <https://doi.org/10.1108/13552551311299233>
- Farouk, U.K., dan Chirara, K. 2018. Entrepreneurial Motivation of Gen-Y Students: Necessity or Opportunity Driven?. *Journal of Management and Muamalah*. Vol 8. No.1, 17-42. <http://jmm.kuis.edu.my/index.php/jurnal/article/view/67>
- Ghozali, I. Latan, H. (2012). *Partial Least Square : Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gurbuz and Aykol. 2008. Entrepreneurial Intentions of Young Educated Public in Turkey. *Journal of Global Strategic Management*. 47-56. <https://doi.org/10.20460/JGSM.2008218486>
- Hidayat, N. M., dan Alhifni, A. 2017. Faktor-faktor yang Mempengaruhi Motivasi Mahasiswa Menjadi *Entrepreneur* Syariah. *Jurnal Syarikah*. Volume 3 Nomor. 1. <https://doi.org/10.30997/jsei.v3i1.741>
- Hisrich, R. D. and Peters, M. P. (1998). *Entrepreneurship (Sixth Edition)* New York: McGraw-Hill.
- Karabulut, T. 2016. Personality Traits on Entrepreneurial Intention. *Procedia-Social and Behavioral Sciences*. 229. 12-21. <https://doi.org/10.1016/j.sbspro.2016.07.109>
- Khuong, M., & Huu An, N. 2016. The Factors Affecting Entrepreneurial Intention of the Students of Vietnam National University- A Mediation Analysis of Perception toward Entrepreneurship. *Journal of Economics, Business and Management*. Vol 4, No.2. <https://doi.org/10.7763/JOEBM.2016.V4.375>
- Kurniawan, A., dkk. 2016. Pengaruh Lingkungan Keluarga, Motivasi, dan Kepribadian terhadap Minat Wirausaha Melalui Self Efficacy. *Journal of Economic Education*. JEE 5(1). [https://www.researchgate.net/publication/334130199\\_Pengaruh\\_Lingkungan\\_Keluarga\\_Motivasi\\_Dan\\_Kepribadian\\_Terhadap\\_Minat\\_Wirausaha\\_Melalui\\_Self\\_Efficacy](https://www.researchgate.net/publication/334130199_Pengaruh_Lingkungan_Keluarga_Motivasi_Dan_Kepribadian_Terhadap_Minat_Wirausaha_Melalui_Self_Efficacy)
- Lee, J. 1996. The Motivation Of Women Entrepreneurs In Singapore, Women In Management Review. *International Journal Of Entrepreneurial Behaviour*. Vol 11 Iss 2. Pp 18-29. <https://doi.org/10.1108/09649429610112574>
- Linan, F., dan Chen, Y. 2009. Development and Cross-Cultural Application of a Specific Instrument to Measure Entrepreneurial Intentions. *Entrepreneurship Theory and Practice*, 33 (3), 593-617. <https://doi.org/10.1111/j.1540-6520.2009.00318.x>
- Minho, F., et al. 2016. "Predicting Entrepreneurial Motivation among University Students: The Role of Entrepreneurship Education", *Education + Training*. Vol. 58 Issue: 7/8, pp.861-881. <https://doi.org/10.1108/ET-01-2016-0019>
- Muljaningsih, et al (2012). Faktor-faktor yang mempengaruhi minat wirausaha pengelolaan pangan organik pada perempuan tani di desa Wonokerto, Bantul, Malang. *Wacana-Vol. 15, No.2*. <https://wacana.ub.ac.id/index.php/wacana/article/view/265>
- Munawar, A., dan Supriatna, N. 2018. Pengaruh Sikap dan Motivasi terhadap Minat Berwirausaha Siswa. *Jurnal Kajian Pendidikan Ekonomi dan Ilmu Ekonomi*. Volume 2 No.1. <http://dx.doi.org/10.23969/oikos.v2i1.916>

- Munir, H., Jianfeng, C., Ramzan, S. 2019. Personality Traits and Theory of Planned Behavior Comparison of Entrepreneurial Intentions Between an Emerging Economy and A Developing Country. *International Journal of Entrepreneurial Behavior & Research*. 05. 2018-0336. <https://doi.org/10.1108/IJEER-05-2018-0336>
- Narimawati, U., et al. 2020. Ragam Analisis dalam Metode Penelitian (untuk Penulisan Skripsi, Tesis & Disertasi). Yogyakarta: Penerbit ANDI.
- Ningsih, R. 2017. Peranan Pendidikan Kewirausahaan dalam Meningkatkan Motivasi Berwirausaha bagi Mahasiswa. *Prosiding Diskusi Panel Nasional Pendidikan Kewirausahaan Memajukan Kewirausahaan dalam Upaya Membangun Indonesia*. 60-69. [http://digilib.mercubuana.ac.id/manager/t!@file\\_artikel\\_abstrak/Isi\\_Artikel\\_287881256862.pdf](http://digilib.mercubuana.ac.id/manager/t!@file_artikel_abstrak/Isi_Artikel_287881256862.pdf)
- Nururly, et al. 2018. Faktor-Faktor yang Mempengaruhi Niat Berwirausaha. 2018. *Jurnal Sosial Ekonomi dan Humaniora (JSEH)*. Volume 4 Nomor 2 (PP. 17-25). <https://doi.org/10.29303/jseh/v4i2.9.g8>
- Oosterbeek, H., Praag, M., dan IJsselstein, A. 2010. The Impact of Entrepreneurship Education on Entrepreneurship Skills and Motivation. *European Economic Review*. 54. 442-454. <https://doi.org/10.1016/j.eurocorev.2009.08.002>
- Pendergast, W. 2003. "Entrepreneurial Contexts and Traits of Entrepreneurs". Teaching Entrepreneurship to Engineering Students. California. P. 4. <https://dc.engconfintl.org/cgi/viewcontent.cgi?article=1007&context=teaching>
- Pyysiäinen, J., Anderson, A., McElwee, G. dan Vesala, K. 2006. Developing the entrepreneurial skills of farmers: some myths explored. *International Journal of Entrepreneurial Behavior & Research*. Vol. 12 No. 1, pp. 21-39. <https://doi.org/10.1108/13552550610644463>
- Ranto, D. 2017. Pengaruh Entrepreneurial Traits terhadap Intensi Kewirausahaan. *Jurnal Bisnis Teori dan Implementasi*. Vol. 8 No.1. <https://doi.org/10.18196/bti.81081>
- Rizki, Q., dan Megawati. 2019. Pengaruh Faktor Dukungan Universitas dan Kepribadian Proaktif terhadap Intensi Berwirausaha pada Mahasiswa S1 Fakultas Wkonomi dan Bisnis Universitas Syiah Kuala. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*. Vol.4, No. 1, pp.345-359. <https://doi.org/10.24815/jimen.v4i1.10019>
- Rosmiati., Junias, D., Munawar. 2015. Sikap, Motivasi, dan Minat Berwirausaha Mahasiswa. *Jurnal Manajemen dan Kewirausahaan*. Vol.17, No.1. <https://doi.org/10.9744/jmk.17.1.21-30>
- Rotter, J. B. (1966). Generalized expectancies for internal versus external control of reinforcement. *Psychological Monographs*, 80(1):1-28. <https://doi.org/10.1037/h0092976>
- Sarosa, P. 2005. *Kiat praktis membuka usaha. Becoming young entrepreneur: Dream big start small, act now! Panduan praktis & motivasional bagi kaum muda dan mahasiswa*. Jakarta: PT Elex Media Kompendo.
- Suharti, L., Sirine, H. 2011. Faktor-faktor yang Berpengaruh terhadap Niat Kewirausahaan (Entrepreneurial Intention) (Studi terhadap Mahasiswa Universitas Kristen Satya Wacana, Salatiga). *Jurnal Manajemen dan Kewirausahaan*. Vol. 13, No.2. <https://doi.org/10.9744/jmk.13.2.124-134>
- Taormina, R.J., & Kin-Mei Lao, S. 2007. Measuring Chinese Entrepreneurial Motivation: Personality and Environmental Influences. *International Journal of Entrepreneurial Behavior & Research*. Vol 13 No.4, Pp 200-221. <https://doi.org/10.1108/13552550710759997>
- Tontowi. 2016. *Membangun Jiwa Entrepreneur Sukses*. Malang : UB Press.
- Turker, D., Selcuk, S. 2009. Which Factors Affect Entrepreneurial Intention of University Students?. *Journal of European Industrial Training*. Vol. 33 No 2. Pp 142-

159.<https://doi.org/10.1108/03090590910939049>

- Walipah, dan Naim. 2016. Faktor-faktor yang Mempengaruhi Niat Berwirausaha Mahasiswa. *Jurnal Ekonomi Modernisasi*. 12(3), 138-144.<https://doi.org/10.21067/jem.v12i3.1461>
- Zali, M., dan Chaychian, A. 2017. Business Startup in Iran: Entrepreneurial Skills, Personality, and Motivation of Iranian Nascent Entrepreneurs. *Springer International Publishing. In Iranian Entrepreneurship* (pp.55-71).[https://doi.org/10.1007/978-3-319-50639-5\\_4](https://doi.org/10.1007/978-3-319-50639-5_4)
- Zimmerer, W.T. 2002. *Essentials of Entrepreneurship and Small Business Management*. Third Edition. New York: Prentice-Hall.
- [www.nasional.kompas.com](http://www.nasional.kompas.com). Pernyataan Syarat Pelaku *Entrepreneur* di Indonesia. Diakses pada 20 Desember 2019 dari <https://nasional.kompas.com/read/2019/04/08/16592321/wiranto-syarat-negara-maju-14-persen-warganya-wirusahaawan>.
- [www.nasional.kompas.com](http://www.nasional.kompas.com). Syarat Negara Maju 14 Persen Warganya Wirausahawan. Accessed on 20 Desember 2019 dari <https://nasional.kompas.com/read/2019/04/08/16592321/wiranto-syarat-negara-maju-14-persen-warganya-wirusahaawan>.
- [malangpostonline.com](http://malangpostonline.com) Universitas Brawijaya menuju World Class Entrepreneurial University. Accessed on 25 Desember 2019 dari <https://www.malangpostonline.com/read/9469/rektor-ub-tantangan-ub-menuju-world-class-university>.