

ENTREPRENEURS BEHAVIOR MEMBERS OF THE INDONESIAN YOUNG ENTREPRENEUR ASSOCIATION: ROLE OF INTENTION, ATTITUDES, CONTEXTUAL ENVIRONMENT, CREATIVITY

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Abstract: Student behavior in entrepreneurship has not been maximized, where some members actually already have a business framework, but it is only a framework and there is no real action. This study aims to analyze the influence of entrepreneurial attitudes, contextual environment, and creativity on entrepreneurial behavior through the entrepreneurial intentions of students who are members of the Indonesian Young Entrepreneurs Association (IYEA) at two universities, namely Universitas Negeri Semarang (UNNES) and Universitas Diponegoro (UNDIP). This type of research is a quantitative study with a student population of members of IYEA UNNES and UNDIP. The sampling technique used was purposive sampling with a sample size of 100 students. The data collection method used an online questionnaire. The method of data analysis is Partial Least Square – Structural Equation Modeling (PLS-SEM) with the Warp-PLS 7.0 program. The results of the study showed entrepreneurial attitudes, contextual environment influences entrepreneurial behavior. Entrepreneurial intentions are proven to be able to mediate the influence between entrepreneurial attitudes and the contextual environment on entrepreneurial behavior. Suggestions in maintaining and improving student entrepreneurship behavior is to be active in participating in various activities, training, and seminars on entrepreneurship.

Keywords: entrepreneur behavior, intention, entrepreneurial attitude, contextual environment, creativity

Abstrak: Perilaku mahasiswa dalam berwirausaha belum maksimal, dimana beberapa anggota sebenarnya sudah memiliki kerangka usaha, tetapi hanya kerangka dan tidak ada tindakan nyata. Penelitian ini bertujuan untuk menganalisis pengaruh sikap kewirausahaan, lingkungan kontekstual, dan kreativitas terhadap perilaku kewirausahaan melalui intensi berwirausaha mahasiswa yang tergabung dalam Himpunan Pengusaha Muda Indonesia (HIPMI) di dua universitas yaitu Universitas Negeri Semarang (UNNES) dan Universitas Diponegoro (UNDIP). Jenis penelitian ini adalah penelitian kuantitatif dengan populasi mahasiswa anggota HIPMI UNNES dan UNDIP. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah sampel 100 mahasiswa. Metode pengumpulan data menggunakan online kuesioner. Metode analisis data yang digunakan adalah Partial Least Square – Structural Equation Modeling (PLS-SEM) dengan program Warp-PLS 7.0. Hasil penelitian menunjukkan sikap kewirausahaan, lingkungan kontekstual berpengaruh terhadap perilaku kewirausahaan. Niat berwirausaha terbukti mampu memediasi pengaruh antara sikap berwirausaha dan lingkungan kontekstual terhadap perilaku berwirausaha. Saran dalam menjaga dan meningkatkan perilaku kewirausahaan mahasiswa adalah aktif mengikuti berbagai kegiatan, pelatihan, dan seminar tentang kewirausahaan.

Kata kunci: perilaku wirausaha, niat, sikap kewirausahaan, lingkungan kontekstual, kreativitas

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INTRODUCTION

Behavior is an individual's response to a stimulus that can be observed and has a specific frequency, duration and purpose, whether consciously or unconsciously (Alfionita et al. 2020). The behavior referred to in the realm of entrepreneurship is entrepreneurial behavior. Entrepreneurial behavior is behavior that reflects an entrepreneur in running his business. This behavior is generally caused by interactions between entrepreneurship actors and stimuli that arise both internally and externally (Iskandar and Mulyati, 2018).

Entrepreneurship has long been seen as a way to encourage innovation and technological progress, generate competition, create jobs, trigger economic growth, and increase national welfare levels (Ozaralli and Rivenburgh, 2016). The existence of entrepreneurship is one way to stimulate economic growth and overcome economic and social problems such as unemployment. Compared to neighboring countries, Indonesia tends to have a lower number of entrepreneurs. This is a challenge for the Indonesian people to be able to increase the number of entrepreneurs so as to reduce unemployment.

According to data from the Central Statistics Agency (2020) shows that there is an increase in the number of the open unemployment rate in Central Java, which is one of the most populous provinces in Indonesia. In August 2020 the open unemployment rate (TPT) in Central Java was 6.48% or around 1.21 million people, when compared to August 2019 this figure actually increased by 2.04% or around 396 thousand people (The Central Statistics Agency, 2020). As college graduates, students are expected to contribute in helping to overcome these problems. Students are expected to be able to create jobs instead of looking for work. However, Figure 1 shows that the number of unemployed at the diploma

and university levels tends to increase, even though the number of college graduates continues to increase every year.

Job offers for people with diploma and university levels actually experienced a surge compared to the majority of people with lower education levels such as elementary school. This is because those with lower levels of education tend to be willing to accept or do any work, while at the diploma and university level they tend to be picky in looking for a job, have certain criteria and do not want the job if it is not in accordance with their degree (Adi, 2016).

Azifah and Rediana (2016) stated that the desire for entrepreneurship should be instilled since students are still studying in lectures. This is because when students are still active in lectures, they have more opportunities to gain knowledge about entrepreneurship, join entrepreneurial organizations or communities, and attend entrepreneurship seminars and training, so that when they graduate students have sufficient provisions to start a business.

Universitas Negeri Semarang (UNNES) and Universitas Diponegoro (UNDIP) as two state universities located in Semarang City. The two universities have organized entrepreneurship education for each discipline in the hope of fostering student entrepreneurial motivation so as to reduce unemployment. Considering the world of lectures is seen as playing an important role in preparing quality human resources who can compete in the entrepreneurial world (Putri et al. 2018). Universities as one of the higher education institutions need to change the mindset of students not only as job seekers but also as job creators. Therefore, universities are required to provide entrepreneurship education and support entrepreneurship-based organizations for each student as an effort to foster an entrepreneurial spirit in students.

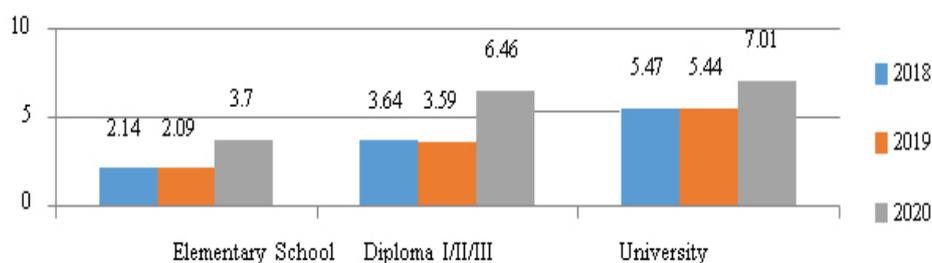


Figure 1. Diploma and university level open unemployment Rates in Central Java August 2018- 2020 (Central Java BPS, 2020)

The Indonesian Young Entrepreneurs Association for Higher Education (IYEA HE) is one of the entrepreneurial communities established to support entrepreneurial activities for students. Through IYEA HE, it is hoped that students will get motivation to be involved in the realm of entrepreneurship. However, there is a big difference between the number of UNNES and UNDIP students and the number of students who join IYEA at each university. In addition, based on data on the comparison of the number of students who are entrepreneurial and not yet entrepreneurial, IYEA UNNES and UNDIP show that not all students who are members of IYEA have a business. This 1 shows that student participation in student organizations is still considered low.

Data Table 1 shows the length of business owned by students who are already entrepreneurs. Even though they are already entrepreneurs, the majority of students' length of business is 4-6 months. This indicates that the entrepreneurial behavior of students in the context of being confident and persistent in entrepreneurship has not been maximized. Based on the results of interviews, all members of IYEA UNNES and UNDIP basically have a desire to build a business.

Table 1. Length of business owned by student members of IYEA UNNES and UNDIP

Length of Business	Number of Students
> 3 years	3
1-3 years	38
7-11 months	9
4-6 months	52
< 3 months	28
Total	130

Some members who have not taken steps to create their own business actually already have an idea of the business they want to build, but this is only an illustration and there has been no concrete action to create it. Constraints that are often faced by members when they want to create their business come from internal and external, such as fear of failure, not daring to take risks, lack of support from people around, and the availability of capital.

A person's entrepreneurial behavior is influenced by 2 factors, namely internal factors and external factors. In this study, the theory used to explain behavior is Theory of planned behavior (Ajzen, 1991). This theory explains that the main factor in the Theory of Planned Behavior

is behavioral intention or a person's intention in carrying out a certain action or behavior (Setiaji, 2018). Intention is seen as a factor that motivates a person to behave. The greater the motivation, the more likely someone will perform the behavior. Intention itself is influenced by 3 elements, namely attitudes towards behavior, subjective norms, and perceived behavioral control.

There are several factors that influence student entrepreneurship behavior. In this study, the factors that influence the entrepreneurial behavior of students are entrepreneurial attitudes. Entrepreneurial attitude is an individual's attitude, both positive and negative, based on his assessment of entrepreneurship. According to Bandura and Hall (2018), what other people think and how someone feels about something will affect their behavior. When someone has a positive attitude towards entrepreneurship, the individual will assume that entrepreneurship is a fun thing so that interest in entrepreneurship grows.

Meanwhile, if someone has a negative attitude towards entrepreneurship, the individual will find entrepreneurship unpleasant and tend to avoid it, because the intention to entrepreneurship also needs to be supported by the knowledge, mindset, attitude of a person when deciding to become an entrepreneur (Timotius, 2022). Hattu, Fanggalda and Nursiani (2021) shows that entrepreneurial attitudes have a significant effect on entrepreneurial behavior and entrepreneurial intentions. The research gap emerged when the research results of Ismiyati & Susilo (2019) concluded that entrepreneurial attitudes had no effect on entrepreneurial intentions. It can be seen that there are different research results from these studies.

The next factor influencing entrepreneurial behavior is the contextual environment. The environment has a great influence on individual behavior. In the context of entrepreneurship, when someone is in an environment where many people are entrepreneurs, they tend to have the urge to try entrepreneurship. Research of Setiaji (2018) states that the contextual environment has a direct influence on entrepreneurial behavior and an indirect influence on entrepreneurial behavior through entrepreneurial intentions. Different results are shown from Adhimursandi (2016) which concludes that contextual variables do not have a positive effect on entrepreneurial intentions. The second research gap appears based on the two studies, because there are differences in research results.

Another factor that influences entrepreneurial behavior is creativity. Entrepreneurship is a creative and innovative ability to create new ideas so that it can create a business opportunity. Being creative means creating something new in terms of appearance, product, or service that can differentiate it from the rest. Entrepreneurs are always required to be creative to be innovative so that they are able to create originality. The research results from Chia and Liang (2016) proved that creativity has a positive and significant effect on entrepreneurial intentions in tourism majors.

However, different results are shown by Leonadi (2017) who concludes that creativity has no effect on student interest in entrepreneurship. So that the third research gap appears based on the results of this study. This study aims to develop a model and analyze the influence of entrepreneurial attitudes, contextual environment, and creativity on entrepreneurial behavior which is mediated by the entrepreneurial intentions of students who are members of the Indonesian Young Entrepreneurs Association at UNNES and UNDIP.

METHODS

This study is quantitative research. This research design uses hypothesis testing which is used to analyze, describe, and provide empirical evidence regarding the relationship between exogenous (independent) variables and endogenous (dependent) variables. The population used in this study were 172 students of IYEA UNNES and UNDIP. The sample in this study was 100 students who were members of IYEA UNNES and UNDIP who were entrepreneurs. The sampling technique used is a purposive sampling technique which takes samples with certain considerations. The criteria that must be met to become respondents in this study are IYEA UNNES dan UNDIP students who have businesses.

The type of data obtained is primary data. The independent variables used in this study were entrepreneurial attitude (SK), contextual environment (LK), and creativity (K). The dependent variable used is entrepreneurial behavior (PB), while the intervening variable used is entrepreneurial intention (NB). The data collection technique used an online questionnaire that had passed the validity and reliability tests.

Online questionnaires were used to reveal data on entrepreneurial behavior, entrepreneurial intentions, entrepreneurial attitudes, contextual environment, and creativity. This online questionnaire uses a Likert scale with an interval of 1 (strongly disagree) to 5 (strongly agree).

The data analysis technique used in the study consisted of descriptive statistical analysis and SEM-PLS (Structural Equation Model-Partial Least Square) analysis. The data for each variable was analyzed by descriptive analysis using index values, with the five-box method criteria, namely the range of 100 divided by 5 is 20. Furthermore, it is ranged based on the difference ($100 - 20 = 80$) then divided by 5 which is used to interpret the index numbers, including: 21.00–36.00 = very low, 37.00–52.00 = low, 53.00–68.00 = moderate, 69.00–84.00 = high, 85.00–100 = very high.

The next analysis technique is the Structural Equation Model (SEM) with the Warp-PLS 7 analysis tool. The stages of the SEM-PLS analysis of this research are: (1) conceptualization of the model, (2) evaluation of the outer model, namely testing convergent validity, discriminatory validity, composite reliability, (3) evaluation of the inner model (goodness of fit), (4) hypothesis testing.

This study uses the Theory of Planned Behavior to examine the relationship between entrepreneurial attitudes, contextual environment, and creativity on entrepreneurial behavior through the entrepreneurial intentions of IYEA UNNES and UNDIP students. Entrepreneurial behavior is influenced by three factors, namely psychological factors, environmental factors, and institutional factors. When someone has a positive attitude towards entrepreneurship, the individual will assume that entrepreneurship is a fun thing so that interest in entrepreneurship grows, and vice versa.

When someone feels that the surrounding environment supports them in starting entrepreneurial activities, their motivation for entrepreneurial activities also increases. In addition, someone who has creativity is able to produce new innovations which can then generate profits through entrepreneurial activities. Based on this description, the framework of this research can be seen in Figure 2.

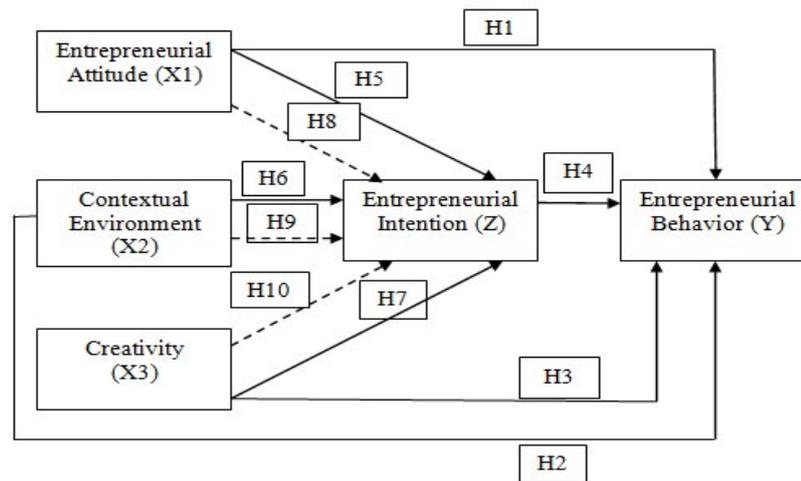


Figure 2. The Research framework

RESULTS

Descriptive analysis of research variables has described the variables used in the study, namely entrepreneurial behavior, entrepreneurial intentions, entrepreneurial attitudes, contextual environment, and creativity so that they can be easily understood. The analysis in the description of this variable is calculated using the index value. The index value is then explained using the five boxes method to describe the condition of each variable.

Based on the results of the descriptive analysis (Table 2), the variables of entrepreneurial behavior, entrepreneurial intention, entrepreneurial attitude, contextual environment, and creativity are included in the high category. After going through the instrument trial, there were several improvements to the questionnaire items, and after another trial, all items showed valid and reliable results. These results can then be used for field testing which is then further tested, namely construct validity and construct reliability. Construct validity was tested on convergent validity and discriminant validity tests, while construct reliability was tested based on Cronbach's alpha value and composite reliability.

Convergent Validity

The convergent validity measurement is done by looking at the AVE (average variance extracted) value. The AVE value used to evaluate convergent validity has criteria that must be met, namely $AVE > 0.50$. The AVE value can be seen in Table 3 showing the AVE value > 0.50 so it can be said to have met convergent validity. Based on Table 3, it can be seen that entrepreneurial behavior,

entrepreneurial intention, entrepreneurial attitude, contextual environment, and creativity each have a value of 0.502; 0.771; 0.562; 0.624; and 0.616. The five variables have an AVE value of > 0.5 so that it can be said to have met convergent validity.

Discriminant Validity

The measurement of discriminant validity is done by looking at the criteria for the square root of the AVE which is in the diagonal column and is bracketed (can be seen in Table 4). This value must be higher than the correlation between latent variables in the same column. Table 4 shows that the discriminant validity criteria have been met, which is indicated by the square root of the AVE of each variable is greater than the correlation coefficient between constructs in each variable. Where entrepreneurial behavior (PB), entrepreneurial intention (NB), entrepreneurial attitude (SK), contextual environment (LK), creativity (K) each has an AVE square root value of 0.708; 0.878; 0.750; 0.790; and 0.785. These five values are higher than the correlation between latent variables in the same column.

Composite Reliability

This composite reliability test can be measured by two criteria, namely the value of composite reliability and Cronbach's alpha. A construct can be said to be reliable if the value of composite reliability > 0.70 . Based on Table 5, it can be seen that entrepreneurial behavior (PB), entrepreneurial intention (NB), entrepreneurial attitude (SK), contextual environment (LK), creativity (K) has a composite reliability value > 0.70 , so it can be concluded that all variables have met composite reliability criteria.

Table 2. Analysis descriptive results

Variable	Score	Category
Entrepreneurial Attitude	87%	Very High
Contextual Environment	81%	High
Creativity	83%	High
Entrepreneurial Intention	83%	High
Entrepreneurial Behavior	84%	Very High

Table 3. Output latent variable coefficients

	PB	NB	SK	LK	K
AVE	0.502	0.771	0.562	0.624	0.616

Table 4. Correlations among latent variables

	PB	NB	SK	LK	K
PB	(0.708)	0.879	0.636	0.717	0.608
NB	0.879	(0.878)	0.379	0.598	0.417
SK	0.636	0.379	(0.750)	0.515	0.696
LK	0.717	0.598	0.515	(0.790)	0.585
K	0.608	0.417	0.696	0.585	(0.785)

Table 5. Output latent variable coefficients

	PB	NB	SK	LK	K
Composite Reliable	0.907	0.967	0.928	0.907	0.906

Then proceed to testing the inner model and testing the hypothesis (goodness of fit test and t test/hypothesis). For this reason, this test is based on several test indexes of the fit and quality indices model, which in this study consisted of several indices, namely average path coefficient (APC), average R-squared (ARS), average adjusted R-squared (AARS), Average Block VIF (AVIF), average full collinearity VIF (AFVIF), tenenhaus GoF (GoF), simpson's paradox ratio (SPR), rsquared contribution ratio (RSCR), statistical suppression ratio (SSR), and nonlinear bivariate causality direction ratio (NLBCDR). The results of goodness of fit can be seen in Table 6.

Based on the results of the inner model test with SEM WARP-PLS technique (Table 6) shows that all goodness of fit test criteria ranging from average path coefficient (APC) to nonlinear bivariate causality direction ratio (NLBCDR) meet the criteria as good or ideal. In order for the evaluation or testing of the inner model to meet

the SEM WARP PLS criteria well. The estimation result figure of the indirect effect model is shown in Figure 3.

Based on the indirect effect model figure, testing of the structural model is done by looking at the R-squared which is the goodness fit test of the model. The results show that the R-square value of the entrepreneurial attitude (SK), contextual environment (LK), creativity (K) on entrepreneurial behavior (PB) through entrepreneurial intentions (NB) as a mediating variable is 0.91, meaning that the latent variables are exogenous. In this study is able to influence entrepreneurial behavior (PB) of 0.91.

Q-squared is used to assess the predictive validity or relevance of a set of latent predictor variables on the criterion variable. Models with predictive validity must have a Q-Squared value > 0. The following is a table of latent variable coefficients that describes the value of Q-Squared latent predictor variables on the criteria variables.

Based on the output latent variable coefficients describing Q-squared in Table 7. shows the value of Q-Squared variable entrepreneurial behavior (PB) is 0.912 and entrepreneurial intention (NB) is 0.402. Both values are more than 0, therefore it can be interpreted that this study shows a relatively large predictive validity. All models in this study are suitable or in accordance with field conditions. Therefore, the evaluation can proceed to the next stage, namely hypothesis testing. The results of hypothesis testing can be seen in Table 8.

The first hypothesis (H1) in this study states that there is a direct influence of entrepreneurial attitudes on the entrepreneurial behavior of IYEA UNNES and UNZIP students, which is accepted. According to Abdullah (2019), what other people think and how someone feels about something will affect their behavior. Therefore, a person's attitude towards an object, in this case entrepreneurship, has an impact on behavior. The results of this study are in line with research conducted by Amalia (2020) which concluded that entrepreneurial attitudes have a positive and significant effect on entrepreneurial behavior.

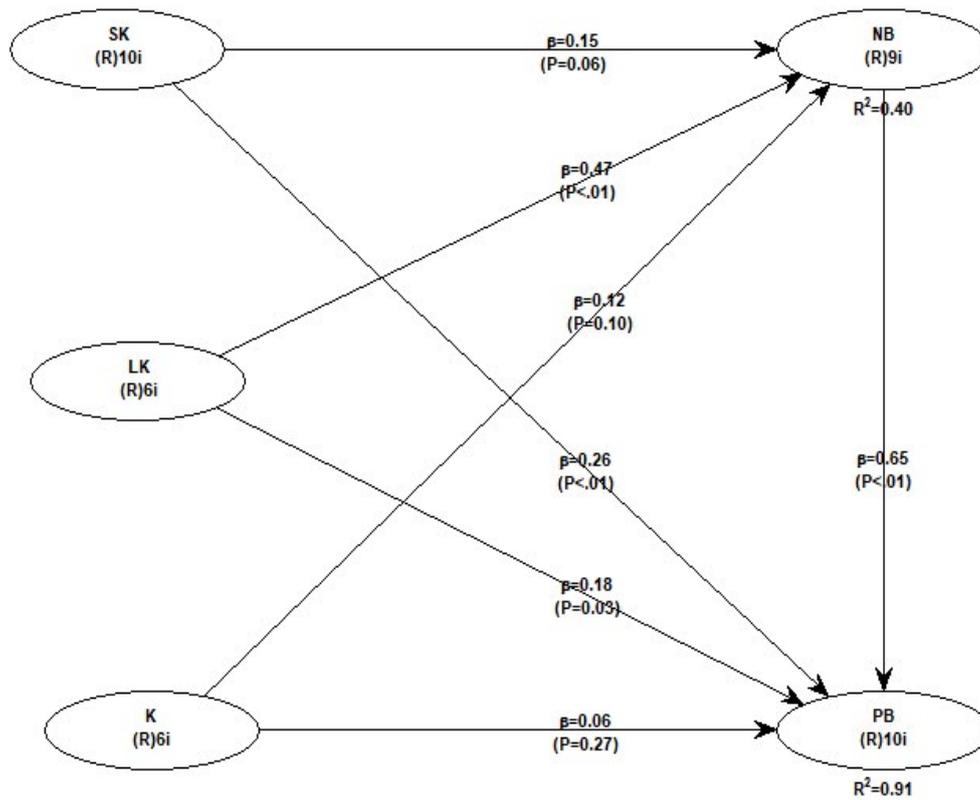


Figure 3. Indirect effect model test results

Table 6. Model fit and quality indices

Model Fit & Quality Indices	Index	p-value	Criteria	Description
Average Path Coefficient (APC)	0.270	P=0.001	P<0.05	Received
Average R squared (ARS)	0.656	P=0.001	P<0.05	Received
Average Adjusted Rsquared (AARS)	0.645	P=0.001	P<0.05	Received
Average Block VIF (AVIF)	1,707	acceptable if ≤ 5 , ideally $\leq 3,3$		Received
Average Full Collinearity VIF (AFVIF)	4,521	acceptable if ≤ 5 , ideally $\leq 3,3$		Received
Tenenhaus GoF (GoF)	0.635	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36		Large
Sympson's Paradox Ratio (SPR)	1,000	acceptable if ≥ 0.7 , ideally = 1		Received
R-squared Contribution Ratio (RSCR)	1,000	acceptable if ≥ 0.9 , ideally = 1		Received
Statistical Suppression Ratio (SSR)	1,000	acceptable if ≥ 0.7		Received
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	1,000	acceptable if ≥ 0.7		Received

Table 7. Output latent variable coefficient describing Q-squared

	PB	NB	SK	LK	K
Q-Squared	0.912	0.402			

Table 8. Research hypothesis test results

	Hypothesis	Hypothesis Test Results			
		T value	Sig.	α	Description
H1	Entrepreneurial attitude has a direct and significant effect on entrepreneurial behavior	0.256	0.004	0.1	Received
H2	The contextual environment has a direct and significant effect on entrepreneurial behavior	0.177	0.033	0.1	Received
H3	Creativity has a direct and significant effect on entrepreneurial behavior	0.061	0.267	0.1	Rejected
H4	Entrepreneurial intentions have a direct and significant effect on entrepreneurial behavior	0.652	<0.001	0.1	Received
H5	Entrepreneurial attitude has a direct and significant effect on entrepreneurial intention	0.147	0.064	0.1	Received
H6	The contextual environment has a direct and significant effect on entrepreneurial intentions	0.470	<0.001	0.1	Received
H7	Creativity has a direct and significant effect on entrepreneurial intentions	0.123	0.103	0.1	Rejected
H8	Entrepreneurial attitude indirect and significant effect on entrepreneurial behavior through entrepreneurial intentions as a mediating variable	0.096	0.083	0.1	Received
H9	Contextual environment has an indirect and significant effect on entrepreneurial behavior through entrepreneurial intentions as a mediating variable	0.306	<0.001	0.1	Received
H10	Creativity has an indirect and significant effect on entrepreneurial behavior through entrepreneurial intentions as a variable mediation	0.080	0.124	0.1	Rejected

Another study that supports this H1 is the research of Hattu et al. (2021); Ozaralli and Rivenburgh (2016), that entrepreneurial attitudes have a positive and significant influence on student entrepreneurship behavior. The majority of IYEA members have carried out entrepreneurial activities, this can be interpreted that IYEA UNNES and UNDIP members have enthusiasm and a positive response to entrepreneurship. The more positive the student's attitude towards entrepreneurship, the higher the student's entrepreneurial behavior, and vice versa.

The second hypothesis (H2) states that there is a direct influence of the contextual environment on the entrepreneurial behavior of IYEA UNNES and UNDIP students, which is accepted. The environment can determine, create, facilitate or limit the aspirations, intentions, opportunities, and entrepreneurial activities (Karimi et al. 2017). The contextual environment in this study is described as, access to capital, access to information, and social networks. When a person has easy access to capital, information, and social networks, it will be easier for him to carry out entrepreneurial activities (Farida, 2019). The results of this study are in line with research conducted by Setiaji (2018); Khoshmaram et al. (2020), that the contextual environment has a direct effect on entrepreneurial behavior.

The third hypothesis (H3) states that there is a direct influence of creativity on the entrepreneurial behavior of IYEA UNNES and UNDIP students, which is rejected. Heinonen, Hytti & Stenholm (2011) stated that entrepreneurship is not only about creative and innovative thinking (art), but also requires business competence and knowledge (science). Scientific attributes are used when organizing and coordinating resources, i.e running a business and taking advantage of business opportunities. Art (referring to a fresh way of thinking and behaving) on the other hand, is considered to be very useful in finding business opportunities and, thus, creating new business ideas and exploring business opportunities.

Based on the results of descriptive analysis, the indicator that gave the lowest contribution was "I am able to consider the preferences of the target consumers", which means that IYEA UNNES and UNDIP students are less able to produce something original or useful for consumers. According to Virdianasari (2021), the existence of a new or unique idea will have a large enough influence in the business world so that consumers do not feel bored to buy and use the product. In addition, consumers can feel satisfied because they can use products with many benefits that can be used by consumers. So, it can be concluded that even though

students who are members of IYEA UNNES and UNDIP have high creativity, they are not necessarily able to produce original ideas and can be used for profit.

The fourth hypothesis (H4) states that there is a direct influence of entrepreneurial intention on the entrepreneurial behavior of IYEA UNNES and UNDIP students, accepted. The results of this study are in line with the theory of planned behavior which states that intention is the main factor that influences a person's behavior. Intentions have been shown to be the best predictor of individual behavior especially when the behavior is infrequent, difficult to observe or involves unpredictable time lags (Miranda et al. 2017).

The results of this study are supported by Setiaji (2018) which concludes that entrepreneurial intentions have a direct influence on entrepreneurial behavior. In entrepreneurship, intention plays an important role for individuals to start entrepreneurship. This is because entrepreneurial intentions provide a direct connection for individuals to behave (Darmawati, 2019). IYEA UNNES and UNDIP students will find it easier to be motivated to become entrepreneurs if they have strong intentions.

The fifth hypothesis (H5) states that there is a direct influence of entrepreneurial attitudes on the entrepreneurial intentions of IYEA UNNES and UNDIP students. The results of this study are relevant to the theory of planned behavior, in that this theory states that intentions are influenced by 3 factors, including attitudes towards behavior, subjective norms, and control over behavior. In this study, attitudes toward behavior are described as entrepreneurial attitudes. Someone who has a good attitude towards this entrepreneurial activity will imply a greater willingness to dedicate time and effort to creating new businesses (Miranda et al. 2017).

When individuals have a positive attitude towards entrepreneurship, individuals will assume that entrepreneurship is an interesting thing, are able to find pleasure in entrepreneurship, and are felt to be able to achieve success in entrepreneurship, an intention for entrepreneurship will be formed. On the other hand, negative assumptions about entrepreneurship will have an impact on low entrepreneurial intentions. A positive attitude is more likely to strengthen an individual's intention to participate in entrepreneurship than a negative attitude. This research is supported by the

results of research conducted by Nafiah (2019); Pratana & Margunani (2019); Liu et al. (2019); Mahfud et al. (2020) which states that the influence of entrepreneurial attitudes on students' entrepreneurial intentions.

Individuals who have a positive attitude have a high chance and self-confidence to start a new business (Anjum et al. 2021). IYEA is an organization that houses students who have an interest and desire for entrepreneurship. The participation of students in the IYEA organization and participating in activities organized by IYEA is proof that students have the intention to become entrepreneurs. This can be interpreted that student give a positive response to entrepreneurial activities and students have the intention to be entrepreneurs. Thus, from the results of the study it can be concluded that the better the entrepreneurial attitude of students, the higher the entrepreneurial intention of IYEA UNNES and UNDIP students.

The sixth hypothesis (H6) states that there is a direct influence of the contextual environment on the entrepreneurial intentions of IYEA UNNES and UNDIP students, which is accepted. The results of this study are relevant to the theory of planned behavior which states that entrepreneurial intentions are influenced by 3 factors, one of which is subjective norms. In this study subjective norms are described as contextual environment. Contextual environment is defined as factors related to one's environment or individual interactions with the external environment (Akinbola et al. 2020).

Research that supports the results of this study is Meidora et al. (2016) which states that contextual factors such as academic support, structural support, and relational support have a positive and significant impact on entrepreneurship intentions of undergraduate students at the Faculty of Economics and Business, Udayana University. This is in line with Setiawan (2019), states that contextual factors such as academic support, structural support, and environmental support have been shown to have a significant and positive effect on students' entrepreneurial intentions. Maulida and Nurkhin (2017) state that to foster entrepreneurial intentions, it can be done by conditioning the surrounding environment that can provide experience and an overview of entrepreneurship, for example, training activities, internships, public lectures, reading biographies of successful entrepreneurs, and others.

One form of IYEA's efforts to motivate its members to become entrepreneurs is holding activities such as entrepreneurship seminars, business classes, as well as discussions and sharing experiences with other entrepreneurs, which can be useful for members and can encourage IYEA members to start doing entrepreneurial activities. By participating in various entrepreneurial activities, students are able to build relationships and gain access to capital, information, and create social networks with other entrepreneurs. Therefore, the better the contextual environment around the students, the higher the entrepreneurial intention of the students of IYEA UNNES and UNDIP.

The seventh hypothesis (H7) in this study states that there is a direct influence of creativity on the entrepreneurial intentions of IYEA UNNES and UNDIP students, rejected. Based on the results of descriptive analysis, creativity is included in the high category, but the indicator "I am able to consider the preferences of the target consumer" gives the lowest contribution than the other indicators. This means that students who are members of IYEA UNNES and UNDIP have not been able to see consumer desires, products or goods produced from the creativity of IYEA members have not been able to fulfill both consumer needs and desires.

It can be seen that student members of IYEA UNNES and UNDIP have the intention to become entrepreneurs, this is evidenced by their participation in entrepreneurial communities such as IYEA. However, based on the results of the study showed that creativity had no effect on entrepreneurial intentions. The results of the interview stated that not all IYEA UNNES and UNDIP students who have high creativity are accompanied by a desire to make it happen. There are several factors that influence it, including the available resources such as capital procurement to start a business which requires a large enough capital.

Another reason is the lack of confidence in one's own ability to compete with one's creativity, which creates feelings of fear of failure in business or competing with similar businesses. This statement is supported by the research of Popescu et al. (2016) which concludes that creativity does not have a significant effect on students' entrepreneurial intentions caused by students' perceptions that entrepreneurship can only be done by those who are brave and lucky to be successful in entrepreneurship. This result in line with

Leonadi (2017) that creativity has no effect on interest in entrepreneurship. In line with Saptono (2020) who states that individual creativity has no effect on students' entrepreneurial intentions.

The eighth hypothesis (H8) states that there is an indirect effect of entrepreneurial attitude on entrepreneurial behavior through the entrepreneurial intention of IYEA UNNES and UNDIP students, which is accepted. Based on the results of the study, entrepreneurial intentions are considered capable of mediating the effect of entrepreneurial attitudes on entrepreneurial behavior. The results of this study are also in line with the opinion of Ajzen and Fishbein (Baron, 2005; Hattu et al. 2021) which explain that a high-involvement behavior requires belief and evaluation, among others, to foster attitudes with intentions as mediators of influence that have an impact on a particular behavior. Therefore, the better the entrepreneurial attitude of students accompanied by high intentions for entrepreneurship, the better the entrepreneurial behavior of IYEA UNNES and UNDIP students.

The ninth hypothesis (H9) in this study states that there is an indirect influence of the contextual environment on entrepreneurial behavior through the entrepreneurial intentions of IYEA UNNES and UNDIP students, accepted. The results showed that entrepreneurial intention was proven to be able to mediate the influence of the contextual environment on entrepreneurial behavior. The results of this study are relevant to the theory of planned behavior which states that a person's behavior is influenced by intentions. The results of this study are supported by Setiaji (2018) which states that there is an indirect influence of the contextual environment on entrepreneurial behavior through entrepreneurial intentions.

It was further explained that individuals who have a supportive contextual environment will have high intentions which have an impact on good student entrepreneurial behavior in building and managing businesses. Based on the results of interviews with IYEA UNNES and UNDIP, capital is the most important factor in determining students in building a business, although the majority of student members of IYEA UNNES and UNDIP have strong intentions but do not have access to capital, students will find it difficult to become entrepreneurs.

The tenth hypothesis (H10) states that there is an indirect effect of creativity on entrepreneurial behavior through the entrepreneurial intentions of IYEA UNNES and UNDIP students, rejected. Creativity is described as an individual's perceived competence to generate new and useful ideas about products, services, processes, procedures, or solutions (Entrialgo and Iglesias, 2020). Therefore, creativity is included in the perceived behavioral control factor where the ability to create new things is obtained from one's creativity.

The results of the study which explained that entrepreneurial intentions were proven unable to mediate the influence of creativity on entrepreneurial behavior of IYEA UNNES and UNDIP students. This is in line with the opinion of Entrialgo and Iglesias (2020) which states that although students have creative ideas in entrepreneurship, these students cannot see the opportunities and shortcomings of these ideas that they have will cause a decrease in entrepreneurial intentions.

Based on the results of interviews, it was found that students tend to have a sense of insecurity with the ideas they have, they will hesitate to try to start entrepreneurship so that it will cause a decrease in entrepreneurial intentions. Another reason is that although students have high creativity, not necessarily they want to realize the ideas and ideas they have. This is because students have not been able to determine the right decisions in various risks when entrepreneurship. Thus, creativity does not affect a person's decision to become an entrepreneur.

Manajerial Implications

This research can be used as a behavioral guide in entrepreneurship for students based on psychological factors, environmental factors, and institutional factors involved. Entrepreneurial intentions support contributed greatly to achieving the research objectives. It is highly recommended that the entrepreneurial attitude of students and creativity can be improved in young entrepreneurs, as well as the importance of increasing the support for the existing contextual environment. Both are a priority to foster entrepreneurial behavior for IYEA members. Although the calculations are based on statistical rules, deviations from the findings are possible within the tolerance limits set during data analysis.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The limitation of the study is that the research was only conducted in 2 universities in the province of Central Java. The research can be concluded that there is a direct and significant influence between entrepreneurial attitudes, contextual environment, entrepreneurial intentions on the entrepreneurial behavior of IYEA UNNES and UNDIP members, partially. But there is no effect between creativity on entrepreneurial behavior. Partially also, there is a direct and significant influence between entrepreneurial attitudes, contextual environment on entrepreneurial intentions. On the other hand, there is no direct and significant effect between creativity and entrepreneurial intention.

In the mediation relationship, there is a direct and significant influence between entrepreneurial attitudes, contextual environment on entrepreneurial behavior through entrepreneurial intentions. Meanwhile, between creativity and entrepreneurial behavior through entrepreneurial intentions, there is no direct and significant effect. Entrepreneurial intention is the most influential factor in entrepreneurial behavior compared to entrepreneurial attitudes and contextual environment. This means that entrepreneurial intentions are very important in encouraging entrepreneurial behavior for IYEA UNNES and UNDIP students.

Recommendations

The suggestions that the author can give was for IYEA UNNES and UNDIP it is recommended to hold seminars and entrepreneurship training that are able to motivate and improve the quality of human resources for IYEA members to entrepreneurship. Meanwhile, universities are advised to provide more internship programs related to entrepreneurship and conduct entrepreneurship activities and training for students. Further research is recommended to improve this research by expanding the scope of the sample to be wider and modifying the model to be more complex with other relevant variables.

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