

Effect of Individual Characteristics, Self-Efficacy, and Entrepreneurial Motivation on Entrepreneurship Interest through Entrepreneurial Attitude

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(Received: 29.07.2024; Accepted: 28.08.2024; Published: 30.08.2024)

ABSTRACT

This study examines the influence of individual characteristics, self-efficacy, and entrepreneurial motivation on entrepreneurial interest through entrepreneurial attitude among students of the Faculty of Economics and Business (FEB) at Universitas Negeri Makassar. Using a quantitative explanatory approach, data were collected from 102 respondents through purposive sampling and analyzed with Path Analysis. The results show that individual characteristics and entrepreneurial motivation indirectly influence entrepreneurial interest through entrepreneurial attitude, while self-efficacy has no significant direct effect. Additionally, entrepreneurial attitude positively affects entrepreneurial interest. This study offers valuable insights for educators and lecturers to mentor students in developing entrepreneurial skills, emphasizing both product management and marketing strategies. It also encourages students to enhance their business decision-making abilities. Future research can explore additional variables and methodologies to expand the understanding of factors influencing entrepreneurial interest.

Keywords: Characteristics, Self-Efficacy, Entrepreneurial Motivation, Entrepreneurial Attitude, Entrepreneurial Intention

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1. INTRODUCTION

The interest in entrepreneurship among students is becoming an increasingly important issue given the role of entrepreneurs in advancing a nation's economy. In Indonesia, despite many opportunities for entrepreneurship, the percentage of entrepreneurs remains relatively low. According to data from the Ministry of Cooperatives and SMEs, the number of entrepreneurs in Indonesia is only about 3.47% of the total population, while developed countries like the United States and Japan have entrepreneurial rates of over 10% (Ministry of Cooperatives and SMEs, 2021). Students, as a group with significant potential for starting businesses, still face challenges in realizing their entrepreneurial interest. A survey by the Indonesian Young Entrepreneurs Association (APMI) shows that around 70% of students in Indonesia are interested in entrepreneurship, but only about 20% actually implement this intention after graduation (APMI, 2020) (Hasby et al., 2015).

One of the factors contributing to the low entrepreneurial interest among students is the lack of a positive entrepreneurial attitude. This entrepreneurial attitude is influenced by several

internal factors, such as individual characteristics, self-efficacy, and entrepreneurial motivation. Individual characteristics include aspects such as personality, skills, and knowledge possessed by a person that can affect their decision to start a business. These individual characteristics serve as a basis for assessing whether someone has the tendency to venture into entrepreneurship. Individuals with a high level of self-efficacy are more likely to take risks and act proactively when facing challenges (Yuritanto & Armansyah, 2021).

In the context of entrepreneurship, students who believe in their ability to overcome obstacles or failures are more likely to start a business despite facing uncertainty and risk. Entrepreneurial motivation also plays a crucial role in driving individuals to start enterprises. According to Telaumbanua (2023), entrepreneurial motivation can be differentiated into two types: intrinsic motivation, related to personal satisfaction in engaging in entrepreneurial activities, and extrinsic motivation, related to achieving material gain or social status. Both play an important role in influencing someone's decision to start a business.

A positive entrepreneurial attitude can act as a linking factor between motivation and entrepreneurial action. As explained by Hasby et al. (2015), attitudes towards a behavior (in this case, entrepreneurship) affect a person's intention to engage in that behavior. Therefore, students with a positive entrepreneurial attitude, shaped by individual characteristics, self-efficacy, and entrepreneurial motivation, are more likely to transition from interest to actual entrepreneurial action (Jena, 2019).

This study aims to analyze the influence of individual characteristics, self-efficacy, and entrepreneurial motivation on entrepreneurial interest through entrepreneurial attitude among students of the Faculty of Economics and Business (FEB) at Universitas Negeri Makassar. Specifically, this research will test whether entrepreneurial attitude can act as an intervening variable that connects individual characteristics, self-efficacy, and entrepreneurial motivation to entrepreneurial interest. By identifying the relationships among these factors, this study is expected to provide deeper insights into the development of entrepreneurial interest among students and offer recommendations for designing more effective entrepreneurship programs in higher education (Boldureanu et al., 2020).

By understanding the relationships among these factors, this research aims to contribute to the development of more effective policies and entrepreneurship education programs among students, as well as to encourage a more positive entrepreneurial interest and attitude. The results of this study are expected to contribute to efforts in designing policies and interventions that can enhance students' attitudes and interests in entrepreneurship, as well as strengthen entrepreneurship education based on existing psychological and motivational factors. Thus, students will not only have the intention to become entrepreneurs but also possess the supportive attitude necessary to turn that intention into reality (Prawira & Hidayah, 2021).

Individual characteristics are the primary factors that influence entrepreneurial behavior. Individual characteristics encompass aspects of personality, knowledge, skills, and a tendency to take risks. (Hasby et al., 2015) stated that individuals with characteristics such as being innovative, risk-taker, and having high adaptability tend to be more interested in starting a business. They also mentioned that the need for achievement (a psychological characteristic) drives individuals to pursue high goals, including in the context of entrepreneurship. Individual characteristics are also related to entrepreneurial interest because the higher an individual's confidence in their ability to manage a business, the greater the likelihood they will have an intention to become an entrepreneur. Therefore, individual characteristics are one of the variables that influence entrepreneurial interest among students (Yanti, 2019).

Self-efficacy, as explained by (Wahyudiono, 2017), is an individual's confidence in their ability to face and overcome challenges or obstacles. In the context of entrepreneurship, self-efficacy plays a crucial role in influencing an individual's decision to engage in entrepreneurial activities. Individuals with high self-efficacy tend to believe that they can overcome failures, manage risks, and deal with challenges that arise in entrepreneurship. (Yuritanto & Armansyah, 2021) found that strong self-efficacy is correlated with the courage to start a business and

commitment to developing a business. High self-efficacy makes students feel more confident in facing the uncertainty of the business world, which ultimately increases their interest in entrepreneurship. (Sinaga et al., 2024) also showed that students with high self-efficacy are more likely to have an intention to become entrepreneurs because they believe they have the ability to succeed despite various challenges.

Entrepreneurial motivation is related to the internal and external drives that motivate an individual to start and manage a business. (Prawira & Hidayah, 2021) in their theory of motivation distinguish between intrinsic and extrinsic motivations. Intrinsic motivation is related to internal drives that arise from personal satisfaction in running a business, such as a sense of achievement and autonomy in work. Extrinsic motivation focuses on material benefits and social status achievements. (Yanti, 2019) stated that strong entrepreneurial motivation, whether intrinsic or extrinsic, will motivate individuals to start a business and endure challenges. This strong motivation serves as fuel to face uncertainty and challenges in the business world. Therefore, entrepreneurial motivation, whether intrinsic or extrinsic, plays an important role in increasing entrepreneurial interest among students.

Entrepreneurial attitude can be considered as an intervening variable that connects psychological and motivational factors (individual characteristics, self-efficacy, and entrepreneurial motivation) with the intention to become an entrepreneur. Entrepreneurial attitude refers to how far individuals have a positive perception of entrepreneurship and believe in their ability to start and manage a business (Isma et al., 2020).

In Jena (2019), it is stated that attitudes towards a behavior (in this case, entrepreneurship) influence the intention and decision to perform the behavior. A positive entrepreneurial attitude can motivate individuals to act and take concrete steps to start a business.

Research by (Wahyudiono, 2017) showed that a good entrepreneurial attitude will strengthen the relationship between entrepreneurial motivation, self-efficacy, individual characteristics, and the intention to become an entrepreneur. Individuals with a positive entrepreneurial attitude will be more driven to start a business, even in the face of uncertainty and risk. In the context of students, a good entrepreneurial attitude can be cultivated through entrepreneurship education that emphasizes the importance of courage, innovation, and perseverance in running a business.

2. METHOD

a. Research Model and Hypotheses

This study employs a quantitative approach with several variables that will be tested for their effects, presented in the form of numerical data. Quantitative research involves testing objective theories by analyzing the relationships among variables (Creswell). This type of quantitative research always contains descriptive questions regarding dependent and independent variables, as well as questions on the relationship between these variables (Creswell). The hypotheses are tested using Path Analysis. The following is the research design.

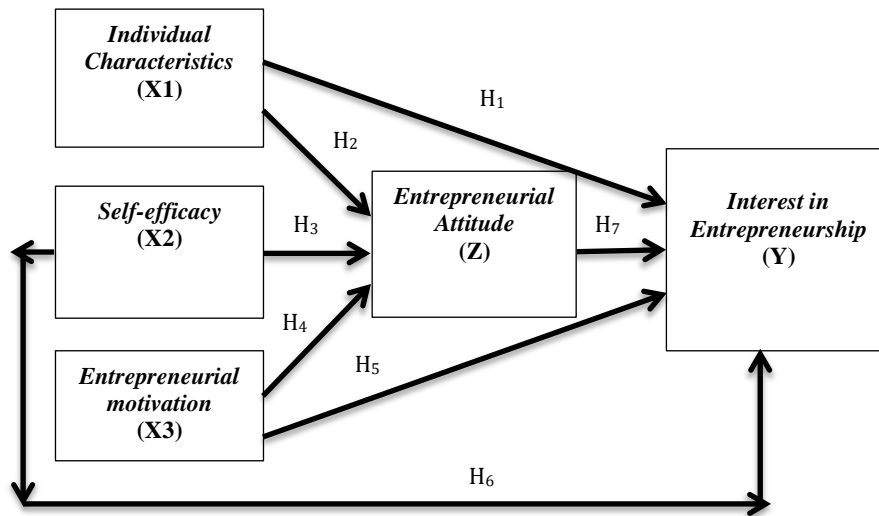


Figure 1. Research Design

Based on the diagram above, this research is descriptive-explanatory, meaning it describes the effects among the variables being studied. Descriptive means explaining and analyzing the research variables, namely Individual Characteristics (X1), Self-efficacy (X2), Entrepreneurial Motivation (X3), Entrepreneurial Attitude (Z), and Interest in Entrepreneurship (Y). While "explanatory" refers to seeking causal influence among the research variables through hypotheses. The causal influence includes the direct effect of Individual Characteristics (X1), Self-efficacy (X2), and Entrepreneurial Motivation (X3) on Entrepreneurial Attitude (Z), as well as the indirect effects of Individual Characteristics (X1), Self-efficacy (X2), and Entrepreneurial Motivation (X3) on Interest in Entrepreneurship (Y) through Entrepreneurial Attitude (Z) of students in the Faculty of Economics and Business at Universitas Negeri Makassar. This research design is also based on the COR theory and the JD-R theory, along with relevant prior research. Thus, the researcher can formulate hypotheses regarding both direct and indirect effects in this study. This is further clarified in the following summary table of hypotheses.

Table 1. Summary of Hypotheses

Hypothesis	Information
H1	Individual Characteristics positively and directly influence Interest in Entrepreneurship.
H2	Individual Characteristics positively and directly influence Entrepreneurial Attitude.
H3	Self-efficacy positively and directly influences Entrepreneurial Attitude.
H4	Entrepreneurial Motivation positively and directly influences Entrepreneurial Attitude.
H5	Entrepreneurial Motivation positively and directly influences Interest in Entrepreneurship.
H6	Self-efficacy positively and directly influences Interest in Entrepreneurship.
H7	Entrepreneurial Attitude positively and directly influences Interest in Entrepreneurship.
H8	Individual Characteristics positively and indirectly influence Interest in Entrepreneurship through Entrepreneurial Attitude.
H9	Self-efficacy positively and indirectly influences Interest in Entrepreneurship through Entrepreneurial Attitude.
H10	Entrepreneurial Motivation positively and indirectly influences Interest in Entrepreneurship through Entrepreneurial Attitude.

Source: Researcher data processing, 2024

Based on Table 1 above, this research has 7 hypotheses. These hypotheses will test the direct influence of Individual Characteristics (X1) on Interest in Entrepreneurship (Y), the direct influence of Individual Characteristics (X1) on Entrepreneurial Attitude (Z), the direct influence of Self-efficacy (X2) on Entrepreneurial Attitude (Z), the direct influence of Entrepreneurial

Motivation (X3) on Entrepreneurial Attitude (Z), the direct influence of Entrepreneurial Motivation (X3) on Interest in Entrepreneurship (Y), the direct influence of Self-efficacy (X2) on Interest in Entrepreneurship (Y), and the direct influence of Entrepreneurial Attitude (Z) on Interest in Entrepreneurship (Y), along with the indirect effects of Individual Characteristics (X1) on Interest in Entrepreneurship (Y) through Entrepreneurial Attitude (Z), the indirect effect of Self-efficacy (X2) on Interest in Entrepreneurship (Y) through Entrepreneurial Attitude (Z), and the indirect effect of Entrepreneurial Motivation (X3) on Interest in Entrepreneurship (Y) through Entrepreneurial Attitude (Z).

b. Population and Sample

The population in this study consists of all students from the Faculty of Economics and Business at Universitas Negeri Makassar (UNM) from the 2024 cohort who are active and have passed the Entrepreneurship course, totaling 497 students from 8 study programs. The sampling technique used is Proportional Random Sampling, calculated using Slovin's formula, resulting in a sample size of 102 respondents, representing about 20.05% of the total population.

c. Data Collection

Data collection was carried out by identifying the research subjects, which consists of all students from the Faculty of Economics and Business at Universitas Negeri Makassar, using a questionnaire. The questionnaire used is a closed-form questionnaire administered via digital media, commonly referred to as Google Forms, with a Likert scale. Scores are assigned using a 5-point Likert scale: Strongly Disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, Strongly Agree: 5. Subsequently, the data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 26. The data analysis techniques used in this study include descriptive statistical analysis, classical assumption testing, and path analysis.

3. RESULTS AND DISCUSSION

a. Research Results

1) Hypothesis Testing

Hypothesis testing is used to assess the influence of exogenous variables both directly and indirectly on endogenous variables. A hypothesis is accepted or rejected based on the criterion that if $p\text{-value} < 0.05$, then H_0 is accepted, indicating that the obtained regression coefficient is significant. The results of the direct and indirect hypothesis testing can be found in the following tables.

Table 2. Results of Indirect Hypothesis Testing

Variabel	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	-,749	1.461		-,513	,609
Individual Characteristics	,177	,069	,217	2,553	,012
Self-efficacy	,005	,109	,004	,049	,961
Entrepreneurial motivation	,844	,117	,500	7.212	,000
Entrepreneurial Attitude	,537	,170	,266	3.153	,002
R square	.829				
e1	0,560				

Source: Primary data processed, 2024.

To derive the error influence (e1), the following formula is used:

$$e1 = 1 - R^2 = \sqrt{1 - 0,598} = 0,560$$

$$Y = \beta_4 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_2$$

$$Y = ,217 X_1 + ,004 X_2 + ,500 X_3 + ,266 Z + 0,560$$

The coefficient of determination of 0.560 indicates that the direct influence of individual characteristics, self-efficacy, entrepreneurial motivation, and entrepreneurial attitude on the variable Y (interest in entrepreneurship) accounts for 63.4%, while 36.6% is influenced by other variables outside of this model or research.

Table 3. Results of Direct Hypothesis Testing

Variabel	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.027	1.507		-.018	,986
Individual Characteristics	,252	,068	,310	3.723	,000
Self-efficacy	,146	,104	,113	1.397	,166
Entrepreneurial motivation	,923	,119	,546	3.725	,000
R square	.811				
e1	0,858				

Source: Primary data processed, 2024.

To derive the error influence (e2), the following formula is used:

$$e2 = 1 - R^2 = \sqrt{1 - ,811} = 0,585$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_1$$

$$Z = ,310 X_1 + ,113 X_2 + ,546 X_3 + 0,585$$

The coefficient of determination of 0.585 indicates that the direct influence of individual characteristics, self-efficacy, and entrepreneurial motivation on the variable Entrepreneurial Attitude accounts for 85.8%, while 14.2% is influenced by other variables outside of this model or research.

Individual characteristics have a positive and significant effect on entrepreneurial attitude through interest in entrepreneurship.

$$\begin{aligned} \text{Indirect Influence} &= X_1 \rightarrow Z \rightarrow Y \\ &= \beta_4 \times \beta_7 \\ &= 0,310 \times 0,266 \\ &= 0,083 \end{aligned}$$

Self-efficacy has a positive and significant effect on entrepreneurial attitude through interest in entrepreneurship.

$$\begin{aligned} \text{Indirect Influence} &= X_2 \rightarrow Z \rightarrow Y \\ &= \beta_5 \times \beta_7 \\ &= 0,113 \times 0,266 \\ &= 0,030 \end{aligned}$$

Entrepreneurial motivation has a positive and significant effect on entrepreneurial attitude through interest in entrepreneurship.

$$\begin{aligned} \text{Indirect Influence} &= X_3 \rightarrow Z \rightarrow Y \\ &= \beta_6 \times \beta_7 \\ &= 0,546 \times 0,266 \\ &= 0,145 \end{aligned}$$

H1: The effect of Individual Characteristics on Interest in Entrepreneurship has a significance value of $0.012 < 0.05$ and a Beta value of 0.217. Based on these results, H1 is accepted.

H2: The effect of Individual Characteristics on Entrepreneurial Attitude has a significance value of $0.000 < 0.05$ and a Beta value of 0.310. Based on these results, H2 is accepted.

H3: The effect of Self-efficacy on Entrepreneurial Attitude has a significance value of $0.166 < 0.05$ and a Beta value of 0.113. Based on these results, H3 is accepted.

H4: The effect of Entrepreneurial Motivation on Entrepreneurial Attitude has a significance value of $0.000 < 0.05$ and a Beta value of 0.546. Based on these results, H4 is accepted.

- H5: The effect of Entrepreneurial Motivation on Interest in Entrepreneurship has a significance value of $0.000 < 0.05$ and a Beta value of 0.500. Based on these results, H5 is accepted.
- H6: The effect of Self-efficacy on Interest in Entrepreneurship has a significance value of $0.961 < 0.05$ and a Beta value of 0.004. Based on these results, H6 is accepted.
- H7: The effect of Entrepreneurial Attitude on Interest in Entrepreneurship has a significance value of $0.002 < 0.05$ and a Beta value of 0.266. Based on these results, H7 is accepted.
- H8: The effect of Individual Characteristics on Interest in Entrepreneurship through Entrepreneurial Attitude has a Beta value of 0.354. Based on these results, H8 is accepted.
- H9: The effect of Self-efficacy on Interest in Entrepreneurship through Entrepreneurial Attitude has a Beta value of 0.034. Based on these results, H9 is accepted.
- H10: The effect of Entrepreneurial Motivation on Interest in Entrepreneurship through Entrepreneurial Attitude has a Beta value of 0.645. Based on these results, H10 is accepted.

2) Path Analysis

The following is the interpretation of the path analysis results, which can be seen in Table 4 below.

Table 4. Path Analysis Results

Between Variable Influence	Influence		Total
	Direct	Indirect	
Influence of X1 → Y	0,217	-	0,217
Influence of X2 → Y	0,004	-	0,004
Influence of X3 → Y	0,500	-	0,500
Influence of X1 → Z	0,310	-	0,310
Influence of X2 → Z	0,113	-	0,113
Influence of X3 → Z	0,546	-	0,546
Influence of Z → Y	0,266	-	0,266
Influence of X1 → Z → Y	0,217	0,083	0,354
Influence of X2 → Z → Y	0,004	0,030	0,034
Influence of X3 → Z → Y	0,500	0,145	0,645

Source: Primary data processed, 2024.

Based on the structure of this research model, the empirical equation can be formulated as follows.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_2$$

$$Y = 0,217 X_1 + 0,004 X_2 + 0,500 X_3 + 0,266 Z + 0,560$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_1$$

$$Z = 0,310 X_1 + 0,113 X_2 + 0,546 X_3 + 0,585$$

The following represents the results of the path analysis (path analysis) in the form of a diagram.

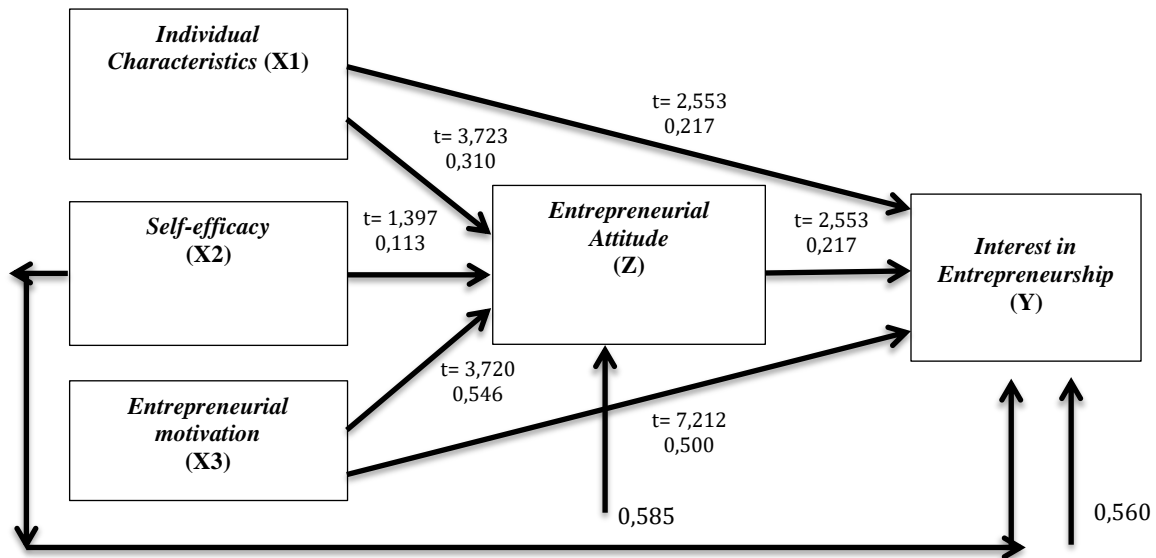


Figure 2. Model of Path Analysis Results

In Figure 2 above, the standardized beta coefficients and the magnitudes of the indirect and direct effects of each variable are explained.

Coefficient of Determination: $Rm^2 = 1 - Pe 1^2 X Pe 2^2 \dots \dots \dots Pe x^2$.

The interpretation of the determination coefficient (R^2) is as follows:

$$Rm^2 = 1 - (0,634^2) (0,858^2) = 1 - 0,107 = 0,892$$

Based on the determination coefficient above, it indicates that the direct and indirect effects amount to 0.892 or 89.2%. In other words, the information contained in the data (89.2%) is explained by this model. Meanwhile, 10.7% is explained by variables outside of this model or study.

b. Discussion

1) The Influence of Individual Characteristics on Entrepreneurial Interest Among Students of the Faculty of Economics and Business, Makassar State University

The results of this study indicate that there is a positive and significant relationship between Individual Characteristics and Interest in Entrepreneurship among students of the Faculty of Economics and Business, Makassar State University. Schumpeter stated that entrepreneurship is closely related to innovation. Entrepreneurs are individuals who can create new opportunities through product, process, or business model innovations. Relevant individual characteristics include creativity, the ability to see opportunities, and the courage to change existing methods into something better (Yanti, 2019).

Individuals with a high need for achievement (Need for Achievement or NACH) tend to be more interested in becoming entrepreneurs. People with this need have a strong drive to succeed, are achievement-oriented, and seek challenges. These characteristics encourage them to take risks and develop new ventures (Hasby et al., 2015).

The researcher found that students of the Faculty of Economics and Business, Makassar State University, have their own characteristics or distinctive traits concerning entrepreneurial interest. They tend to quickly observe and respond to business-related issues. This is linked to self-confidence (Individual Characteristics), which forms the foundation for their interest in entrepreneurship. Consequently, they do not hesitate to choose a career as entrepreneurs because they have good self-confidence.

2) The Influence of Individual Characteristics on Entrepreneurial Attitude Among Students of the Faculty of Economics and Business, Makassar State University

The results of this study indicate that there is a positive and significant relationship between Individual Characteristics and Entrepreneurial Attitude among students of the Faculty of Economics and Business, Makassar State University. Baharuddin (2016) stated that individual characteristics, such as skills and self-confidence, strongly influence entrepreneurial attitudes. Entrepreneurs who believe in their abilities tend to have a more positive attitude toward existing opportunities and challenges. Moreover, characteristics such as leadership and creativity also significantly support the development of effective entrepreneurial attitudes. Entrepreneurial attitudes are influenced by individual differences such as personal values, experiences, and adaptability to change. According to him, positive entrepreneurial attitudes are more frequently found in individuals with characteristics such as mental resilience, the ability to manage uncertainty, and a high commitment to personal goals (Nuzulia, 2019).

The researcher found that students of the Faculty of Economics and Business, Makassar State University, possess confidence in their skills and interests; each individual character has its own uniqueness, but they remain united in their pursuit of their interests. This means that the higher the Individual Characteristics of an individual, the more it will affect their Entrepreneurial Attitude.

3) The Influence of Self-Efficacy on Entrepreneurial Attitude Among Students of the Faculty of Economics and Business, Makassar State University

The results of this study indicate that there is a positive and significant relationship between Self-Efficacy and Entrepreneurial Attitude among students of the Faculty of Economics and Business, Makassar State University. Research conducted by Prawira & Hidayah (2021) found that self-efficacy significantly influences entrepreneurial attitudes. They stated that individuals with high self-efficacy are more likely to have a positive entrepreneurial attitude because they believe they can overcome entrepreneurial challenges, whether in business decision-making, managing risks, or dealing with failures. Self-efficacy affects how an individual manages and responds to pressure in the context of entrepreneurship. They stated that entrepreneurs with high self-efficacy are more proactive and quicker to seek solutions to the problems they face. Their entrepreneurial attitudes tend to be more optimistic, resilient, and focused on problem-solving (Syahrudin et al., 2018).

A high level of Self-Efficacy will lead to a more optimal Entrepreneurial Attitude. Statements regarding close family members tend to support starting or taking business actions; they prefer to become entrepreneurs, which is one example of the relationship between these two variables, thus having a significant influence.

4) The Influence of Entrepreneurial Motivation on Entrepreneurial Attitude Among Students of the Faculty of Economics and Business, Makassar State University

Empirical results state that there is a significant relationship between Entrepreneurial Motivation and Entrepreneurial Attitude among students of the Faculty of Economics and Business, Makassar State University. Mufidah & Andriansyah (2024) explain in their study that entrepreneurial motivation is closely related to entrepreneurial attitudes. They assert that a strong motivation to be financially independent, achieve freedom, and create new opportunities can enhance proactive entrepreneurial attitudes. Entrepreneurs driven by intrinsic motivation are more likely to have a positive attitude toward risks, changes, and innovations.

Riwayati & Gunadi (2015), in their theory of entrepreneurship as a decision-making process, state that entrepreneurial motivation directly relates to entrepreneurial attitudes. They argue that strong motivation, both from within the individual (intrinsic motivation) and from external factors (extrinsic motivation), can influence how someone perceives opportunities and threats in the business world. Individuals with high entrepreneurial motivation are more likely to have an optimistic entrepreneurial attitude and be active in seeking opportunities.

Entrepreneurial motivation, in this context, refers to the spirit of starting a business or venture. In this study, Entrepreneurial Attitude is defined as the students' attitudes and

behaviors toward entrepreneurship, including having self-belief and confidence in their future entrepreneurial capabilities and their ability to seize opportunities, as reflected in their attitudes (Wahyudiono, 2017).

5) The Influence of Entrepreneurial Motivation on Interest in Entrepreneurship Among Students of the Faculty of Economics and Business, Makassar State University

Empirical results show a significant relationship between Entrepreneurial Motivation and Interest in Entrepreneurship among students of the Faculty of Economics and Business, Makassar State University. Mufidah & Andriansyah (2024) state that in entrepreneurship, high entrepreneurial motivation is closely related to entrepreneurship interest. When an individual has a strong motivation to achieve freedom, control over their lives, and potential profit, they are more likely to be interested in exploring entrepreneurial opportunities. This motivation can enhance an individual's perception of entrepreneurship as an attractive and viable career choice.

Auna (2022) states that entrepreneurial motivation is an important factor that can cultivate interest in entrepreneurship, especially in the context of motivation to create something new. Individuals with a desire to innovate and create changes in the market or society tend to be more interested in starting businesses. Entrepreneurial interest develops when individuals feel that entrepreneurship is the right path to realizing new ideas or meeting unmet needs in the market (Hasby et al., 2015).

6) The Influence of Self-Efficacy on Interest in Entrepreneurship Among Students of the Faculty of Economics and Business, Makassar State University

Empirical results indicate a significant influence of Self-Efficacy on Interest in Entrepreneurship among students of the Faculty of Economics and Business, Makassar State University. Yanti (2019) shows that self-efficacy is a key factor influencing entrepreneurial interest in young individuals. They found that confidence in the ability to run a business is directly related to the interest in becoming an entrepreneur. High self-efficacy makes individuals feel more confident in facing the uncertainties and challenges of the entrepreneurial world, thereby encouraging them to develop an interest in entrepreneurship.

Nuzulia (2019) reveals that individuals with high self-efficacy have a greater interest in entrepreneurship because they feel more confident in their potential for success. Self-efficacy acts as a motivator that reduces fear or doubt about failure, which often acts as a significant barrier to the interest in starting a venture. This self-belief makes them more interested in exploring business opportunities and developing their enterprises (Prawira & Hidayah, 2021).

7) The Influence of Entrepreneurial Attitude on Interest in Entrepreneurship Among Students of the Faculty of Economics and Business, Makassar State University

Based on this research, Entrepreneurial Attitude has a positive and significant influence on Interest in Entrepreneurship among students of the Faculty of Economics and Business, Makassar State University. Mufidah & Andriansyah (2024) state that attitudes toward behavior, including entrepreneurial attitudes, are key factors influencing an individual's intention or interest in taking actions such as starting a business. If an individual has a positive attitude towards entrepreneurship (for example, believing that entrepreneurship is a rewarding and fulfilling career path), their interest in entrepreneurship will increase.

An optimistic entrepreneurial attitude and openness to business opportunities encourage individuals to become more interested in entrepreneurship. Zahara & Slamet (2023) found that entrepreneurial attitude plays an important role in increasing entrepreneurial interest, especially among young individuals. They assert that a positive attitude toward entrepreneurship, such as confidence in the benefits and challenges in the business world, can motivate individuals to become more interested and actively explore entrepreneurial opportunities (Radjab et al., 2023).

8) The Influence of Individual Characteristics on Interest in Entrepreneurship Through Entrepreneurial Attitude Among Students of the Faculty of Economics and Business, Makassar State University

Based on the results of this study, Individual Characteristics have a positive and significant influence on Interest in Entrepreneurship through Entrepreneurial Attitude among students of the Faculty of Economics and Business, Makassar State University. In this case, students' confidence, both in knowledge and competent skills, leads them to have a high interest in entrepreneurship. Telaumbanua (2023) found that individual characteristics such as personal motivation, the ability to face challenges, and self-confidence play a crucial role in developing a positive entrepreneurial attitude.

These characteristics act as a bridge connecting individual characteristics to entrepreneurial interest. Individuals possessing these traits tend to develop an optimistic entrepreneurial attitude and are ready to take the necessary steps in the entrepreneurial world. Hasby et al. (2015) explain that individual characteristics, such as motivation, interpersonal skills, and self-confidence, are vital in shaping entrepreneurial attitudes. These characteristics not only influence how an individual behaves in facing entrepreneurial challenges but also enhance entrepreneurial interest through the formation of supportive attitudes. Positive characteristics, such as self-confidence and a desire to innovate, strengthen optimistic and proactive entrepreneurial attitudes, thereby increasing the interest in starting a business (Auna, 2022).

9) The Influence of Self-Efficacy on Interest in Entrepreneurship Through Entrepreneurial Attitude Among Students of the Faculty of Economics and Business, Makassar State University

Based on the study's findings, Self-Efficacy through Entrepreneurial Attitude influences Interest in Entrepreneurship among students of the Faculty of Economics and Business, Makassar State University. According to Riwayati & Gunadi (2015), they found that self-efficacy significantly impacts entrepreneurial interest through positive entrepreneurial attitudes. They argue that individuals with strong self-belief tend to develop more open entrepreneurial attitudes and are prepared to face entrepreneurial challenges. This attitude increases their interest in starting a business, as they believe they can overcome obstacles and achieve success in the business world.

Self-efficacy is closely related to entrepreneurial attitudes and interest in entrepreneurship. They explain that individuals with high self-efficacy in entrepreneurship tend to have more optimistic and confident attitudes when facing challenges. Individuals with high self-belief are more likely to view entrepreneurship as a manageable and profitable avenue, which will encourage them to be more interested in high-risk ventures. The entrepreneurial attitude shaped by self-efficacy motivates them to pursue the existing entrepreneurial opportunities (Prawira & Hidayah, 2021).

10) The Influence of Entrepreneurial Motivation on Interest in Entrepreneurship Through Entrepreneurial Attitude Among Students of the Faculty of Economics and Business, Makassar State University

Syahrudin et al. (2018) state that entrepreneurial motivation stems from the desire to innovate and create change in the market. This strong motivation shapes a positive and dynamic entrepreneurial attitude. Individuals motivated by innovation opportunities and value creation are more likely to develop proactive entrepreneurial attitudes and are willing to take risks. The entrepreneurial attitude that arises from this motivation then drives entrepreneurial interest, as individuals feel compelled to pursue business opportunities that can meet their innovative aspirations (Isma et al., 2024).

Zahara & Slamet (2023) clarify that intrinsic motivation (the motive for entrepreneurship driven by personal satisfaction, such as achievement and autonomy) is directly related to the development of a positive entrepreneurial attitude. When individuals are motivated by the desire to achieve personal or social goals through entrepreneurship, they tend

to develop proactive, confident, and achievement-oriented entrepreneurial attitudes. This attitude increases interest in entrepreneurship, as they perceive entrepreneurship as a fulfilling path with great potential to achieve these goals.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

Based on the results of the research and discussion, it can be concluded that both directly and indirectly, individual characteristics, self-efficacy, entrepreneurial motivation, interest in entrepreneurship, and entrepreneurial attitude significantly influence interest in entrepreneurship among students of the Faculty of Economics and Business, Makassar State University. Overall, the results of this study indicate a direct and indirect effect of 0.892 or 89.2%, which means that the information contained in the data accounts for 89.2% explained by this research model, while (10.7%) is explained by variables outside of this model or research. This indicates that the higher the individual characteristics, self-efficacy, and entrepreneurial motivation of a student, the greater the influence on entrepreneurial attitude as a mediating variable, thereby shaping the interest in entrepreneurship of students in the Faculty of Economics and Business, Makassar State University.

b. Suggestion

Based on these research findings, the researcher provides the following recommendations: This study can serve as a source of information or reference for educators or lecturers to guide and assist students in developing their entrepreneurial skills. Students are expected to deepen their skills related to business management, not only focusing on the products produced but also on marketing activities and decision-making regarding business evaluations aimed at business development. Lastly, for future researchers, it is recommended to delve deeper and broaden this research in terms of variables and the development of research methods.

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