

# Entrepreneurial Intentions: The Effect of Proactive Personality in Perspective of Planned Behavior Theory as an integrated approach in the Indonesian Context

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## Abstract

*Entrepreneurship in Indonesia is still relatively low and lagging behind other ASEAN countries because the number of entrepreneurs in Indonesia has only reached 3.47% of the total population. College students have become one of the vital sources of supply for entrepreneurs in Indonesia. Therefore, to increase the number of entrepreneurs, the Indonesian government encourages higher education to produce graduates looking for work and creating jobs. Even though the government and universities have tried to increase the number of entrepreneurial students, the number of students who choose entrepreneurship as a professional career choice is still low. This research was conducted to see how students' entrepreneurial intention (EI) in Indonesia as a forecaster of entrepreneurial behaviour. The research analyses the effect of proactive personality traits and the theory of planned behaviour (TPB) as an integrated model, with the TPB dimension as a mediator. The research was conducted by using judgmental sampling of 387 students in Indonesia. Data collection was carried out using an e-survey, and data were analyzed using structural equation modelling with Partial Least Square (PLS). Research result shows that proactive personality and TPB are predictors of students' entrepreneurial intentions. This study also shows that TPB mediates the relationship between proactive personality towards Student' entrepreneurial intention. The results of this study are expected to contribute to the EI study of students in Indonesia. Scientifically, this research is also expected to enrich the EI literature by integrating proactive personality as an antecedent of TPB and EI.*

*Keywords: Proactive Personality, Personality Traits, Theory of Planned Behavior (TPB), Entrepreneurial Intention, Indonesia.*

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## I. INTRODUCTION

The results of previous studies show that entrepreneurship plays a pivotal role in the economic growth of a nation [1], both in developed countries [2] [3] and in developing countries [4] like Indonesia. However, in reality, the number of entrepreneurs in Indonesia has only reached 3.47%. This number is still far behind when compared to several countries in Southeast Asia. To have status as a developed country, Indonesia must increase the level of entrepreneurship at least at 4 per cent [5]. One way to increase the percentage of entrepreneurs is to introduce entrepreneurship to the Indonesian youth generation. Therefore, students are a group of young people who have the potential to become entrepreneurs. Sadly, Based on a survey conducted by HIPMI (Indonesian Young Entrepreneurs Association), as many as 80% of university graduates in Indonesia do not want to be entrepreneurs prefer to become workers/employees in private companies [6].

The intention to start a business activity is a form of planned behaviour [7], especially if the behavior is difficult to observe, rare, or involves unpredictable time lag [8]. Therefore, understanding entrepreneurial intention is the first step to understanding entrepreneurial behaviour [9][10]. The social-cognitive model of the Theory of Planned behaviour introduced by Ajzen[11] is recognized as the most vigorous model and is widely used in predicting entrepreneurial intention[7][12][13].

Although most of the literature usually only looks at the direct effect fundamental models (such as TPB) on EI [14], the results of a meta-analysis conducted by Linan and Fayole [15] point out that several other factors can be a focus a study to explore the EI phenomenon, which includes personality variables (personal level variables). Where the results of the meta-analysis showed that personality affects the formation of an individual's entrepreneurial intentions [8].

One of the individual personality variables that are strongly associated with entrepreneurship is a proactive personality (PP) [10][16][17]. Crant's study findings explain that people with proactive personalities tend to intentionally initiate and manage conditions in the surrounding environment so that it can run according to someone's expectations, including efforts to seize up and act to business opportunities [9].

In Indonesia itself, research related to the factors forming entrepreneurial intentions students is still mostly done independently in the form of a TPB framework) [16] [17], rather than in an integrated model framework. The study conducted by Schlaegel and Koenig [20] shows that personality variables as TPB antecedents are substantially more strong in predicting entrepreneurial intention as an integrated model.

Nevertheless, the study of the influence of proactive personality on the formation of student entrepreneurial intentions mediated by TPB is still unclear and inconsistent in developing countries. Research conducted by Munir, H., Jianfeng, C. and Ramzan, S [10] on the effect of proactive personality with student entrepreneurial intentions, analyzed in three antecedents or factors as a predictor of EI shows that PP only positively impacts the subjective norm factor and entrepreneurial intentions alone. While, The results of research conducted by Awang et al. in Malaysia showed that of the three determinants of TPB, proactive personality most strongly predicts attitudes towards entrepreneurship [17]. Thus, the use of the TPB framework in entrepreneurship is still open for further study. Therefore, this study wants to fill the gap findings by testing student entrepreneurial intention as an integrative model using TPB with PP as antecedents in Indonesia as a developing country.

## II.LITERATURE REVIEW

### 2.1. Research Hypothesis

#### Theory of Planned Behavior (TPB)

The intention is a state of mind that directs one's attention towards a certain way to achieve something[21]. The intention is a motivational factor, which describes how much an individual is willing to exert effort to perform a particular behaviour [22].

In the context of entrepreneurship, starting a business is a form of behaviour that is planned, intentional, and therefore best predicted by intentions towards behavior [12]. Intention to entrepreneurship (EI) is defined as assessing individual subjective opinions about the possibility of owning their own business in the future [9]. One's intention to start one's own business is related to one's self-confidence and readiness to create business opportunities [23]. EI is an important stage of entrepreneurship because it guides entrepreneurs in setting goals and commitment to start a new business [21].

Individual behaviour is the result of salient and relevant personal beliefs to behaviour. A person can have many thoughts about a specific behaviour, but they can only process a small number of salient beliefs at any given moment. This prominent belief is considered a determinant of the intentions and actions of someone [11]. The three types of beliefs that stand out are behavioural beliefs that are assumed to influence attitudes to take specific actions, normative beliefs underlying subjective norms, and control beliefs that are the basis of perceived behavioural control [22].

The theory of planned behaviour states that conceptually there is three- motivational factors that predict the formation of intentions. The first factor is the attitude towards behaviour,

which is the degree to which the individual evaluates or assesses (favourable or unfavourable) the behaviour to be performed. The second factor is a social factor called defined subjective norms, as the social pressure a person feels to do or not do a particular behaviour. The third factor of intention is perceived behavioural control, which is defined as the perceived level of perceived ease or difficulty in performing the behaviour [22].

The results of a study conducted by Farrukh et al. on final year students in Pakistan show that the three TPB factors, namely attitudes, subjective norms, and perceived behavioural control, positively affect the formation of entrepreneurial intentions [24]. The same finding was also found in a study conducted by Tsordia and Papadimitriou in business school students' entrepreneurial intentions in Greek [25]. The comparison study conducted by Mensah et al. also shows that the three antecedents or factors positive effect on the formation of entrepreneurial intentions of students in China [26], so the hypothesis in this study is

*H1.* The three dimensions of the TPB are Attitude (a), Subjective Norm (b), Perceived Behavioural Control (c) has a positive effect on students' entrepreneurial intentions

### **Proactive Personality dan TPB**

The results of the meta-analysis conducted by Zhao, Seibert and Lumpkin showed that, just like the career choice model, individual personality factors play a significant role important in forming one's intention to become an entrepreneur[27][28]. Most research on EI often associates personality with focusing on the Big Five personalities[28][8]. Crant's research results show that proactive personality is a better predictor for measuring entrepreneurial intention[9], given that the vital business success lies in one's accuracy in capturing and using market opportunities [29]. According to Bateman and Crant, proactive personality is rooted in a person's need to control and manipulate the environment. People with personality proactive will scan opportunities, show initiative, take a stand, act and survive to achieve the expected goals [27].

Students who have a proactive personality will tend to capture and manage opportunities more than those who do not. Mustafa et al., research results showed that the proactive personality factor had a more significant influence on the formation of student EI in Malaysia than the perception of support for entrepreneurship given by the university[16]. The student with a proactive personality shows thoughtfulness in exploring the surrounding business environment to sensing opportunities[30]. Likewise, the results of research conducted by Prabhu et al. showed that PP has a strong influence on EI [31]., so the hypothesis in this study is

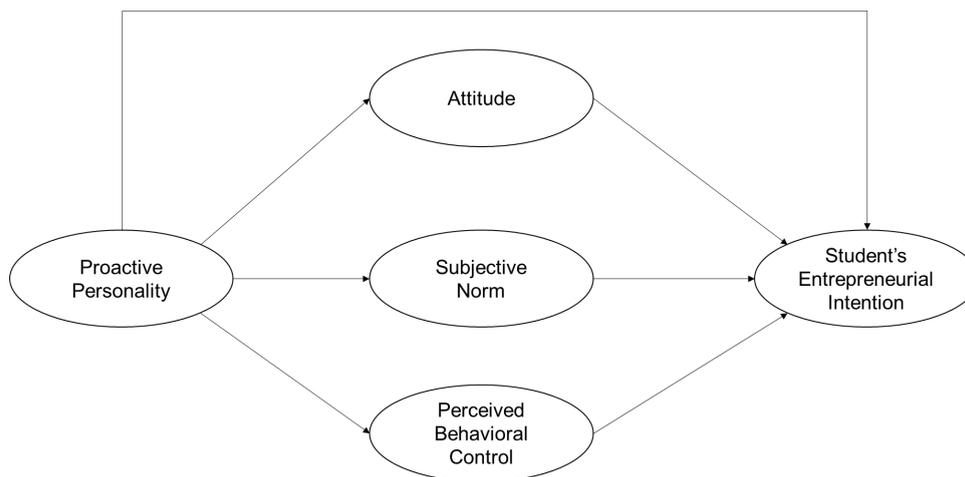
*H2.* Proactive Personality has a positive effect on Attitude (a), Subjective Norm (b), Perceived Behavioural Control (c) and Entrepreneurial Intentions (d)

### Dimensions of TPB as a mediator of proactive personality on entrepreneurial intentions

Understanding entrepreneurship as a process from a personality point of view is a complex matter. Therefore, TPB can be used as a significant in explaining entrepreneurial intention[20]. previous research also shows an indirect relationship between personality variables with the formation of entrepreneurial intentions mediated by the attitude variable towards entrepreneurship and PBC [32] [23].

The results of the study conducted by Munir, H., Jianfeng, C.and Ramzan, S. on final year students showed that the effect between proactive personality towards the formation of entrepreneurial intentions among students in China, mediated by the three antecedents or factors , namely Attitude, Subjective Norm, Perceived Behavioural Control [10], so the hypothesis in this study is

*H3.* The effect of proactive personality on the formation of student entrepreneurial intentions mediated by Attitude (a), Subjective Norm (b), Perceived Behavioural Control (c)



**Figure 1.** Research Framework.

## III. RESEARCH METHODS

### 3.1. Sample and Data Collection Process

The research conducted to measure students' entrepreneurial intentions in Indonesia uses non-probability sampling with judgmental sampling technique. The selection of this judgmental sampling technique was carried out because there were criteria for selecting a sample used in this study. This study establishes the status of active students at the university as sample criteria.

Meanwhile, the questions in the questionnaire include information on demographics respondents (gender, age, domicile, study program, own business ownership, and background behind the entrepreneur's parents). In addition to the demographics of the respondents, this research question was also measuring research variables related to the Theory of Planned Behavior (TPB), which consists of subjective norms, perceived behavioural control, attitude and entrepreneurial intention variables. In addition to TPB, the questions in this study also measure the proactive personality variable.

The approach to calculating the sample size used in this study refers to Hair et al.[33] by looking at the number of observed variables multiplied by 5 or 10. This study uses  $n \times 5$  observations with the number of question indicators in This study is 41. Therefore, the minimum number of samples to be taken in this study amounted to  $41 \text{ indicators} \times 5 = 205$  respondents.

Data collection in this study was carried out using a digital questionnaire form in a google form for active students in Indonesia. Of the 514 incoming responses, 387 responses (75.29%) can be further processed in this study.

### **3.2. Measurement of Research Variables**

All constructs in this study use measurement that have been used in previous studies. Measurement of the TPB model (attitude, subjective norms and perceived behavioural control) to predict Student entrepreneurial intention was carried out by referring to the research of Linan and Chen[13]. Meanwhile, the proactive personality variable measurement in this study uses the scale developed by Bateman and Crant [27]. All questions in this study were measured using a Likert scale that uses a five-point scale, with an answer range of 5 (strongly agree) to 1 (strongly disagree).

### **3.3. Data analysis**

The study's descriptive data processing was carried out using the Statistical Package for Social Sciences Program (SPSS) version 24. Meanwhile, the data analysis in this study using PLS-SEM treated with SmartPLS 3[34]. PLS analysis in research This is done in two steps. The first step of PLS-SEM is to evaluate the Measurement (Outer) Model. After being declared valid and reliable, the next is to evaluate the inner structural model[35]–[37].

Common method variance to evaluate the possibility of an error occurring as a result of the use of constructs (independent and dependent) used in research is the same as the question indicator. The common method of variance bias used in this study is Harman's single-factor analysis. If the analysis results of Harman's show that one factor explains more

than 50% of the variance, then the problem of general method bias can be said to be present. Based on the results of statistical tests, it was found that that the variance of the research data is 36.013%. This figure is still below 50%. In other words, there is no common method variance bias in this stud [30].

## IV. FINDINGS AND RESULTS

### 4.1. Descriptive Analysis Results

The following is descriptive data analysis in this study. Based on table 1, All respondents in this study were active students, female students, with aged range between 20-22 years old, domiciled in Jabodetabek, majoring in Management/business, do not have their own business, and do not have working parents as an entrepreneur.

**Table 1. Descriptive Analysis Results**

Items	Category of Answers	Qty	Percentage (%)
Gender	Female	229	59.17%
	Male	158	40.83%
Age	17-19 years old	29	7.49%
	20-22 years old	331	85.53%
	23-25 years old	27	6.98%
Area of domicile	Jabodetabek	276	71.32%
	Outside Jabodetabek	111	28.68%
Study Program	Management and Business	203	52.45%
	Non-Management and Business	184	47.55%
Having own business	Yes	131	33.85%
	No	256	66.15%
Having Entrepreneur Parent	Yes	182	47.03%
	No	205	52.97%

Source: Research Results, 2021

### 4.2. Analysis of Measurement (Outer) Model

The first step in PLS-SEM is to perform the Measurement (Outer) Analysis Model. Measurement (Outer) Model Analysis is an element of the path model containing observed indicators and their relationship to the construct. This analysis was carried out to measure the level of reliability and validity of the research construct. In PLS-SEM, the level reliability of the Measurement (Outer) Model was evaluated from its internal consistency (Composite Reliability) and Indicator Reliability. Meanwhile, the level of construct validity was evaluated from

convergent validity (Average Variance Extracted) and Discriminant Validity [37]. A Measurement (Outer) Model is considered reliable if it has a Composite Reliability (CR) value with a threshold greater than or equal to 0.60 – 0.70 and Cronbach's Alpha. Meanwhile, to be valid, a Measurement (Outer) Model, a variable must have a higher outer loadings indicator value than its cross-loadings against other constructs and the Fornell-Larcker Criterion that compares the square root of AVE with the correlation of the latent construct. Where the square root of AVE must be greater than the correlation between latent constructs (discriminant validity) and the value of Average Variance Extracted (AVE), which is greater than 0.5, and the value of the outer loadings indicators is must be greater than 0.708 (convergent validity) [37], [38]. Here are the results of the model analysis measurement in this study:

Table 2. Measurement (Outer) Research Model

Variable	Indicators	Outer Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Proactive Personality	PRO_7	0.704	0.861	0.862	0.894
	PRO_9	0.720			
	PRO_11	0.793			
	PRO_12	0.716			
	PRO_13	0.738			
	PRO_14	0.733			
	PRO_16	0.763			
Subjective Norms	SN_1	0.779	0.822	0.864	0.893
	SN_2	0.880			
	SN_3	0.911			
Perceived Behavioural Control	PBC_1	0.735	0.877	0.883	0.907
	PBC_2	0.778			
	PBC_3	0.847			
	PBC_4	0.797			
	PBC_5	0.787			
	PBC_6	0.775			
Attitude	ATTITUDE_2	0.817	0.830	0.837	0.887
	ATTITUDE_3	0.759			
	ATTITUDE_4	0.851			
	ATTITUDE_5	0.823			
Entrepreneurial Intention	EI_1	0.800	0.904	0.906	0.926
	EI_2	0.807			
	EI_3	0.826			
	EI_4	0.811			
	EI_5	0.854			
	EI_6	0.836			

Source: Research Results, 2021

**Table 3. Fornell-Lacker Criterion (Discriminant Validity)**

	Attitude	Entrepreneurial Intention	Perceived Behavioural Control	Proactive Personality	Subjective Norm
Attitude	<b><i>0.813</i></b>				
Entrepreneurial Intention	0.719	<b><i>0.822</i></b>			
Perceived Behavioural Control	0.519	0.652	<b><i>0.787</i></b>		
Proactive Personality	0.458	0.553	0.627	<b><i>0.739</i></b>	
Subjective Norm	0.532	0.493	0.370	0.424	<b><i>0.858</i></b>

Description: Bold Italic letters describe the square root of AVE while diagonals describe correlations

Source: Research Results, 2021

Based on tables 2 and 3, it can be concluded that (measurement model) in this research is acceptable where the value of Composite Reliability (CR) of all variables in research is greater than 0.7 with Cronbach's Alpha value greater than 0.60. Results indicate a good research model reliability. Furthermore, the value of the Average Variance Extracted (AVE) of all variables in this study is greater than 0.5. All outer values loadings of the observed variables are also greater than 0.5, Which indicates that the model research has good convergent validity. Meanwhile, for discriminant validity, it looks that the square root of AVE must be greater than the correlation between latent constructs.

#### 4.3. Structural Analysis (Inner) Model

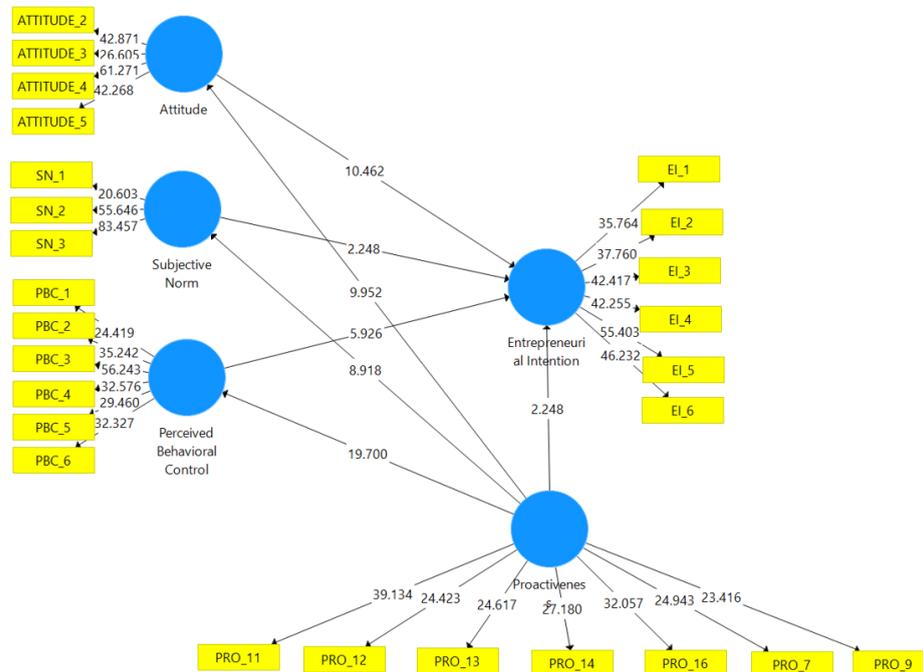
After the Measurement (Outer) research model is declared valid and reliable, the next step is to do a structural analysis (Inner) Model. Unlike CB-SEM using the Godness of Fit measurement, on PLS-SEM, the structural (inner) model is based on the predictive capability of the research model seen from the value of the determinant coefficient ( $R^2$ ), the significance level of path coefficient ( $\beta$ ) and T Statistics [37]–[39].

In this study, the  $R^2$  value for the four endogenous latent variables of the TPB model, namely attitudes, subjective norms, perceived behavioural control, and entrepreneurial intentions, are 0.210 for the attitude variable, 0.180 for the subjective norms variable, 0.393 for variable perceived behavioural control and 0.638 for the entrepreneurial intention variable. Figures  $R^2$  for the attitude variable, subjective norms and perceived behavioural control in this

study is categorized as weak, while  $R^2$  for the entrepreneurial intention variable was categorized as moderate [35], [37], [38]. This means that the proactive personality variable can explain the variance for the attitude variable by 21.0%, the subjective norms variable at 18.0% and the perceived behavioural variable control by 39.3%. Meanwhile, 63.8% of the variance for the entrepreneurial intention variable in this study can be explained by variable attitude toward entrepreneurship, subjective norms, perceived behavioural control and proactive personality.

Hypothesis testing in this research is done by looking at the  $\beta$  value of and T Statistics. The  $\beta$  value of indicates the expected variation in a dependent construct for variation units in the construct are independent. The higher the value of, the greater the effect of substantial in endogenous latent constructs. However, the value of must be verified by the level of significance by means of a T-statistical test [40]. In this study, based on table 4, it can be seen that all hypotheses (H1a-c, H2a-d, H3a-c) are accepted.

**Picture 4.1. Structural Analysis (Inner) Model**



Source: Research Results, 2021

**Table 4. Path Coefficient for Hypothesis Testing**

Path Hypothesis	Standardized Beta ( $\beta$ )	T Statistic	P Value	Decision
1a. Attitude -> Entrepreneurial Intention	0.460	10.462	0.000	Accepted
1b. Subjective Norm -> Entrepreneurial Intention	0.086	2.248	0.012	Accepted
1c. Perceived Behavioural Control -> Entrepreneurial Intention	0.313	5.926	0.000	Accepted
2a. Proactive Personality -> Attitude	0.458	9.952	0.000	Accepted

2b.	<b>Proactive Personality -&gt; Subjective Norm</b>	0.424	8.918	<b>0.000</b>	Accepted
2c.	<b>Proactive Personality-&gt; Perceived Behavioural Control</b>	0.627	19.700	<b>0.000</b>	Accepted
2d.	<b>Proactive Personality -&gt; Entrepreneurial Intention</b>	0.110	2.248	<b>0.012</b>	Accepted

Source: Research Results, 2021

Indirect Path	Path Coefficient	T Statistic	P Value	Decision
3a. <b>PRO ATE EI</b>	0.211	7.696	<b>0.000</b>	Accepted
3b. <b>PRO SN EI</b>	0.196	5.827	<b>0.000</b>	Accepted
3c. <b>PRO PBC EI</b>	0.037	2.234	<b>0.013</b>	Accepted

Source: Research Results, 2021

Based on table 4., the results of hypothesis testing H1a, H1b and H1c indicate that the three TPB dimensions are Attitude ( $\beta=0.460$ ,  $T=10.462$ ,  $P=0.000$ ), Subjective Norm ( $\beta=0.086$ ,  $T=2.248$ ,  $P=0.012$ ) and Perceived Behavioural Control ( $\beta=0.313$ ,  $T=5.926$ ,  $P=0.000$ ) had a positive effect of the formation of student entrepreneurial intentions in Indonesia.

Furthermore, the results of hypothesis testing H2a, H2b, H2c and H2d indicate that personality proactive has a positive effect on the three TPB factors and students' entrepreneurial intentions. Where, proactive personality has a positive effect on Attitude ( $\beta=0.458$ ,  $T=9.952$ ,  $P=0.000$ ), Subjective Norm ( $\beta=0.424$ ,  $T=8.918$ ,  $P=0.000$ ) and Perceived Behavioural Control ( $\beta=0.627$ ,  $T=19,700$ ,  $P=0.000$ ). Proactive personality also directly affects the formation of entrepreneurial intentions of students in Indonesia ( $\beta=0.110$ ,  $T=2.248$ ,  $P=0.012$ ).

The Mediating analysis of TPB dimensions on the relationship between proactive personality and The entrepreneurial intention of students in this study was carried out using the bootstrapping method of the indirect effect of the variables in the study[37] treated with using the SmartPLS software. In the bootstrapping method, the first step to conducting a mediation test is done by looking at the indirect test results from proactive personality to intention entrepreneurship mediated by the three TPB factors (namely attitude, subjective norm and perceived behavioural control). Based on table 4, it can be seen that the indirect effect of the

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TPB dimension is significant, so that it can be said that the TPB dimension acts as a mediator in the relationship between proactive personality and entrepreneurial intention. More test mediation also shows that the direct test results of the proactive personality variable.

## V. DISCUSSION

This research was conducted to develop an integrative model that measures entrepreneurial intention in Indonesia as a developing country, using proactive personality variables and TPB. The results of this study test how proactive personality influences entrepreneurial intention formation and its influence through the mediation of three antecedents or factors attitudes (ATE, SN and PBC).

Regarding the TPB framework, the results of hypothesis testing in this study strengthen the findings in previous studies, which stated that the TPB Dimensions consisting of attitude, subjective norm and perceived behavioural control are strong predictors for measure entrepreneurial intention [10][8]. The results of this study indicate that of the three antecedents or factors , the attitude variable and PBC In terms of attitude towards entrepreneurship, the role of the university as a source to gain knowledge related to entrepreneurship can help students to get the right mindset towards activities entrepreneurship which will ultimately improve their attitude towards entrepreneurship. Here, universities play a role in arming students with the right beliefs, processes, thinking, behaviour, and experience to launch a new business, which can positively impact their entrepreneurial intentions [26]. In addition, PBC or perception individual's confidence in himself to carry out entrepreneurial activities will also affect the formation of entrepreneurial intentions [13]. Where the higher the level of PCB, the stronger the entrepreneurial intention that is owned. Research results too confirmed the significant influence of SN on the formation of students' entrepreneurial intentions. The stronger the support provided by their key reference group, including family, friends, relatives, and other important people such as teachers, will the student's decision to choose entrepreneurship as a future career choice, the stronger their intention to engage in entrepreneurial activities.

The results of this study also show that proactive personality is a predictor of entrepreneurial intention. This is in line with the findings of previous studies, which show that students who have a proactive personality tend to choose entrepreneurship as a future career choice. Where students who have a proactive personality will try to creating or controlling a situation by causing something. In terms of entrepreneurial efforts to control the situation can be seen from their ability to capture and manage the business opportunities available in their environment [16] [31].

This study also shows that the three antecedents or factors partially mediate The relationship between proactive personality and entrepreneurial intention among college students in Indonesia as a developing country. This finding is different from previous studies' results, which show that the three antecedents or factors do not mediate the relationship between proactive personality with entrepreneurial intentions in developing countries [10]. The mediating relationship between proactive personality and entrepreneurial intention in Indonesia can be associated with contextual factors in terms of institutional support. In the Indonesian context, entrepreneurship has become a national agenda so that the Indonesian Government provides strong support for enhancing entrepreneurship. To increase rank ease of doing business (Ease of Doing Business/EODB) Indonesia, the Government has launched an Economic Policy Package that cuts down permit processes, procedures, time and costs for ease of doing business [41]. Students can then maximize opportunities and facilities provided by the Indonesian government to open their businesses in the future.

## VI. CONCLUSION

Entrepreneurship is a driving factor for the national economy. Nevertheless, the number of entrepreneurs in Indonesia is still far behind compared to ASEAN countries. Therefore, the Indonesian government seeks to increase the number of entrepreneurs to encourage the younger generation, including students, to entrepreneurship. Unfortunately, there are still not many students who choose entrepreneurship as their future career choice. This research was conducted to find out the factors that influence the formation of entrepreneurial intentions among students in Indonesia.

Measurement of students' entrepreneurial intentions in this study was carried out using TPB as a comprehensive conceptual framework, integrating the role of proactive personality for developing country contexts such as Indonesia. This study indicates that students in Indonesia have a strong desire to start their own business strong predictable by all three antecedents or factors, namely Attitude, Subjective Norm and Perceived Behavioural Control. In terms of context personality, this study also confirms previous studies that stated that proactive personality is a predictor of entrepreneurial intention. The results of this study also contribute to the theoretical basis of measuring entrepreneurial intention as an integrated conceptual framework by providing a new understanding of the mediating role of the three antecedents or factors attitudes towards the relationship between proactive personality with the formation of entrepreneurial intentions for the context of developing countries such as Indonesia where the

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research findings show that the three antecedents or factors mediate a partial relationship between proactive personality and entrepreneurial intention.

The research results provide several contributions in enriching the literature review on entrepreneurial intention in terms of theoretical implications. First, the results of this study show that the attitude variable towards entrepreneurship and PBC has a strong effect on the formation of student entrepreneurial intentions in Indonesia. This finding is in line with the results of previous research [25], which revealed that when students are optimistic about entrepreneurship as their professional career choice, their intention to become entrepreneurs will be stronger. In addition to attitude, self-perception will enhance the ability to start a business also influences the decision to make entrepreneurship a future career choice.

Second, the results of this study show how the personality variable, proactive personality independently or integrated with TPB, affects the formation of student entrepreneurial intentions. The results of this study strengthen the findings of previous research, which states that personality variables can explain the entrepreneurial process that can ultimately affect EI. This research also elaborates the influence of the TPB dimension as a mediator between personality with entrepreneurial intentions.

From a practical point of view, the results of this study also show implications that can be used by policymakers, such as governments and universities, to design policies and programs that can increase motivation and encourage students to become entrepreneurs in Indonesia. Based on the study results, it was found that the formation of positive attitudes influences the urge to become Entrepreneurship among students in Indonesia, positive attitude towards entrepreneurship, strong self-confidence in the ease of getting started a new business and proactive personality traits. Based on this conclusion, it is hoped that policymakers can create and implement policies that can increase opportunities for starting new businesses in Indonesia. From the government side, policies related to the ease of capital, the provision of incentives and the ease of obtaining permissions must be communicated explicitly to students with facilitation university to encourage students to be more proactive in seizing business opportunities. Furthermore, universities can also increase students' positive attitudes and self-confidence in their abilities and capabilities to start a business by creating a more contextual entrepreneurship education curriculum by elaborating knowledge and practice of implementing entrepreneurship. Here, the University has to design pedagogical methods to improve student entrepreneurship skills such as business idea generation skills, making business models and planning, risk management skills, and entrepreneurship practicum

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