

Exploring the Entrepreneurial Mindset: The Impact of Innovation, Proactiveness, and Risk-Taking on ITBSS Students Entrepreneurial Interest

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ABSTRACT

This research investigates the relationship between entrepreneurial mindset and entrepreneurial intention, focusing on the role of innovation, proactiveness, and risk taking. The aim of this research is to explore how these factors influence entrepreneurial intentions among students, especially at the Institut Teknologi dan Bisnis Sabda Setia (ITBSS). The method used in this research is a quantitative approach, which includes data collection through questionnaires and interviews. The research results show that there is a positive correlation between entrepreneurial thinking patterns and entrepreneurial intentions. The entrepreneurial mindset consists of five main dimensions: opportunity orientation, innovation, proactiveness, self-confidence, and risk taking. The conclusion of this research confirms that students with a strong entrepreneurial thinking pattern tend to have higher entrepreneurial intentions. This research does not discuss business success in detail, but emphasizes the importance of the relationship between entrepreneurial thinking patterns and entrepreneurial intentions.

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1. INTRODUCTION

Entrepreneurship is a very popular topic and attracts the attention of many people (Gadzali *et al.*, 2023). Education and increased awareness about entrepreneurship have increased people's interest in starting their own businesses (Krueger *et al.*, 2000). Entrepreneurship refers to the activity of economic actors who carry out organizational activities and bear the risks of the business in return in the form of profits (Library of Economics and Liberty, Cantillon). Many people are interested in becoming entrepreneurs and developing their own businesses (Diawati *et al.*, 2023). However, not everyone has the ability to become a successful entrepreneur (Raharjo *et al.*, 2023). There are several factors that can influence business success, one of which is having a strong entrepreneurial mindset. The role of an entrepreneurial mindset in entrepreneurship education is often overlooked by students. (Handayati *et al.*, 2020). An entrepreneurial mindset not only focuses on one's own abilities but knowledge, experience, creative thinking, innovation, proactivity and risk taking (Firdaus, M. I. N., & Rush, D. I. (2023). In addition, an entrepreneurial mindset can predict success or failure among entrepreneurs or entrepreneurs in entrepreneurship (Moore *et al.*, 2021).

This research focuses on innovation, proactiveness and risk taking, which are traits every entrepreneur must have. Innovation is a key driver of entrepreneurship, because innovation involves the creation of new ideas and solutions to meet market needs. Innovation is critical for entrepreneurs to remain competitive and adapt to growing market conditions (Yuda fauzan *et al.*, 2021). ITBSS students with technology and business backgrounds are likely to have the skills and knowledge necessary to innovate in the business world. Not only an innovative attitude, a proactive attitude is also very necessary in building an entrepreneurial spirit. A proactive attitude is another important aspect of an entrepreneurial mindset, as it involves taking initiative and exploiting opportunities. As noted by (Titi Rahmawati *et al.*, 2022), a proactive attitude is essential for entrepreneurs to identify and capitalize on emerging trends in the market. Furthermore, risk taking is also an important factor in forming interest in entrepreneurship, because entrepreneurship basically involves uncertainty and risk. Entrepreneurs must be willing to take calculated risks to achieve success Brown (2016). By exploring the impact of innovation, proactiveness, and risk taking on ITBSS students' entrepreneurial intentions, this research aims to provide valuable insights to students, policy makers, and industry practitioners.

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Understanding how these factors influence students' intentions to become entrepreneurs can help in designing more effective entrepreneurship education programs and support systems. Currently, Indonesia is still a developing country due to the high level of unemployment in Indonesia. In 2022 to 2023, Indonesia will experience an increase in employment which will cause the number of unemployed to decrease. The employment situation in Indonesia, the number of labor force based on the National Labor Force Survey (Sakernas) in August 2023 shows that the total labor force is 147.71 million people, an increase of 3.99 million people compared to August 2022. Labor Force Participation Rate (TPAK) increased by 0.85% compared to August 2022. The Open Unemployment Rate (TPT) in August 2023 was 5.32%, decreased by 0.54% compared to August 2022 (Badan Pusat Statistik). This happened because several factors in the Indonesian economy increased, one of which was MSMEs. Based on BPS data, in February 2024 there will be around 56.56 million people who are entrepreneurs in Indonesia, equivalent to 37.86% of the national workforce which totals 149.38 million people. Indonesia's entrepreneurial population is in the beginner category with 51.55 million people or around 34.51% of the total workforce (Databoks 2022).

Based on the data and analysis above, it can be concluded that even though Indonesia is still in the developing country category, significant progress in reducing the unemployment rate and improving the economy supported by the MSME sector shows strong potential to achieve sustainable economic growth. Therefore, the role of entrepreneurship is becoming increasingly important to help Indonesia achieve sustainable economic growth. This research emphasizes the importance of innovation, proactiveness and risk taking in developing entrepreneurial orientation, especially among ITBSS students who have great potential in the fields of technology and business. By understanding the factors that influence students' interest in becoming entrepreneurs, it is hoped that ITBSS students can get a more effective support system and educational program, which in the end can encourage more students to participate in the world of entrepreneurship. With the increasing number of entrepreneurs, as recorded in the latest BPS data, Indonesia is on the right track to reduce unemployment and encourage more inclusive economic growth. Joint efforts between academics, industry practitioners and policy makers are very important to create an ecosystem that supports entrepreneurial success in Indonesia. The aim of this research is to develop ITBSS students' entrepreneurial interest so that they can have a positive impact on themselves and the people around us.

2. LITERATURE REVIEW

2.1 Entrepreneurial mindset

Entrepreneurial mindset refers to a particular state of mind that orients human behavior towards entrepreneurial activities and outcomes (Robinson, PB, & Gough, V. (2020). Individuals with an entrepreneurial mindset. Individuals with an entrepreneurial mindset are often attracted to opportunity, innovation, and the creation of new value (Fayolle, 2013). An entrepreneurial mindset is the initial foundation for prospective entrepreneurs in facing challenges, pursuing opportunities and creating new value (Mohammad at al., 2023). Entrepreneurship theory emphasizes the importance of taking measured risks and innovation as the main elements in entrepreneurship (Komara, E at al., 2024). In addition, personality psychology theory highlights traits such as courage and internal locus of control that are generally possessed by entrepreneurs (Willyanto Santoso at al., 2023). Learning theory shows that direct experience and learning solutions shape and develop entrepreneurial attitudes (Rahayu, I at al., 2024). Meanwhile, entrepreneurial motivation theory explains how high expectations and clear goals motivate entrepreneurs to achieve success (Jamilah, S. A. 2023). The ecological context also plays a role in influencing and shaping a person's entrepreneurial mindset, reflecting the importance of external factors in shaping entrepreneurship (Cahyani, U., Rahayu, E., & Rasjid, A. 2023). By understanding this theoretical foundation, we can explore more deeply the challenges of how individuals develop an entrepreneurial mindset that supports the achievement of ambitious business goals.

2.2 Hypothesis Development

2.2.1 Definition of Entrepreneurial Mindset

An entrepreneurial mindset is an important factor in determining the value of entrepreneurship among students (Tangkeallo, D. I., & Tangdialla, R. 2021). The entrepreneurial mindset consists of several key dimensions, including opportunity orientation, innovation, proactiveness, self-confidence, and risk tolerance (Nurfatwa Andriani Yasin., 2023). In fact, the entrepreneurial mindset has a significant impact on entrepreneurial intentions (Julianto, P. R. 2024). Students can gain entrepreneurial knowledge through teaching and training at school. Innovation is an important aspect of the entrepreneurial mindset, because it allows entrepreneurs to identify and exploit new opportunities (Rukmana, A 2024). Proactiveness is another important dimension, as it allows entrepreneurs to anticipate and respond to changes in the market (Suardhika, I. N. 2021). Risk-taking is also an important component, as it allows entrepreneurs to take calculated risks to achieve their goals (Firdaus, M. I. N., & Rush, D. I. 2023). Building an entrepreneurial mindset must start from self-awareness that an entrepreneurial mindset can be developed through methods and strategies (Helmi Suaidy, & Ramli. Lewenussa., 2019).

2.2.2 Entrepreneurial Interest

Entrepreneurial interest is one of the most important factors in determining a person's success (Wirausaha Sari, R., Hasanah, M., Ulfah, M., & Jannah, F. 2022). Entrepreneurial interest can be defined as the desire to be entrepreneurial and have the ability to think creatively and innovatively (Butar-Butar, A. D., Tinambunan, L. H. R., & Pratiwi, M. O. 2022). In [Exploring the Entrepreneurial Mindset: The Impact of Innovation, Proactiveness, and Risk-Taking on ITBSS Students Entrepreneurial Interest](#), Vinsensius and Ryandra, C.

this article, we will discuss the factors that influence entrepreneurial interest. Entrepreneurial interests according to (Sintya, N. M. 2019), is the ability to work hard and diligently to achieve goals in business. A strong will to withstand the risks associated with entrepreneurial behavior, not be afraid of the risks that arise, and be independent and fulfill their needs without learning from failure (Fathurrahman, M. MAHASISWA DAN KEWIRAUSAHAAN 2021). Entrepreneurial interest is a psychological matter that is focused on the actions and attention of something towards entrepreneurial actors that are able to bring benefits to themselves with a happy outlook (Azmi 2021). The definition of interest in entrepreneurship is that it attracts attention to entrepreneurship with a desire to learn and a feeling of liking, to prove and find out more about entrepreneurship (Mulyani, H. 2024), In synthesis, entrepreneurial interest can improve creative and innovative thinking skills, develop an independent and creative spirit, create innovation in entrepreneurship, and get support from the surrounding environment (Meyanti, I. G. A. S., Sutajaya, I. M., & Sudiarta, I. G. P. 2023). Therefore, it is important to understand the entrepreneurial spirit from an early age, especially in education in order to improve students' innovative entrepreneurial abilities and creativity.

2.2.3 Inovation

Innovation is defined by Miller as the tendency to engage in creativity and experimentation through the introduction of new goods or services (Sulistiyowati, F. 2022). Innovation is the ability to recognize and participate in business activities in a creative way (Usman, B.; Hashim., 2020). The spirit of innovation in building entrepreneurial intentions has the ability to express ideas through creative thinking and create something different from others (Widodo, I. H. D. S. 2020). Entrepreneurs must have a vision for the future and have excellence in achieving in the business sector (Rachman, A. N at al., 2023). An entrepreneur's innovation ability is the process of building opportunities for ideas and ideas that can be sold as business commodities (Safitri, M. E., & Maryanti, E. 2022). Successful entrepreneurs are those who are able to produce products with new innovations (Ardiansyah, T. 2020). Innovation is a form of the process of developing and utilizing various knowledge, skills and creativity that are used to create or make improvements to a product (Kumparan.com 2022).

In entrepreneurship, the spirit of innovation is very important to improve company performance and profits (Nursal, M. F., at all 2023). Innovation can help companies create unique products or services, increase profits and increase profits, and improve the quality of the products or services offered (Maulina, L. 2023). Therefore, entrepreneurs must have high innovation abilities to be successful in entrepreneurship (Gunawan, A. A. P. D., Purnomo, M., & Hakim, R. M. A. 2024). In this context, an innovative attitude encourages individuals to see new opportunities, develop creative solutions, and turn ideas into potentially successful business opportunities (Hindarwati, E., Rahayu, A., & Wibowo, L. A. 2021).

Hypothesis 1 (H1): Innovation has a positive effect on ITBSS students' entrepreneurial interest.

2.2.4 Proactive

Proactivity in the context of entrepreneurial interest describes a person's ability to actively seek, identify and take initiative steps in starting and developing a business (Rizaldy, M., & Hutomo, M. 2024). According to (Lumpkin and Dess 2023), proactiveness is closely related to an individual's entrepreneurial orientation which includes a willingness to take risks, creativity in seeking opportunities, and the ability to act quickly to take advantage of market opportunities. In this context, proactiveness encourages individuals to not only have creative ideas but also to turn these ideas into concrete actions that support business creation and development. Proactivity has a significant influence on business performance. (Hany, I. 2024) According to (J Michael Crant, 2000), a proactive attitude requires several components such as creativity, critical thinking, and risk taking. Proactivity allows individuals to think more advanced and think about something that no one else has thought about before (Ramadani, T. F., at all 2024). Proactivity also allows individuals to face various kinds of bad situations which are definitely accompanied by ways of handling them.

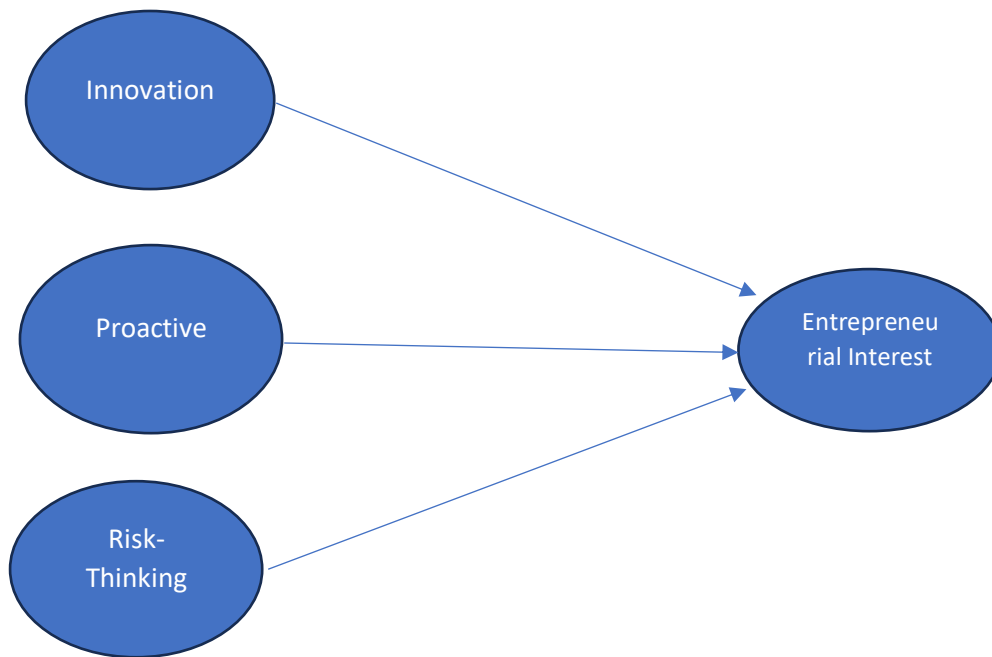
Hypothesis 2 (H2): Proactivity has a positive effect on ITBSS students' entrepreneurial interest.

2.2.5 Risk Taking

This research finds that risk taking has a significant positive effect on entrepreneurial intentions. The higher the courage to take risks, the higher the entrepreneurial intention (Aprilia, S. I., Hermawan, Y., & Widyaningrum, B. 2024). The results of this research are in line with previous research which shows that the risk taking variable has a positive and significant influence on entrepreneurial intentions (Akbar & Mood 2017). When taking risks, it is important to consider the pluses and minuses, have a detailed plan, and be ready to face the risks. Apart from that, risk taking also plays an important role in improving company performance and managing company resources. Risk taking is used to describe entrepreneurial behavior and the tendency to take risks has a relationship with entrepreneurial intentions (Rafindo, Y. 2024). Research conducted (Praag & Cramer 2002) shows that there is a relationship between risk taking and interest in entrepreneurship. This relationship lies in a person's willingness to dare to take risks and entrepreneurial decisions as well as the courage to bear the risks of an action.

Hypotesis 3 (H3): There is a positive and significant influence of risk taking on entrepreneurial intentions, this can be useful for developing the personality of ITBSS students to become entrepreneurs.

This research shows that the nature of innovation, proactiveness and risk taking greatly influences interest in entrepreneurship. This can form students' entrepreneurial intentions by fostering an entrepreneurial mindset. For example, research has shown that an entrepreneurial mindset can increase students' self-efficacy, creativity, and motivation, all of which are important components of entrepreneurial intentions. The role of creativity in entrepreneurial intentions has become a major point in the nature of entrepreneurship. Creativity is essential for entrepreneurs to develop innovative solutions and products that can differentiate them from competitors. The entrepreneurial mindset is an important factor in determining entrepreneurial intentions among students. Innovation, proactiveness, and risk taking are important components of an entrepreneurial mindset, and can shape students' entrepreneurial intentions.



Gambar 1: Model Penelitian

3. METODOLOGI

Research Plan

This research uses a quantitative approach by collecting data from all ITBSS students and analyzing it further to determine the factors that can influence entrepreneurial intentions. In this research the questionnaire will be distributed via Google Form. The sample selected used a purposive sampling technique with the criteria being that all ITBSS students were respondents. The questionnaire will be distributed using Indonesian and with words that are easy for respondents to understand. A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) will be used to answer questions in this research questionnaire. Entrepreneurship measurement uses 6 indicators taken from: Hadayati et al (2020) and Utomo et al (2019). Data analysis that is suitable for use is the partial least squares equation model (PLS-SEM) which is used to infer complex cause and effect relationship models with latent variables. To display the validity of the prediction model that describes students' entrepreneurial intentions.

4. RESEARCH RESULT

4.1 Data Validity and Reliability Results Test

Before this data is used to conduct research, this data must first be tested on a predetermined number of respondents. The data was tested by distributing questionnaires via Google Form to 54 respondents. The results of the validity and reliability data test show that all question items are declared valid and reliable because they meet the validity testing criteria.

Tabel 1

Validity and Reliability Result Test

Correlations					
		X1	X2	PR	Y1
X1	Pearson Correlation	1	.672**	.745**	.107
	Sig. (2-tailed)		.000	.000	.440
	N	54	54	54	54
X2	Pearson Correlation	.672**	1	.659**	.766**
	Sig. (2-tailed)	.000		.000	.000
	N	54	54	54	54
PR	Pearson Correlation	.745**	.659**	1	.134
	Sig. (2-tailed)	.000	.000		.334
	N	54	54	54	54
Y1	Pearson Correlation	.107	.766**	.134	1
	Sig. (2-tailed)	.440	.000	.334	
	N	54	54	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.809	4

Source: Data Obtained 2024

a. Normality test
The normality test is carried out to find out whether the population is normal or not. The normality test results of the four variables analyzed using the SPSS program can be explained as follows:

Tabel 2
Normality test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		54
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.69161913
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.078
Test Statistic		.086
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table data above for the normality test using the Kolmogorov-Smirnov method above, we can see that the values of X1, "normal".

b. Multicollinearity Normality Test

This multicollinearity test determines whether there is a linear relationship between the independent variables. The results of the multicollinearity test using the Statistical Product and Service Solution (SPSS) data processing application program can be explained as follows:

Tabel 3
Multicollinearity test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.675	.996		9.712	.000
	X1	-.540	.053	-.544	-10.182	.000
	X2	1.459	.050	1.373	28.978	.000
	PR	-.271	.039	-.365	-6.937	.000

a. Dependent Variable: Y1

c. Heteroscedasticity

Table 4
Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.991	.558		1.775	.082
	X1	.055	.030	.387	1.860	.069
	X2	-.085	.028	-.555	-3.009	.004
	PR	.009	.022	.086	.422	.675

a. Dependent Variable: ABS_RES

Based on the table above, the results of the heteroscedasticity test, research findings, each independent variable have a significance greater than or equal to 0.05. Because the significance level is greater than 0.05, it can be concluded that the regression model used in this research does not show heteroscedasticity.

d. Linearity

Table 5
Linearity Test Results

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Y1 * X2	Between Groups	(Combined)	288.443	9	32.049	8.247	.000
		Linearity	269.884	1	269.884	69.451	.000
		Deviation from Linearity	18.559	8	2.320	.597	.775
	Within Groups		170.983	44	3.886		
	Total		459.426	53			

Analyzing linearity results can be done in two ways, namely looking at the significance value and the F value. Based on the significance or sig value, from the output above, the deviation from linearity sig value is 0.775 which is greater than 0.05. So it can be concluded that there is a significant linear relationship between variables X and Y. Based on the F value from the output above, the F value is $0.597 < F \text{ table } 2.16$. The F count is smaller than the F table value, so it can be concluded that there is a significant linear relationship between variables X and Y.

f. Analysis of the coefficient of determination (R-Square/ R²)

The coefficient of determination measures how much variation in the independent latent variable is explained by the dependent latent variable. In general, an R² value > 0.75 is a good value (Widarjono, 2015). R-square which has a value of 0.75 has a substantial influence; 0.50 has a moderate or medium effect; and 0.25 has a weak effect (Hair, et al., 2014).

Table 7
R-Square/R² Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.945	.942	.712

a. Predictors: (Constant), PR, X2, X1

Based on the results of the R-square analysis, the R² value in this study is 0.945. This value can be interpreted as an influence of 94.5% of variable X on Y. It can be concluded that variable X has an influence on variable Y because the value of R square is greater than 0.75.

g. T-test

Table 8
T-test results

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
X1	66.049	53	.000	26.665	25.86	27.48
X2	67.310	53	.000	25.370	24.61	26.13
PR	46.224	53	.000	24.916	23.83	26.00
Y1	63.738	53	.000	25.537	24.73	26.34

This table shows the results of the T test analysis which will assess the level of significance of each variable, which will be explained clearly as follows:

- The first hypothesis is that the value of innovation has an influence on entrepreneurial interest. This hypothesis can be accepted after seeing the test results, where the calculated T value of 66.049 exceeds the value of the T table. It can be concluded that from these values, innovation has a big influence on entrepreneurial interest.
- The second hypothesis states that proactiveness influences entrepreneurial interest. This hypothesis can also be accepted after it is known that the value of 67.310 is greater than the T table value. Therefore, this hypothesis has a great influence on variable Y.
- The third hypothesis presented is that risk taking influences entrepreneurial interest. The t value of the risk taking variable is 46.224.

5. DISCUSSION AND IMPLICATIONS

This research examines the influence of innovation, proactiveness, and risk taking on entrepreneurial interest. This research tests that innovation has a positive effect on ITBSS students' entrepreneurial interest. This research supports previous literature reviews that innovation influences entrepreneurial interest (Usman, B.; Hashim., 2020). Apart from that, the results of this research support the literature review from previous researchers, that proactiveness has a big influence on students' entrepreneurial interest (Rizaldy, M., & Hutomo, M. 2024). This research supports previous literature that risk taking greatly influences students' entrepreneurial interest, that an entrepreneur must be brave enough to take risks (Aprilia, S. I., Hermawan, Y., & Widyaningrum, B. 2024).

This research shows that innovation has a positive and significant impact on entrepreneurial interest. This supports research results (Usman, B.; Hashim., 2020). which states that innovation and entrepreneurial interest have a strong relationship. This is because entrepreneurs have to think creatively and innovatively.

This research also shows that proactiveness influences entrepreneurial interest. This supports previous research theory that proactiveness has a positive effect on students' entrepreneurial interest (Rizaldy, M., & Hutomo, M. 2024). Yang found that there is a positive relationship between proactiveness and entrepreneurial interest. That proactive individuals have a higher intention to become business owners than individuals who are less proactive (Lumpkin and Dess 2023).

The results of this research also support the theory that risk taking has a positive and significant impact on entrepreneurial interest. Which states that risk taking on entrepreneurial interest has a strong relationship. This means that entrepreneurs must be braver by taking risks (Aprilia, S. I., Hermawan, Y., & Widyaningrum, B. 2024).

6. CONCLUSION

The articles provided highlight several studies that analyze the influence of innovation, proactiveness, and risk taking on entrepreneurial interest. This research found that innovation, risk taking, proactiveness, autonomy and competitive aggressiveness have a significant effect on the performance of SMEs in West Jakarta. The results of this research advise entrepreneurs to always innovate, dare to take risks, and be proactive in looking for business opportunities. This research shows that risk taking, innovation and autonomy have a significant effect on the performance of convection businesses in West Jakarta. However, proactiveness and competitive aggressiveness do not have a significant effect. These results indicate that innovation and risk taking are important factors in improving business performance. This research finds that innovation, proactive personality, risk-taking tendencies, and subjective norms have a positive effect on entrepreneurial intentions through entrepreneurial attitudes. These results show that innovation and a proactive attitude are very important in increasing interest in entrepreneurship. This research found that risk taking has a significant effect on the development of young entrepreneurs in the culinary sector in Binong Tangerang. However, innovation did not have a significant effect. These results indicate that risk taking is an important factor in the development of culinary businesses. From several studies, it can be concluded that innovation and risk taking are important factors in increasing entrepreneurial interest. Innovation helps in creating new and exciting products or services, while risk-taking allows entrepreneurs to take advantage of opportunities that might not have existed if they had not taken the plunge. Proactivity is also important in seeking business opportunities and exploiting them immediately.

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