

THE IMPACT OF ENTREPRENEURIAL ATTITUDES AND ENTREPRENEURIAL COMPETENCE ON STUDENTS' BUSINESS SUCCESS

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ABSTRACT

The Student Entrepreneurship Program (ESP) is a Jambi University program to facilitate students to develop businesses as a means of education, training, and coaching to become young entrepreneurs. The attitude and competence of students towards entrepreneurship largely determine the success of student business. This study aims to examine the effect of entrepreneurial attitudes and entrepreneurial competence on the business success of Jambi University students. The population of this study was students participating in the Jambi University Student Entrepreneurial Program (ESP) in 2020-2021, as many as 104 business groups. Each business group consists of 3-5 students. One person (the group leader) was selected for each group as a respondent. Data were collected using a questionnaire distributed online and analyzed using multiple regression statistical techniques. The results of the study show that (1) There is an influence of entrepreneurial attitude on business success. (2) There is an influence of entrepreneurial competence on business success. (3) There is an influence of entrepreneurial attitude and entrepreneurial competence on business success. It is suggested that students participating in ESP be more committed to developing a business financed from program funds and improving their expertise in the field of business they are involved in. More intensive coaching is needed for business development run by students by ESP managers.

KEYWORDS: Entrepreneurial Attitude, Entrepreneurial Competence, Business Success

JEL CLASSIFICATION: J24, L26, L50

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INTRODUCTION

Indonesia is a developing country. It is undeniable that the State of Indonesia is experiencing various problems in the economy. Issues that often occur are related to unemployment and poverty. Higher levels of unemployment and poverty will undoubtedly make the country experience economic problems. In 2021, based on data from the Central Bureau of Statistics, unemployment at a young age will increase. At the age of 20-24 years, the Open Unemployment Rate is 17.66%. This figure has increased by 3.36% from last year.

Meanwhile, at the age of 25-29 years, the TPT is 9.27%, and it has increased by 2.26% from last year. When viewed from the results of these data, it is very clear that the unemployment rate at a young age has increased from the previous year. Moreover, the current condition of the Indonesian state is experiencing the Covid-19 condition, which of course, disrupts the economic conditions in the State of Indonesia. For the current conditions, the solution offered is to create a successful and skilled entrepreneur. According to Dollinger (2008), an entrepreneur is someone who is able to take risks in creating new businesses with the motive of seeking a profit by looking at business opportunities that are around and opportunities with the support of some of the resources needed later. Meanwhile, according to Praszkiar & Nowak (2011), an entrepreneur is someone who is free and has the aspect of ability to start his business independently”.

At this time, the government is incessantly promoting entrepreneurial programs, especially for the millennial generation. The Directorate General of Higher Education of the Republic of Indonesia developed the Entrepreneurial Student Program held at the University to encourage creative and innovative students to start their own businesses. This program was first implemented in 2009, and the facilities provided in this program are in the form of entrepreneurship education and training, SME visits, capital, and also business companions. This Entrepreneurial Student Program is a forum for students to be creative through creative and innovative ideas. Students can show their creativity by developing new and imaginative ideas through the Entrepreneurial Student Program. ESP participants are expected to be serious in carrying out their business so that the business that has been initiated can develop and succeed in the future.

According to Suryana & Bayu (2011), the success of entrepreneurs is determined by entrepreneurial attitudes. Furthermore, according to Bird (2019), entrepreneurial competence will directly affect the level of business success. Therefore, as a successful entrepreneur, you must have an entrepreneurial attitude and competence in your life. The attitude of an entrepreneur can be seen as the intention from within to be serious in running a business, remaining consistent with the initial goal of opening a business, being brave to take action, and being ready to accept any consequences that will occur. Entrepreneurs are also required to have competence in starting their businesses. These competencies can be in the form of abilities possessed and skills in carrying out their business. One of the successes of a business can be seen by how much profit/profit the entrepreneur gets and how the development of the business has been established.

Based on the results of observations that researchers did through Google forms on ESP students in 2020, ESP students 2020 admitted that as many as 41.7% experienced problems because they felt inconsistent in running their business, and as many as 31.7% of ESP students in 2020 admitted that they less able to promote their business, and 16.7% of ESP students in 2020 admitted that they were wrong in choosing the type of business, while as many as 10% of ESP students in 2020 admitted that in running their business they were constrained because of the difficulty of getting raw materials. In addition, it turns out that the business carried out by ESP students at Jambi University in 2020 still faces many obstacles. The results of observations stated that as many as 56.7% of the businesses that had been initiated by students who participated in the 2020 ESP program turned out to be no longer running until now, while 43.3% of ESP students' efforts were still continuing and consistent in running their business.

Then the results of initial observations regarding the ability to manage time efficiently in ESP 2020 students admitted that as many as 60% said they had not been able to manage time well in running their business and lecture activities. While 40% of the ESP team were able to manage time as efficiently as possible, it could be said that the students could manage time well. ESP 2020 students also admit that there are still many student efforts that have not succeeded in getting profits that are not in accordance with the expected expectations, the expected profit expectations are very far from those obtained in actual conditions. The data can be seen in the following table:

Table 1. Data on Several ESP Student Efforts in 2020 Jambi University

Business Name	Profit Target (Rp)	Profit Realization (Rp)
Donat Toes	2.500.000	365.000
Tempe Nino	3.000.000	400.000
Snack Ubuy	2.500.000	350.000
Nge-Ripik	3.000.000	430.000
Digital Screen	2.500.000	440.000
Siginjai Scarf	3.000.000	550.000
Hijab Hope	3.500.000	635.000
Tumpeng Mini	3.500.000	550.000
Usus Crispy	2.500.000	675.000
Ambyar Chips	3.000.000	590.000

(Source: Primary data processed, 2022)

As stated by Mashuri et al. (2019) states that a business can be said to be successful if in its business there is an increase in capital, results or profits according to the target, the scale of business, type of business or management is also according to the planned target. When viewed from the results of the researcher's observations, it is very clear that ESP students in 2020 experienced many problems. Many ESP students in 2020 are inconsistent in running their business, many of them have stopped running their business so that the business is no longer running. ESP students in 2020 also cannot manage or divide their time between opening a business and running the lecture process, so the businesses they run are often closed due to lecture time. Then there are still many attempts at ESP students in 2020 that have not experienced success. The profit target to be achieved is not in accordance with the expected expectations. This situation is certainly caused by several factors that influence it, this is allegedly due to the lack of entrepreneurial attitude and entrepreneurial competence in ESP students in 2020.

Business development or entrepreneurship among youth is considered a very effective way to accelerate future global economic growth (Katekhaye et al., 2019). The low interest of youth in running a business is due to a misjudgment of the job as a low profile career and difficult to carry out, so according to epel (2019) there must be a positive change in perception of entrepreneurs related to the achievements of entrepreneurs, their contribution to society and profitable business opportunities or businesses. promising for the future. As emphasized by Katekhaye et al. (2019) in his literature review that entrepreneurship is a job choice that must be considered by youth, whether educated, skilled or unskilled. Therefore, it is necessary to instill a positive attitude towards entrepreneurship, especially among youth through education and the introduction of entrepreneurship which will provide experience as a basic capital in running a business (Lenka et al., 2014); (Krpalek et al., 2018).

The entrepreneurial student program is a Jambi University program that seeks to facilitate students to become entrepreneurs through scholarship support, entrepreneurship education and training as well as the provision of various production and marketing facilities (Khiyari et al., 2017); (Endriani & Hasrul, 2020). This program is very effective in increasing student interest in becoming entrepreneurs (Supriati et al., 2020). The effectiveness of this program is largely determined by the level of success of the efforts developed by students. To improve the program, it is necessary to study the factors that determine the level of success of the businesses run by these students. This research specifically raises the issue of the importance of student attitudes towards entrepreneurship and entrepreneurial competence as the main factors for prospective entrepreneurs or young entrepreneurs to be successful in completing previous research studies so that they are beneficial for universities that develop ESP and for students in achieving business success.

Based on the problems described above, the researchers are interested in conducting research with the title “The Influence of Entrepreneurial Attitudes and Entrepreneurial Competencies on Business Success in the Entrepreneurial Student Program (ESP) 2020-2021 University of Jambi”.

1. LITERATURE REVIEW

2.1 Business Success

Gemina & Pitaloka (2020) stated that business success is characterized by the ability of an entrepreneur to develop his potential and skills to achieve predetermined goals. According to Mashuri et al. (2019) states that a successful business can be seen from how efficient the product is produced by an entrepreneur, which is categorized according to economic efficiency. Meanwhile, Wastuti et al. (2021) state that business success can be seen from how much profit is obtained in accordance with the set targets, the ability to compete, competence and also business ethics which is the accumulation of knowledge and experience during running the business, and formation of a good image in the eyes of consumers. Kramolis (2015) assesses that business success is not only determined by low prices, but is also determined by the level of competitiveness of the company. Successful companies are those that innovate and do effective marketing. To succeed, companies must have strategic leadership in order to reduce failure rates and increase competitive advantage (Muafi et al., 2018). Through strategic leadership, it will increase the empowerment of company resources and increase the motivation of managers so as to improve company performance.

In modern terms, Penchuk (2013) emphasizes the level of effectiveness to achieve business success. According to him, effective company performance will encourage a high level of economic growth. In addition to this, the findings of Devkota et al. (2022) in his research reveal that the main requirements of an entrepreneur will be more successful if they have creativity and leadership spirit.

Based on some of the definitions above, the researcher can conclude that business success is a condition where the entrepreneur has been able and successful in managing and managing his business as well as possible so that the business has progressed from before. The success of a business is of course due to the attitude, competence and creativity that exist in entrepreneurs, it will certainly trigger entrepreneurs to work persistently and remain consistent so that the business that is run can be successful in accordance with the objectives.

2.2 Entrepreneurial Attitude

Attitude is a response to a particular object either in the form of a positive or negative response. This attitude can be shown in the form of agreeing or disagreeing, as well as liking or disliking the object. Octavia (2019) states that an attitude is an act of affection, whether it is negative or positive in relation to its relationship with existing objects, for examples, such as people, slogans, symbols, ideas, institutions, and ideals. According to states that Drucker (2014) “entrepreneurship is the ability or competence of a person in making something new and different from the work of others”. Meanwhile, Praszkie & Nowak (2011) state that entrepreneurship is defined as the ability of a person such as the ability to be creative and also innovate which is used as the basis, tips, struggles and processes in creating an added value in goods and services based on courage in taking a risk. According to Rukmana (2018) explains that entrepreneurial attitude is a readiness that is in the individual in responding consistently to the characteristics possessed by an entrepreneur, such as always looking at tasks and results, having self-confidence, and liking challenges. and dare to take risks, have the ability to innovate, have a leadership spirit, and always look to the future.

The success of the business is largely determined by the attitude of the entrepreneur in living it. The entrepreneurial attitude shows a person’s behavior towards entrepreneurship and the type of business

he or she undertakes (Wachira, 2022). According to him, this attitude is largely determined by one's perception of the risks that will be faced in running a business, the skills needed and future career status. A positive attitude towards entrepreneurship will encourage someone to do a business and try to achieve success in it (Duong et al., 2021); (Draksler & Sirec, 2021). A person's attitude will be better towards entrepreneurship and interested in doing it if he realizes there are profit opportunities resulting from a business (Obschonka et al., 2017). A person who has a positive attitude towards a business will be optimistic in obtaining financial resources, creating a conducive business environment, and daring to face risks (Ključnikov et al., 2016). A positive attitude is also shown by entrepreneurs by prioritizing innovation in developing their business and trying to invest their capital for that purpose (Kozubíková & Zoubková, 2016).

Based on some of the expert opinions above, the researcher can conclude that an entrepreneurial attitude is a person's readiness to start a business armed with the personality and characteristics of an entrepreneur, this attitude can be in the form of having high self-confidence, having the ability or competence in the business world, daring to take risks. and design the next steps that will bring progress to his business, have leadership, be responsible, have creativity and innovation, and always look forward. This attitude is an interaction between the individual and the surrounding environment and can be changed at any time by the individual himself.

Based on theoretical studies and the results of previous research, the following hypotheses are formulated:

H1: There is a significant influence between entrepreneurial attitudes on student business success

2.3 Entrepreneurial Competence

According to Nieuwenhuizen (2020), competence is the existence of knowledge, experience, skills, and also individual qualities such as attitudes, mindsets, work patterns, behaviour, and the spirit of innovation that is very necessary for carrying out a job. According to Boyatzis (2009), he argues that competence is an ability and capability. Furthermore, Kumalasari & Andayani (2017) stated that competence is knowledge, ability, and also skills in a person that has a direct influence on performance. The results of research by Katekhaye et al. (2019) state that entrepreneurial education and financial status have a very important role in business success in the future. Education determines the level of self-efficacy and ability to make decisions needed to determine business success.

So, from some of the definitions above, the researcher can conclude that entrepreneurial competence is the knowledge, abilities and skills possessed by an entrepreneur in building his business with the hope that the business that has been run will achieve success and experience development thanks to the skills possessed.

Entrepreneurial competence is seen as the most important capital in starting a business. Competence is needed to underlie someone in running a business. Daniela & Tatiana (2016) based on five competencies that must be possessed by entrepreneurs in order to be able to run a business and be successful in running it, namely the ability to find new opportunities; the ability to build a network of cooperation; the ability to take risks; independence and hard work. These abilities can be obtained through entrepreneurship education (Lee et al., 2019). Through education, it will form entrepreneurial souls in students (Tanwir et al., 2020). Someone who has competence in entrepreneurship will be faster in overcoming business problems so that it will be easy to achieve success in business (Terán-Yépez et al., 2022).

Based on theoretical studies and the results of previous research, the following hypotheses are formulated:

H2: There is a significant influence between entrepreneurial competence on student business success

H3: There is a significant influence between entrepreneurial attitude and entrepreneurial competence on student business success

2. RESEARCH METHODOLOGY

This study aims to determine the effect of entrepreneurial attitudes and entrepreneurial competencies on student business success. This type of research is quantitative, which is trying to describe the numbers (Suryani & Hendryadi, 2015). The research method used is ex post facto, namely examining the independent variables that have occurred when they want to start observing the dependent variable. The population in this study were students who took part in the Student Entrepreneurial Program (ESP) in 2020-2021 Jambi University, totaling 104 teams and all populations were used as respondents. Each team consists of 3-5 students and 1 person is selected from each team who is the team leader as the respondent. Data were collected using a questionnaire containing questions based on indicators for each variable, namely 12 questions of business success, 21 questions of entrepreneurial attitude and 9 questions of entrepreneurial competence. The answers to these questions are based on a Likert scale of 1-4. Filling out the questionnaire is done online using a google form by respondents who have been determined. Data were analyzed using multiple regression statistical techniques. This technique is very effective to determine the level of influence of variables partially and simultaneously. The equation designed to explain the effect of the independent variable on the dependent as shown in the following equation:

$$BC = a + b_1EA + b_2EC + e$$

Where BC is a variable of business success, EA is entrepreneurial attitude and EC is entrepreneurial competence. a is a constant, b_1 and b_2 are coefficients, while e is a model error.

The level of the model's ability as a predictive tool is assessed based on the value of determination (R^2). To determine the level of significance of the influence between variables partially studied based on the value of the t statistic. If the value of the t statistic is greater than or equal to the t table, it proves a significant influence between the independent variables on the dependent variable. Meanwhile, to determine the level of significance of the influence simultaneously assessed based on the value of F statistic. If the value of the F statistic is greater than or equal to F_{table} , it indicates that there is a simultaneous significant effect between the independent variables on the dependent variable.

3. RESULTS AND DISCUSSION

Berdasarkan data yang diperoleh dari penelitian terhadap 104 mahasiswa dapat dijelaskan tingkat sikap keberhasilan usaha mahasiswa dan sikap kewirausahaan serta kompedan kewirausahaan mahasiswa Universitas Jambi sebagaimana ditunjukkan pada Tabel 2 berikut ini:

Tabel 2. Deskripsi Variabel Penelitian

Variable	N	Max	Min	Mean	Std. Deviation	Skewness	Kurtosis
Business Success	104	48	32	40.01	4.778	0.14	-1.445
Entrepreneurial Attitude	104	84	55	66.16	0.731	0.715	-0.506
Entrepreneurial Competence	104	36	23	27.21	3.723	1.051	-0.097

(Source: Primary data processed, 2022)

In Table 2 it can be seen that the student business success data has an average of 40.01 from a maximum value of 48 and a minimum of 32. Entrepreneurial attitude data has an average of 66.16 from a maximum value of 84 and a minimum of 55. Entrepreneurial competency data has an average an average of 27.21 from a maximum of 36 and a minimum of 23. Overall this data has an accuracy with a high mean indicated by a small standard deviation of 4.778. This data also has a normal distribution as indicated by the value of skewness and kurtosis between -2 to 2.

The success of a student's business is measured by indicators, namely an increase in production, an increase in sales, an increase in profits and business growth. In this study, the level of business success is thought to be influenced by the level of entrepreneurial attitude and entrepreneurial competence based on the theory and results of previous studies that have been studied.

Regression analysis was conducted to determine the effect of entrepreneurial attitude and entrepreneurial competence on student business success. The data was processed using SPSS 21.0 software, as shown in Table 2 below:

Table 3 Entrepreneurial Attitude Regression Output and Entrepreneurial Competence on Business Success

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.680	3.161		1.481	.142
Entrepreneurial Attitude	.340	.045	.531	7.479	.000
Entrepreneurial Competence	.471	.091	.367	5.174	.000

a. Dependent Variable: Business Success

(Source: Primary data processed, 2022)

In Table 3, the coefficient of the Entrepreneurial Attitude variable is positive at 0.34, meaning that if the student's attitude in entrepreneurship increases by one unit, it will increase the success of his business by 0.34 units. This effect is statistically significant at the 5 percent level where the t-statistic value of 7.479 is greater than the t-table of 1.976. The coefficient of the Entrepreneurial Competence variable is positive at 0.471, meaning that if the student's competence in entrepreneurship increases by one unit, then the success of his business will increase by 0.471 units. This effect is also statistically significant at the 5 percent level where the t-statistic value of 5.174 is greater than the t-table of 1.976. Mathematically this influence can be formulated in the following equation:

$$BC = 4.680 + 0.340EA + 0.471EC + e$$

Simultaneously, the variables of entrepreneurial attitude and entrepreneurial competence have a significant effect on student business success as indicated by the F statistic value of 63.11 which is greater than the F table value of 19.488, as shown in the following table:

Table 4. F Statistic Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1305.948	2	652.974	63.108	.000 ^b
Residual	1045.043	101	10.347		

Total	2350.990	103		
a. Dependent Variable: Business Success				
b. Predictors: (Constant), Entrepreneurial Attitude, Entrepreneurial Competence				

(Source: Primary data processed, 2022)

The equation shows the model of the influence of the entrepreneurial attitude variable and entrepreneurial competence on student business success which functions as a predictor of changes in the dependent variable if changes are made to the independent variable. The model's prediction level, shown by the value of determination (R^2) of 0.56 or 56 percent, is in a strong category (Ghozali, 2018).

Table 5. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.555	.547	3.217
a. Dependent Variable: Business Success				
b. Predictors: (Constant), Entrepreneurial Attitude, Entrepreneurial Competence				

(Source: Primary data processed, 2022)

3.1 The Influence of Entrepreneurial Attitudes on Student Business Success

An entrepreneurial attitude is seen in the level of readiness of a person consistently in behaving in accordance with entrepreneurial characteristics. According to Rukmana (2018), someone who has entrepreneurial characteristics if he is attentive to tasks and results, believes in his own abilities, likes challenges and dares to take risks, has the ability to innovate, has a leadership spirit, and always looks to the future. Thus, if someone has a good entrepreneurial attitude, it will be easy to achieve success in his business. This study's results indicate a positive and significant influence of entrepreneurial attitudes on student business success. This study's results indicate a positive and significant influence of entrepreneurial attitude on student business success. Students' positive attitude towards entrepreneurship is shown by feeling happy and full of responsibility in running a business so that they are committed to efforts to achieve success and be careful with things that lead to business failure. This attitude is also shared by students in Central Europe who rate entrepreneurship positively as the results of research by Dvorský et al. (2019), which states that students perceive entrepreneurship as promising a better job and career advancement. By becoming an entrepreneur, you will have a lot of financial resources and have a high status in society.

The results of this study support the opinion expressed by Suryana & Bayu (2011), which explains that entrepreneurial attitudes largely determine the success of entrepreneurs. The same study's results, such as research conducted by Kustini et al. (2021), stated that self-efficacy and entrepreneurial attitude greatly affect business success. The results of Gemina & Pitaloka's (2020) research also mention the same thing, that entrepreneurial attitudes and entrepreneurial knowledge simultaneously have a significant influence on the success of food and beverage MSME businesses, Ciawi District, Bogor Regency. The results of this study are also in line with research conducted by Bustan (2016); Indriasari (2018), which state that the entrepreneurial attitude variable has a significant positive effect on business success.

3.2 The Influence of Entrepreneurial Competence on Student Business Success

Someone with competence will show the level of knowledge, experience, skills, and individual qualities such as attitudes, mindsets, work patterns, behaviour, and the spirit of innovation which is very necessary for carrying out a job (Nieuwenhuizen, 2020). According to Boyatzis (2009), a competent person will have high ability and work capacity. According to Bird (2019), entrepreneurial competence

will directly affect the level of business success. The results of this study indicate that the entrepreneurial competence possessed by students greatly affects the success of their businesses. The results of this study are supported by research conducted by Kumalasari & Andayani (2017), which states that the level of competence in the form of knowledge, abilities, and skills possessed by a person directly affects performance. In addition, the success of students' efforts is also very much determined by their experience and motivation in running a business (Kuswanto et al., 2020).

The experience of the most successful companies shows that a prerequisite for the success of any company is setting the right goals and their performance at the lowest cost of resources (Penchuk, 2013). Therefore, to support the success of student business, the university must focus on business training and design a curriculum that contains business mastery materials so as to increase student competence in entrepreneurship (Lee et al., 2019); (Tanwir et al., 2020).

An entrepreneur who wants his business to succeed must have an entrepreneurial attitude and competence. Entrepreneurial attitudes that must be possessed are self-confidence, task and result-oriented, the courage to take risks, leadership spirit, originality, future-oriented, and commitment to work. While the competencies that an entrepreneur must possess are self-knowledge, practical knowledge, and communication knowledge

CONCLUSIONS

Based on the results of the analysis and discussion that has been carried out, it can be concluded that the variables of Entrepreneurial Attitude and entrepreneurial competence either partially or simultaneously have a significant effect on the Business Success of ESP Students at Jambi University. Thus, the more positive the student's attitude towards entrepreneurship and supported by a high level of competence towards entrepreneurship, the more potential to succeed in running their business.

Therefore, the students are recommended to take advantage of the ESP program as well as possible so as to form a good attitude toward entrepreneurship and increasingly master the competence in entrepreneurship.

A broader study of the various factors that significantly affect the success of student-run businesses is needed to strengthen these findings.

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