

THE INFLUENCE OF SELF-EFFICACY AND CREATIVITY TOWARDS ENTREPRENEURIAL INTENTION OF PSYCHOLOGY STUDENTS IN UNIVERSITY OF NORTH SUMATERA

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Abstract

Entrepreneurial intention is one of the elements that can affect growth in entrepreneurship. Entrepreneurial intentions are usually influenced by self-efficacy and creativity. The purpose of this research is to determine the influence of self-efficacy and creativity on entrepreneurial intent. This research involved 123 psychology students from the University of North Sumatra. The data collection methods used are 3 measuring tools named, self-efficacy, creativity, and Torrance Test Of Creative Thinking (TTOCT). The data was analyzed with multiple linear regression. The results of regression analysis show that self-efficacy and creativity affect the improvement of entrepreneurial intent towards students. The results of the implementation of this research are expected to provide an understanding of how self-efficacy and creativity affect students' entrepreneurial intentions and also add insight into the psychology faculty about entrepreneurship, self-efficacy, and creativity descriptions in students.

Keywords: *intention in entrepreneurship, self-efficacy, creativity, psychology student*

INTRODUCTION

The more rapid economic development affects the economy and the progress of the globalization era. This has an impact on economic problems in the world on various parties, one of them is the employment sector. The National Planning Agency (*Badan Perencanaan Nasional/Bappenas*), in the Kompas portal dated February 18, 2010, shows that the unemployment rate in Indonesia is still very high. In 2009 it was noted that of the 21.2 million Indonesians who entered the workforce, as many as 4.1 million people or around 22.2 percent were unemployed. The high unemployment rate is dominated by diploma and university graduates with a range of numbers over 2 million people.

According to the Deputy Chancellor of the University of Indonesia, Bambang Wibarawata, in the Sindo News portal dated September 12, 2013, said that a country would advance if it had at least 2 percent of the total population were entrepreneurs. In fact, the latest data from the Global Entrepreneurship Monitor (GEM), in the Kompas portal dated 30 March 2016, shows that Indonesia has only around 1.65% of entrepreneurs from a total population of 250 million. This means that Indonesia has not fulfilled the ideal number for categorization of developed countries and more university graduates as job seekers (job seekers) rather than job creators.

According to Rumawouw (2010) that the presence of entrepreneurs can help a country's economic growth by maximizing entrepreneurial potential it will strengthen the economy because in the entrepreneurial process creates added value and development in various aspects. The poverty rate in Indonesia is relatively high. In September 2013, the record results by the central statistical agency (Statistics Agency/BPS) stated that the total lower middle class is 28.554 million and the total number of unemployed people in February 2013 is 7.17 million people. While the number of unemployed in August 2013 reached 7.39 million people. This decrease in unemployment resulted in an increase in the Labor Force Participation Rate (*Tingkat Partisipasi Angkatan Kerja/TPAK*) of 66.9%. In general, the Unemployment Rate (*Tingkat Pengangguran Terbuka/TPT*) tends to rise where the TPT in February 2013 reached 5.92%, up from TPT in August 2013 which reached 6.25% and TPT in August 2012

History:

Received : 25 April 2024

Revised : 29 Mei 2024

Accepted : 23 November 2024

Published : 22 Desember 2024

Publisher: LPPM Universitas Darma Agung

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which reached 7.87%. Whereas TPT for SMK programs experienced a significant decline, namely in February 2012, each of 990,325 million people down from February 2013 of 847,052 million people (BPS, 2013). Therefore, researchers want to see how much influence between self-efficacy and creativity with entrepreneurial intentions on the final semester students at the Faculty of Psychology, University of North Sumatra. The purpose of this research is:

1. To determine the effect of the Psychology Faculty of North Sumatra University student self-efficacy on the entrepreneurial intention.
2. To find out the influence of the creativity of the students of the Faculty of Psychology, University of North Sumatra on the entrepreneurial intention.
3. To specify the influence of self-efficacy and creativity on entrepreneurial intentions.

METHOD

This study involved 123 students from the psychology faculty as a subjects.

No.	Gender	Total Number	Percentage
1.	Female	103	83.74%
2.	Male	20	16.26%
	Total	123	100%

The procedure for conducting research consists of three stages. The three stages consist of (1) Phase of research preparation, (2) Stage of research implementation, and (3) Stage of data processing.

1. Research Preparation Stage: At this stage, researchers will make the construction of measuring instruments in the form of a scale to measure entrepreneurial intentions, self-efficacy and creativity. The preparation of this scale begins with creating the item blueprint that you want to give. The entrepreneurship intention scale consists of 30 items, the self-efficacy scale consists of 20 items, and the creativity test uses the Torrance Test. Each scale has 5 alternative answer choices. The scale will be printed on A4 paper and in the form of a booklet.
2. Stage of Research Implementation: At this stage, the researcher will take the actual data. The measuring instrument will be given to the research subject, explain the purpose of filling the scale, and explain how to fill the scale. At the end of filling the scale, the researchers gave rewards to the research subjects as a form of appreciation for participating in the research.
3. Data Processing Stage: After the scale filled by the research subject is collected, the next step is to process the data obtained using statistical methods. Processing of these data will use the help of the SPSS 19.0 for Windows computer application program.

RESULTS AND DISCUSSION

1. Categorization of Variables of Entrepreneurial Intention

Value Range	Category	Number (N)	Percentage (%)
$X < 46.67$	Low	4	3.25%
$46.67 \leq X < 73.33$	Medium	94	76.42%
$X \geq 73.33$	High	25	20.33%
	Total	123	100%

Based on the table above, it can be seen that as many as 94 research subjects have entrepreneurial intentions in the medium category, 4 research subjects in the low category and as many as 25 research subjects have intentions in the high category.

2. Categorization of Variable Self-Efficacy

Value Range	Category	Number (N)	Percentage (%)
$X < 70$	Low	3	2.44%
$70 \leq X < 110$	Medium	96	78.05%
$X \geq 73.33$	High	24	19.51%
	Total	123	100%

Based on the table above, it can be seen that as many as 3 research subjects showed that self-efficacy in the low category, as many as 96 research subjects showed self-efficacy in the medium category and as many as 24 research subjects showed self-efficacy in the high category.

3. Categorization of Variable Creativity

Value Range	Category	Number (N)	Percentage (%)
$X < 41.822$	Low	17	13.82%
$41.822 \leq X < 61.538$	Medium	83	67.48%
$X \geq 61.538$	High	23	18.70%
	Total	123	100%

Based on the table above, it is known that as many as 17 research subjects have creativity in the low category, 83 research subjects have creativity in the medium category and 23 research subjects have creativity in the high category.

CONCLUSION AND SUGGESTION

The results of this study indicate that self-efficacy has a positive effect on entrepreneurial intentions of students of the Faculty of Psychology, University of North Sumatra. This answered the first hypothesis that the more positive self-efficacy in students, the higher the level of entrepreneurial intention of the students of the Faculty of Psychology, University of North Sumatra. Similarly, on the contrary, the lower the student's self-efficacy in him, the lower the level of entrepreneurial intention of the students of the Faculty of Psychology, University of North Sumatra.

This is in line with research data that shows that self-efficacy of Psychology Faculty students at the University of North Sumatra has a positive influence on entrepreneurial intentions, namely the entrepreneurial intention variable is influenced by 96.7% self-efficacy and the remaining 3.3% is influenced by other factors besides self-efficacy. This means that the students of the Faculty of Psychology at the University of North Sumatra have the confidence to be entrepreneurs.

The results of this study indicate that creativity does not affect the entrepreneurial intensity of students of the Faculty of Psychology, University of North Sumatra. This does not answer the second hypothesis that the higher the level of student creativity, the entrepreneurial intention is also increasing.

The results of this study indicate that together self-efficacy and creativity have a positive effect on student entrepreneurial intentions at the Faculty of Psychology, University of North Sumatra. This answers the third hypothesis that the higher self-efficacy in students and the more creative a person is, the higher the level of entrepreneurial intention of students at the Faculty of Psychology, University of North Sumatra.

Finally, it is recommended for students to attend seminars or workshops related to entrepreneurship. The students will get the development of the business world. This can also help create self-efficacy of students in entrepreneurship and can also add insight into what creative things businesses do to maintain their business.

ACKNOWLEDGMENT

This research was supported by Faculty of Psychology Science Magister, University of North Sumatera.

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