

The Effect of Need for Achievement and Risk Taking Propensity on Entrepreneurial Intention through Entrepreneurial Attitude

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Abstract : *This study aims to determine the effect of the following items:(1) need for achievement on entrepreneurial attitude, (2) the effect of risk taking propensity on entrepreneurial attitude, (3) the effect of need for achievement on entrepreneurial intention, (4) the effect of risk taking propensity on entrepreneurial intention, (5) the effect entrepreneurial Attitude on entrepreneurial intention, (6) the effect of need for achievement on entrepreneurial intention through entrepreneurial attitude, (7) the effect of risk taking propensity on entrepreneurial intention through entrepreneurial attitude. This research is quantitative descriptive and explanation research. The population in this study is 540 students from the Department of Management at Faculty of Economics, State University of Malang with a sample of 230 students. The findings of this study show all the variables has a positive effect. The most strong positive effect was found in effect of need for achievement on entrepreneurial attitude. The results also show that the direct and indirect effect of (need for achievement and risk taking propensity on entrepreneurship intention through entrepreneurial attitude.*

Keywords - *Need for achievement, Risk taking propensity, Entrepreneurial Attitude, Entrepreneurial Intention*

I. INTRODUCTION

Poverty, social gap, and unemployment in the productive age have become a big challenge for Indonesia in facing the global competition. Based on data that is obtained from the Central Statistics Agency (BPS) [3], it is found that the amount of poverty in Indonesia continues to increase. Increasing poverty in Indonesia is in line with the increasing number of unemployed in Indonesia. One of the ways to reduce the unemployment rate in Indonesia is to multiply the number of entrepreneurs. This is not easy because of the fact that university graduates are expected to be able to create jobs instead of being a job seeker. In this case, the college plays an important role to educate and provide entrepreneurship skills in their students and always provide the motivation to become an entrepreneur. The first step to prepare college graduates to become entrepreneurs is to foster the entrepreneurial spirit in the students themselves. The more students who have an entrepreneurial spirit more it will be able to produce an entrepreneur [25]. [28] One of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the implementation of entrepreneurship education. State University of Malang as one of the best universities today are expected to contribute by preparing graduates to be able to create their own jobs.

Having the entrepreneurship education and practice gained in college, graduates are expected to have an entrepreneurial intention and create new jobs. [13] The entrepreneurial intention is the best predictor of entrepreneurial behavior. [4] The entrepreneurial intention is defined as something that is very important because the first step of a series of measures in setting up a business. According to the Theory of Planned behavior by Fishbein and Ajzen Performance behavior is determined by the strength of a person's intention to do that behavior [9]. The behavior shown is in the form of one's behavior to entrepreneurship activities. Behavior is the perspective and mindset on things that it faces such as fear, hardship, temptation, criticism, suggestions, pressures and constraints that underlie an action [12].

A person with a mental behavior for entrepreneurship itself is required to make decisions and do not know how to give up in achieving the goals he has set. In other words, if someone has a goal to become a successful entrepreneur then the individual will be tried without the unyielding to achieve that goal. In psychology this capability is called Need for achievement. [15] Need for achievement is one of the characteristics of a person's personality that will encourage him to have the intention of entrepreneurship. There are three attributes attached to someone who has the need for achievement which has the responsibility to make decisions, willing to take risks in accordance with their capabilities and have interest to always learn [15]. Need

for achievement is important signs of entrepreneurial drive. Individuals who have a high need for achievement will be better able to engage in an activity or task that has a high responsibility, requiring skill and effort, have a level of risk, and which require feedback on performance rather than the individual who has Need for Achievement low [19]. Thus, individuals who have a Need for High Achievement will be more likely to become an entrepreneur.

In addition to need for achievement, entrepreneurship itself also takes courage for someone to take risks and dare to face obstacles as a consequence of things to do and if the person fails no excuses barriers or obstacles that have been encountered [25]. Such a capability is called Risk taking propensity. [11] Entrepreneurship is historically associated with risk taking. Entrepreneurship is historically associated with risk-taking. A person with a propensity Risk taking in her own characteristics, among others, to take risks, like trying new things and always use a new method of working. In his research, McClelland states that the high need for achievement, then the individual will be have a tendency to take risks [15]. People who have higher risk taking propensity to be more willing to take measures of entrepreneurship. Individuals who have a tendency to take risks have confidence in the face of business barriers that have the intention to start or expand a business [6].

Based on empirical studies and theoretical underlying this study, the hypothesis is as follow:

- H1 = Need for achievement has a positive effect on the entrepreneurial attitude of management student at Faculty of Economics, State University of Malang.
- H2 = Risk taking propensity has a positive effect on the entrepreneurial attitude of management students at Faculty of Economics, State University of Malang.
- H3 = Need for achievement has a positive effect on the entrepreneurial intention of management student Faculty of Economics, State University of Malang.
- H4 = Risk taking propensity has a positive effect on the entrepreneurial intention management student Faculty of Economics, State University of Malang.
- H5 = Entrepreneurial attitude has a positive effect on the entrepreneurial intention management student Faculty of Economics, State University of Malang
- H6 = Need for achievement in has a direct effect of the entrepreneurial intention through entrepreneurial attitude management student Faculty of Economics, State University of Malang.
- H7 = Risk-taking propensity has a indirect effect of the entrepreneurial intention through entrepreneurial attitude management student Faculty of Economics, State University of Malang.

II. RESEARCH METHOD

This research is quantitative descriptive and explanation research. Descriptive trait of this study is to describe each variable research that need for achievement (X1), risk taking propensity (X2), entrepreneurial attitude (Z), and entrepreneurial intention (Y). While the properties of explanation in this study is used to describe the magnitude of the effect of direct and indirect need for achievement (X1) and risk-taking propensity (X2) on the entrepreneurial attitude (Z), and describes the direct and indirect influence on need for achievement (X1), risk taking propensity (X2) and entrepreneurial attitude (Z) on the entrepreneurial intention (Y). The design of this study can be described as follows:

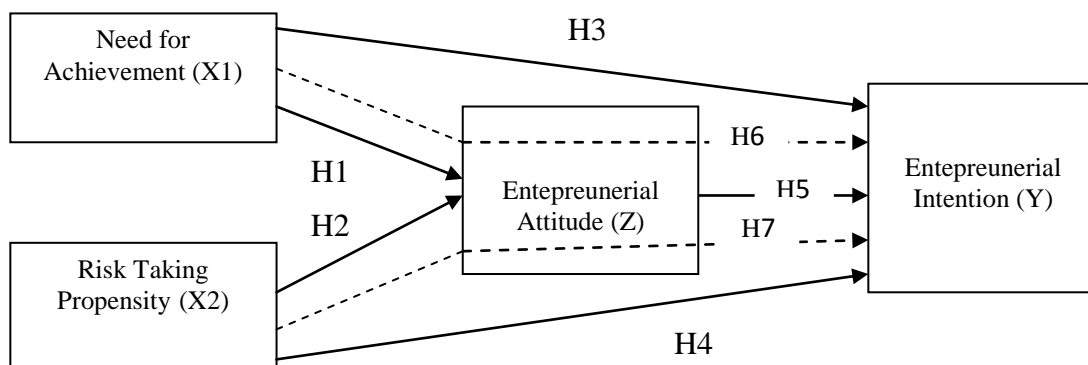


Figure 1 The Design of Research

Method of questionnaire distribution will be used in this research, therefore the data collection will use samples. The population in this study is a management student at Faculty of Economics, State University of Malang that consist of 540 people. In determining the sample, the method used is proportional random sampling. The sampling technique is random members of the population. The entire population, the sample used

is as many as 230 students are computed by using the Slovin formula. Respondents in this study have several characteristics seen from program, age, gender, employment of their parent, and allowance for each month.

Measurement data used in this study is using a Likert scale to provide some items of statements that describe the Need for achievement, Risk taking propensity, entrepreneurial attitude and entrepreneurial intention. The data obtained and analyzed. Data analysis was done using descriptive analysis and the analysis inferensial. Descriptive analysis was used to describe data on need for achievement (X1), Risk taking propensity (X2), entrepreneurial attitude (Z), and entrepreneurial intention (Y). While inferential analysis is used to examine the relationship between variables either directly or indirectly. This analysis includes the classic assumption test and test path analysis using LISREL 9.2 for student program.

III. RESULTS

Characteristics of Respondents

The majority of respondents in this study is a management students as many as 119 respondents with a percentage of 52%. Based on the respondents' sex, the majority is 159 female students (69%). Based on the respondents' age, the majority comprises 92 of 21 years students (40%). Based on the respondents' background, the majority of their father's job is employee 79 students (34%). Based on mother's employment background comprises the majority of 108 students (47%) has their mother as a housewife. Then, respondents' characteristics for their pocket money in each month have Rp 500,000 - Rp 1,000,000.

Recapitulation of Respondents' Response

To measure each of the variables used in this study was measured using a questionnaire with some items a statement given to the respondent. Here's a table recapitulation of respondents from each variable based on the average value of each item statement:

Table 1 Distribution of Frequency Variable for Need for Achievement

| Statements | Mean |
|---|--------------|
| I am eagerly responsible for all tasks I have | 4,39 |
| I am eagerly responsible for facing all situation from the decision and action I have taken | 4,00 |
| I will do my best for the hardest task dealing with my study and my job | 4,26 |
| I am eagerly responsible for all the tasks I have | 4,05 |
| I believe I could handle high-risk tasks | 3,95 |
| I will always try my best for new tasks | 3,76 |
| I will try to catch up with all business by using my competence | 4,11 |
| I will try my best to give my best performance for what I have done previously | 4,05 |
| I will try better in doing my task rather than my friends | 4,23 |
| Mean | 4,09 |
| Reliability | 0,878 |

Source: Processed data result (2016)

Based on Table 1 above, it shows that the value of the average (mean) in the need for achievement with variable item 9 statements amounted to 4.09 so that it can be concluded that the need for achievement or the need for Management student achievement at Faculty of Economics, State University of Malang is classified as good.

Table 2 Distribution of Frequency Variable for Risk Taking Propensity

| Statement | Mean |
|---|--------------|
| The lost in running business is the risk that should be taken | 4,41 |
| High number of business competitors will not void me in running my business | 4,02 |
| I feel way better to try hard rather than avoid the challenge | 4,20 |
| I consider lost in running business is normal thing | 4,13 |
| I get bored of old things and want to try something new | 4,03 |
| I will involve in a new trend of business rather than old kind of business | 3,77 |
| If I create my own business, I will make something different | 4,14 |
| I like to do do innovation in many things | 4,04 |
| I like to try a new methodh in doing my task rather than old kind of method | 3,97 |
| Mean | 4,08 |
| Reliability | 0,836 |

Source: Processed data result (2016)

Based on Table 2 above, it shows that the value of the average (mean) in the variable Risk taking propensity at 4.08 so it can be concluded that the risk taking propensity or tendency to take risk for management students at Faculty of Economics, State University of Malang is classified as good.

Table 3 Distribution of Frequency Variable for entrepreneurial attitude

| Statement | Mean |
|---|--------------|
| I always feel confident with my skill and rarely depend on others | 4,06 |
| I always believe that hard work and learning will bear a succeed | 4,21 |
| I will feel more contented with my own work rather than from others | 4,09 |
| I will never stop trying before reaching my dream | 4,13 |
| I always make a good work | 4,06 |
| I am always willing to win the competition with my friends | 4,21 |
| I think not all action need to be considered for the benefit first | 4,09 |
| When I fail, I will stand up | 4,13 |
| When I become a leader, I always consider inputs from any side | 4,29 |
| I like to give advise and solution for others | 4,03 |
| I can communicate well with others though they are new for me | 3,92 |
| I don't make any boundary when socializing with others | 4,17 |
| I always appear different than others | 4,03 |
| I have the creativity and innovation in starting up a new business | 4,19 |
| I can see a business opportunity when others could not see it | 3,87 |
| I believe that many thing will change and need to have innovation all the times | 4,28 |
| I always consider all opportunity with the benefit in the future | 4,18 |
| I like to review about my own development from what I am doing | 4,29 |
| Mean | 4,13 |
| Reliability | 0,935 |

Source: Processed data result (2016)

Based on Table 3 above, it shows that the value of the average (mean) in the entrepreneurial attitude variable is 4.13 so that it can be concluded that the entrepreneurial attitude or tendency for management students at Faculty of Economics, State University of Malang is classified as good.

Table 4 Distribution of Frequency Variable for entrepreneurial intention

| Statement | Mean |
|---|--------------|
| I will eagerly seek for information to be a real businessman | 4,36 |
| I am more prepared to be an entrepreneur rather than an employee | 3,83 |
| I will prepare every single thing to an entrepreneur | 4,09 |
| I will choose my career as an entrepreneur | 3,87 |
| I will try allways and may thing to start running my business | 4,01 |
| I behave that any kind of business must be planned and scheduled to be in control | 4,16 |
| The right place to start my business is already in my business plan | 4,18 |
| If I become an entrepreneur, I will try to combine variety of business method to create a new product | 4,28 |
| Mean | 4,09 |
| Reliability | 0,837 |

Source: Processed data result (2016)

Based on Table 4 above shows that the value of the average (mean) in the variable entrepreneurial intention at 4.09 so it can be concluded that the entrepreneurial intention or tendency for management students Faculty of Economics, State University of Malang is classified as Good.

Normality Test

Guidelines for decision making test for normality using the Kolmogorov-Smirnov is said to be normally distributed if the data level of significance > 0.05 and if the significance level of < 0.05 then the data is not normally distributed [17]. If using P-P Plot a graph of data is said to be normal for the dissemination of data uniformly and in a straight line. Based on the Kolmogorov-Smirnov test is known that the significance value of 0.200 so that the data is normally distributed and in figure 2 below shows that the dots spread evenly and spread the data in a straight line and no points are scattered away. It can be concluded that the data are normally distributed.

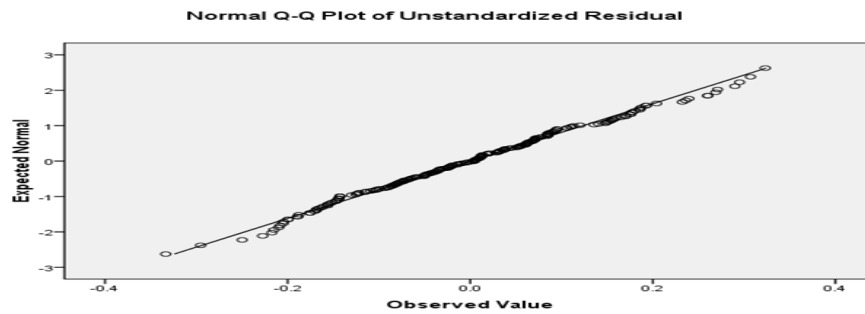


Figure 2 P-P Plot Normality Test

Heterokedastisity Test

Based on the heterocedastisity test results in table 5 below, it shows that each variable has a significance value greater than 0.05 so it can be concluded that there is no heterocedastisity on each variable.

Table 5 Heterocedastisity Test Results

| Variable | Sig | Conclusion |
|------------------------------|-------|-------------------------------|
| Need for achievement(X1) | 0,617 | There is no heterocedastisity |
| Risk takingPropensity (X2) | 0,448 | There is no heterocedastisity |
| Entrepreunerial Attitude (Z) | 0,472 | There is no heterocedastisity |

Source: Processed data result (2016)

Multicolinearity Test

Based on the multicollinearity test resulton table 6 below, it can be seen that each variable has VIF value tat is less than 5 and the tolerance value is more than 0,1. Thus, it can be concluded that there is no multicollinearity.

Table 6 Multicolinearity Test Result

| Variable | Tolerance | VIF | Conclusion |
|------------------------------|-----------|-------|------------------------------|
| Need for achievement(X1) | 0,631 | 1,584 | There is no Multicolinearity |
| Risk takingPropensity (X2) | 0,660 | 1,515 | There is no Multicolinearity |
| Entrepreunerial Attitude (Z) | 0,607 | 1,647 | There is no Multicolinearity |

Source: Processed data result (2016)

Path Analysis Test

The analysis used in in this study is path analysis by using software LISREL 9.2 for Student. It can be seen as follow:

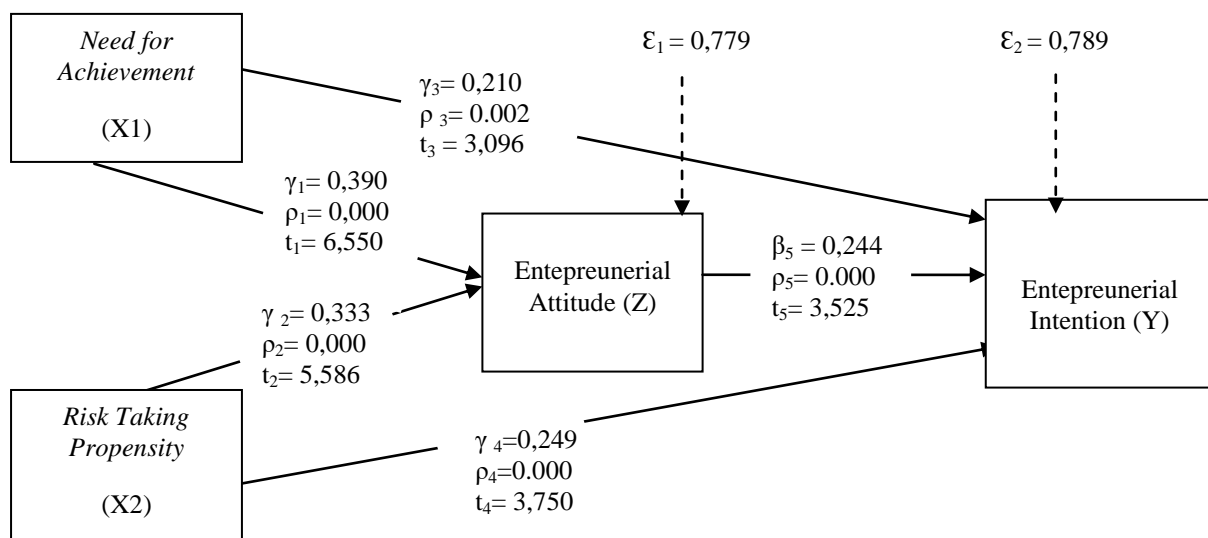


Figure 2 Path Analysis Model

Hypothesis Testing

Hypothesis 1 states that need for achievement has a positive effect on entrepreneurial attitude Management students at Faculty of Economics, State University of Malang. Based on the test results Figure 2 path analysis using *LISREL 9.2 software for Student* coefficient between the lines Need for achievement and entrepreneurial attitude is approximately 0.390 with a significance level is (P-Value = 0.000) < 0.05 and t calculate the amount of (Z-Value = 6.550) > t table (1.65). It can be concluded that the results of this study support the hypothesis.

Hypothesis 2 states that risk taking propensity has a positive effect on entrepreneurial attitude Management students at Faculty of Economics, State University of Malang. Based on the test results Figure 2 path analysis using *LISREL 9.2 software for Student* coefficient between the lines Risk taking Propensity and the entrepreneurial attitude is approximately 0.333 with a significance level is (P-Value = 0.000) < 0.05 and t calculate the amount of (Z-Value = 5.586) > t table (1.65). It can be concluded that the results of this study support the second hypothesis.

Hypothesis 3 states that the need for achievement positive effect on the entrepreneurial intention Management students at Faculty of Economics, State University of Malang. Based on the test results Figure 2 path analysis using *LISREL 9.2 software for Student* coefficient between the lines Need for achievement and entrepreneurial intention is approximately 0.210 with a significance level is (P-Value = 0.002) < 0.05, and the value of t calculate the amount of (Z-Value = 3.096) > t table (1.65). It can be concluded that the results of this study support the third hypothesis.

Hypothesis 4 states that risk taking propensity has a positive effect on the entrepreneurial intention Management students at Faculty of Economics, State University of Malang. Based on the test results Figure 2 path analysis using *LISREL 9.2 software for Student* coefficient between the lines risk taking propensity and the entrepreneurial intention is equal to 0,249 with significance level is (P-Value = 0.000) < 0.05 and t calculate the amount of (Z-Value = 3.750) > t table (1.65). It can be concluded that the results support the fourth hypothesis.

Hypothesis 5 states that entrepreneurial attitude is positive effect on the entrepreneurial intention Management students at Faculty of Economics, State University of Malang. Based on the test results Figure 2 path analysis using *LISREL 9.2 software for Student* magnitude of the path coefficient between entrepreneurial attitude and the entrepreneurial intention is equal to 0,244 with significance level is (P-Value = 0.000) < 0.05 and t value by (Z-Value = 3.525) > t table (1.65). It can be concluded that the results support the fifth hypothesis.

Hypothesis 6 states that the need for achievement positive effect on entrepreneurial intention through entrepreneurial attitude management students at Faculty of Economics, State University of Malang. Based on the test results path analysis using *LISREL 9.2 software for Student* the magnitude of the path coefficient direct effect between need for achievement and entrepreneurial intention amount 0,210, while the indirect effect amount 0,095. The total effect of need for achievement on entrepreneurial intention through entrepreneurial attitude amounted 0,305. It can be concluded that the results support the sixth hypothesis.

Hypothesis 7 states that the risk taking propensity positive effect on entrepreneurial intention through entrepreneurial attitude management students at Faculty of Economics, State University of Malang. Based on the test results path analysis using *LISREL 9.2 software for Student* the magnitude of the path coefficient direct effect between risk taking propensity and entrepreneurial intention amount 0,210, while the indirect effect amount 0,095. The total effect of need for achievement on entrepreneurial intention through entrepreneurial attitude amounted 0,305. It can be concluded that the results support the seventh hypothesis.

IV. DISCUSSION

The Effect of Need For Achievement on Entrepreneurial Attitude in Management Students at Faculty of Economics, State University Of Malang

Based on the results of hypothesis testing with an initial guess that says that Need for achievement influence on entrepreneurial attitude has been proven. Need for achievement amount of influence directly on the attitudes of student entrepreneurship is at 0.390. This value indicates that the Need for achievement strong influence on entrepreneurial attitude. This finding is reinforced by research conducted by Susetyo and Lestari [21] that Need for achievement influence on entrepreneurial attitude where the higher the Need for achievement someone then that person will also have the behavior that the better. Based on the results of the descriptive analysis, this study showed that the need for achievement owned by management students at Faculty of Economics, State University of Malang is high. High need for achievement owned student is influenced by several factors. One of them is due to the competition between friends in trying to be the best example in the struggle for achieving the best performance index. This competition can be a positive influence for the students so that he will always do our best effort in every job he does. By doing business in earnest and keep learning then the success will be realized that with the acquisition of a high GPA.

Second, the majority of students surveyed between the ages of 20-21 years in the age range of the students are in the sixth semester. This semester the student already has a focus on achievement because it has a

direction and priority objectives for the future. In other words, they have already started seriously to start looking for opportunities that can be used as the future prospects of course, by always thinking about development. The seriousness ultimately also affects one's behavior toward a particular object, including when associated with entrepreneurial activity. If someone already has a seriousness to become an entrepreneur automatically he will also have a positive behavior towards entrepreneurship. This shows that the entrepreneurial attitude in students of Management Faculty of Economics, University of Malang influenced by its need for achievement. This means that the higher the Need for achievement someone then that person will also have an entrepreneurial attitude that the better.

The Effect of Risk Taking Propensity on Entrepreneurial Attitude in Management Students at Faculty of Economics, State University of Malang

Based on the results of hypothesis 2 risk taking propensity test on entrepreneurial attitude in management students at Faculty of Economics, State University of Malang has been proven. The amount of influence for risk taking propensity on entrepreneurial attitude is 0.333. This value indicates that the propensity Risk taking strong influence on entrepreneurial attitude. This finding is reinforced by research conducted by Wijaya and Moerdyanto [25] and Ertuna, *et al.* [7] which states that risk taking propensity has a positive impact on entrepreneurial attitude. Based on the results of the descriptive analysis in this study, it shows that the risk taking propensity owned management students at Faculty of Economics, State University of Malang is high. Risk taking propensity is the tendency of an individual to be willing to take risks and make decisions at risk. Risk taking propensity in question in this research is the ability or tendency of a person to take risks in business or entrepreneurship activity. Someone who decides to entrepreneur should be someone willing to take any risk based decisions that have been made. Certainly not easy for a person to make decisions at high risk, but this does not happen to a management students Faculty of Economics, State University of Malang that the majority of them comprising students in management course where they gain a deeper understanding of marketing management, finance, HRM, etc. In each starting a business, need proper preparation in order that the work done successfully. How to develop a product, how to make the efforts we are easy to remember and is known in the community in order to compete with other businesses. So that they will better understand how to take the right decision and trained to be able to face any challenges that arise in entrepreneurial activity.

In addition, the majority of respondents who get pocket money every month between Rp. 500,000 - Rp 1.000.000, they have been accustomed to arrange for their expenses do not exceed the amount earned. This indirectly has to train students' ability to always find new method is more effective in completing tasks than the old methods. If the activity is associated with entrepreneurship, then these skills will affect how the attitudes of students when looking towards entrepreneurship activities. With the capability of being able to cope with any challenges that arise and also the ability to always find new method is more effective in resolving any problems that it has, within a student will certainly grow confidence in entrepreneurship and confident about her abilities without having to rely on others. However, do not forget to consider each input and criticism coming from any party that would be constructive. From the description above shows that the propensity Risk taking owned a student will affect the entrepreneurial attitude. If a person has a high risk taking propensity then that person will be have a positive attitude on entrepreneurship than those who have a low risk taking propensity. In line with this, Zhao, *et al.* [27] say that people who take risks will choose a career path in entrepreneurship because it has a positive attitude in running and expanding a business. Wijaya and Budiman [24] also stated that individual who have a tendency to take the risk of looking at entrepreneurship as a challenge to adapt and not as challenging or risky activity.

The Effect of Need for Achievement on Entrepreneurial Intention in Management Students at Faculty of Economics, State University of Malang

Based on the results of hypothesis 3 testing, need for achievement affect the entrepreneurial intention in management students at Faculty of Economics, State University of Malang has been proven. Need for achievement amount of influence on the entrepreneurial intention is equal to 0.210. This value indicates that the need for achievement influence strong enough on someone's entrepreneurial intention. This finding is reinforced by research conducted by Fereirra, *et al.* [8] which states that the Need for achievement affect the intention of entrepreneurship, then Olmos, *et al.* [16] also mentioned that one of the personality traits that affect the entrepreneurial intention is Need for achievement. In line with this Ertuna, *et al.* [7] in his research also proved that Need for achievement affect the person's entrepreneurial intention. Based on the results of the descriptive analysis in this study, it showed that the Need for achievement owned by a management students Faculty of Economics, University of Malang is high. Need for achievement is the encouragement of oneself to achieve high performance and is able to achieve its intended purpose. High achievement someone one of them can be seen from the grade obtained. To obtain a high grade, students need to make efforts in order to become the best. In addition, the student's participation in the activities of the organization also is one of the achievements that

can be developed by the students. Someone who dare to participate in the activities of the organization would have to have a great responsibility on each what he was doing. They must also be able to deal with various situations that arise in organizations that participated and have to take the right decisions when necessary. This is similar to the research Indarti (2008) also mentions that the Need for achievement can drive decision-making ability and propensity for taking risks an entrepreneur. From the statement, it appears that a person who has been accustomed to taking decisions in any situation will be more open opportunity for him for a career as an entrepreneur. In other words, someone who is involved in organizing activities is someone with a Need for High Achievement that will be have a greater entrepreneurial intention. As said by McClelland [15] that the need for achievement as one of the characteristics of one's personality that will encourage someone to have entrepreneurial intentions. A person who has an entrepreneurial intentions or have chosen a career in entrepreneurship must have been looking for a lot of information about how to become a successful entrepreneur.

Based on the characteristics of the respondents in this study, the majority of respondents who consist of students of Management Faculty of Economics, State University of Malang have a family background with father's job as a clerk / employee and work as a housewife mother. This is can be seen not affect the career choice of students, whereas in the previous explanation it appears that the students in organizing activities have been trained to be able to take the right decision in any situation, so if he chose a career as an entrepreneur, then this ability will be indispensable to start and run the business in order to grow and compete with each other.

The Effect of Risk taking propensity on entrepreneurial intentions in Management Students at Faculty of Economics, State University of Malang

Based on the results of hypothesis 4 testing, Risk taking propensity affect the entrepreneurial intention in management students at Faculty of Economics, State University of Malang has been proven. The amount of influence Risk taking propensity direct towards entrepreneurial intentions of students amounted to 0,249. This value indicates that the Risk taking propensity strong enough influence on the entrepreneurial intentions. The findings are in line research conducted by Lestari in Triawan & Sumaryono [22] which proves that there is a close link between occupational interest criteria desired job, that of the explanation can be concluded that the existence of a positive relationship between behavioral tendencies risk taking (Risk-taking propensity) with entrepreneurial intention. Other researchers also prove the same thing that the intention someone affected by characteristics of personality (Personality Traits) is risk-taking propensity [16]. Based on the results of the descriptive analysis in this study, it shows that the propensity Risk taking owned management students Faculty of Economics, University of Malang is high. High risk propensity taking owned by students due to the majority of students who are female are pleased to pursue the effort that is being sold on the market. For example, is currently selling trend by utilizing social media such as (BBM, Twitter, Facebook, Instagram, etc.). It is used by students to sell (bags, clothes, shoes, etc.). By utilizing social media that students can sell without having to find a place to sell. Sometimes they also make innovations in methods of selling so as not to lose competitiveness with others to develop their business should certainly brave in facing emerging risk.

From these activities, it can be seen that a person with a high Risk taking propensity will have a higher entrepreneurial intentions than those who have a low risk taking propensity. This is in line with the opinion uttered by Zhao, *et al.* [27] is an individual who dare to take risks will tend to be self-employed because they feel confident and capable in running and developing the business and be able to face business failure. Triawan and Sumaryono [22] in his research mentioned a person with a high risk taking propensity will have the intention is also high because it is not afraid to face any risks.

The Effect of Entrepreneurial Attitudes on Entrepreneurship Intention in Management students at Faculty of Economics, State University of Malang

Based on the results of hypothesis 5 testing with an initial guess that there is positive influence of entrepreneurial attitudes on entrepreneurial intention in Management students at Faculty of Economics, State University of Malang is proved. The amount of influence entrepreneurial attitudes toward entrepreneurial intentions amounted to 0,244. This value indicates that entrepreneurial attitudes is strong enough influence toward entrepreneurial intentions. This finding is reinforced by research conducted by Zampetakis, *et al.* [26] and Autio, *et al.* [2] which states that the entrepreneurial attitudes positive effect on a person's entrepreneurial intentions. Similar results disclosed by Schwarz, *et al.* [18], adopting the theory of planned behavioral say that the attitudes of individuals to have an impact on behavior through intentions. Descriptive analysis results in this study show that entrepreneurial attitudes owned management students Faculty of Economics, University of Malang is high. The high entrepreneurial attitudes can be affected by several things, one of which is the ability of students to easily hang out with friends. To be able to hang out and adjust to the new environment is not an easy thing to do, it needs special skills ie communication skills. Good communication is indispensable in creating a comfortable environment. With good communication, will make students easy to have a lot of friends and have

a lot of friendship in their neighborhood. If someone wants to become an entrepreneur, then the ability to easily get along and be able to communicate well is needed. This is done to reproduce relations. With a lot of relationships that are owned will make it easier for someone to start and run a business. For example if someone wants to run a business that requires cooperation with others, he can seek employment relationships of those who are in the surrounding environment that has the same vision and mission.

A person's ability to get along and communicate that is characteristic of someone who has leadership. And someone who would choose a career as an entrepreneur must have the leadership. It is associated with the person's attitudes in entrepreneurship, someone who has the leadership skills will have a positive attitudes towards entrepreneurship for their confidence in his ability and this will have an impact on a person's entrepreneurial intentions. The revelation means that to foster an entrepreneurial behavior one must have entrepreneurial intentions then the intentions is influenced by individual attitudes on entrepreneurship. With a positive attitudes on entrepreneurship or good it will foster entrepreneurial intentions which will determine what behavior will be taken.

The Effect of Need for Achievement on Entrepreneurial Intentions through Entrepreneurial Attitudes for Management Students at Faculty of Economics, State University of Malang

From the foregoing description that has been discussed about the influence of need for achievement against the interests of Entrepreneurship. The results obtained from these findings that the need for achievement has positive effect on the entrepreneurial intentions. But in the matrix Standarized Indirect Effect seen that Need for achievement also has indirect influence on the entrepreneurial intentions. Need for achievement amount of influence directly the entrepreneurial intentions is at 0.210 with a percentage of 4.41%. Whereas, the indirect influence can be seen is 0.095 or 0.90%. Therefore, the total effect of need for achievement of the entrepreneurial intentions through entrepreneurial attitudes is 0,305. Explanation of the above can be interpreted that if the Need for achievement is high then it will also boost the high entrepreneurial attitudes, so that will impact on the high entrepreneurial intentions. The positive effects that occur explained that students who have personal responsibility in taking decisions, willing to take risks according to their ability, and have interest to always learn from decisions taken effect on the reaction of the students in terms of ownership of confidence, always a task-oriented and results, courage to take risks, to lead the soul ownership, has originality and always oriented toward the future, which will influence the belief in entrepreneurship, career selection entrepreneurship and business planning on student self.

Seeing that the coefficient value greater than the direct effect of acts of direct influence coefficient ($0.210 > 0.095$), it can be concluded that entrepreneurial attitudes has a small role in influencing the Need for achievement and entrepreneurial intentions. Based on the above hypothesis is proven that the indirect effect of Need for achievement of the entrepreneurial intentions through entrepreneurial attitudes is acceptable.

The Effect of Risk Taking Propensity on Entrepreneurial Intentions through Entrepreneurial Attitudes for Management Students at Faculty of Economics, State University of Malang

From the foregoing description has been discussed about the influence of Risk taking propensity towards entrepreneurial intentions. The results obtained from these findings that the risk taking propensity has a positive effect on the entrepreneurial intentions. But in Standarized Indirect Effect matrix shows that the Risk taking propensity also have indirect influence on the entrepreneurial intentions. The amount of influence Risk taking propensity direct towards entrepreneurial intentions amounted to 0,249 with a percentage of 6.20%. Whereas, the indirect influence which can be seen is 0.081 or 0.66%. Thus, the total effect of the risk taking propensity on entrepreneurial intentions through entrepreneurial attitudes is is equal to 0.330. Explanation of the above can be interpreted that if Risk taking propensity is high then it will also boost the high attitudes of entrepreneurship, so that will impact on the high entrepreneurial intentions. The positive effects that occur explained that students who have the courage to take a business risk, like trying new things and always use new methods of working will affect the reactions of students in terms of ownership of confidence, always a task-oriented and results, the courage to take risks, ownership soul lead, has originality and always oriented toward the future, which will influence the belief in entrepreneurship, career selection entrepreneurship and business planning on student self. Seeing that the coefficient value greater than the direct effect of acts of direct influence coefficient ($0.249 > 0.081$), it can be concluded that entrepreneurial attitudes has a small role in influencing risk taking propensity and entrepreneurial intentions. Based on the above it is evident that the hypothesis indirect influence on the risk taking propensity on entrepreneurial intentions through entrepreneurial attitudes is acceptable.

V. CONCLUSION

Based on the description of the results and the above discussion, it shows that: (1) the higher the need for achievement of a person, the higher or positive anyway for entrepreneurship attitudes activities, and vice versa the lower the need for achievement of a person, the person's attitudes on entrepreneurship is also

increasingly less. It means that there is a positive influence on the entrepreneurship attitudes on need for achievement for management students at Faculty of Economics, State University of Malang; (2) a person who has the high / well risk taking propensity ability then they will also have a positive attitudes on entrepreneurship and vice versa. It means that the positive influences of risk taking propensity on entrepreneurial attitudes for management students at Faculty of Economics, State University of Malang; (3) the higher the need for achievement that exist in a person, the higher the entrepreneurial intentions will be owned. It means that there is positive influences of the need for achievement of the entrepreneurial intentions for management students at Faculty of Economics, State University of Malang; (4) a person with a high risk taking will propensity have higher entrepreneurial intentions because the capability that is possessed by an entrepreneur is higher as well. It indicates that there is positive influences of risk taking propensity on entrepreneurship intentions for management students at Faculty of Economics, State University of Malang; (5) there is a positive influence of entrepreneurial attitudes on entrepreneurship intentions for management students at Faculty of Economics, State University of Malang; (6) if there is high need for achievement, then it will also boost the high behavior of entrepreneurship, so it will impact on the high entrepreneurial intentions. It shows that there is a positive effect of need for achievement of the entrepreneurial intentions through entrepreneurship attitudes for management students at Faculty of Economics, State University of Malang; and (7) if there is high risk taking propensity on students, then it would also boost the high attitudes of entrepreneurship, so it will impact on the high entrepreneurial intentions. It shows that there is a positive influence of risk taking propensity on entrepreneurial intentions through entrepreneurship attitudes for management students at Faculty of Economics, State University of Malang.

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