

**THE EFFECT OF PERSONALITY TRAITS AND ENVIRONMENTAL
FACTORS ON ENTREPRENEURIAL INTENTION (STUDY ON
STUDENTS OF PUBLIC HIGHER EDUCATION IN LAMPUNG)**

(Undergraduate Thesis)

By

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2024**

ABSTRACT

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Entrepreneurship is one of the professions needed by society, as it can create job opportunities. An entrepreneur must possess good values both within themselves and in their business. This research analyzes the influence of personality traits and environmental factors on the entrepreneurial intentions of students in Lampung Province. The data used in this research consists of primary data obtained from the responses of respondents collected through a questionnaire, as well as secondary data. The sample in this study consists of 220 respondents, using a Nonprobability Sampling method with a purposive sampling technique. The analysis methods used in this research are validity tests, reliability tests, analysis using multiple linear regression, and hypothesis testing, which includes t-tests, F-tests, and coefficient of determination tests. (R²). The results obtained in this study indicate that personality traits and environmental factors among students in Lampung Province have a positive and significant impact on the entrepreneurial intentions of students in Lampung Province.

Keywords: Entrepreneur, Personality Traits, Environmental Factors, Entrepreneurial Intentions

ABSTRAK

PENGARUH CIRI-CIRI KEPERIBADIAN DAN FAKTOR LINGKUNGAN TERHADAP INTENSI BERWIRAUSAHA (STUDI PADA MAHASISWA TINGGI NEGERI DI LAMPUNG)

Oleh:

ANANTA ABIMANYU

Kewirausahaan merupakan salah satu profesi yang dibutuhkan oleh masyarakat, karena dapat menciptakan lapangan pekerjaan. Seorang wirausahawan harus memiliki nilai-nilai yang baik baik dalam diri sendiri maupun dalam usahanya. Penelitian ini menganalisis pengaruh sifat kepribadian dan faktor lingkungan terhadap intensi berwirausaha pada siswa di Provinsi Lampung. Data yang digunakan dalam penelitian ini terdiri dari data primer yang diperoleh dari tanggapan responden yang dikumpulkan melalui kuesioner, serta data sekunder. Sampel dalam penelitian ini berjumlah 220 responden, menggunakan metode Nonprobability Sampling dengan teknik purposive sampling. Metode analisis yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, analisis menggunakan regresi linier berganda, dan uji hipotesis yang meliputi uji t, uji F, dan uji koefisien determinasi (R^2). Hasil yang diperoleh dalam penelitian ini menunjukkan bahwa sifat kepribadian dan faktor lingkungan pada siswa di Provinsi Lampung memiliki pengaruh yang positif dan signifikan terhadap intensi berwirausaha pada mahasiswa di Provinsi Lampung.

Keywords: Wirausahawan, Ciri Kepribadian, Faktor Lingkungan, Niat Berwirausaha

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By

ANANTA ABIMANYU

Undergraduate Thesis

As One of Requirements to Achieve BACHELOR OF MANAGEMENT

At

Management Department

Faculty of Economics and Business



FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITY OF LAMPUNG

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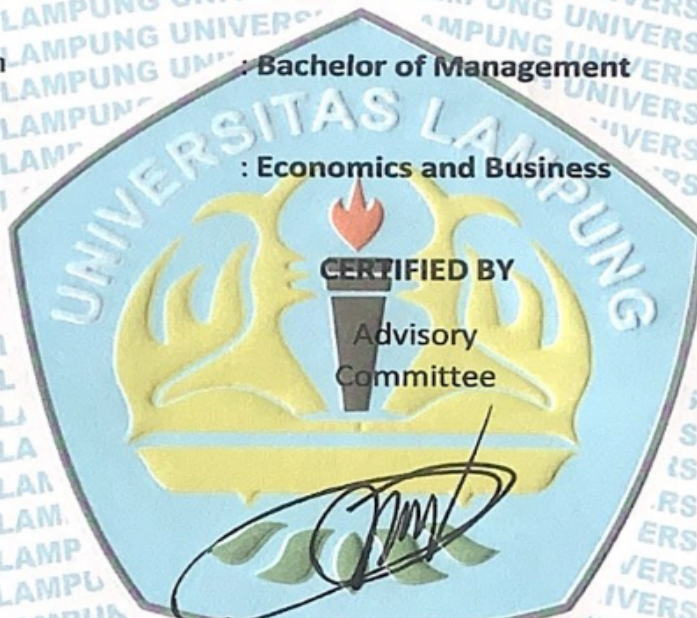
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Hereby declare that this research is the own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood

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BIOGRAPHY



Ananta Abimanyu, the author, was born in Bandar Lampung, April 26th, 2002. The author is the third child of Mr. Ir. Taufik Hudaya and Mrs. Dra. Tuti Darni. The author has one older brother and one older sister named Dhani and Nadya. The author started his education in Kindergarten at SD Al-Kautsar which was completed in 2014. The author continued his education to Junior High School at SMPN 2 Bandar Lampung which was completed in 2017, continued High School at SMAN 3 Bandar Lampung which completed in 2020.

In 2020, the author was accepted at Lampung University as a student majoring in Management, International Class Program, Faculty of Economics and Business. During his studies, the author participated in various University Organizations such: ROIS FEB Unila, EEC, HMJ Manajemen Unila, EBEC, BIROHMAH Unila and Unila Archery. The Author also entrusted as Leading position in those organizations to sharpen his management skill and leadership skill.

During his college, the author gained many new academic experiences, such as; international student summer course at Universitas Muhammadiyah Yogyakarta, International Journal Publication Committee (ICEBE) , participating in social volunteers activity , International student-buddy at Unila, and participating in scientific competitions (PIM, Mebsa, Pilmapres-F, DIIID Johor).

The author is filled with gratitude when looking back at the memories and experiences that the author gained during the college journey. The late-night study sessions, the laughter shared with friends, and the growth and self-discovery during the progression were all precious. The author is very grateful to have the opportunity to study and be surrounded by people who are very supportive and inspiring. Thank you for all the memories, and for helping the author reach the achievement of completing this undergraduate thesis. Hopefully this undergraduate thesis can contribute to the field of marketing management, and be beneficial for readers in general.

MOTTO

خَيْرُ النَّاسِ أَنْفَعُهُمْ لِلنَّاسِ

“The most beloved of people to Allah is the one who brings most benefit to people”

(HR. Ahmad)

“Successes are for the brave; brave to try, brave to take actions, brave to take responsibility and brave to be different.”

-Ananta Abimanyu

My beloved parents, Mama and Papa

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Bandar Lampung, Desember 2024

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CHAPTER I

1.1 Background

Acknowledging the undeniable importance of consistent economic growth as the cornerstone that supports prosperity, opportunity, and social progress, any country that is dedicated to improving the lives of its citizens must make deliberate efforts to cultivate an environment that is favorable to economic development within its boundaries. Such a country can unlock the full spectrum of benefits inherent in economic progress by utilizing a comprehensive and strategic approach that includes wise policies, creative initiatives, substantial infrastructure investments, and strong governance frameworks. This will ensure that opportunities and benefits are maximized for its diverse citizenry, both in the present and for future generations.

One of the emerging nations that still has to accelerate its economic development is Indonesia. Central Statistical Agency of Indonesia (<http://www.bps.go.id/>), accessed March 26, 2024 The labour force that is not being absorbed by the labour market is measured by the Open Unemployment Rate (OPR), which also serves as a measure of the labour supply that is underutilized. Indonesian National Labour Force Survey August 2023 OPR result was 5.32 percent. This indicates that there are roughly five unemployed people for every 100 workers. There will be 25.90 million impoverished individuals by March 2023. This is a significant issue that has to be resolved right away with the help of the entire Indonesian population as well as government engagement.

Table 1.1 Unemployed Characteristic August 2021 – August 2023 (bps.go.id)

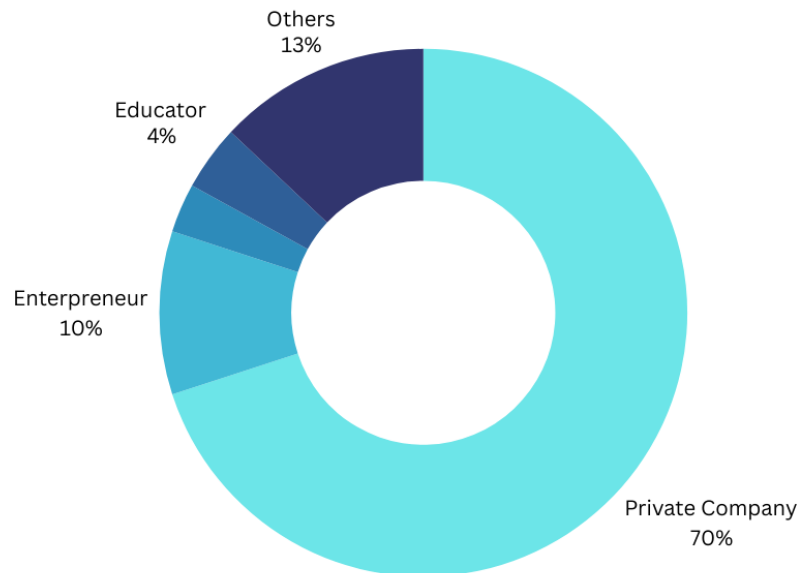
Unemployed Characteristic	August 2021 (Percent)	August 2022 (Percent)	August 2023 (Percent)	Change in Aug 2021-Aug 2022 (percent point)	Change in Aug 2022-Aug 2023 (Percent Point)
(1)	(2)	(3)	(4)	(5)	(6)
Open Unemployed Level	6,49	5,86	5,32	-0,63	-0,54
Divided by Gender					
-Male	6,74	5,93	5,42	-0,81	-0,51
-Female	6,11	5,75	5,15	-0,36	-0,60
Divided by Residences					
-City	8,32	7,74	6,40	-0,58	-1,34
-Village	4,17	3,43	3,88	-0,74	0,45
Divided by Ages					
-15-24 yo	19,55	20,63	19,40	1,08	-1,23
-25-59 yo	4,44	3,26	3,07	-1,08	-0,29
-Above 60 yo	2,73	2,85	1,28	0,12	-1,57

Given that entrepreneurship is independent and does not rely on the availability of occupations that are currently available, it is a reasonable career choice. According to Nistorescu and Ogarca (2011:251), entrepreneurship is widely acknowledged as a fundamental element of the economy, playing a crucial role in the growth of businesses, the creation of jobs, and overall economic prosperity. Furthermore, it was noted by Lambing and Kuehl (2007:2) that entrepreneurship contributes to a nation's economic strength.

Qualified human resources are needed to capture every opportunity in the business world. If Indonesia can give birth to robust entrepreneurs then most of the economic problems will be overcome. An entrepreneur is a person who seeks to create new combinations of products, processes, markets, organizational structures and suppliers. (Lambing dan Kuehl, 2007:16). Having a strong entrepreneur in the market will help build the economy of a country and also create national economic independence. It is very important to have entrepreneurs in developing countries like Indonesia. The role of entrepreneurs in Indonesia has a lot of positive impact.

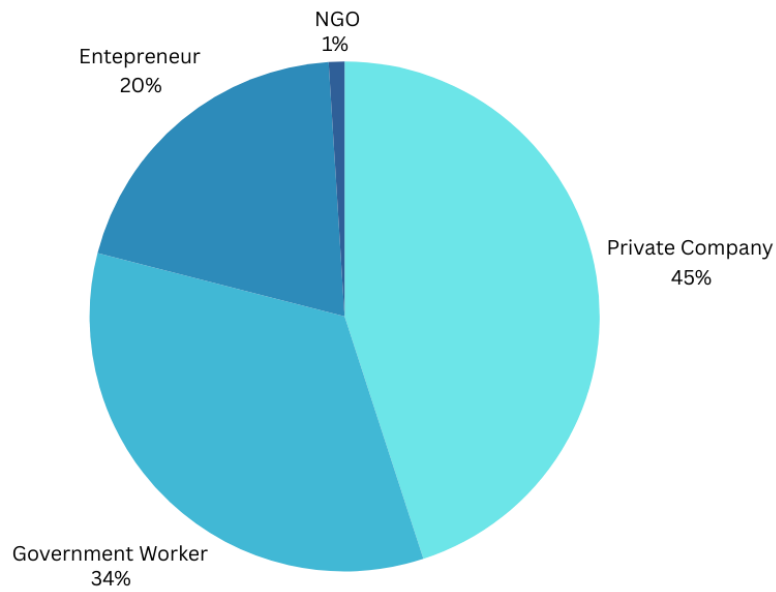
Their role is to contribute to the transformation of low-income societies to higher-income societies and from primary-sector societies into sector-based and technology-based societies and another sector that is involved. (Wim, Naude,2008).

Type of alumni job in University of Lampung



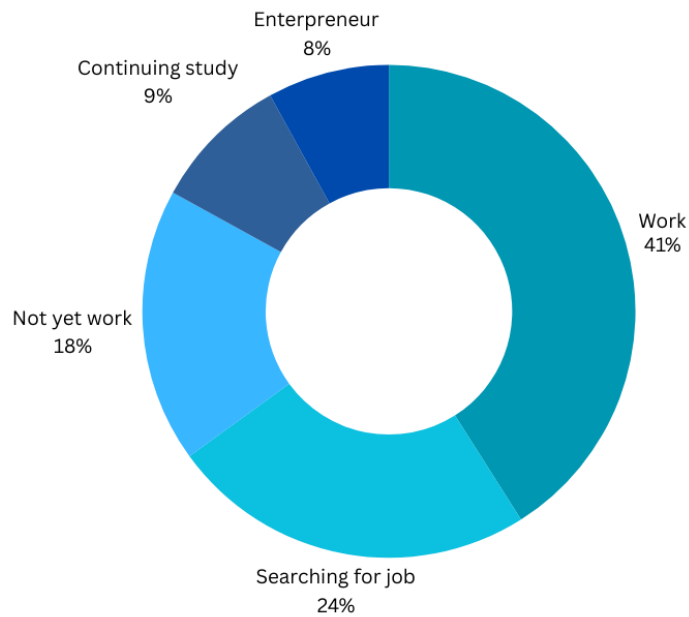
(tracer.unila.ac.id accessed on 18 April 2024)

Type of alumni job in UIN RIL



(From UIN RIL tracer study result, 2023)

Type of alumni job in ITERA



(From ITERA students department)

Looking by the data, the alumni of public university in Lampung such as University of Lampung (UNILA), Raden Intan Lampung Islamic University (UIN RIL) are mostly working as private sector company employee. With the least sector of job as an entrepreneur. This data shows, the entrepreneurial intentions in public university in Lampung is very low. Rather this research will proven the actual data form as the reflection of the public university students entrepreneurial intention.

Stated by The Glion Institute in 2023 “Entrepreneurship is frequently credited as a major driver of economic growth, spurring transformation, the creation of new markets, innovation, and building wealth. Entrepreneurs are often key to developing ideas and solutions to problems while creating new products. Starting a business can bring additional resources and money to a region, helping to increase wealth and prosperity. Meanwhile, entrepreneurs often contribute to social and cultural evolution, bringing fresh perspectives and inspiration.”

Not only in the service sector or technology, entrepreneurship has a positive impact on society, but according to Takashi Yamamoto (2007), who has tested entrepreneurial contributions related to endogenous economic development, economic development is concentrated on a local scale. Endogenous entrepreneurship and innovation are key to successful competitive advantages towards the global economy. Innovation of entrepreneurs in small local enterprises, supported by the accumulation of capital, will be able to expand the specialization of the type of enterprise. There is local participation in decision-making, development, and control of resources so that it can enable the economy of a small village to advance through enterprise in the fields of plantation and agriculture.

Then it is very important for an entrepreneur for the development and economic development of a developing country like Indonesia. Because Indonesia is an agricultural country, it would be very appropriate to start a business in the field of planting and agriculture. And I think that Indonesia can become an exporter of fruit

and vegetables to countries like America and its surroundings. To raise Indonesian exports. (Singgih, Jay. 2019)

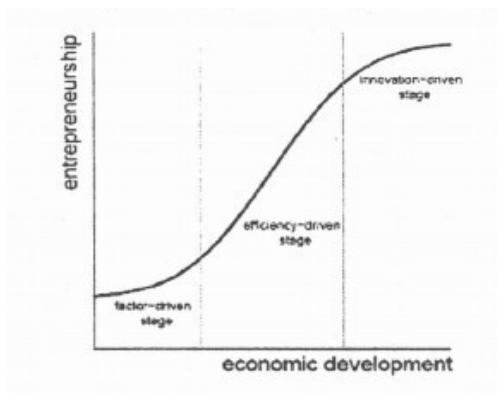


Image 1.3 Effect of Entrepreneurship on Economic Development (source: ACS 2010)

Entrepreneurial intention is a mindset that includes aspirations to impact entrepreneurial decisions and feelings of desire (Jena, 2020). Knowledge of entrepreneurship in postsecondary institutions requires a knowledge of students' entrepreneurial intentions. College students tend to distance themselves from entrepreneurship as a career because they don't think it's feasible. Accordingly, colleges are supposed to be a vital part of a system that supports entrepreneurship and motivates students to pursue it as a realistic career option (Tomy & Pardede, 2020). Individual personalities can foster entrepreneurial goals (Şahin et al., 2019).

Because of the above considerations, then students as a class of educated society are expected to be leaders - leaders of the nation of the future, it is appropriate to be a pioneer in developing the spirit of entrepreneurship. With the high supply of education, obtained at the college bench, university graduates are expected to be able to develop themselves into entrepreneurs, and not otherwise university graduates can only wait for job vacancies when becoming unemployed which will eventually be a burden of development.

Given the importance of the role of students as pioneers in developing the spirit of entrepreneurship, it is very interesting to study the factors that influence the

intention of students in implementing the activity of enterprise. According to Sesen (2012:626), one's intention to start a business is called entrepreneurial intention. Various factors influence one's entrepreneurial intentions. Internal factors originate from the individual's personality traits, while external factors come from the outside of the individual, environmental factors.

The foundation of a nation or region's expanding economy is entrepreneurship (Van Praag and Versloot, 2007). According to Hathaway and Litan (2014), entrepreneurship can advance social progress by fostering economic development, industrial upgrading, and the restructuring of the economic system in addition to producing jobs. According to scholars in the field of entrepreneurship, entrepreneurial aspirations drive entrepreneurial behavior rather than entrepreneurial activity immediately resulting from entrepreneurial business prospects (Krueger, 2007).

The idea that someone wants to launch a new business and deliberately aims to implement it at some time in the future is known as entrepreneurial ambition (Thompson, 2009). According to Krueger et al. (2000), it can accurately predict entrepreneurial activity.



**Image 1.4 Start Up in Southeast Asia.
(Sea Today Business, accessed on May 6th 2024)**

Indonesia is the sixth country in the world and the first in Southeast Asia with the most startups in the world by early 2024. This is based on the Startup Ranking report, Sunday (1/21). (Sea Today Business 2024) There are enough well-established companies in Indonesia for them to get traction in business incubators that take in students from colleges and universities. This is as a result of the incubation concept and program being made available to prospective business owners with ideas. Thus, research was conducted to determine how business incubators assist universities in starting businesses. However, there are obstacles to business development, such as inadequate management, leadership, and technology. (Bist, . A. S. 2023)

As society has evolved, an increasing number of nations have come to understand the value of entrepreneurship education. The idea that education may boost

entrepreneurship by promoting innovation is gaining traction (Fayolle and Gailly, 2015). To encourage college students to launch firms, the Chinese government actively promotes entrepreneurial initiatives and calls for "mass entrepreneurship and innovation."

Universities have progressively developed entrepreneurship education programs in response to national policies; these programs are essential for encouraging students to work for themselves as it increases their entrepreneurial ability and intention. The Pan-Yangtze River Delta region has a greater rate of college students launching enterprises six months after graduation than other regions between 2014 and 2016, according to the Max Research Institute's Employment Survey Report on Chinese College Students. environment that encourages employment and entrepreneurship. To assist important groups like recent college graduates, migrant workers, and veterans in finding employment and launching their own enterprises, we will put in place specialized programs and initiatives. Therefore, it is particularly useful to investigate the methods and elements that influence college graduates' self-employment in the Yangtze River Delta region, which has a strong innovative vitality. This study also offers the Chinese experience as a model for other nations, particularly emerging nations. (Central Committee and the State Council of China in December 2019)

The field of entrepreneurship education has advanced quickly since its inception. According to recent research, entrepreneurship education increases entrepreneurial competence and actively fosters entrepreneurial intention (Piperopoulos and Dimov, 2015; Walter and Block, 2016). (Jiang et al., 2017; Byun et al., 2018). According to some academics, entrepreneurship education is the primary factor influencing the improvement of entrepreneurial competence and has the potential to affect and boost the development of entrepreneurial ability (Draycott and Rae, 2011). Few research, meantime, take into account how entrepreneurial competence influences both entrepreneurial intention and entrepreneurial education. While some academics have proposed that business plan competitions and projects involving entrepreneurial practice can boost entrepreneurial willingness,

awareness, and ability (Zhang et al., 2014), this is based on theoretical construction and has not been empirically proven.

In the quest to understand the essence of entrepreneurship, researchers from various disciplines converged in the mid-20th century, embarking on a journey to delineate the personality traits and motivations underlying entrepreneurial behaviour. However, their efforts were initially hindered by conceptual challenges and the absence of a robust theoretical framework and adequate measurement tools. Economist Peter Kilby's analogy of entrepreneurs to A.A. Milne's Heffalump humorously captures the struggle researchers faced, each employing their makeshift stand-ins from diverse fields, claiming to decipher the enigmatic nature of the entrepreneur.

This disparate approach led to a period of skepticism in the 1980s, with some scholars, such as Brockhaus and Horwitz (1986) and Gartner (1988), asserting that personality and entrepreneurship were unrelated. This discrepancy underscored the need for a more cohesive understanding and renewed efforts to unravel the intricacies of entrepreneurial personality and behavior. (Brockhaus and Horwitz, 1986) However, the entrepreneurial personality literature has experienced a resurgence and convergence toward an increasingly consistent set of theoretical frameworks, with significant insights toward innovation policy and business education, since the beginning of the twenty-first century and with the notable rise in public and intellectual fascination with startup culture.

Most recent research aims to address two primary questions: (1) Do specific characteristics influence someone's chance of starting their own business? (2) Do specific characteristics influence an entrepreneur's chance of attaining "successful" results? In order to get the answers, researchers look into the personality traits that entrepreneurs are more likely to have than those in other demographics. They also examine how these traits relate to entrepreneurial performance criteria like firm development and survival. (Baron, 2004)

The Big-5 component personality model has been the main focus of research for the past few decades, despite the fact that personality theory is still full of disputes

of its own. The Big-5 for entrepreneurial activity now includes a number of additional attributes, such as risk attitudes, locus of control, inventiveness, and self-efficacy (which we save for individual discussion in the second half of this literature review).

These characteristics are frequently combined by researchers to create a multifaceted "entrepreneurial orientation." In order to describe the most recent wave of personality study and the cutting-edge questions, we primarily concentrate our discussion in this literature review on works that were published after 2000. Reviews of some of the earlier seminal contributions are given by (Rauch et al. 2009, Rauch, 2014, and Patterson and Kerrin, 2014)



Image 1.2 Big Five Personality Traits
(source: simplypsychology.org accessed on March 28 2024)

A constant personal response to outside circumstances is referred to as a personality attribute. According to personality theorists, one can use one's personality to predict one's actions. The widespread consensus is that a person's personality qualities drive their behavior and decision-making, which in turn influences success as an entrepreneur. This belief stems from the findings of multiple meta-analyses. Ciavarella et al. (2004) state that long-term business success is more common among entrepreneurs who have strong attributes associated with superior performance. Individuals that possess specific personality traits tend to find entrepreneurship rewarding and enjoyable, which helps them appreciate participating in such activities. But some people who don't possess certain qualities associated with successful entrepreneurship may not. Because of the stability of the

scale used to evaluate the Big Five personality traits, some researchers (Goldberg, 1993) have suggested that the qualities can be used to describe nearly all aspects of an individual's personality. Additionally, an individual's suitability for entrepreneurship can be determined using the Big Five personality traits (Zhao et al., 2010).

The purpose is a mental or intellectual attitude that inspires people to concentrate on a specific objective (Chhabra et al., 2020). Therefore, it is essential to comprehend the part intention plays in the entrepreneurial process. Verheul et al. (2012) state that figuring out the fundamental motivations behind the entrepreneurship process requires an understanding of the concept of entrepreneurial intention. Investigations into several research (Saeed et al., 2013; Miralles et al., 2016) have also shown that purpose is a key factor in the establishment of a successful company enterprise.

Lampung University is one of the universities that helps education and advance the development of younger generations, as well as succeed in creating quality education that is in line with the needs of today's industry and creating qualified graduate students who are ready to face global challenges. Citing from feb.unila.ac, the goal of 1 (a) Faculty of Economics and Business (FEB) Unila is “to produce qualified and highly competitive graduates who are able to create jobs for themselves and others, and or who are quickly absorbed into the labour market.” Then with the presence of this research will help realize the vision and mission of Management Major University of Lampung.

Looking at this, the researchers wanted to do a study on “THE EFFECT OF PERSONALITY TRAITS AND ENVIRONMENTAL FACTORS ON ENTREPRENEURIAL INTENTIONS (STUDY ON STUDENTS OF PUBLIC HIGHER EDUCATION IN LAMPUNG) to study the factors that influence entrepreneurial intentions in eight semester students of Management Major University of Lampung.

1.2 Problem Statement

The problem statement in this research are:

1. What is the impact of personality traits on entrepreneurial intentions in public students higher education in Lampung?
2. What is the influence of environmental factors on enterprise intentions affect students of the public university in Lampung?
3. What is personality traits and environmental factor influence the entrepreneurship intentions of public university students in Lampung?

1.3 Research Purpose

The purpose of this research is as follows:

1. To find out the influence of personality traits on entrepreneurial intentions in public university students and higher education in Lampung.
2. To find out the influence of environmental factors on entrepreneurial intentions in public students and higher education in Lampung
3. To know the influence of personality traits and environmental factors jointly on entrepreneurial intentions in public university students in Lampung.

1.4 Research Benefit

The benefits if this research are:

1. Theoretical Benefit

Provides input for the development of science on the analysis of the influence of personality traits and environmental factors on entrepreneurial intentions in students and can also be used as further reference material for other parties who want to undertake further research on analysis of influence personality features and environmental factors on enterprise intentions on students.

2. Practical Benefit

The author hopes that this research will provide insights and benefits for the public university students in Lampung regarding the influence of personality traits and environmental factors on entrepreneurial intentions in students, which can be used to take further policy in developing its work programme in an effort to increase the entrepreneurship interest of students and to evaluate and improve the quality of the work program that has been done.

CHAPTER II

2.1 Entrepreneurship

According to Hisrich et al., in Wijatno (2009:3) entrepreneurship is a process of creating something new and valuable, using the necessary effort and time, paying attention to social, physical, and financial risks, and receiving rewards in the form of money and personal satisfaction and independence. From this definition we can see that there are four basic aspects of entrepreneurship:

1. Entrepreneurship involves creation. The creation process here means creating something new. Creation must have a value, both for the entrepreneur himself and others.
2. Entrepreneurship takes time and effort. Only those who go through the process of entrepreneurship value the time and efforts they use to create something new.
3. Entrepreneurism has certain risks. These risks take various forms in the financial, psychological, and social areas.
4. Entrepreneurial involves rewards as an entrepreneur. The important reward is independence, followed by personal satisfaction.

Morris in Lambing and Kuehl's (2007:16) book entitled Entrepreneurship defines entrepreneurship as follows: "Enterprise is a process activity. It generally involves the following inputs: an opportunity; one or more proactive individuals; an organizational context; risk; innovation; and resources. It can produce the following outcomes: a new venture or enterprise; value; new products and processes; profit or personal benefits; and growth."

An entrepreneurship is a process of activity that involves an opportunity, one or more individuals who are proactive, concerning an organization, relating to risks, innovations, and resources that can produce output i.e. a new enterprise or business, new value, products and processes, as well as personal gain and growth. Soegoto (2009:3) also mentions that entrepreneurship is a creative enterprise that is built on innovation to produce something new, have added value, benefit, create jobs and results useful to others. From the above understanding it can be concluded that entrepreneurship is an innovative process or enterprise to produce added value of a

product that benefits the society and brings prosperity to the entrepreneur. An entrepreneur comes from French, which means an entrepreneur, an adventurer, a risk-taker, a contractor, an entrepreneurial, and a creator who sells his creation. (Hendro, 2011:29).

An entrepreneur is someone who seeks to create new combinations of products, processes, markets, organizational structures and suppliers (Lambing and Kuehl, 2007:16). According to Schumpeter and Hofer in Session (2012:625) an entrepreneur is someone who makes new combinations through creative ideas and recognizes opportunities and takes advantage of them to build a new business. According to Hisrich, Peters, and Shepherd (2004) translated by Hendro (2011:23) an entrepreneur is a person who dares to decide and take risks of one job, project, idea, or more options where all the choices have different benefits and risks. According to Mitton in Dinis et al., (2013:765) an entrepreneur plays some psychological characteristics in entrepreneurship. These roles include commitment to the work, control and ability to face uncertain challenges. An entrepreneur is a person who has the ability to see and evaluate business opportunities, acquire the necessary resources to take advantage of them and take the right initiative to success.

2.1.1 Pros and Cons About Entrepreneurship

According to Lambing and Kuehl (2007:23-24) there are some advantages and disadvantages of entrepreneurship, namely: The advantages of enterprise consist of some of the following things:

1. Autonomy

The need for freedom and freedom to make a decision. A feeling that expresses a peculiar satisfaction of being a leader is very satisfying for entrepreneurs.

2. Challenge of a start-up / feeling of achievement

For entrepreneurs, the challenge to start a business is a pleasant thing. An opportunity to develop a concept into a profitable business leads to a significant sense of achievement, and entrepreneurs know that they are the ones who determine the success of their ideas.

3. Financial Control

Because there are often statements that say that entrepreneurs have financial freedom and give the impression that the entrepreneur is the rich. It may not always have to be associated with wealth, but entrepreneurs want more control over their financial situation. Entrepreneurs avoid the possibility when someday their leaders give PHK after their dedication for years.

The disadvantages of entrepreneurship are as follows:

1. Personal Sacrifices

At the beginning of a business, an entrepreneur usually requires an extra amount of effort, time and sacrifice in pursuing his or her business, compared to working in someone else's company.

2. Burden of Responsibility / Jack - of - All Trades

An entrepreneur has a greater responsibility than an employee who works for a company. Employees can share the responsibility of their work with other employees who have the same interests. An entrepreneur must also regulate all business functions related to his or her business, such as marketing, finance and human resources that exist in the company until the business is profitable and able to employ employees with the necessary expertise.

3. Little margin for error

A misguided decision-making and weak management will have a very significant impact on the survival of a business.

2.1.2 Factors Influences Entrepreneurship

There are several factors that influence a person's desire to choose the path of entrepreneurship as his way of life. (Hendro, 2011:61 - 63).

1. Individual Factors

Individual factors are the influence of life experiences from childhood to adulthood, either by the environment or by the family.

2. Working atmosphere

An uncomfortable work environment will speed a person to choose his career path as an entrepreneur.

3. Educational Level

A person who does not have a high level of education will tend to have a strong desire to choose a career as an entrepreneur.

4. Personal Character

It's driven by a circumstance that forces people to think that being an entrepreneur is the last option to succeed, given the fierce competition in the world of work and many potential graduates who haven't got a job yet.

5. Academical Achievements

A person with low academic achievement tends to have a stronger desire to become an entrepreneur. It is driven by a circumstance that forces the person to think that being an enterprise is one last option to succeed, given the very tight competition in the world of work and many potential graduates are not.

6. Family Impulse

The family plays an important role in nurturing and speeding up a person to make career decisions as an entrepreneur, as parents serve as personal consultants, counsellors and guide.

7. Environment and Association

The environment and association it will shape a person's personality. Someone who has a relationship with a lazy person tends to become someone who is lazy.

8. Self Esteem

A certain position a person achieves will affect the direction of his career. According to Maslow's theory, once the need for stockpiles, food and boards is met, the next one's need is self-esteem, that is, wanting to appreciate more. And it can sometimes not be found in the world of work or environment, whether it's family, friends or anything else. Self-esteem will drive a person to take a career as an entrepreneur.

9. Condition

Conditions created or occurring like mass dismissal, retirement and unemployment will be able to make a person choose his way of life as an entrepreneur because there is no choice for him.

2.2 Entrepreneurial Intention

According to Saraswati and Widaningsih (2008:146) intention is a high-hearted inclination towards something. The formation of an intention begins with a feeling of pleasure and a positive attitude. There are three characteristics of intention, namely:

- 1) Intention gives rise to a positive attitude of an object.
- 2) Intentionation is something pleasant and arising from an object.
- 3) Intentions contain the element of appreciation, resulting in a desire, and the inclination to obtain something desired

According to Fishbein, Ajzen, and Bandura in Wijaya (2007:119), intention is a component within an individual that refers to the desire to perform a certain behavior and is a determination to undertake a certain activity or produce a certain condition in the future. It indicates how hard a person tries and how much effort is made to get the desired behavior done. Santoso in Wijaya (2007:19) also adds that intentions are things that are assumed to explain motivational factors as well as have a strong influence on behavior. From the above definition it can be concluded that intention is something personally desired by the perpetrator with the intention of achieving the intended goal.

When the intention is formed in a person, it tends to remain as long as the object of intention attracts attention or is desired by him, so that when the object is no longer attracting attention or desire, the tendency will change. Intention becomes crucial to learning about the entrepreneurship process (Mhango, 2006:16). Intention is a determination to carry out a certain activity or to produce a certain future condition. Therefore, intention can be used as a basic approach to understanding the extent to which one's desire to become an entrepreneur. Indarti and Rostiani (2008:4) mentioned that entrepreneurial intentions can be understood as the process of searching for information that can be used to the purpose of establishing a business.

A person who has an intention to start a business will have a better readiness and progress in the undertaking than a person who does not intend to begin a business. According to Ramdhani in Srimulyani (2013:98) entrepreneurial intentions are motivational factors that influence individuals to pursue the results of entrepreneurship. Carsrud and Brannback (2009:55) also gave the definition of entrepreneurial intentions that is the desire to start a business, to create a new enterprise.

2.3 Personality Traits

According to Nevid (2013:490) traits are a set of personality characteristics that tend to be stable or permanent. According to Allport (1951) in Sunaryo (2004:118) traits is a system of emotional stability of a person directed towards the ability to cope with a variety of situations or circumstances. From the above definition, it can be concluded that trait is a tendency to behave in a certain way, as reflected in one's behavior in different situations.

According to Sayyid (2007:185) personality is a combination of character, tendencies, and orientation that exists in an individual acquired through experience and determines individual responses in various situations. Tomb (2004:232) also argues that personality is a pattern of behavior that is fixed and typically recognizable in every individual. From the definition above it can be concluded that personalities are a patterns of behaviour that settle in each individual and determine individual responses in the face of various situations.

According to Robbins and Judge (2008:130) personality traits are characteristics that often appear and describe an individual's behavior. Characteristics that are generally inherent in an individual are shamefulness, obedience, aggressiveness, laziness, loyalty and fear realized in the face of various situations. The more consistent and frequent the appearance of such characteristics in different situations, the more it will describe the characteristics of an individual. According to Martono and Joewana (2006:61) personality traits are the self or basic characteristics of a person, that is, thoughts, feelings and life values that are embodied in daily behavior.

2.3.1 Personality Traits Dimensions

According to Sesen (2012:627) the dimensions of personality traits are:

1. Need for Achievements

According to Schermerhorn (2012:310) need for achievement is a desire to do something better, to solve a problem, or to master a complex task. The higher a person's desire to success usually has a higher need for achievement and thus can be meant to move towards becoming an entrepreneur. A person who has a high need for accomplishment will more appreciate his personal responsibility, solve problems without needing the help of others, dare take risks, and have a strong interest in the results achieved by his endeavours and decisions. (Sesen, 2012:627).

According to McClelland in Suharyadi, Nugroho, Purwanto, and Faturohman (2007:72) a person who has a high need for achievement generally has the following characteristics:

1. Pleased with challenging work and avoiding tasks and responsibilities that are too easy to complete.
2. Have a high personal responsibility. Always feel that no matter what happens, it's mostly his responsibility.

3. Always hoping for a feedback for his works.

According to Moeljono (2003:11) need for achievement becomes a reference from the background of one's motivation to act. Every behavior is driven by a goal, while the goal is driven by motivation, and behind the motivation is the desire to accomplish. The need for achievement approach in human resources plays a key role in economic growth and social progress. Need for achievement positions a person as a position that does not need a job but rather a market that needs them.

2. Locus of Control

According to Strauser et al., and Rotter in Sesen (2012:627) the locus of control is an attribute that indicates an individual's sense of control over the results, appreciation, success and failure of his life. The locus of control determines the level to which one believes that their behavior affects what happens to them.

According to Ivancevich, Konopaske, and Matteson (2006:97) the locus of control consists of two aspects, internal and external. When they do well, they believe that it is because of luck or because it is an easy task. Whereas, the internal aspect of the locus of control is a person's belief that everything that happens is the result of the effort that the person does. the behavior and characteristics of the person.

Lambing and Kuehl (2007:19) also argue that internal locus of control is a belief that achieving success or failure depends on the actions taken. Someone who believes that achieving success is determined by external aspects of locus of control is unlikely to become a successful entrepreneur.

3. Self-Efficacy

According to Ivancevich, Konopaske, and Matteson (2005:99), self-effectiveness is a personal belief in the ability to accomplish a task successfully. If in the past a person succeeded in completing a task, a person will have more confidence and

increased confidence in his ability to perform the task well. Self-effectiveness relates to a person's performance in work, career choices, learning and achievement, as well as ability to adapt to new technologies. Bandura in Sesen (2012:627) also mentions that self-effectiveness is the belief in one's ability to successfully complete the existing tasks. A person who has confidence that he will be a successful entrepreneur, the greater the desire of the person to make entrepreneurship a career choice. (Lambing dan Kuehl, 2007:21).

2.4 Environmental Factors

According to Samadi (2006:112) the environment is all things and conditions including human beings and their activities in a space that is interrelated, interdependent and interacting on human survival and well-being. Environmental factors are a group of resources that will influence the process of starting a business consisting of financial support, education and training, potential business sectors, openness and competitiveness in the domestic market (Gomezelj and Kusce, 2013:911). Environments can facilitate or otherwise hinder entrepreneurial activity and also affect the costs and benefits of setting up a business. (Luthje dan Franke, 2011:13).

2.4.1 Environmental Factor Dimensions

According to Sesen (2012:628) the dimensions of environmental factors are:

1. Access to Capital

According to Madura (2007:11), capital includes machines, equipment, equipment and physical facilities used by human resources to produce products. In building an enterprise, sufficient capital is required to finance the operation of the enterprise. (Rini, 2006:168). In the Indonesian dictionary, capital is defined as the commodity money used for trading. According to Sesen (2012:628) access to capital is one of the important factors in creating a new enterprise. This capital can be obtained through personal savings, family, friends, banks or investors.

According to Soekarno (2010:3) capital can be divided into two ways which are:

a) Own Capital

Capital that comes from one's own, usually comes from personal savings or money from donations from other parties that have a special relationship with the person. In self-determination, the person can use it according to his personal wishes.

b) Loan Capital

Loan capital is capital acquired from another party, and the borrower has an obligation to repay it to the borrowing party.

According to Rini (2006:169), capital financing can be obtained in several ways, namely:

a) Own Capital

The own capital can be acquired through savings money leaked from savings, deposits and gold.

b) Loan Capital

Borrowing when not having sufficient capital can be pursued by making loans to other parties such as individuals, corporate institutions or non-banks.

c) **Cooperation Or Sharing of Ownership With Other Parties**

Cooperation with others to invest capital in the enterprise. The profits of the enterprise are divided between the owners of capital or enterprise in accordance with a previously agreed profit-sharing agreement.

2. Business Information

According to Madura (2007:322) an entrepreneur must consider the entire market conditions before deciding to create a new business such as competitors, demand, labor, regulations and legislation - invitations. Various sources can be used to obtain information about business. According to Griffin and Ebert, (2007:10) business information plays an important role in building a business. A business relies on market predictions, people with specific expertise, as well as various forms of economic data to support in running business processes.

According to Sesen (2012:628) the availability of business information is a very important thing to start a business. One who wants to build a business needs information about the market to be able to compete in the market. The availability of business information is required when building a business (Gomezelj and Kusce, 2013:911).

According to Indarti and Rosiani (2008:9) the availability of business information is an important factor that drives a person's desire to open a new business and a critical factor for the growth and sustainability of the business. Information search refers to the frequency of contact made by someone with various sources of information. The results of such activities often depend on the availability of information, either through their own efforts or as part of social resources and networks.

3. Social Network

According to Martanto (2008:139) social networks are a process of social interaction that allows a person to interact with people who are known or unknown. Social networks are very influential for entrepreneurs to success (Gomezelj and

Kusce, 2013:911) According to Sesen (2012:629) social networks can be utilized for an entrepreneur to acquire resources that can be used in running or building a business.

According to Indarti and Rosiani (2008:9) social networks are defined as a relationship between two people that includes:

- (a) communication or transmission of information from one party to the other;
- (b) exchange of goods and services from the two parties;
- (c) expectations that one person has against another due to the character - character or special attributes that exist. For entrepreneurs, networks are a tool to reduce risk and transaction costs and improve access to business ideas, information and capital.

4. University Environment

According to Luthje and Franke (2011:24-25) a student who judges that the university environment is not supportive in entrepreneurship will result in low entrepreneurial intentions in the students. The quality of education and training on entrepreneurship is crucial, it refers to a variety of formal education programmes (Gomezelj dan Kusce, 2013:911). The university environment affects the lifestyles of potential entrepreneurs such as through the social environment within the university, the values embraced by university and the educational programmes of university. (Kuratko dan Hodgetts, 2004:35).

2.5 Hypothesis Development

A hypothesis is a temporary answer to a research question to be tested using statistical analysis. The formulation of the hypothesis in this study is as follows:

- Ha1 : There is a significant influence between variable personality traits on variable entrepreneurial intentions in public university students in Lampung.

- Ho1 : There is no significant influence between personality traits variables on entrepreneurial intentions variables in public university students in Lampung.
- Ha2 : There is a significant influence between variable environmental factors on the variable entrepreneurial intentions in public university students in Lampung.
- Ho2 : There is no significant influence between variable environmental factors on variable entrepreneurial intentions in public university students in Lampung
- Ha3 : There is a significant influence between personality traits variables and environmental factors variables jointly - equally on entrepreneurial intentions variables in public University students in Lampung.
- Ho3 : There is no significant influence between variable personality traits and variable environmental factors jointly on the variable entrepreneurial intentions in public university students in Lampung.

2.6 Theoretical Framework

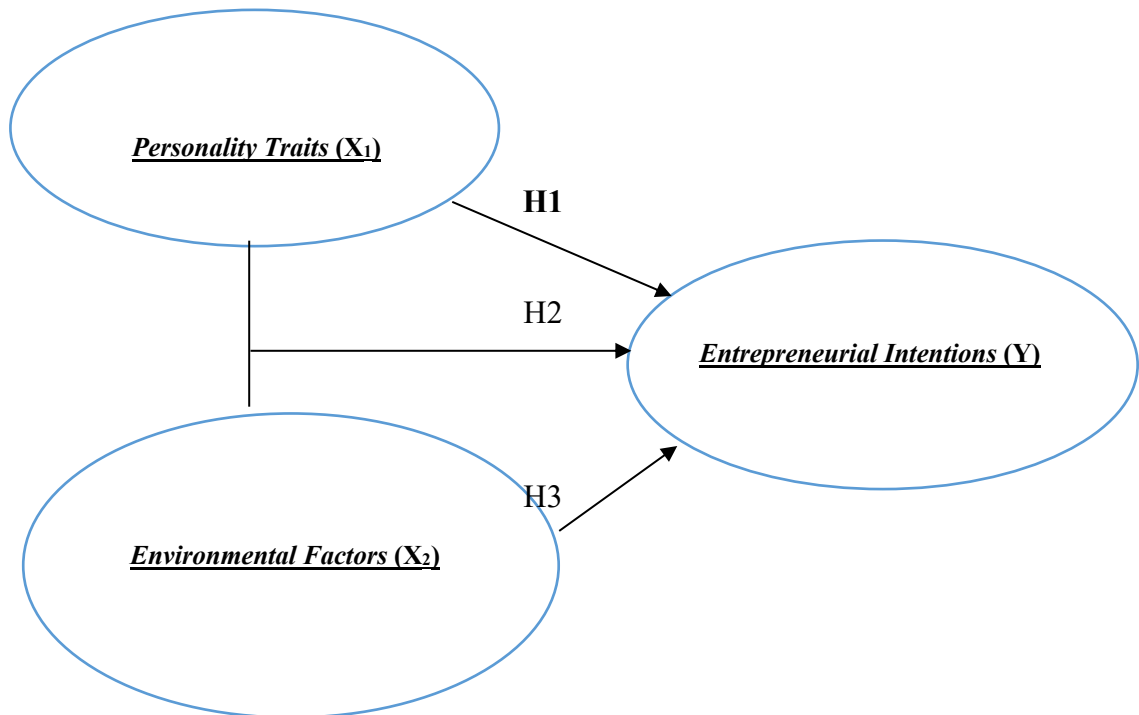


Figure 2 Theoretical Framework
Source: Santo, 2014 (processed by writer)

2.1 Previous Research

Previous Research	Key Points	Similarity	Result
Analysis by El Gohary et.al (2023)	<p>Entrepreneurship is crucial for alleviating job challenges among business graduates and for sustaining a growing local economy.</p> <p>Different factors support and encourage students to be entrepreneurs.</p> <p>Modern technologies such as social media are becoming more popular with young people in enterprise creation.</p>	Both studies investigate the entrepreneurial intentions of students in developing countries.	The findings provide enlightening information and prospective ways to encourage sustainable entrepreneurship among favored entrepreneurs. These findings suggest that the SEIs will advance more rapidly as an individual's career goals and understanding of their long-term impacts are respected. Therefore, fostering abilities and capabilities is an efficient and dependable method for promoting sustainable businesses and producing sustainable entrepreneurs.
Research by Jaenudin et.al (2023)	<p>Significance of Entrepreneurship Knowledge: Understanding student entrepreneurial intentions is crucial in tertiary education.</p> <p>Effectiveness of Project-Based Learning: Implementing the project-based learning model significantly increases student entrepreneurial intentions in digital economics and business education.</p>	Both study the important of entrepreneurial knowledge and what it influence to Indonesian students.	The results show significant differences in entrepreneurial intentions between students using the project-based learning model and those using the conventional model. The project-based learning approach effectively increases student entrepreneurial intentions in digital economics and business.
Study by Dubey and Sahu (2022)	Employment Challenges Rising unemployment rates in emerging nations contrasted with the feasibility of job creation with proper resources.	Both examine the important of entrepreneur in a nation.	The results revealed that demographic, social and environmental factors significantly affected engineering

	<p>Studying how demographic, social, and environmental factors affect entrepreneurial intentions among engineering undergraduates in Chhattisgarh state.</p> <p>Geographical Focus Specifically analyzing entrepreneurial intentions within Chhattisgarh state, emphasizing a localized approach.</p>	<p>Have the same background about unemployment as challenges. Also search the influences to entrepreneurial intentions.</p>	<p>undergraduates' entrepreneurial intention except for age and occupation variables. Hence, it can be predicted that demographic, social and environmental factors help create entrepreneurial intention among engineering students.</p>
<p>Research conducted by Farukh et.al (2017)</p>	<p>Family Background and Entrepreneurial Intention (EI) This suggests studying how family upbringing, dynamics, or history of entrepreneurship may influence an individual's inclination or intention to pursue entrepreneurship.</p> <p>Personality Traits and Entrepreneurial Intentions: This implies investigating how individual characteristics, such as personality traits (e.g., openness, extraversion, risk-taking propensity), may impact one's intentions or aspirations towards entrepreneurship.</p>	<p>Both study about the role of personality traits influences entrepreneurial intentions on university students.</p>	<p>Few implications emerged from the study. The study's findings attract the attentions of the academicians to take into cognizance the factors examined while training the students in entrepreneurship skills because this study has revealed that if these factors are not present the intention of the students to start a business venture may proved to be weak.</p>
<p>Study by Song Ng et.al (2019)</p>	<p>Entrepreneurship Importance Entrepreneurship drives economic growth and job creation globally.</p> <p>Role of Graduate Entrepreneurs Graduate entrepreneurs vital for modernizing economies and fostering economic growth.</p> <p>Government Focus Governments prioritize entrepreneurship to combat youth unemployment and promote economic resilience.</p>	<p>Both inquiry the connection between personality and education influences students entrepreneurial intentions</p>	<p>Improving Entrepreneurial Intention (EI) is crucial in today's competitive job market, focusing on developing Proactive Personality (PP), Entrepreneurship Education (EE), and Entrepreneurial Opportunities (EO).</p>

CHAPTER III

3.1 Research Design

According to Sekaran (2003:3) research is an activity conducted to find a solution to a problem through learning and analysis of a situation. Research is an investigation conducted in order to present information to solve a problem. (Hermawan, 2005:13). Research methods are basically the methods carried out in a process of activity aimed at knowing, explaining, and understanding a situation that occurs (Sare, 2006:113). A research can be held accountable for its ineffectiveness through research methods. (Hariwijaya dan Triton, 2011:51).

This research uses a quantitative approach. According to Hair, Money, Samouel, and Page (2007:151), a quantitative approach is research in which data analysis is more emphasized on data - data as numbers - processed by statistical methods. According to (Hermawan, 2005:87) cross sectional is a study where data is collected once in a given time. The study was conducted during the time the respondents became students of eight universities with the 2019/2020 academical year.

3.2 Scope and Object of Research

According to Maryati and Suryawati (2006:111) the unit of analysis is a unit of research, for example an organization, a community group, and an individual. The analysis unit plays a role in the interview process that will be used as the material in making the research. The unit of analysis in this study is a student of public higher education in Lampung in year 2020-2022 are ideal to be used as an analysis unit in this research because it is assumed in general that the student has a higher level of knowledge that tends toward entrepreneurship and is almost finished by the time of college and soon will begin to enter the world of employment so that it is more relevant for this research.

3.3 Source of Data

Data is used as a raw material in a study. Retrieving data from the source has certain methods and methods. The data collection techniques used in this study are as follows:

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Data is used as a raw material in a study. Retrieving data from the source has certain methods and methods. The data collection techniques used in this study are as follows:

3.3.1 Primary Data

Primary data sources are data directly collected by researchers from the first source (Suryabrata 2008). The primary data sources in this study are active students of the University of Lampung during eight-semester.

3.3.2 Secondary Data

According to Hermawan (2005:168) secondary data is data collected and previously collected by other parties. Data can be obtained from within a company, website, library, and educational institutions. In this research, secondary data that will be used by researchers are data from various libraries that relate to this research and also data from the Department Management of the University of Lampung.

3.4 Data Collecting Method

According to Hermawan (2005:168) primary data is data collected directly by researchers to answer a problem or purpose of research. A list of questions organized in such a way as to be answered by respondents (Hariwijaya and Triton, 2011:62). The total number of questions in the questionnaire submitted to each respondent is 22 questions.

The likert scale is a scale that measures a person's agreement or disagreement with a series of statements. (Sekaran, 2003:197). For each answer to the question given to the respondent will be given a score of 1 - 5 which can be described as follows:

1. When the answer "strongly disagree" is given value of 1
2. When the answer "disagree" is given a value of 2
3. When the answer "neutral" is given value of 3
4. When the answer "agree" is given value of 4.
5. When the answer "strongly agree" is given value of 5.

The results of the disseminated questionnaires will be processed using the statistical processing program SPSS (Statistical Package for the Social Sciences) version 16.0.

3.5 Population and Sample

3.5.1 Population

According to Dantes (2012:37) a population is the number of events or living creatures that meet a certain set of criteria. A population is a group of people, events or something that attracts researchers to do research. (Sekaran, 2003:265). According to Hariwijaya and Triton (2011:66) a population is the total number of people or objects that have in common one or more things that form the fundamental problem in a study. Data can be taken as a whole from a population by means of census, whereas if there is a capability limitation through census then it can be done by taking only part of the data from the existing population by way of sampling.

The population of this research is consists of public student higher education in Lampung in year enrolled 2020-2022. Students who already or ongoing entrepreneurship course are ideal to be respondents in this study because it is assumed that in general the students have a higher level of knowledge that tends toward entrepreneurship and are almost finished by the end of their college and soon will begin to enter the world of work so that it is more relevant to use as respondent in this research.

3.2.1 Sample

The sample is the part of the population whose characteristics are to be investigated and considered to represent the entire population. When the population is large, and it is not possible for the researcher to study everything in the population, for example, because of the limitations of funds, energy, and time, then the researcher can use samples taken from the population (Sugiyono, 2017:81). Sampling is done using the Nonprobability Sampler Method using the Purposive Sampler Technique, which means the technique of determining samples with a specific consideration. (Sugiono 2019), specifically from students in public higher education in Lampung Province, Indonesia.

This study requires respondents who have special characteristics because respondents as samples of the population must be able to represent the entire population that this research requires. The following criteria are required in this study:

1. Students who have attended or ongoing entrepreneurship courses.
2. Public students in higher education in Lampung Province.
3. Students entering in year of 2020, 2021 and 2022.

The study uses two variables, personality traits and environmental factors, following the recommendation of (Hair et.al, 2016) that stated the scale of sample has to be bigger than 100. In often times, the total sample is multiple 5-10 times bigger than the indicator. Consisting of 22 indicators which means the number of samples used $22 \times 10 = 220$.

3.6 Research Variable Conceptual-Definition

3.6.1 Personality Traits

According to Nevid (2013:490) traits are a set of personality characteristics that tend to be stable or permanent. According to Allport (1951) in Sunaryo (2004:118) traits is a system of emotional stability of a person directed towards the ability to cope with a variety of situations or circumstances. From the above definition, it can be concluded that trait is a tendency to behave in a certain way, as reflected in one's behavior in different situations.

3.6.2 Environmental Factors

According to Samadi (2006:112) the environment is all things and conditions including human beings and their activities in a space that is interrelated, interdependent and interacting on human survival and well-being. Environmental factors are a group of resources that will influence the process of starting a business consisting of financial support, education and training, potential business sectors, openness and competitiveness in the domestic market (Gomezelj and Kusce, 2013:911). Environments can facilitate or otherwise hinder entrepreneurial activity and also affect the costs and benefits of setting up a business. (Luthje dan Franke, 2011:13).

3.6.3 Entrepreneurial Intentions

According to Fishbein, Ajzen, and Bandura in Wijaya (2007:119), intention is a component within an individual that refers to the desire to perform a certain behavior and is a determination to undertake a certain activity or produce a certain condition in the future. It indicates how hard a person tries and how much effort is made to get the desired behavior done. Santoso in Wijaya (2007:19) also adds that intentions are things that are assumed to explain motivational factors as well as have a strong influence on behavior. From the above definition it can be concluded that intention is something personally desired by the perpetrator with the intention of achieving the intended goal.

3.7 Variable Definition Operational

An operational definition describes a concept that makes a variable measurable through the dimensions of its properties, certain aspects, or attributes that stick to a concept. (Sekaran 2003:176). Meanwhile, a variable is anything that has a variation of value that can be identified through a framework and model of research that has been defined. In this study there are two independent variables: personality traits and environmental.

The following variable operational definition was first developed from the definitions of the current literature. The definition was tested by first developing a model based on the current literature in online utilization intention literature. The model resulted in three hypotheses. Each of the following factors is projected to be positively related to the level of online utilization intention as defined from the literature:

Factors, and one dependent variable, entrepreneurial intentions, can be seen more clearly in the following table:

Table 3.2 Variable Definition Operational

Variable	Dimension	Indicator
Personality Traits (X ₁)	Internal Locus of Control (X _{1.1})	1) I am convinced that the success that I have been able to is the result of my hard work. 2) Failure at work is the result of mistakes made. 3) If I want to something, I will make it a reality.
	Need for Achievement (X _{1.2})	1) It is really important for me to work better than the others. 2) I have always working hard to achieve my success. 3) I respond every challenge with open arms, and I feel motivated when im in a competition with others.
	Self – Efficacy (X _{1.3})	1) I feel comfortable because I have good leadership skills to organize my own work. 2) I can create new ideas in the job. 3) I can solve the delisting problem.

Variable	Dimension	Indicator
Environmental Factors (X ₃)	Access to Capital (X _{2.1})	1) I can find a bank that's useful for my business. 2) I can find a capital provider that's useful for my business..
	Business Information (X _{2.2})	1) I can get information about market opportunities that are useful for my business. 2) I can get information about competitors that is useful for my venture.
	Social Networks (X _{2.3})	1) If I decide to set up a business, then I will express my idea to the family to obtain business capital and business information. 2) If I decide to set up a business, then I will express my idea to a friend/co-worker to obtain business capital and business information. 3) If I decide to set up a business, then I will present my ideas to financial institutions (such as banks, cooperatives, etc.) to obtain business capital and business information.

Variable	Dimension	Indicator
	University Environment (X _{2.4})	1) The atmosphere in the university environment inspires students to develop ideas in setting up a business. 2) The courses given by the university provide the knowledge required by the student to start a business. 3) The university provides facilities that support students to start a business.
<i>Entrepreneurial Intentions</i> (Y)	<i>Intention to be an Entrepreneur</i>	1) I'd choose to start a business rather than work with someone else. 2) I would choose a career as an entrepreneur. 3) I will build a business in the future.

3.8 Research Instrument Test

3.8.1 Validity Test

Validity is a process of determining whether an interview in a survey or observation was conducted accurately and correctly. (Hermawan, 2005:211). The confidence level used for the validity test of the item in this study is 95%, so the error rate or $\alpha = 5\% = 0.05$. Items that have count r values $>$ the item table is specified as valid (Sarwono, 2012:35).

3.8.2 Reliability Test

Reliability is the degree of reliability of a questionnaire. A questionnaire declared reliable when tested repeatedly on the same group will yield the same results, as long as there are no psychological changes in the respondents. (Simamora, 2008:63).

The reliability test technique uses an alpha cronbach coefficient with a real gradient of 5%. If the alpha value of cronbach is greater than 0.6, then the item is declared reliable, less than 0.6 is considered bad, in the range of 0.7 is considered sufficient, and if greater is 0.8 then considered good. (Sekaran, 2003:311).

3.9 Classic Assumption Test

3.9.1 Multicollinearity Test

The multicollinearity test aims to test whether a regression model found a correlation between free or independent variables (Ghozali, 2011:105). To detect that there is no multicollinearity in a regression can be seen from (1) tolerance value, (2) variance inflation factor value (VIF).

3.9.2 Autocorrelation Test

The autocorrelation test aims to test whether in a regression model there is a correlation between an interference error in the period t and an interfere error in a period $t-1$ or earlier it's a time series or periodic time. To detect autocorrelation is to use the Durbin-Watson test. (Ghozali, 2011:110).

3.9.3 Heteroscedacity test

The heteroskedastisity test has the purpose of testing whether in a regression model there is variance inequality from the residual of one observation to another (Ghozali, 2011:125). If the variance from the residue of one observance to another observation is constant then it is called homosexuality and if it is different it is referred to as heteroskedasty. Heteroskedastisity can be detected with a variety of tests, one of which is the statistical test of Glejser. Basic decision-making:

- a) If the probability value is > 0.05 then it can be said that there is no heterosexuality.
- b) If the probability value is < 0.05 then it can be said that there is a heterocadasthesis.

3.10 Hypothesis Formula

3.11 Data Analysis Method

The study uses simple linear regression analysis and double lineary regression. The analysis of simple and double regression is processed using the help of the SPSS (Statistical Package for the Social Sciences) program version 16.0 to test the influence between personality traits and environmental factors on entrepreneurial intentions variables, and test the hypotheses that have been formulated.

3.11.1 Simple Linear Regression Analysis

Simple linear regression analysis serves to predict the influence between a free variable and a bound variable (Usman and Akbar, 2011:241). The simple linear regression analysis formula are:

$$y = a + bx$$

- y : Entrepreneurial intentions
- x_1, x_2 : Personality traits, Environmental factors
- a : constant
- b : simple linear regression coeffission

3.11.2 Double Linear Regression Analysis

Double linear regression analysis serves to predict the influence of two or more free variables on one bound variable (Usman and Akbar, 2011:241). The double regression analysis in this study is formulated as follows:

$$y = a + b_1x_1 + b_2.x_2$$

Description :

- y : Entrepreneurial intentions
- x_1 : Personality traits
- x_2 : Environmental factors
- a : Constant number
- b_1 : The effect of x_1 to y if x_2 constant
- b_2 : The effect of x_2 to y if x_1 constant

3.11.3 Hypothesis Test

A). t Test (Testing the First and Second Hypotheses)

The test was conducted to determine the degree of significance of the influence of variable personality traits and environmental factors partially on entrepreneurial intentions in students. Probability-based decision making, namely:

1. If $Sig > 0.05$, then H_0 accepted
2. If $Sig < 0.05$, then H_0 not accepted

B). F Test (Testing The Third Hypothesis)

The F test is performed to determine the degree of significance of the influence of personality traits and environmental factors on the entrepreneurial intentions of students. Probability-based decision making, namely:

1. If $Sig > 0.05$, then H_0 accepted.
2. If $Sig < 0.05$, then H_0 not accepted.

C). Determining the Double Determination Coefficient (R^2)

Double determination coefficients are used to measure the contribution of variable personality traits and environmental factors to the variable entrepreneurial intentions in students. The R^2 value can be seen on the output of the summary model that is converted into a percentage value to identify the contribution of the personality traits and environmental factors to influencing the entrepreneurial intentions variables. (Hariwijaya dan Triton, 2011:104).

CHAPTER V

5.1 Conclusion

Based on the results of the analysis and discussion, it can be concluded that the initial hypothesis stating that Personality Traits and environmental factors have a significant positive influence on Entrepreneurial Intention in Lampung Province is accepted with the following explanation:

1. Personality traits have a positive and significant influence on the entrepreneurial traits of students in Lampung Province, particularly regarding the indicators of self-efficacy that affect the student respondents in Lampung Province.
2. Environmental factors have a positive and significant impact on entrepreneurial intention among students in Lampung Province, particularly regarding the indicators of courses offered by students in Lampung Province, which influence their followers in pursuing entrepreneurial intentions among students in Lampung Province.
3. Both Personality Traits and Environmental Factors have a significant impact on entrepreneurial intention among students in Lampung Province.

5.2 Suggestions

Based on the conclusions obtained, the researcher provides the following input:

1. Universities in Lampung Province, moving forward, should provide information about entrepreneurship in Lampung Province consistently, honestly, and in accordance with reality, so that the level of trust increases, fostering a desire to build businesses.
2. Universities in Lampung Province should create a Diploma Program that focusing on entrepreneurial skill and practices.
3. Students in Lampung need to improve their self-efficacy, social network. Things like competitiveness, motivation and good work ethic need to be

implemented on their character in order to improve their life skills and value.

4. The Bank should engage more actively in the future and involve more student participation in Lampung Province who have an interest in business to support Entrepreneurial Intentions.
5. It is hoped that this research can assist other researchers in developing further studies. The researcher suggests adding other variables related to factors that may influence students' interest in entrepreneurship in Lampung Province.

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