

The Role of Motivation on Attitudes and Entrepreneur Achievement

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ABSTRACT

Today the development of entrepreneurship is not separated from the support and the role of Government and universities. Grant support from the University along with Student Entrepreneurial Program (PMW) is not only expected to create entrepreneur spirit, but also demonstrate the importance of entrepreneurship. This research aims to find out the role of motivation on entrepreneur attitudes and achievement of Universitas Airlangga students. The research method is used Partial Least Square by using path analysis. Samples taken in the study were 30 students the entrepreneurial of Airlangga University. Instruments used is the questionnaire.

Keywords: Attitude, Entrepreneur Achievement, Motivation, Starting Entrepreneur, PLS, SEM

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INTRODUCTION

Entrepreneur or entrepreneurship has become an important issue lately. Indonesia is a country that is rich in resources, especially human resources. However, the poverty rate is still high due to the high level of unemployment. The wealth of human resources has not been fully utilized due to the lack of jobs. Therefore, this is an opportunity for entrepreneurs to open new jobs by utilizing the abundant human resources, where entrepreneurship is believed to be able to change the future of the nation and be able to provide answers as a key factor used by a person or a nation to open the door out of unemployment and poverty problems, can even be used to build welfare.

For a developing country like Indonesia where unemployment is one of the main economic problems, the relationship between entrepreneurship and job creation must be a major concern. According to Do & Dadvari, (2017) starting a new business or starting an entrepreneur is an individual decision, and individual attitudes are the main thing in defining entrepreneurial activities. In the context of developing countries, entrepreneurship is not only a tool, but also a target, but education about entrepreneurship in Indonesia is still minimal and does not yet support the development needs of the economic sector.

Most of the drivers of a country's change, innovation and progress are entrepreneurs. Understanding this awareness demands the presentation of entrepreneurship and innovation that does not rest only on cognitive, but also affective, and psychomotor. In other words, through training, in addition to better understanding the concept of entrepreneurship, it is also expected to increase the spirit of entrepreneurship for the community. To foster this enthusiasm, someone who wants to become an entrepreneur must have motivation. As stated by Ismail, Husin, Rahim, Kamal, & Mat, (2016) entrepreneurial motivation focuses on risk taking and tolerance which is useful for seeing the ambiguity and passion that will lead to entrepreneurial success.

By having achievement motivation, there will be awareness that the urge to always achieve success can become a permanent attitude and behavior in the individual. Motivation will be able to encourage individuals to face life's challenges so as to achieve success. The formation of the achievement motive is very

complex. This motive cannot be separated from personality development. The size of the role of family life greatly affects the development of individual personality. The parent-child relationship gradually reveals personality patterns. Not only that, a person's personality can also be formed due to the influence of the social or cultural environment in which the individual lives and then develops with all its characteristics including attitudes, habits, ways of thinking and so on. Building positive attitudes and behaviors such as building motivation in each individual requires initial conditions such as the need for self-introduction, self-concept, and self-ability which will facilitate the achievement of a variety of environmental conditions that must not only be faced but also must be anticipated. Attitude is part of one's initial motivation in learning, because a person's attitude towards speakers can affect intentions in entrepreneurial learning, and also actions that lead to and maintain entrepreneurship.

Many students, especially those from the economics department, try to start a business, be it an assignment from the campus or a personal desire to put the knowledge gained in college into practice. There is a business planning competition and scholarships provided by local and state universities (Directorate General of Higher Education) which aim to motivate the growth and development of students' entrepreneurial spirit to become opportunities and capital for students to start entrepreneurship. It is hoped that this program will foster and enhance entrepreneurial activities which are believed to have a positive impact on the country's economy. Based on the description and background of the problem, this research will further investigate the success of entrepreneurship with the title "The Influence of Motivation on Attitudes and Achievement of Entrepreneurship in Entrepreneurial Students, Airlangga University".

LITERATURE REVIEW

Theoretical basis

Motivation

In the field of entrepreneurship studies, research analyzes motivation is an individual motive for starting entrepreneurship. According to Barba-Sánchez & Atienza-Sahuquillo, (2017), motivation in entrepreneurship can serve to invest time, energy and money in their business

plans and their behavior on issues such as strategy or their willingness to grow with the business that is starting. So it can be said that motivation is the main role used by an entrepreneur as a plan to achieve the business goals that are about to start. People will decide to behave or act in a certain way because they are motivated to choose certain behaviors over others, because what they expect is the result of the chosen behavior. In essence, the motivation for the choice of behavior is determined by the desirability of results. Highly motivated people have three characteristics: 1) a preference for working within a defined scope of personal responsibility, 2) the ability to set realistic goals whose likelihood of fulfillment can be estimated, and 3) a need for satisfaction and ongoing feedback (Staniewski & Awruk, 2019). Ruiz-Palomino & Zoghbi-Manrique-de-Lara, (2020) also stated that the more individuals are motivated, the more they show increased cognitive flexibility and openness to complexity, thereby expanding their access to new solutions and ideas. Furthermore, they can apply the business processes that will be carried out in starting an entrepreneurship.

Attitude

Attitude is the habitual way of reacting to situations. The term 'attitude' is generally reserved for opinions that represent a person's overall tendency towards an object, idea or institution (Jena, 2020). Attitudes can be positive, negative or neutral as well as inactive & more general. However, in the context of entrepreneurship, attitude has been defined as the extent to which a person views entrepreneurial behavior and its consequences as valuable, beneficial and beneficial (Jena, 2020). Entrepreneurial attitudes consist of personal characteristics such as innovation, risk taking, need for achievement, self-confidence, and locus of control (Mahfud, Triyono, Sudira, & Mulyani, 2020). Researchers often link entrepreneurial intentions with entrepreneurial attitude orientation, which states that entrepreneurial attitudes can influence entrepreneurial behavior through entrepreneurial intentions. So that the attitude of an entrepreneur can determine the success that will be achieved in starting an entrepreneur.

Entrepreneurial Achievements

According to Ajiwibawani, & Subroto, (2017) that someone who experiences difficulties at the development stage can become independent and tends to consider entrepreneurship as an attractive option. Because entrepreneurship is not only for survival but a way to achieve self-actualization. Chatterjee, Das, & Srivastava, (2019) define entrepreneurship as a platform that acts between the need for achievement and economic development of a country in doing a new business carried out by an entrepreneur. Entrepreneurial success can be measured by determining the results after the entrepreneur has overcome various obstacles in business activities. Critical entrepreneurial success factors include processes, benchmarks or business components that are essential for a business to be profitable and competitive in the marketplace for the organization (Ismail et al., 2016). Common challenges such as financing, capacity, market availability and so on have been added to the list of obstacles faced by entrepreneurs before they can experience the success of the business they have started. The situation is more challenging especially for those who have just entered the business world.

Hypothesis Development

The Relationship between Motivation and Attitude

The attitude of a person who does business is defined as concern for the welfare of others, both internal and external to the organization, where individuals are more willing to serve and meet the needs of others so that the company's goals related to the products offered can be as desired (Ruiz-Palomino & Zoghbi-Manrique-de-Lara, 2020). They may feel intrinsically motivated enough to manage themselves and be creative. In addition, the level of challenge in each job that can involve direct contact with customers in selling products is more motivating, such as skill variation or autonomy, because it can lead them to need information in working creatively.

Individual attitudes at work may need to interact with intrinsic motivation to help creativity emerge so that attitudes at work are not monotonous (Jena, 2020). As a result, individuals who are intrinsically motivated are more involved in their work and bring out their excitement and enthusiasm about their work in such a way that they are more likely to be curious and open to changing the traditional way of doing things (Ruiz-Palomino & Zoghbi-Manrique-de-Lara, 2020). Thus, the more individuals who are intrinsically motivated, the more they show increased cognitive flexibility in attitude and openness to complexity, thereby expanding their access to new solutions and ideas in pursuing entrepreneurship.

Understanding the group in terms of their motivation and attitudes that will be generated, such knowledge will allow improved strategies to encourage work behavior in getting a customer to the product offered (Gomes, Nogueira, Antão, & Teixeira, 2019). Overall, in terms of attitude towards sales action is the only motivation that has emerged related to the purpose or benefits of the product provided. So that it raises an attitude that triggers customers to buy the product. According to Rasool & Winke, (2019) attitude is part of one's initial motivation in learning, because a person's attitude towards goals and speakers can affect the intention to achieve learning goals, and also actions that lead to how to maintain the process. It is very important to understand what individuals think about a development, and how this will affect their attitudes towards the goals they have designed in entrepreneurship and their motivation to influence the right attitudes in achieving those entrepreneurial goals. Because attitude is assumed to be a driving force that is connected to one's desire to integrate (Rasool & Winke, 2019).

According to Lee & Lo, (2017) with their motivation, a person can predict their proficiency. Practically, by linking attitudes that have been motivated to individual desires in acting entrepreneurship, the findings of this study are expected to help make decisions based on entrepreneurial information regarding the attitudes that have been taken. This explanation describes a positive relationship to the motivation for success in entrepreneurial behavior, the behavior of the results of the influence of this motivation will affect the entrepreneur's attitude in doing his business. Entrepreneurs who have motivation as an encouragement to achieve success will behave in a supportive manner towards achieving the need for success for entrepreneurship, so that it will produce a positive attitude towards the object or activity that is planned.

H1: Motivation has a significant effect on attitudes.

The Relationship Between Attitudes Against Entrepreneurial Achievement

Attitude is defined as a way of solving something about something that is aimed at (Saini, Kumar, & Kaur, 2020). Without having the right attitude, both cognitive competence and non-cognitive competence are difficult to achieve and maintain in the long term. According to Jena, (2020) attitude is a habitual way of reacting to situations. The term 'attitude' is generally reserved for opinions that represent a person's overall propensity towards an object, idea or institution. Attitudes can be positive, negative or neutral as well as inactive & more general. However, in the context of entrepreneurship, attitude has been defined as the extent to which a person views entrepreneurial behavior and its consequences as valuable, beneficial and beneficial (Jena, 2020). So that the attitude in the context of entrepreneurship is a way of solving the entrepreneurial process, to the object offered in order to be accepted by an entrepreneur profitably.

The development of entrepreneurial intention is an important problem if entrepreneurship is to provide a solution to the problem of unemployment. Thus, it is important to build mechanisms in developing entrepreneurial intentions, one of which is through attitudes toward individual behavior (Mahfud et al., 2020). Furthermore, considering entrepreneurship is a multistep process that can lead to business creation and entrepreneurial success, intention is the first step to consider. The intention to start a new business depends on one's attitude towards one's desire and eligibility to start entrepreneurship (Mahfud et al., 2020). Meanwhile, a person's attitude is shaped by the desire of the individual and their belief in the ability to achieve the desired entrepreneurial success. attitudes differ from traits because of their evaluative nature towards certain targets. Furthermore, attitudes influence individual intentions and simultaneously influence behavior. That means, attitudes have an important role in creating intentions and become a determining factor in shaping behavior in achieving entrepreneurial achievement.

In addition, according to Do & Dadvari, (2017), starting a new business is an individual decision, and individual attitudes are the main thing in defining entrepreneurial activities. The entrepreneurial attitude orientation consists of personal characteristics such as innovation, risk taking, the need for achievement, self-confidence, and locus of control (Rasool & Winke, 2019). These elements have been found to predict entrepreneurial propensity, which are reliable predictors of attitudes towards entrepreneurial actions that an individual can use to gain entrepreneurial achievement. Entrepreneurial attitudes are considered a better approach to describing entrepreneurship than other characteristics or demographic variables, because attitudes will measure the extent to which individuals are positively or negatively likely to do something (Do & Dadvari, 2017). On the one hand, it confirms that attitudes towards entrepreneurial actions positively influence the intention for the creation of new ventures. According to these results, attitudes toward entrepreneurial actions have a positive effect on intention regardless of how this influence is exerted. By having the attitude to be entrepreneurial, an entrepreneur will be more focused on doing his business planning, so that they behave and perform more optimally in achieving their achievements in entrepreneurship.

H2: Attitude has a significant effect on Entrepreneurial Achievement.

The Relationship between Motivation and Entrepreneurial Achievement

Motivation and entrepreneurial spirit are considered as important elements in the development of entrepreneurial activities recently (Ismail et al., 2016). Good motivation is needed as a means to achieve greater improvement especially in an environment that requires a lot of ideas and mutual commitment. According to Staniewski & Awruk, (2019) the achievement of successful entrepreneurship can refer to the fact of surviving in continuing to run a business and those in the market (as a registered business). When considering entrepreneurial success, the competitive element that allows comparisons between entrepreneurs cannot be ignored (Staniewski & Awruk, 2019). Therefore, an entrepreneur who continues to operate in the marketplace can consider themselves successful, even though that success seems greater when there are more businesses.

According to Chatterjee et al., (2019) there will be a proportionally greater number of entrepreneurial activities in a society if there is a high enough level of need for achievement in a society. A higher level of need can motivate individuals to set goals, use their own skills and abilities in trying to achieve successful entrepreneurial attainment. In the context of entrepreneurial success, the notion of motivation seems equally important (Staniewski & Awruk, 2019). Motivation can be referred to as "striving to achieve the best results that have a standard of perfection and therefore can result in success or failure" (Staniewski & Awruk, 2019). Motivation can be associated with a preference for risk, taking personal responsibility for results, using feedback to modify performance, and having its own expressive style. So that the success of an entrepreneur that is achieved can be influenced by motivation in increasing the effort done.

Motivation is based on emotions and goals related to achievement, the need for self-achievement has been linked to entrepreneurial behavior (Ajiwibawani et al., 2017). Someone with high motivation is able to change themselves and have a positive attitude in providing benefits to the environment. Motivation in an effort to form a creative and innovative mentality will produce humans who have potential and productive behavior, and are strong in achieving the expected goals, which is associated as a characteristic of entrepreneurial attitudes (Ajiwibawani et al., 2017). Entrepreneurship requires more than just capital and ideas, it requires personal determination and the most important one is motivation (Ismail et al., 2016). There are several success factors that an entrepreneur will achieve, one of which is the orientation towards success. So that motivation needs to be explored and increased, because to become a strong and independent entrepreneur, it is necessary to improve abilities that are better than before. Thus the existence of motivation can provide an impetus for achieving appreciation and satisfaction that leads to a successful business in the future as expected. By having high motivation, an entrepreneur will have a desire to be superior, to work better than others in obtaining entrepreneurial achievements.

H3: Motivation has a significant influence on entrepreneurial achievement

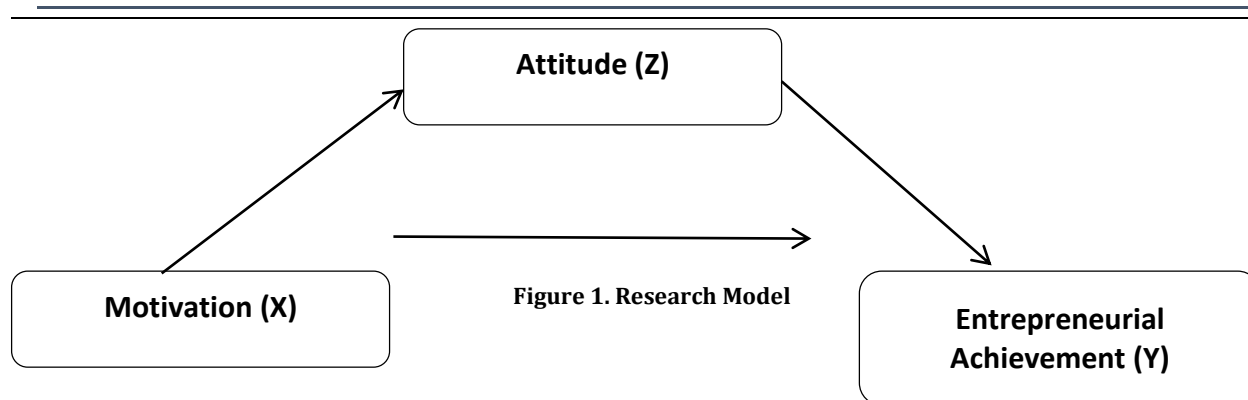


Figure 1. Research Model

RESEARCH METHODS

Research Approach

This research uses a quantitative approach, in which the observed variables can be identified and the relationship between variables can be measured, with an emphasis on hypothesis testing, using measured data and will produce generalizable conclusions. This study entitled "The Effect of Motivation on Attitudes and Achievement of Entrepreneurial Entrepreneurial Students at Airlangga University" uses a quantitative approach. The attached question uses a 5-point Likert scale from 1 for "strongly disagree" to 5 for "strongly agree". Measurement of motivation, attitudes, and entrepreneurial achievement variables was carried out based on respondents' answers to the questions in the questionnaire whose values were determined using a Likert scale, with the following explanation: a. Value 1 = strongly disagree b. Value 2 = disagree c. Value 3 = neutral d. Value 4 = agree e. Value 5 = strongly agree. The reason for using the Likert scale in this study is because the Likert scale is suitable for research that is not comparing with other objects and is commonly used to measure a person's opinions and attitudes.

Measurement

Motivation

The exogenous variable in this study is motivation, which is an entrepreneurial student at Airlangga University who has a drive in himself and differentiates from other students in the achievement of a business or business. To measure this motivation, 2 of the 3 Achievement Motivation indicators proposed by McClelland (in Lussier, 2004) are used.

Attitude

Attitude is an evaluative statement of an entrepreneurial student at Universitas Airlangga, whether pleasant or unpleasant about a problem, risk, individual or event that affects business decisions. The indicator used to measure attitudes in this study uses the theory of Timmons and McClelland (1961) in Suryana (2006: 27).

Entrepreneurial Achievements

Entrepreneurial Achievement is the success of an entrepreneurial student at Universitas Airlangga who does business by taking advantage of economic opportunities, in the process using the resources and knowledge he has and considering the risks associated with managerial knowledge and technical skills acquired during lectures. The indicators used to measure the entrepreneurial achievement variable are based on the success indicators of the entrepreneurial student program according to DIKTI (Directorate General of Higher Education) (2010).

Data Collection and Research Samples

Data collection methods or methods used in this research are literature study and field study. In this study, the sampling procedure used a sampling technique using a census technique, which is a sampling technique by taking the entire population and the sample in this study were 30 student entrepreneurial students at Airlangga University. Because the total population is below 100, all members of the population are used as samples. Airlangga University students who are entrepreneurs, amounting to 30 people.

Data analysis technique

The analysis technique used in this research is path analysis which is processed using Partial Least Square (PLS) which is part of Structural Equation Modeling (SEM). The analysis is based on the results of a distributed questionnaire and then processed by the PLS method.

Data Analysis

The steps taken in finding the results regarding the hypothetical relationship between variables when using PLS-SEM software are the outer model evaluation and inner model evaluation. The outer model evaluation will go through an evaluation of convergent validity, discriminant validity, and composite reliability. Meanwhile, the inner model evaluation will go through an evaluation of convergent validity, discriminant validity, and composite reliability.

Table 1

N=30		Frequency	Percentage	Total%
Age	19-21 Years Old	16	53.33	53.33
	22-24 Years Old	14	46.67	100
Gender	Male	12	40	40
	Female	18	60	100
Faculty	Social	14	46.67	46.67
	Exact	16	53.33	100
Type of business	Trade	27	90	90
	Service	2	7	7
	Etc	1	3	100

Note: Four (4) demographic variables were coded in the data as Age, Gender, Faculty, and Type of Business.

Table 2

Variables	Code	Factor Loading	α	γ_s	CR	(AVE)
Motivation	MOT1	0.882	0.752	0.757	0.842	0.573
	MOT2	0.733				
	MOT3	0.741				
	MOT4	0.727				
Attitude	SKP1	0.784	0.837	0.845	0.885	0.606
	SKP2	0.761				
	SKP3	0.795				
	SKP4	0.834				
	SKP5	0.713				
Entrepreneurial Achievements	PW1	0.754	0.901	0.907	0.918	0.556
	PW2	0.708				
	PW3	0.722				
	PW4	0.751				
	PW5	0.782				
	PW6	0.718				
	PW7	0.807				
	PW8	0.725				
	PW9	0.736				

Note: MOT (Motivation), SKP (Attitude) and PW (Entrepreneurial Achievement).

Based on Table 2, it is known that the results of the Validity Test show that all indicators have met the research

requirements. So it is stated that all indicators have an effect on the latent variables. Because these results have met the validity and reliability requirements for research.

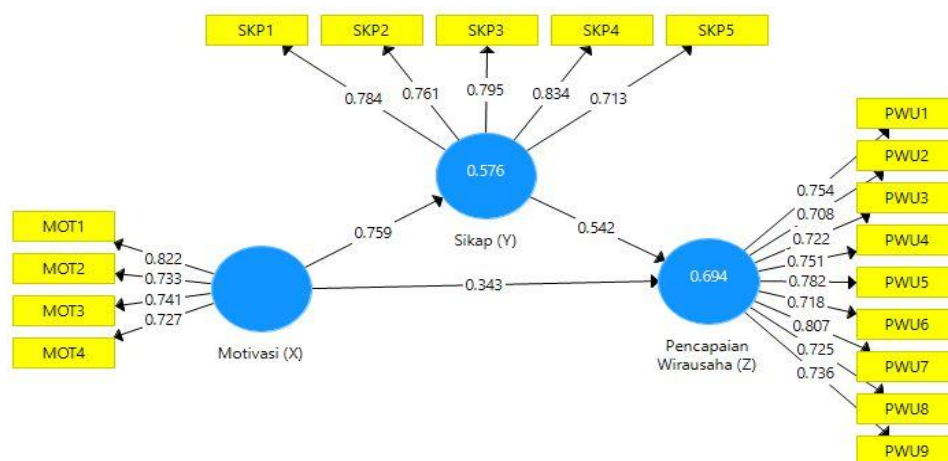


Figure 2. Outer Model Results

Table 3
Results Analysis Description

Indicator	Mean	Category
Motivation		
<i>Need of Achievement</i>		
Efforts to obtain the desired standard in order to be able to excel in competition by developing the business that has been run.	4.23	Very High
The desire to work with people who are passionate about doing business in order to achieve the desired goals and standards.	4.27	Very High
<i>Need for Affiliation</i>		
Have a need for good socializing among members to facilitate information exchange and decision making.	4.40	Very High
Openness of relationships with a high level of mutual trust or trust to be recognized within the group when running a business venture.	4.30	Very High
Mean Total	4.30	Very High
Attitude		
<i>Commitment.</i> Have a strong commitment and determination to pay attention to the business that has been carried out.	4.03	High

<i>Opportunity obsession.</i> Have the ambition to always look for opportunities in running a business.	4.13	High
<i>Tolerance for risk.</i> Courage in taking risks in situations full of uncertainty	4.07	High
<i>Self-confidence.</i> Confident, tend to be optimistic and have a strong belief in the success of the business.	3.87	High
<i>Creativity.</i> Ability to respond to changes quickly and flexibly using high creativity.	4.07	High
Mean Total	5.04	Very High
Entrepreneurial Achievement		
I have high initiative in business activities.	4.47	Very High
I am able to carry out business activities as a whole according to the concept I created.	4.53	Very High
I am able to coordinate the business activities that I run.	4.43	Very High
I never give up in the face of difficulties doing business activities.	4.40	Very High
I am able to work hard to achieve the success of the business that I run.	4.10	High
I am responsive to suggestions and criticism that can build the business that I run.	4.23	Very High
I will protect the reputation of the business I run to earn the trust of friends and business associates.	4.43	Very High
I don't limit myself to communicating with people I don't know before.	4.23	Extremely High
I do not hesitate to share information with other business partners to increase business cooperation.	4.17	High
Mean Total	4.33	Very High

Note: Shows a description of the respondent's answer to the motivation variable, a description of the respondent's answer to the attitude variable, and a description of the respondent's answer to the entrepreneurial achievement variable.

Table 4
Value Result of R-Square

Variable	Original Sample - R-Square
Attitude	0.576
Entrepreneurial Achievement	0.694

Note: It is known that Entrepreneurial Attitude and Achievement has an R-Square value of > 0.50 which means it is a strong model.

Table 5
Value Result of F-Square

Attitude Variable	R-Square	F-Square
Included	0.576	0.000
Exclude Motivation	0.000	1.360

Note: It is known that if the Motivation variable is omitted, then the influence on the Attitude variable is 1.360 > 0.35 or has a big influence.

Entrepreneurial Achievement Variables	R-Square	F-Square
Included	0.694	0.000
Exclude Motivation	0.644	0.163
Exclude Attitude	0.569	0.407

Note: It is known that if the Motivation variable is removed, then the influence on the Entrepreneurial Achievement variable is 0.163 < 0.35 or has a moderate effect. Meanwhile, if the Attitude variable is removed, the influence on the Entrepreneurial Achievement variable is 0.407 > 0.35 or it also has a big influence.

Table 6
Value Result of Q-Square

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Attitude	150.000	101.634	0.322
Entrepreneurial Achievement	270.000	177.826	0.341

Note: It is known that the Attitudes and Achievement of Entrepreneurial variables have a Q-Square value of 0.322 and 0.341, which indicates that the Q-Square value is > 0. So it shows that the dependent variable has predictive relevance.

Table 7
Result of Path Coefficient

Hypothesis	Variable	Original Sample (O)	T statistic	P Values	Notes
H1	Motivation -> Attitude	0.759	10.476	0.000	Significant
H2	Attitude -> Entrepreneurial Achievement	0.542	3.248	0.001	Significant
H3	Motivation -> Entrepreneurial Achievement	0.343	2.014	0.045	Significant

Note: If the original sample value shows a positive value then between variables has a positive relationship effect (and vice versa). If based on the value of T-statistics, the terms of T-statistics > 1.65 (significance level of 5%) and the value of a P-value must be less than 0.05 to conclude that the relationship between the variables being tested is declared to have a significant effect.

Table 8
Result of Specific Indirect Effect

Hypothesis	Variable	Original Sample (O)	T statistic	P Values	Notes
H1	Motivation -> Attitude -> Entrepreneurial Achievement	0.412	3.014	0.003	Significant

Note: If the original sample value shows a positive value then between variables has a positive relationship effect (and vice versa). If based on the value of T-statistics, the terms of T-statistics > 1.65 (significance level of 5%) and the value of a P-value must be less than 0.05 to conclude that the relationship between the variables being tested is declared to have a significant effect.

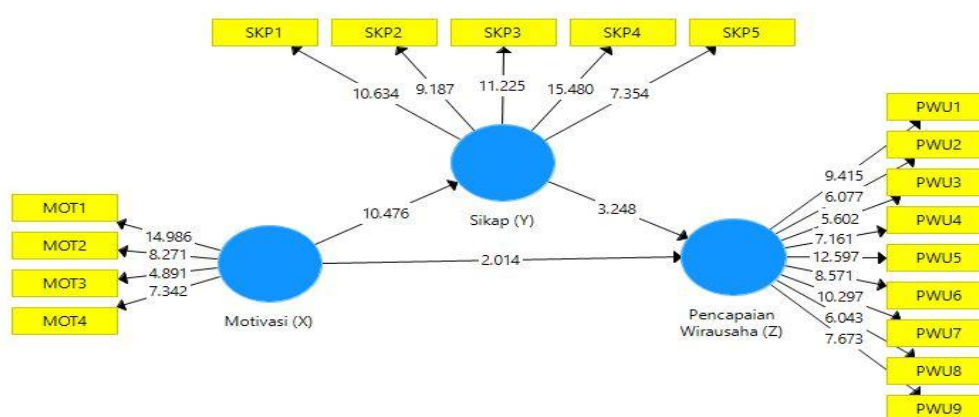


Figure 3. Inner Model Results

RESULTS AND DISCUSSION

Discussion

Discussion of Path Coefficients

The Influence of Motivation on Attitude

Based on the results of hypothesis testing using partial least square (PLS), it was found that motivation has a positive and significant effect on attitudes. So that hypothesis 1 is accepted, which means that students of Universitas Airlangga who are entrepreneurial have an influence on the motivation created on their attitudes in entrepreneurship. By having high motivation, entrepreneurs will be consistent in accordance with the drive that drives them to achieve the desired results. The regression coefficient value of the motivation variable on the attitude which is positive shows a unidirectional relationship, this means that the more motivated a student is, the student will behave and have a positive attitude

towards entrepreneurial activities that will support his business achievement.

In accordance with the statement according to Rasool & Winke, (2019) which states that it is very important to understand what someone thinks about development, and how this will affect their attitude towards the achievements to be achieved and their motivation to proceed. Therefore, Airlangga University students who are entrepreneurial in achieving targets or goals in starting an entrepreneurship, use motivation to influence the right attitude behavior in entrepreneurship. According to Lee & Lo, (2017) motivation can strongly study the desire to reduce the difference between our true selves and those who know what their ideals are. This can create Universitas Airlangga students who are entrepreneurial in behaving more precisely in their actions because the motivations that have been formed have pushed them towards a more ideal.

The Influence of Attitudes on Entrepreneurial Achievement

Based on the results of hypothesis testing using partial least square (PLS), it was found that attitudes have a positive and significant effect on entrepreneurial achievement. So that hypothesis 1 is accepted. This shows that in this study, Universitas Airlangga students who are entrepreneurial pay attention to attitudes in entrepreneurial behavior in obtaining the desired entrepreneurial achievement.

According to Jena's statement, (2020) without having the right attitude, both cognitive competence and non-cognitive competence are difficult to achieve and maintain in the long term. So it is important that Airlangga University students who are entrepreneurial can show the right attitude. In addition, according to Do & Dadvari, (2017) starting a new business is an individual decision, and individual attitudes are the main thing in defining entrepreneurial activities to predict entrepreneurial tendencies, which are reliable predictors of entrepreneurial action for the future of permanent new business formation. Airlangga University students who are entrepreneurial in starting a new business can still show individual attitudes that are in accordance with related entrepreneurial activities, with the intention of being able to influence entrepreneurial achievement in accordance with the company's initial goals. The individual's attitude can be shown through fostering self-confidence to take risks by creatively finding new opportunities in running a business.

Effect of Motivation on Entrepreneurial Achievement

Based on the results of hypothesis testing using partial least square (PLS), it was found that motivation has a positive and significant effect on entrepreneurial achievement. So that hypothesis 3 is accepted. This shows that in this study, Universitas Airlangga students who are entrepreneurial are influenced by high motivation to be able to have a high level of entrepreneurial achievement. In accordance with the research of Ajiwibawani *et al.*, (2017), which states that individual motivation can be based on emotions and goals related to achievement, the need for self-achievement has been linked to entrepreneurial behavior. Someone with high achievement motivation is able to change themselves and have a positive attitude in providing benefits to the environment. High motivation in an effort to form a creative and innovative mentality will produce people who have potential and productive behavior, and are strong in achieving the expected goals as a characteristic of entrepreneurial attitudes. So that Universitas Airlangga students who are entrepreneurs have high motivation in trying to form a personality that is in accordance with entrepreneurial behavior in the process to get the best business results. This can be based on a creative and innovative mentality in individuals in order to get past possible obstacles in doing business and take advantage of existing opportunities. So that entrepreneurial achievement will give the best results.

Discussion of Specific Indirect Effects

Based on the results of hypothesis testing using partial least square (PLS), it was found that the results of the indirect effect through the attitude variable in influencing the motivation variable on the entrepreneurial achievement variable had a positive and significant effect. This shows that in this study, Universitas Airlangga students who are entrepreneurs, use their appropriate

attitudes in increasing motivation that can affect entrepreneurial achievement.

It can be seen from the respondents' average answers regarding the attitude variable, it is known that Universitas Airlangga students who are entrepreneurial have a strong commitment and determination to pay attention to the business that has been carried out, have the ambition to always look for opportunities in running a business, have the courage to take risks in situations. who are full of uncertainty, confident, tend to be optimistic and have a strong belief in the success of the business and the ability to respond to fast and flexible changes using high creativity. Through the attitude that has been formed, Universitas Airlangga students who are entrepreneurial increase their motivation to get the right entrepreneurial achievement. Airlangga University students who are entrepreneurial have high motivation because of their efforts to obtain the desired standards in order to be able to excel in competition by developing the business that has been run, the desire to work with people who have high enthusiasm for doing business in order to achieve the desired goals and standards, have needs socializing well among members to facilitate the exchange of information and decision making, and openness of relationships with a high level of mutual trust or trust to be recognized in the group when running a business venture. So that Universitas Airlangga students who are entrepreneurial will achieve success which is obtained as an entrepreneurial achievement, because it is known that they already have entrepreneurial knowledge and skills, have an entrepreneurial mental attitude and have good business networks.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Motivation is able to positively and significantly influence attitudes, attitudes can have a positive and significant impact on entrepreneurial achievement, and motivation can positively and significantly influence entrepreneurial achievement. The indirect effect of attitude variables is also known to affect the relationship between motivation and entrepreneurial achievement. Thus he said the motivation variable has a role as partial mediation. Supported by research from Do & Dadvari, (2017) regarding the importance of elements of entrepreneurial attitudes to predict entrepreneurial tendencies, which are reliable predictors of action that should be found in the element of entrepreneurship. So that the predictors of motivation and attitude variables in this study are known to be helpful and become an important element in the success of a person who is running a business.

Recommendations

From the results of this study, as discussed in the previous section, the suggestion that the author can give is that universities should hold entrepreneurial seminars more often, especially for the Faculty of Economics. This needs to be done to further motivate students to become entrepreneurs. In accordance with the research results, student motivation has a positive influence on entrepreneurial attitudes and achievements. What needs to be done to increase student motivation is to be involved in entrepreneurial activities, participate in student activity units (UKM), be active in groups, take part in business planning competitions and seminars both held by universities and general seminars from successful motivators and follow the entrepreneurial community, so

that students become more motivated to be entrepreneurial. In addition, it is expected to improve students' attitudes towards entrepreneurship, because based on the results of the study it is stated that attitudes have a positive effect on entrepreneurial achievement. Things that need to be done to improve student attitudes towards entrepreneurship, namely by increasing awareness of business, learning a lot and reading self-development and entrepreneurship books, participating in campus activities that can foster courage in acting and making decisions, active in group activities, learning how to relate with group members and how to socialize with the crowd, because an entrepreneur cannot be separated from his colleagues, customers and suppliers, so that successful entrepreneurs must not only have technical knowledge but also have good soft skills, be able to work with others in order to achieve the goal.

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