

The Role of Self-Efficacy On Self-Esteem and Entrepreneurs Achievement

Anis Eliyana *, Musta'in, Ahmad Rizki Sridadi , Evi Umrah Widiyana

Universitas Airlangga

*Corresponding author: Anis Eliyana anis.eliyana@feb.unair.ac.id

ABSTRACT

The purpose of this study is to determine the effect of self-efficacy on self-esteem and entrepreneurial achievement in entrepreneurial students of Airlangga University. The statistical tool used in this research is Path Analysis, which is processed using Partial Least Square (PLS). The sample taken in this study are 30 students of Universitas Airlangga who entrepreneurs are, while the instrument used is a questionnaire. From the research results, it can be concluded that there is a relationship between self-efficacy on self-esteem, and self-esteem on entrepreneur achievement. However, there is no influence between self-efficacy on entrepreneur achievement.

Keywords: self-efficacy, self-esteem, entrepreneur achievement, starting entrepreneurship, social entrepreneurship

Correspondence:

Anis Eliyana
Universitas Airlangga

*Corresponding author Anis Eliyana email-address: anis.eliyana@feb.unair.ac.id

INTRODUCTION

The welfare level of a country is influenced by various factors, one of which is from entrepreneurship sector. The role of entrepreneurs is not only to increase per capita income but also to trigger and support changes in the structure of society and business. Entrepreneurship according to (Pautina, Puluhalawa, & Djibran, 2018) is the ability to create something new and different from others or different from what has been there before. The reason to become an entrepreneur mostly is to change lifestyle or to leave current career.

According to Pautina et al., (2018), strategic steps to hone entrepreneurial behavior can be done through an educational process that prioritizes not only degrees or certificates but also abilities and skills. Self-efficacy and self-esteem are among the characteristics needed by a person to develop their behavior in entrepreneurship. By having good self-efficacy and self-esteem, a person is more confident and able to actualize themselves which will later increase their behavior in entrepreneur achievement.

According to Hajek & Hans-Helmut-König, (2017) self-efficacy refers to one's belief in one's own ability to successfully perform an action, while self-esteem is a negative or positive perspective on oneself. This study seeks to integrate the influence of self-efficacy on self-esteem, self-esteem on entrepreneurial achievement, and self-efficacy on entrepreneur achievement. The object of this research is 30 students of Universitas Airlangga who are entrepreneurs. Based on research from Burger, Mortimer, & Johnson, (2020), most previous studies seem to be difficult to distinguish between the cause and effect of relationships which include self-esteem. However, this study uses self-esteem to see the effect of self-efficacy, and then the effect on entrepreneur achievement that will be generated. Based on the description and background of the problem above, this study will further investigate entrepreneurial achievement with the title "The Effect of Self-efficacy on Self-esteem and Entrepreneur Achievement in Entrepreneurial Airlangga University Students".

THEORETICAL BACKGROUND

Self-efficacy and Self-esteem

Self-efficacy refers to the subjective beliefs that people have about their abilities (Machin, Adkins, Crosby, Farrell,

& Mirabito, 2019). According to social cognitive theory, self-efficacy beliefs predict behavior better than objective judgments of actual ability. Self-efficacy is also a belief that someone can successfully cope with challenging conditions or situations (Messmer Uccelli, Traversa, & Ponzio, 2016). This may play a role in one's adjustment to the uncertainties that may arise.

Meanwhile, self-esteem refers to a belief in a person's worth (Johnson et al., 2020). A high level of self-esteem will be related to trusting one's thoughts and judgments and ability to make decisions. Thus, self-esteem can help to create more effective interpersonal and work relationships and contribute to improving the work environment. Poor self-esteem leads to overly compliant or rebellious behavior, makes the work environment unpleasant and decreases productivity, further leading to mental health problems (Johnson et al., 2020).

Self-efficacy and self-esteem are two main self-evaluation traits that are important components of the basic identity process (Burger et al., 2020). However, investigating the roles that subjective self-evaluation can play in the process of socioeconomic achievement is still relatively rare and little is known about the extent to which these two variables are transmitted across generations. This is because, the self-transmission of conceptual dimensions across generations may fluctuate in the dynamics of advantages and disadvantages which have cumulative long-term consequences for the intergenerational persistence of social inequalities (Burger et al., 2020). In particular, this study focuses on self-efficacy, self-esteem, and economic self-efficacy, representing an individual's assessment of the capacity to achieve economic goals in a person or organization.

Having self-efficacy behavior by displaying positive attitudes and skills, can provide encouragement, and shows that challenges can be overcome. High self-efficacy can promote adjustment results and psychological well-being, which in turn can create self-esteem and reduce the likelihood of suffering negative psychological outcomes such as depression (Chang, Yuan, & Chen, 2018). Individuals with high self-esteem will feel that they are doing better than others, or above their best personal best (Machin et al., 2019). Furthermore, individuals with high levels of self-efficacy and self-esteem will experience greater overall mental and physical well-being regarding

effectiveness, which is usually associated with increased psychological distress (Machin *et al.*, 2019).

According to Burger *et al.*, (2020) self-efficacy and self-esteem greatly influence how individuals act and react in various settings, and both seem to reflect positive self-image, though both are theoretically and empirically different. Regardless of self-efficacy about skills and abilities, individuals with high levels of self-esteem "generally feel good about themselves, whereas individuals with low self-esteem tend to feel bad about themselves" (Burger *et al.*, 2020). Importantly, however, both self-evaluations can be associated with goal accomplishment because individuals with high levels of self-efficacy and self-esteem tend to have stronger motivation and set more ambitious goals for themselves. Focusing on self-efficacy and self-esteem in research regarding accomplishment and benefits transmission among generations is essential for increasing understanding of self-evaluation complexities, and how they are involved in social reproductive processes (Burger *et al.*, 2020). In this study, the following hypothesis can be proposed, namely:

H1: There is a significant influence from self-efficacy on self-esteem among entrepreneurial students of Universitas Airlangga.

Self-esteem and Entrepreneur Achievement

Although entrepreneurship has many forms and definitions, it is undoubtedly a beneficial phenomenon since it greatly contributes to the economy and society (Staniewski & Awruk, 2019). Many researches on entrepreneurship have emerged over the years, and may appear to have been thoroughly studied (Staniewski & Awruk, 2019). However, as far as entrepreneurs are concerned, one needs to realize that benefits arise only from successful businesses (which researchers and entrepreneurs understand differently). There are also a lot of researches available on this topic, which analyzes both predictors (i.e., elements that allow one to predict the likelihood of entrepreneurial success) and indicators (i.e., instruments that indicate success) of entrepreneurial success (Staniewski & Awruk, 2019). According to Pautina *et al.*, (2018), self-esteem is related to a person's value of oneself or others. People who respect their abilities and beliefs will show better performance. This shows that self-esteem determines a person's success, including entrepreneur achievement. By considering this condition, someone in entrepreneurship will grow well if they have good self-esteem.

Self-esteem can drive motivation and the search for personal interests and goals (Brando-Garrido, Montes-Hidalgo, Limonero, Gómez-Romero, & Tomás-Sábado, 2020). Self-esteem is also an important factor in influencing one's success (Pautina *et al.*, 2018). With self-esteem, a person will be able to understand and accept their weaknesses and strengths, which in turn can maximize their strengths to be successful. Self-esteem can also optimize a person's characteristics and efforts. The most important thing is that self-esteem can trigger the ability to achieve life goals and to respond positively to the obstacles that will be faced. If someone has positive self-esteem, it indirectly makes it easy for someone to build good interpersonal relationships. The conclusion is that individuals with high self-esteem tend to be successful (Pautina *et al.*, 2018). They have also prepared themselves to face problems that may arise in a positive way and can

further trigger entrepreneur achievement that is in line with the goals.

Individual characteristics, such as self-esteem, are associated with the level of adjusting for internalization problems through self-esteem, and thus are aimed at increasing one's effectiveness (Ngo, VanderLaan, & Aitken, 2020). According to Brunel, Laviolette, & Radu-Lefebvre, (2017), self-esteem is a global self-evaluation of personal values that affect mood and emotions and emphasizes that self-esteem is a component of emotional stability. Low self-esteem can cause stress and anxiety which can affect one's entrepreneurial achievement. In such situations, individuals tend to base their choices on overcoming their anxiety and act accordingly through self-esteem, which can avoid possible stress and anxiety. So that it does not cause a decrease in the success of entrepreneur achievement. In this study, the next hypothesis can be proposed, namely:

H2: There is a significant influence from self-esteem on entrepreneur achievement of entrepreneurial students of Universitas Airlangga.

Self-efficacy and Entrepreneur Achievement

The entrepreneurial context in which an entrepreneur decides to operate with his business and is known to have personality consequences for achieving entrepreneurial success (Butticè & Rovelli, 2020). Self-efficacy refers to belief in one's own ability to successfully perform an action (Hajek & Hans-Helmut-König, 2017). This seems plausible because individuals who have high self-efficacy are a more general psychological phenomenon and have a strong belief that a person can perform behaviors to fulfill the desired task which is then in accordance with an entrepreneur's goals in increasing entrepreneur achievement.

According to Brando-Garrido *et al.*, (2020), implementing strategies to reduce work delays should consider activities designed to increase self-efficacy and help someone to have a more positive view of themselves. Their ability through self-efficacy can provide tools to anticipate failure management and increase tolerance for frustration (Brando-Garrido *et al.*, 2020). This is done to avoid a decline that might affect entrepreneur achievement.

Self-efficacy beliefs impact a person's ability to achieve their goals, in the sense that they influence entrepreneurial intentions and facilitate their conversion into behaviors that are effective in achieving entrepreneurial goals (Brunel *et al.*, 2017). Learned progressively through education and practice, self-efficacy beliefs affect the content and intensity of individual desires and shape individual thoughts and career choices (Brunel *et al.*, 2017). The relationship between self-efficacy and entrepreneur achievement is particularly important in risky and uncertain situations.

Some people believe that they have the knowledge, skills and abilities to start and run a company but do not have the intention to do so (Hsu *et al.*, 2019). Hsu *et al.*, (2019) suggested that one of the reasons that prevented them from starting a business was because they did not feel compatible with what the entrepreneurial process could offer. So that it is known that self-efficacy is important for an entrepreneur in increasing self-confidence, that they are able to successfully achieve the goals that have been set. Because the closer a person's personality fits into the beliefs that are formed (through self-efficacy), the greater the probability or size of business success in entrepreneur

achievement. In this study, further hypotheses can be proposed, namely:

H3: There is a significant influence from self-efficacy on entrepreneur achievement of entrepreneurial students of Universitas Airlangga.

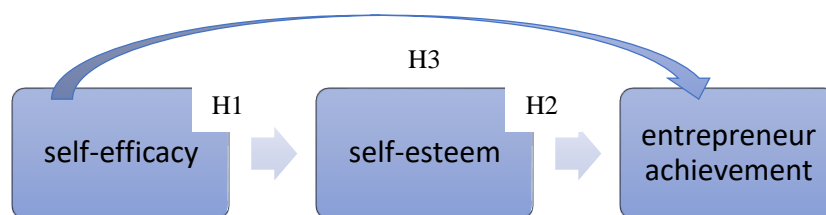


Figure 1 Research Model

RESEARCH DESIGN

Operational Definition

The independent variable in this study is self-efficacy with the definition, namely, belief in one's own ability to carry out entrepreneurial activities and being able to solve all difficulties for entrepreneurial achievement. To measure the self-efficacy (X) variable, an indicator that refers to the General Self-Efficacy Scale by Born et al. (1995) is used. Meanwhile, what is meant by self-esteem is a positive feeling, optimism and self-quality as an entrepreneur. To measure the self-esteem (Z) variable, an indicator that refers to the Rosenberg Self-Esteem Scale is used (Rosenberg, 1965). Furthermore, the dependent variable

in this study is entrepreneur achievement with the definition that is, entrepreneurial achievement achieved through ability, skill and courage in running a business well. To measure the entrepreneur achievement variable, an indicator that refers to DIKTI (2010) is used.

Measurement of the variable self-efficacy (X), self-esteem (Z) and entrepreneur achievement (Y) is carried out based on the respondents' answers to the questions in the questionnaire whose values are determined using a Likert scale, with the following explanation: value 1 = strongly disagree, value 2 = disagree, value 3 = neutral, value 4 = agree, and value 5 = strongly agree.

Table 1 Demographic Result

N=70		Frequency	Percentage	Total%
Gender	Male	12	40	40
	Female	18	60	100
Age	19-21 years old	16	53.33	53.33
	22-24 years ols	14	46.67	100
Faculty	Social	14	46.67	46.67
	Exact	16	53.33	100
Type of business	Service	2	6.67	6.67
	Trade	27	90	96.67
	Etc	1	3.33	100

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

1.1. Analysis Technique

Table 2 Validity and Reliability Test

Variables	Code	Factor Loading	α	γ_s	CR	(AVE)
<i>Self-Efficacy</i>	EF11	0.887	0.737	0.748	0.838	0.569
	EF12	0.795				
	EF13	0.703				
	EF14	0.603				
<i>Self-Esteem</i>	EST1	0.751	0.758	0.780	0.847	0.583
	EST2	0.615				
	EST3	0.831				
	EST4	0.836				
<i>Entrepreneur Achievement</i>	EA1	0.703	0.877	0.897	0.900	0.504
	EA2	0.609				
	EA3	0.646				
	EA4	0.709				
	EA5	0.688				
	EA6	0.593				
	EA7	0.865				
	EA8	0.752				
	EA9	0.781				

Note: EFI (Self-efficacy), EST (Self-esteem), and EA (Entrepreneur Achievement).

Table 3 Result of R-Square Value

Variable	Original Sample – R-Square
<i>Self-Esteem</i>	0.617
<i>Entrepreneur Achievement</i>	0.317

Note: It is known that Self-Esteem has an R-Square value of > 0.50 which means it is a strong model and

Entrepreneur Achievement has an R-Square value of > 0.25 which means it is a medium model.

Table 4 Result of F-Square

Variable <i>Self-Esteem</i>	R-Square	F-Square
<i>Included</i>	0.617	0.000
<i>Exclude Self-Efficacy</i>	0.001	1.608
Variable <i>Entrepreneur Achievement</i>	R-Square	F-Square
<i>Included</i>	0.317	0.000
<i>Exclude Self-Efficacy</i>	0.029	0.421
<i>Exclude Self-Esteem</i>	0.038	0.408

Note: It is known that if the Self-Efficacy variable is removed, then the effect on the Self-Esteem variable is > 0.35 or has a big influence. It is known that if the Self-

Efficacy and Self-Esteem variables are removed, then the influence on the Entrepreneur Achievement variable is > 0.35 or also has a big influence.

Table 5 Result of Q-Square

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
<i>Self-Esteem</i>	120.000	80.213	0.332
<i>Entrepreneur Achievement</i>	270.000	240.254	0.110

Note: It is known that the Self-Esteem and Entrepreneur Achievement variables have a Q-Square value of 0.332 and 0.110, which indicates that the Q-Square value is > 0. So it shows that the dependent variable has predictive relevance.

RESULTS AND DISCUSSION

Hypothesis testing

Testing was carried out through the bootstrapping stage of PLS-SEM. To find out the results, it can be seen through the original sample value, T-statistic and P-value.

Table 6 Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Self-Efficacy -> Self-Esteem</i>	0.785	0.794	0.066	11.937	0.000
<i>Self-Esteem -> Entrepreneur Achievement</i>	-0.853	-0.920	0.321	2.659	0.008
<i>Self-Efficacy -> Entrepreneur Achievement</i>	0.865	0.928	0.239	3.620	0.000

Source: Data processed (2020)

Table 7 Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Self-Efficacy->Self-Esteem-> Entrepreneur Achievement</i>	-0.669	-0.735	0.288	2.322	0.021

Source: Data processed (2020)

DISCUSSION

Discussion of Path Coefficients

Self-efficacy for Self-esteem

Based on the results of hypothesis testing using partial least square (PLS), it was found that self-efficacy had a positive and significant effect on self-esteem among entrepreneurial students of Universitas Airlangga. So that hypothesis 1 is accepted. This is consistent with the statement of Burger *et al.*, (2020) that self-efficacy greatly influences how individuals act and react in various settings. Through self-efficacy, Universitas Airlangga students who are entrepreneurial will believe about their

skills and abilities, these individuals will bring up high levels of self-esteem such as "generally feel good about themselves, while individuals with low self-esteem tend to feel bad about themselves. themselves even if they think of themselves as very righteous ". Most importantly, however, both self-evaluations can be associated with goal achievement because individuals with high levels of self-efficacy and self-esteem tend to have stronger motivation and set more ambitious goals for themselves. A high level of self-efficacy lies in the indicators of trying to solve difficult problems in entrepreneurship and overcoming all the obstacles that occur in achieving success. This means

that Universitas Airlangga students who are entrepreneurs who are able to solve difficult problems and overcome all obstacles in entrepreneurship, students will have a high level of self-esteem towards self-satisfaction as an entrepreneur, have good qualities to become an entrepreneur, can do business. as well as other entrepreneurs in achieving success and have a positive attitude towards yourself for entrepreneurial achievement.

Self-esteem for Entrepreneur Achievement

Based on the results of hypothesis testing using partial least square (PLS), it was found that self-esteem has a positive and significant effect on entrepreneurial achievement among students of Universitas Airlangga who are entrepreneurs. So that hypothesis 2 is accepted. This shows that in this study the influence of self-esteem on entrepreneur achievement is in accordance with Pautina *et al.*, (2018) which states that self-esteem is one of the characteristics needed by someone to develop their interest in entrepreneurship with the aim of having an entrepreneur. achievement according to expectations. Self-esteem is an important variable in predicting entrepreneurial success. Airlangga University students who are entrepreneurs who have a high level of self-esteem will have good performance, work hard to realize their vision and mission in order to achieve business success. A high level of self-esteem lies in the indicator of doing business as well as other entrepreneurs doing their efforts to achieve success and having a positive attitude towards oneself to achieve the appropriate entrepreneur achievement. This means that by having a positive attitude towards oneself to do as well as other entrepreneurs in achieving success, Universitas Airlangga students who are entrepreneurs will have the knowledge and skills to run a business, have self-confidence and creativity in running a business, have the courage to take risks. in order to achieve success, be able to communicate, cooperate, and maintain good relations with business partners.

Self-efficacy for Entrepreneur Achievement

Based on the results of hypothesis testing using partial least square (PLS), it was found that self-efficacy had a negative and significant effect on entrepreneurial achievement among students of Universitas Airlangga who were entrepreneurial. So that hypothesis 3 is accepted. It is known that the low entrepreneur achievement variable explains the lack of knowledge, how to do business, skills, self-confidence, courage in taking risks, creativity, how to communicate, cooperate, and maintain relationships with colleagues who are entrepreneurial students of Universitas Airlangga. This is because students who are entrepreneurs have a lot of difficulties in running their business and misplace their self-confidence. Basically, students are still new to entrepreneurship, so they face many difficulties and do not know how to solve these difficulties appropriately. This can also be influenced when students of Universitas Airlangga who are entrepreneurs misplace their self-efficacy which can cause these difficulties. These difficulties include the capital to start and develop a business. Difficulties in marketing, how to market the product well, how to introduce the product to consumers, and how to attract consumers. Besides the difficulties in dealing with competitors, how to get ahead of competitors, how to differentiate products to get around similar competitors. So it is known that when students of Universitas Airlangga who are entrepreneurial have self-efficacy but misplace their self-confidence in an

inappropriate state in starting a business, the resulting entrepreneurial achievement is not appropriate because it is known that these students have difficulties in developing their business. In accordance with the statement from Hsu *et al.*, (2019) that some people need to have the knowledge, skills, and abilities to start and run entrepreneurship in order to achieve the appropriate entrepreneur achievement.

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 self-esteem variable in influencing the self-efficacy variable on the entrepreneur achievement variable had a negative and significant effect. This shows that in this study, students of Universitas Airlangga who are entrepreneurial, can use their level of self-esteem in influencing self-efficacy towards entrepreneur achievement but resulting in a decrease level. According to Johnson *et al.*, (2020) poor self-esteem leads to overly compliant or rebellious behavior, makes the work environment unpleasant and lowers productivity, further leading to mental health problems. So that if this happens to Universitas Airlangga students who are entrepreneurial, it will cause a decrease in self-efficacy which then affects entrepreneurial achievement that is not appropriate or the achievement has decreased.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The conclusion that can be drawn from the results of research that has been conducted using statistical tests is that self-efficacy can affect self-esteem and entrepreneur achievement, and self-esteem can also affect entrepreneur achievement. In accordance with the statement of Brando-Garrido *et al.*, (2020) regarding the importance of self-efficacy and self-esteem components in self-evaluation to help have a more positive view of themselves, which can be used as capital in achieving entrepreneurial achievement.

Recommendations

What needs to be done to improve student self-efficacy towards entrepreneur achievement is to have the ability and courage to face and solve existing difficulties, for example difficulties in capital, raw materials, marketing, product differentiation, or facing competitors. Exchange opinions with other entrepreneurs, attend seminars, trainings and campus activities related to entrepreneurship so that the ability and confidence in entrepreneurship can increase. In addition, the next thing that needs to be done to increase students' self-esteem towards entrepreneur achievement is to utilize and implement entrepreneurship education. Because entrepreneurship education is able to increase students' self-esteem, student interest in entrepreneurship, knowledge of entrepreneurship and student self-confidence which are needed for entrepreneurial achievement. In addition, evaluating personal performance in order to find out the strengths and weaknesses for better entrepreneurial achievement.

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