

Perception Of Entrepreneurial Orientation Towards Entrepreneurship Intentions

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Abstract

Domain entrepreneurship is a complex discipline that can be explained by the various disciplines of social sciences, psychology, management, and economics. So that the various terms associated with various aspects of human life, transformed through education that produce various levels of terms include a self employment, entrepreneursip, entrepreneurial, intrapreneurship, socialpreneurship, Technopreneurship and others . This adds to the repertoire of entrepreneurial learning as a field of research and the field of knowledge.

This research examined the interaction of many variables entrepreneurial orientation as a variable dependencies (endogenous) with terstruktur equation model so as to elucidate the interaction between variables entrepreneurial orientation as a construct that is holistic. Therefore, the use of structured equation model would be more appropriate to describe the relationship between variables entreprenur orientation as an endogenous variable and its influence on the intention to entrepreneurship. On the basis of thought above this study puts the influence of entrepreneurial orientation with variable pemediasi on the intention to become entrepreneurs. Based on the results of statistical data processing with AMOS 22. shows that the five hypotheses raised in this study proved significant. It shows that the perception of entrepreneurial orientation on the intentions of students in entrepreneurship depends on the ability of creativity, innovation, proactive and response to risks (risk taking).

Keywords : Perseption, Entrepreneurial, Entrepreneurship Intentions

1. INTRODUCTION

Domain entrepreneurship is a complex discipline that can be explained by the various disciplines of social sciences, psychology, management, and economics (Linden, 2015; Noseleit, 2013; Klapper, 2013; Rusu, S., et al, 2012; Forje, 2009; Mintrom and Norman, 2009). So that the various terms associated with various aspects of human life, transformed through education that produce various levels of terms include a self employment, entrepreneursip, entrepreneurial, intrapreneurship, socialpreneurship, Technopreneurship and others (Pruthi, Sarika, 2012; Alex, 2006; Lee, 2010; Link and Siegel, 2007; Tuominen, K., 2012; Taylor, B. 2003). This adds to the repertoire of entrepreneurial learning as a field of research and the field of knowledge.

Purport to construct metaphormosis shown entrepreneurial experience of the various definitions of entrepreneurship among others Entrepreneurship is defined as something that is systematic innovation consistent in finding, organizing for change and systematic analysis of economic opportunity and innovation (Peter Drucker, 1985). Entrepreneurship as a discipline that is based on the theory of knowledge, as the

outcome of the complexity of the social economy, psychology, technological, legal and other factors is a dynamic process, involving capital, technology, human resources and talent. Entrepreneurship as a process of analysis, evaluation and exploitation of opportunities by creating new products or services (Shane and Vekraman, 2000). Referring to what was mentioned by (Cardow A, 2006) distinguishes between entrepreneurs, entrepreneurship and entrepreneurial, and it is as enlightening to place not only at the individual level but also at the level of organizational and public mapun. Emphasis entrepreneurial as an adjective meaning, which can be defined as traits, attitudes, behavior, orientation for both the individual level, organizational, public hence the terms intrapreneurship (Tuominen, K., 2012; Taylor, B 2003), technopreneurship (Lee, 2010, Link and Siegel, 2007), social-preneurship (Pruthi, Sarika 2012; Alex, 2006).

This research focused on a repertoire that is referred to by some authors as the orientation of entrepreneurial (Lumpkin and Dess, 1996, Wikluns 1999, Wiklund and Shepherd 2005, Cardow A, 2006) to increase the diversity of the research in a different environment and a different context from previous studies. Enterprenurial orientation, defined as the process of individual freedom to create business through innovation and creativity), including new business development in the ongoing business, with elements of innovation, creativity, proactive and risk / uncertainty (Lumpkin and Dess, 1996, Wikluns 1999, Wiklund and Shepherd 2005 ,Cardow A, 2006). Several studies have shown that Enterprenurial Orientation (EO) is characterized by entrepreneurs more innovative, competitive, risk-taking, proactive compared to non-entrepreneurial (Rauch and frees, 2006; Okhomina D. 2010). Enterprenurial orientation "to process, practice and decision making activities that lead to new entry and the core of EO is competitive aggressiveness, innovativeness, proactiveness, risk taking, and autonomy (Lumpkin & Dess 1996).

Lately entrepreneurial orientation construct also as a base to build sustainability orientation (Kuckerzt, A., & Wagner, M, 2010, Liu and Isaak 2016) applied to the organizational level. So that the entrepreneurial orientation construct can be transformed into an academic environment on entrepreneurial learning because it can be implemented at the individual and organizational level as well as good for the startup business groups and companies that will develop a business or new product / service and in turn will have implications for the development of various disciplines. In line with Krauss et al., (2005), which distinguishes manager with the owner.

Based on the above description shows that entrepreneurial orientation is a concept, which can have a holistic meaning although only explained by each dimension (aggressiveness, innovativeness, proactiveness, risk taking, and autonomy) is independence. Most studies place the dimension orientation entrepreneurial in independence affect the intention to become entrepreneurs or to obtain business opportunities and exploitation of business opportunities (Marie, et al 2016; Jarvis, Lee., 2016; Schwartz, 2000) and several other researchers also distinguish between external and internal factors to differentiate opportunity recognition and opportunity exploitation as important elements that affect entrepreneurial intentions (Yaqing et. al., 2016, Schwartz and Teach, 2000, Cao, Xuanwei et. al, 2014, Dutta, DK, & Thornhill, S., 2008). So that the exploitation of opportunities are reflected as an intention to "take advantage" as a reflection of the value creation process, and the preference for risk.

Several other researchers have conducted research on a variety of determination on the intention to be entrepreneurs (including variable included in an entrepreneurial orientation in various ways (De Clercq, D .; Honing, D. and Martin, B. 2011; Quince,

T., & Whittaker, H. 2003; Adomako 2016;; Elenurm, Tiit 2012; Segal, Gerry, Jerry Schoenfeld, Dan Borgia, (2005). For example how creative influence on the intention to be entrepreneurs, whether the elements kratifitas direct effect or simply as variabel intermediation, whether individual creativity or creativity together to build networks as ways to make a business (Elenurm, Tiit, (2012).

Elenurm (2012) showed that the combination of co-creative and innovative entrepreneurial more popular than imitative entrepreneurial orientation. As Schumpeter also combine creativity and innovation for entrepreneurial growth. Furthermore, how to proactively influence the intention of being an entrepreneur, as described by some researchers that proactive action as endogenous variables, for example (Pursoo, 2013) states that the proactive behavior begins with a sense of empathy with the environment that have an impact on motivation to learn, which in turn have an impact on the orientation of interest. Even proactive behavior is a process of internalization of values and a failure as a learning motive (Yamakawa, 2008). This is a reason why to choose entrepreneurship as a career (Prabhu et al., 2012; James, et al., 2016) and the exploitation of opportunities, through innovation and proactive measures as part of a market orientation. Proactive well as opportunistic action that it takes creativity.

Other dimensions in entrepreneurial orioentasi isInovativness, What was mentioned as an entrepreneurial function by Schumpeter portrayed through the stages of (1) the factor-driven stage (2) efficiency-driven and innovation-driven stage stage (Porter 2002). Individually how innovation can explain the functions of the intention to become entrepreneurs so that in turn can contribute to economic development. Orientation entrepreneurial also interpreted as individual or organization is willing to accept the risk with sacrifices, whether as an element of risk that can be calculated or can not be ascertained. Kepenerimaan against risk is often reflected as self-efficacy against the need for achievement (Saulo, DB, Gerhardt, MW, & Kickul, JR 2007; Armstrong, SJ, & Hird, A. 2009 Su, X., & Wu, S. 2012). From the above description that the study determinants of entrepreneurial orientation on the intention to become entrepreneurs still an interesting research, and can be explained by various transdisciplinary as knowledge enrichment.

This research differs from previous studies, that is by testing the interaction of many variables entrepreneurial orientation as a variable dependencies (endogenous) with terstruktur equation model so as to elucidate the interaction between variables entrepreneurial orientation as a construct that is holistic. Therefore, the use of structured equation model would be more appropriate to describe the relationship between variables entrepreneur orientation as an endogenous variable and its influence on the intention to entrepreneurship. On the basis of thought above this study puts the influence of entrepreneurial orientation with variable pemediasi on the intention to become entrepreneurs.

2. LITERATUR STUDIES AND HYPOTHESIS BUILDING

2.1 Entrepreneurial Orientation and Entrepreneurial Intention

Entrepreneurial orientation, can be described in various ways both at the individual, organizational and public. Shane and Vekraman (2000) defines entrepreneurship as a process of analysis, evaluation and exploitation of opportunities by creating new products or services. Cardow, A (2006) also explains how the concept of the entrepreneur as "noun"; enterperenurship as "verb" and enterprenurial as "adjective", which is constructed in of environmental academic, so as to explain

metaphorical innovative, creative, proactive, risk and uncertainty in a variety of disciplines such as economics, sociology, psychology and management. Selznick (1966). Entrepreneurial defined as a process of individual freedom to create business through innovation and creativity (Brockhouse 1987 and 1995 Birkenshaw Hirsch and Peters 1999) including new business development in the ongoing business. Vesper (1990), Morris 1998 and Timmons 2004 supported Schumpeter involving elements of innovation and creativity. However, the term 'entrepreneurial' with elements of innovation, creativity, proactive and risk / uncertainty (Lumpkin and Dess, 1996, Wiklund 1999, Wiklund and Shepherd 2005) is still a construct conception of "individual freedom" that requires a metaphor thus contribute to the "body of empirical research". (Acs, Zoltan J. and Laszlo Szerb 2012) Entrepreneurial orientation that has multiple dimensions and sub dimensions as reflected in the global entrepreneurship monitor.

The intention of being an entrepreneur is characterized as individual reasons through the perception of the desires and perceptions of the feasibility of a business opportunity that can be a subjective norm and beliefs that can be controlled (Krueger et al., 2000; Kautonen et al., 2015; Linan and Chen, 2009; Obschonka et al., 2010). In line with (Shane and Venkataraman, 2000) explains that the behavior entrepreneurial as a process that unfolds over time for the individual and the individual who would rather have the intention to start a business, and prefer to choose myself as a career entrepreneurial with initiated this process (Hmieleski Corbett, 2006). As Ajzen call it the "Theory of Planned Behavior to support that every individual desires, volitions confidence and motivation to achieve a behavior that is generally accepted as an act or performance perilakunya. That the intention entrepreneurial as a strong predictor of the behavior of involvement in entrepreneurial (Kautonen, van Geberen and Fink, 2015; Obschonka and Smitt-Rodermund, 2010).

Entrepreneurial intentions as pressure for action entrepreneurial (Krueger, 2007; Krueger et al., 2000) and affects various aspects of the new venture, including destination orientation, selection strategies and the involvement of organizational culture (Douglas, 2013). Various researches on the determinants that affect entrepreneurial intentions among others, Diaz-Garcia, M.C. and Jimenez-Moreno, J. (2010), puts the role of gender on entrepreneurial intentions. While Fayolle and Gailly (2015) showed that there entrepreneurship education influence attitudes and intentions entrepreneurial. Garcia et al (2013) showed that entrepreneurial intention in the context of different cultures and development show different performance. Besides, several other studies have tested the effect of variable orientation entrepreneurial on the intention to become entrepreneurs. For instance Marie, et al, (2016) show that creativity has a direct and significant effect on the intention entrepreneurial and there was an interaction between gender creativity which has a strong intention to become entrepreneurs. Nature, S.S. et al. (2015) showed examine personal values self-efficacy and intention mempengaruhi entrepreneurial entrepreneurship orientation.

Hypothesis 1 :

Entrepreneurial Orientation (Creative, Proactive, Innovative, Autonomy, Risk Taking) Influential Entrepreneurship Intentions

2.2 The relationship of creativity and autonomy on the intention of entrepreneurship

Creativity is a skill that is needed and is characterized as a character who should possess an entrepreneur, because of its connection with the competitiveness and growth of business. Creativity is the process of moving to think of the past, this time for the condition to come by considering the problem on one side and the other side and put them together to solve the problem (Miles, Nind&Macrae, 2010). While Leung, Suntae, et al, (2012) conducted a study neighbor methapor creativity, whether as a process of convergent or divergent thinking, and found that creativity is a convergent cognitive style construction support to enhance the creativity effects than cognitive style diverges.

It is a criticism of the out of the box than the inside-the-box creativity to the process. As also criticized Schumpeter terms as initiation innovation destructive creativity. Out of the box when applied requires new problem solving proposed for creativity, it is difficult to determine the base line, and cognitive construction of more undirected, uncontrolled. Inside-of-the-box that supports convergent cognitive effects are more conducive to the creation of creativity. (Leung et al, 2012), also found that there is an association between the mind and body in a metaphor of creativity. Freedom (1982) states creativity as the ability to understand the world, to interpret the experience and solve problems in new and original ways. While (Woolfook, 1984) imposes limits that creativity is the ability of individuals to produce something (result) that are new or original, or solving a problem. (Guilford, 1975) suggests creativity are ways of thinking divergent thinking productive, inventive thinking heuristics and lateral thinking. Creativity is a metaphor that can be represented by symbols visualization, sound, language, writing, gestures to explain the phenomenon of logical real-world experience in a unique way.

Creativity as one of the dimensions of entrepreneurial orientation (Lumpkin and Dess 1996; Cardow A 2006, Zoltan Act 2012). In writing (Lau, KW, (2016), the GCC cites the opinion of the philosopher Greek "Plato" that the fundamental concept of creative consists of two concepts: (1) creativity as something that can be applied and the fieldwork community (2) creativity associated with social development. Some researchers suggest that the creativity of the art to develop creative industries (Matheson, B, 2006, 2002;), some researchers have also shown that creativity as a culture (Matheson, 2006, Anderson, S. and Ray (2001).

Runco M.A, (2004 & 2006), states that everyone has the potential for creativity and creativity is just a few personal issues that are social problems. However, the current discussion about creativity has been discussed extensively in various disciplines of mathematics, technical and natural sciences. Lately, researchers have begun to focus the study of creativity as a discipline of psychology is the behavior of the individual as part of a competency that can be explained scientifically (Lau, KW, 2016, Lau, KW, & Lee, 2009; Lubart, TI, 2001, Michalko, M 2006;, Kaufman, JC, & Baer, J. 2006), in line with Yeh, YC, and Wu, JJ (2006), describes the process developed technological creativity.

Role to develop creativity in entrepreneurship, to contribute to the uniqueness, as a way to exploit opportunities and as a value proposition or unique selling point (USP) as a unique target advantage (Brush, C., et. al., 2001. However, problems appeared in learning is doing the transformation construct of creativity and design a learning model for teachers, (Noyes, E., et al, 2012; Penaluna, Andy and Penaluna, Kathryn, 2009;) because creativity is an interdisciplinary domain that collaborate between areas of

business and psychology as a creative discipline to exploit the opportunities, presented by the emergence of innovations. to apply the study of creativity in entrepreneurial learning can be categorized into creative logic and predictive logic with pedagogic learning model.

Creative logic is more focused than what was Previously unknown example determines what will be done one week, one month or one year to come (Noyes, Erik and Brush, Candida, 2012), the which shows that creativity is of "something that does not exist" (Baker, T., & Nelson, R, (2005) as a process of cognition to design thinking (design thinking), (Brown, T. 2008; Baron, R. 2000). While the predictive logic (predictive approach) rather to what to do with the availability of information (well informed) example of what investment decisions to earn profits and minimize risks, so as to establish the expected return and outcomes as the goal is predictive logic (Chandler et al., 2011; Dew et. Sarasvathy al 2009, 2001), the which can also be Described as art and intuitive in strategic management and designing business models to win the competition (Casadesus-Masanal, R., &Rickart. J., 2011). Also this is an explanation of the capacity of entrepreneurs to organize uncertainty (Alvarez, S., & Barney, J. 2005; McMullen, J. F., & Sheppard, D.A. 2006) and altenative theories of entrepreneurial action (Alvarez, S., & Barney, J. (2007).

It shows that creativity has a relationship with innovation and proactive. Therefore testing empirically using structured equation modeling to connect between these variables is important, as the enrichment of entrepreneurial orientation construct that has been much discussed among academics. Not many studies that talk about the relationship between creativity and autonomy. In general, the autonomy is discussed in the context of control between supervisors with workers, which is associated with the position and performance assessment which explains that the jobs that are not routinely require more autonomy and creativity so that an element of creativity and autonomy are elements that can not be separated, (Benton, Richard A.2013; Choi, S., Leiter, J., &Tomaskovic-Devey, D. (2008), Burt (2004).

Hypothesis 2 :

Autonomy level Influential Against Creativity

2.3 Innovation as a mediating variable relationship of creativity to entrepreneurial intention

The concept of creativity and innovation is the concept of complementarity (EC Martins and Terblanche F. (2003), so it is important to discuss both simultaneously. The concept of creativity is more in the context of the approach of micro (individual, organizational, and cultural), while the concept of innovation in approach macro factors eg, social, cultural linked with economic development (Ac Zoltan 2012; Martins and Terblanche EC F. (2003), but at the individual level can be explained by ideas, new ideas to new products or services. Schumpeter was first put the role of innovation in entrepreneurial process, in his "economic processs of creative destruction" to the new combination ". Innovation can be in the form of new ideas, experiment process, the process of creativity to produce products / services and process technology.

The relationship between entrepreneurship and economic development illustrated through the stages of (1) the factor-driven stage (2) efficiency-driven and innovation-driven stage stage (Porter 2002; O'Connor, 2013; Crossan and Apaydin,

2010; Galindo et al., 2013)). Innovation is defined as a way to combine resources and exploration opportunities to create value (Mair and Marti, 2006). Innovation is also defined as creating something better, more effective, processes and services more efficient, or generate ideas or culture as a result of creativity (Crompton, Michael.A, 2012). So that innovation is not seen as a macro process and its relationship to economic partumbuhan but also as an individual process that is associated with the process of entrepreneurship and innovation as part of a social process in academic environment (Shane, 2000; Lewrick et al, 2010; Fayolle, A. Gailly, B. and Lassas-Clerc, N, 2006; Maritz and Brown 2013).

Although many studies that talk about the relationship entrepreneurial orientation towards entrepreneurship intention that explains the relationship of innovation and creativity as variables that have different meanings, but in this study will put how creativity at the individual level affect the level of innovation, which in turn will build entrepreneurial intentions. It is based on the idea that creativity is aktivitas towards competence and personal mastery (Morales and Montes 2006), culture continuously to develop competencies in the realm of entrepreneurship as an organizational process or individual who want to learn. The impact on the learning organization a higher level of innovation (Schumpeterian). Therefore the empirical hypothesis can be established.

Hipotesis3:

Innovation As a Variable Mediating Relationships Creativity Against Being Entrepreneurial Intentions

2.4 Relationships of proactive, creativity and independence of the entrepreneurial intentions

In the marketing literature, that the key elements of a market orientation is responsive and proactive (Wang, et al, 2013). Proactive market orientation requires skills in techniques eg brainstorming to anticipate market trends, consumer demand pattern analysis, market planning at every level of the organization. (Jaworski et al., 2000; Narver et al., 2004). Meanwhile, as a responsive market orientation characterized by behaviors and activities through the assessment, improvement, efficiency and implementation involving external information related to the current pengalaman or knowledge-based companies. A proactive market orientation through exploratory behavior and activity, variations and innovations that reflect the capabilities of exploration (Tsai, KH, Chou, C. and Kuo, JH 2008; Slater, SF and Narver, JC (1995). Some researchers make a proactive element as one the dimensions of entrepreneurial orientation (Lumpkin & Dess; 1996, Cardo. A. 2006 ;, Zampetakis, LA, 2008 ;, Acs, Zoltan J. and Laszlo Szerb 2012, James, Michael, et. al 2016; Rauch et al., 2009), and Campbell (2000)).

Proactive is the character of human behavior (Salaz, JC (2012) called proactive personality (Prieto, LC (2010), Prieto, LC (2011). Proactive characterized as neuroticism, extraversion, openness, hospitality (Bateman, TS and Crant, JM (1993). While Pursoo, T (2013) stated that proactive behavior begins with a sense of empathy for the environment that have an impact on motivation to learn, which in turn affects the orientation of interest. in fact, proactive behavior is a process of internalization of the values of failure and as a motif learning (Yamakawa, Y. (2009). While (Marler, LE

(2008) has shown that proactive past behavior affects future behavior, so characteristic of past biographical data can be used as a predictive tool proactive behavior future.

Constructs proactive in relation to entrepreneurship can be explained that proactive personality is the result of the adaptation process and generate an opportunistic action. While opportunistic actions can be either ideas or new ideas. So that proactive behavior can explain the entrepreneurial orientation construct. Prabhu, V. P., McGuire, S. J., Drost, E. A., & Kwong, K. K. (2012) found an association between personal proactive behavior with entrepreneurial intentions. In line with Prieto, L. C. (2011) with the empirical study of the undergraduate students of African-American and Hispanic also found that proactive personality affects the intention to become a social entrepreneurship. Proactive behavior as well as antecedent factors to improve the ideas into innovation (Bjorklund, T., Bhatli, D., & Laakso, M. 2013).

Proactive has a relationship to the success of both the individual and the organization (Seibert et al., 1999; Baer and Frese, 2003; Frese et al., 2007; Kim et al., 2009), and has a relationship with creative ideas (Binnewies et al., 2007). Prabhu et al., (2012) found an association between personal proactive behavior with entrepreneurial intentions. In line with the (Prieto, 2011) with the empirical study of the students American and Hispanic also found that proactive personality affects the intention to become a social entrepreneurship. Proactive behavior as well as antecedent factors to improve the ideas into innovation (Bjorklund et al., 2013), and proactive and perception of the university support positive influence on the intention entrepreneurial (James et al., 2016).

Opportunities exploitation as part of a market orientation is included in the proactive behavior. Creative ideas is as insiasi to build a start-up business. However, proactive behavior does not directly affect the intention to become entrepreneurs but proactive appear for their creativity, and impact on intentions to become entrepreneurs.

Hipotesis4 :

Creativity Influential against Innovative and Proactive and further Influential against Entrepreneurial Intention.

2.5 Relationship of innovation, risk taking and entrepreneurial intention

Risk-taking is a level of acceptance of the sources of risk are groundless and replace it with the cost of failure (Miller and Friesen 1978: 923). Risk and risk-taking were viewed as opportunities for and Necessary for growth and self-concept is the main dimensions in determining the ability to take risks (Sweeney, JL (1985). Perceptions of the risks linked to the behavior patterns of the risk and perception of the environment, as well as the new information can change the preference for risk. (Brown, SL (2005), Bogner, FX, Brengelmann, JC, & Wiseman, M. (2000), Lambert, L. (2011) .Petrakis, PE (2005) shows the perceived risk by employers is determined by the behavior and performance of entrepreneurial, risk is determined by the preferences of the framework entrepreneurial behavior that is mediated by external environmental factors and the degree of freedom of employers who have a need for achievement according to the perceived risk. Dionne, G., Fluett, C., & Desjardins, D. (2007), his research shows the relationship between risk perception and risk taking behavior in a variety of contexts, and shows that perceptions of the risks affecting perilaku risiko and persepsi risiko bersifat endogenous. Zhai, G., & Suzuki, T. (2009), examines the various

countries in Asia shows that there are differences in the character of the tendency of tolerance towards risk influenced by education, age, and gender.

Knight shows that to bring innovations to market entrepreneurs dealing with risk and uncertainty, it is an essential element to determine the decision of how reward to cover the risk (Galindo et al., 2013), entrepreneurship always assumed to be generating something new, a new innovation, risky and profitable (Dees, 2001; Drucker, 1985; Martin & Osberg, 2007). This was criticized from the perspective of social entrepreneurship (Wiseman, Alexander W., 2014). While Saulo, D. B., Gerhardt, M. W., & Kickul, J. R. (2007) showed that cognitive styles and preferences to the risk of contributing to the entrepreneurial self-efficacy and entrepreneurial intentions. The results showed that individuals who have a level of preference towards high risk will have a level of entrepreneurial intentions and self-efficacy higher. Along with Armstrong, S. J., & Hird, A. (2009) which states that entrepreneurs tend to be more intuitive and analytical than non-entrepreneurs. Chen, S., Su, X., & Wu, S. (2012) examined the risk taking behavior, which explains that the need for achievement and education interact to influence risk-taking propensity. The results show that the entrepreneur with the need for achievement of higher and higher education will be more willing to take risks than otherwise.

Hipotesis 5:

Risk Taking as moderating variable on relationship between innovation and creativity against entrepreneurial intention

3. RESEARCH METHODOLOGY

This research was conducted with 553 respondents to the survey method, the sample was enough to have statistical power, with a tolerable level of error <5%. (Hair and Black 1998). Samples of students from various courses at the University of Sriwijaya as the largest public university in South Sumatra. The research is representative by taking a sample of college students as the unit of analysis at the individual level, to explain how the effects of entrepreneurial orientation on the entrepreneurial intention, because generally students are the object and the unit of analysis appropriate to explain the career options after completing their education. Besides, as a student respondents had been equipped with enough knowledge about entrepreneurship, including the knowledge and behavior of entrepreneurial orientation at higher level. Mechanical sample selection is done stratification by type of course and taken each between 30 until 50 students in each program of study that has followed the entrepreneurship.

Data analysis techniques using structured equation modeling (SEM) using AMOS Software 22. However, because of the difficulty in testing the construct with the number of the item in question is large enough and interrelated between items on each variable if using AMOS Graphics, will visually demonstrate the complexity of understanding the interaction, Phases of the testing performed by test constructs using conventional reliability IBM SPSS version 22 and analysis of variable factors on each dimension to obtain the construct validation. Construct validation results as input variables structural equation model with classic assumption test normality of univariate and multivariate normality.

4. RESULT

Based on data from 553 respondents, only 250 data is "clean" data after univariate normality to standardize methods of z-score value of critical value $-2.5 > Z\text{-Score} < 2.5$, multivariate normality with critical value $-3.00 > Z\text{-Score} < 3.00$ and outlier test based on the method mahalanobis distance. A structural equation model is built conceptually based on theory and the results of previous studies, using variable among others proactive entrepreneurial orientation, innovation, risk-taking as an endogenous variable and creative, as well as the independence of exogenous mempengaruhi variabel intention of entrepreneurship as a variable intention.

The entire construct of the variables have been tested as the construct validity and content validity as shown in the attachment of the output regression data as an output of the calculation process terstruktur equation model with a graphic model approach AMOS.22. Construct validity of the test results on most items, this study has reduced some items that are not significant as forming construct a variable but does not reduce the significance of research information.

Causality test is conducted in a structured done in two stages, (1) the test model of causality based on the development concept as a result of the initial model (2) a revised model for the purpose of strengthen the statistical power. The following test results indicated the suitability of causality model of entrepreneurial orientation influence on entrepreneurial intentions than the critical value. The test results as shown in the figure below:

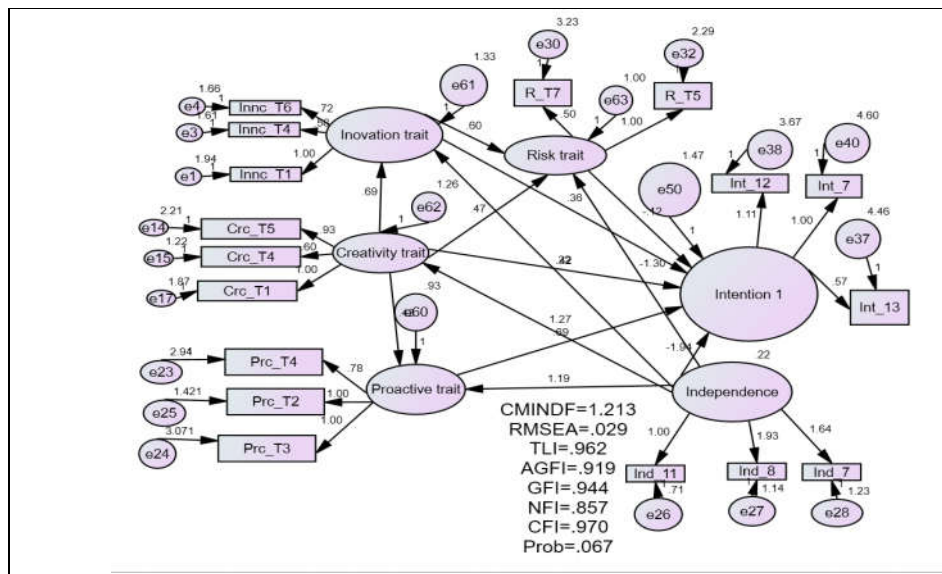


Figure1.
Causality Test Results of Entrepreneurial Orientation on Entrepreneurial Intentions

Based on early models proved that creativity influence directly and significantly to innovation, proactive and risk-taking, but creativity has no direct influence significantly to intention. While the independence of significant direct effect on creativity, proactive and risk-taking while independence has no direct influence on innovation. This study also shows that innovation significant direct effect on risk taking

but does not affect the intention. While only a proactive and independence are significant direct effect on the intention.

The research concluded that creativity, innovation and risk taking does not directly influence intension, its effect is mediated by variable proactive intention. This means that individuals who have no intention to be proactive behavior has a greater entrepreneurial and proactive measures arise because of the power of creativity and independence. Creativity also raises the power of innovation, which in turn have an impact on entrepreneurial intentions. The interesting thing is that the independence of a significant negative effect on risk-taking, meaning that the higher the independence of the smaller potential to take risks. The difficulty of this research is in terms of risk assessment may not be fully depersepsikan the correct meaning in the real world. Furthermore, the re-testing model called the revised model, to measure the statistical power by not involving significant variables as shown:

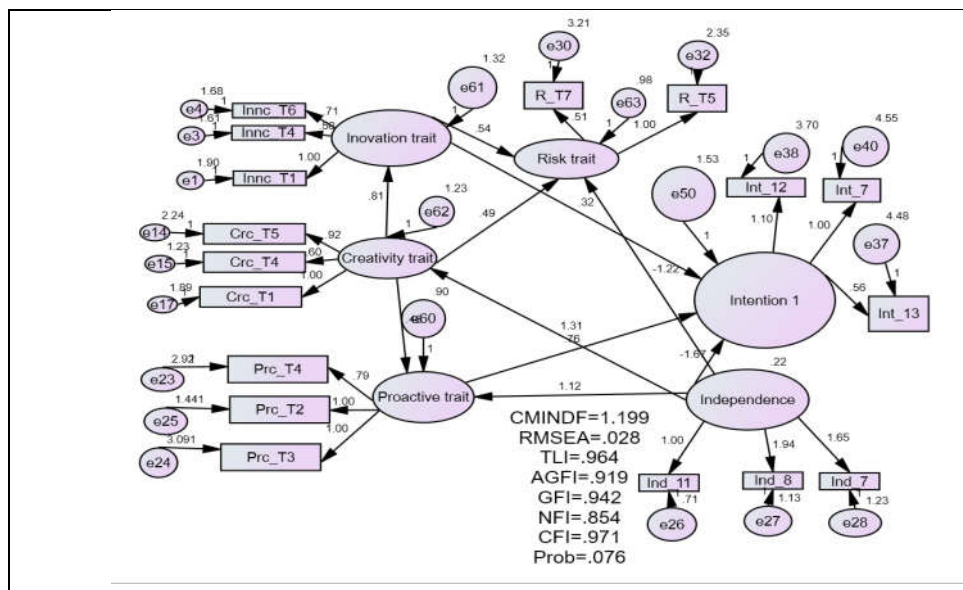


Figure2.
Causality Test Results (Repaired) of Entrepreneurial Orientation on Entrepreneurial Intentions

Based on the analysis in Figure 2 shows that by eliminating variables influence risk taking, creativity and innovation of its intention directly, test results parsimony equation model terstruktur showed no increase in the probability value of 0.067 becomes 0.76, but the chi-square value increased from 128 to 130, while the value of the model fit tests did not vary significantly as shown in the figure. However, there is an increased statistical power is higher, so the revised model as a model that is more justified. Here are the results of analysis by AMOS program, with the approach of the estimated value of each parameter and the value of the model accuracy.

Table 1. Criteria Index

<i>Goodness of fit index</i>	<i>Cut Off Value</i>	<i>Output Model</i>	<i>OutputModel</i>	<i>Kesimpulan</i>
χ^2 - Chi-square	Diharapkankecil	128	130	Marginal
Significance Probability	≥ 0.05	0.67	.076	Baik
RMSEA	≤ 0.08	0.029	0.028	Baik
GFI	≥ 0.90	0.944	0.942	Baik
AGFI	≥ 0.90	0.919	0.919	Baik
CMIN/DF	≤ 2.00	1.213	1.199	Baik
TLI	≥ 0.95	0.962	0.964	Baik
CFI	≥ 0.95	0.970	0.971	Baik
NFI	≥ 0.90	0.857	0.854	Marginal

Source : Primary Data Processing with AMOS

Based on table 1 shown on the value of RMSEA of 0.028 or below the cut off value of 0.08 which is a good indication. GFI value of 0.942 or above the cut off value of 0.90 which is a good indication. AGFI value of 0.919 or above the cut off value of 0.90 which is a good indication. Value CMIN / DF amounted to 1,199 or below the cut off value of 2.00 which is a good indication. Value TLI of 0.964 or above the cut off value of 0.95 which is a good indication. CFI value of 0.971 or above the cut off value of 0.95 which is an indication of a good model. And the value of NFI 0,854 or still below the cut off value which is a condition threshold (marginal).

Based on data from Table 2 shows the results of the regression performed on variables that influence the entrepreneurial orientation entrepreneurial desires. From these results it can be concluded that the findings answer some research hypothesis.

Hypothesis 1. Entrepreneurial Orientation (Creative, Proactive, Innovative, Autonomy, Risk Taking) Influential Entrepreneurship Intentions. Contributions entrepreneurial orientation in promoting entrepreneurship intention would be great if it is accompanied by the risk taking creativity. Anaysis result estimation value shown is signigicant ($b = 0.466$; $p < 0.005$). Thus, hypothesis 1 is proven.

Hypothesis 2.Autonomy level Influential Against Creativity. Determination of the level of autonomy in influencing creativity is a direct relationship in their influence on entrepreneurial intentions. Analysis result shown estimation value is significant ($b=0,422$). So that, hypothesis 2 is proven.

Hypothesis 3.Innovation As a mediating variable Relationships of Creativity Against Being Entrepreneurial Intentions. Effect of innovation as moderating variable on the relationship of creativity to entrepreneurial intention indirectly affect. The analysis showed that the estimated value is significant at ($b = 0.693$). So the third hypothesis is proven.

Hypothesis 4.Creativity Influential against Innovative and Proactive and further Influential against Entrepreneurial Intention.Creativity affect the innovative and

proactive as moderating variable on entrepreneurship intentions shown by the estimated value of ($b = 0.432$ and $b = 0.693$). In this case the hypothesis 4 convicted.

Hypothesis 5. Risk Taking as moderating variable on relationship between innovation and creativity against entrepreneurial intention. The influence of risk taking as a moderating variable on the relationship of innovation and creativity on the intention to entrepreneurship show significant indirect relationship. This is shown by the results estimated in ($b = 0.599$ and $b = 0.466$). So that hypothesis 5 is proven.

The complete results of the analysis of the above hypothesis stated in the table below:

Table 2. Regression Weight

			Estimate	S.E.	C.R.	P	Label
Creativity_trait	<---	Independence	1.271	.328	3.879	***	
Innovation_trait	<---	Creativity_trait	.693	.145	4.772	***	
Innovation_trait	<---	Independence	.422	.358	1.180	.238	
Proactive_trait	<---	Creativity_trait	.432	.118	3.658	***	
Proactive_trait	<---	Independence	1.190	.362	3.289	.001	
Risk_trait	<---	Independence	-1.297	.461	-2.815	.005	
Risk_trait	<---	Innovation_trait	.599	.162	3.704	***	
Risk_trait	<---	Creativity_trait	.466	.204	2.286	.022	
Intention_1	<---	Innovation_trait	.359	.237	1.512	.131	
Intention_1	<---	Independence	-1.944	.794	-2.448	.014	
Intention_1	<---	Proactive_trait	.690	.230	3.005	.003	
Intention_1	<---	Creativity_trait	.218	.272	.803	.422	
Intention_1	<---	Risk_trait	-.120	.255	-.472	.637	
Innc_T1	<---	Innovation_trait	1.000				
Innc_T4	<---	Innovation_trait	.585	.079	7.368	***	
Innc_T6	<---	Innovation_trait	.722	.090	8.048	***	
Crc_T1	<---	Creativity_trait	1.000				
Crc_T4	<---	Creativity_trait	.603	.087	6.950	***	
Crc_T5	<---	Creativity_trait	.926	.126	7.364	***	
R_T5	<---	Risk_trait	1.000				
R_T7	<---	Risk_trait	.497	.123	4.051	***	
Ind_7	<---	Independence	1.641	.313	5.241	***	
Ind_8	<---	Independence	1.927	.355	5.429	***	
Ind_11	<---	Independence	1.000				
Prc_T4	<---	Proactive_trait	.782	.125	6.284	***	
Prc_T2	<---	Proactive_trait	1.000	.134	7.466	***	
Int_12	<---	Intention_1	1.111	.202	5.497	***	
Int_7	<---	Intention_1	1.000				
Int_13	<---	Intention_1	.574	.128	4.491	***	
Prc_T3	<---	Proactive_trait	1.000				

5. CONCLUSION

This research examined the perception of entrepreneurial orientation towards entrepreneurship intentions by students. Some variables included as an indicator of entrepreneurial orientation such as creativity, innovation, proactive and risk-taking. Based on the results of data analysis showed that the five hypothesis proposed in this study significantly influence entrepreneurial intentions. It shows that entrepreneurial orientation that includes creativity, innovation, proactive, and risk-taking have a strong influence either directly or indirectly in the formation of student intent to entrepreneurship.

This research certainly has some limitations. Tests on several variables outside the model should be considered in order to obtain maximum results. The study area also can be developed and modified again.

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