



## The Role of Innovative Work Behavior, Proactive Personality, and Entrepreneurial Alertness on Entrepreneurial Intentions in Higher Education in Region III Cirebon

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### ABSTRACT

The workforce will become more highly educated as the number of educated people rises. Paradoxically, there is a high unemployment rate relative to available resources. This suggests that educated people, including college grads, have little desire or interest in starting their own business. The purpose of this study is to ascertain how prospective undergraduate students in Region III Cirebon feel about their entrepreneurial goals in relation to their innovative work behavior, proactive personality, and entrepreneurial alertness. This study employs quantitative techniques and makes use of SmartPLS 3 software to examine theoretical models. The study's findings indicate that among aspiring undergraduate students in Region III Cirebon, innovative work behavior, a proactive Personality, and entrepreneurial alertness have a favorable and significant impact on Entrepreneurial Intentions.

## INTRODUCTION

Developing nations like Indonesia are always faced with a variety of traditional and intricate issues, such as high rates of unemployment, poverty, and social inequality. The number of highly educated workers will rise along with an increasingly educated society, although this phenomena cannot be compared to Indonesia's expansion in employment creation (Afriza & Srigustini, 2022). The Pasuruan City Central Statistics Agency's August 2023 data, which indicates that the working-age population reached 164.29 thousand, an increase of 6.83 thousand from August 2022, supports this. A total of 124.28 thousand individuals, or 75.65%, were employed. 7.02 thousand persons are unemployed out of the workforce, with 117.26 thousand people employed. As of mid-2023, there were 278.69 million people living in Indonesia (Central Statistics Agency, 2023).

The propensity to Another factor contributing to unemployment in Region III Cirebon is the people's mentality of being job seekers rather than creators of jobs. The majority of jobless individuals in Region III Cirebon are educated and frequently solely focused on the Civil Servant (PNS) occupation. The position of civil servant is seen as one that offers social standing in society together with welfare guarantees. Because of this, the registration of Candidates for Civil Servants (CPNS), which takes place only once a year, is always looked forward to in Cirebon. Paradoxically, there are more unrealized resources than there is high unemployment. This suggests that educated individuals, even college graduates, have low levels of entrepreneurial intention or desire (Kempa & Bilviary, 2022).

Another factor contributing to unemployment in Region III Cirebon is the people's mentality of being job seekers rather than creators of jobs. The majority of jobless individuals in Region III Cirebon are educated and frequently solely focused on the Civil Servant (PNS) occupation. The position of civil servant is seen as one that offers social standing in society together with welfare guarantees. Because of this, the registration of Candidates for Civil Servants (CPNS), which takes place only once a year, is always looked forward to in Cirebon. Paradoxically, there are more unrealized resources than there is high unemployment. This suggests that educated individuals, even college graduates, have low levels of entrepreneurial intention or desire (Kempa & Bilviary, 2022). Among prospective undergraduate students in Region III Cirebon, innovative work behavior, proactive personality, and entrepreneurial alertness are significant factors that impact their entrepreneurial Intentions. In addition, it is important to consider how students' interests will shape their future as employees or business owners who create jobs. This research has various benefits because it uses a quantitative method and collects data through extensive questionnaires. The government works with universities to spark students' interest and enthusiasm for entrepreneurship, starting from cultivating fundamental thinking and competencies, increasing experience, increasing employability, to increasing the capacity and quality of students as

graduates. This paper, therefore, has the advantage of being relevant to current issues, specifically entrepreneurial intentions. University. In addition, a sizable portion of entrepreneurs support the nation's economy even in challenging times. circumstances. As a result, students who are more technologically savvy than past generations should have more options than earlier generations to pursue business. Regarding the variables influencing the entrepreneurial Intentions of aspiring undergraduate students in Region III Cirebon, these two studies provide fresh, more focused information. This will present aspiring grads a fresh outlook on how to organize their future jobs. Lastly, the findings of this study provide a framework for future investigations into the variables influencing the inclinations of potential undergraduate students in Region III Cirebon to pursue entrepreneurial Intentions.

The author is interested in studying the variables that affect entrepreneurial Intentions based on the background information provided. Because of this, " The Role of Innovative Work Behavior, Proactive Personality, and Entrepreneurial Alertness on Entrepreneurial Intentions in Higher Education in Region III Cirebon" is the research topic that the author wishes to pursue.

## **LITERATUR REVIEW**

### ***Innovatif Work Behavior***

As the foundation for individual innovation, innovative work behavior refers to the appearance of novel, practical ideas as well as actions taken to create and put into practice ideas that enhance both individual and organizational performance (de Jong & Den Hartog, 2007). According to Diana and Ketut (2020), creative work behavior refers to a set of behaviors aimed at introducing novel concepts that can be developed and executed to enhance employee performance inside a business. While Scott & Bruce (1994) split innovative work behavior into three phases—the production of fresh and beneficial ideas, the search for support, and the implementation of ideas that have been generated and promoted—Dorenbosch et al. (2005) divide it into two phases: finding and executing ideas. During the conception phase, staff members identify issues.

Based on the definition of the experts above, innovative work behavior is the behavior of someone who has new ideas that can be developed to improve the performance of workers in an organization. and opportunities, searching for fresh concepts to serve as remedies for issues; Idea practice, or incorporating ideas into regular business promotion or organizational work, is the third stage. The second stage is known as idea protection and involves promoting the idea throughout the organization to seek support for further development, or, in other words, the building of the group, including individuals with the necessary capacities to put the idea into practice (Janssen, 2000).

### ***Proactive Personality***

According to Crant (2000), a proactive personality is characterized by stability, the ability to take initiative, see opportunities, and exhibit persistence in bringing about change. Being proactive also means actively influencing oneself, one's surroundings, or oneself from within. According to Mustafa et al. (2016), entrepreneurial Intentions greatly benefits from a proactive mentality. Proactive people will take actions that have the potential to significantly alter their immediate surroundings (Qazi et al., 2021). Proactive personality is an individual trait that a person possesses in comparison and may recognize distinctions in people's acting, according to Willison & Rodhiah (2021). One can conclude that proactive personality consists of initiative, knowledge, ability, courage, and responsibility based on the findings drawn from the various definitions of proactive personality presented above for what one does.

### ***Entrepreneurial Alertness***

According to Valliere (2013), one can identify entrepreneurial vigilance by applying common sense to cues that come from both inside and outside the environment. Since entrepreneurial alertness allows us to learn about new knowledge on market gaps, it can also be considered capital for starting a firm. According to research by Hajizadeh & Zali (2016), on the other hand, entrepreneurial alertness is a skill that can be characterized as a cognitive trait or conscious search behavior. Its goal is to improve a person's awareness of their immediate surroundings and informational resources, which in turn helps them recognize opportunities. According to Tang et al. (2012), there are three components that make up articulated alertness: information scanning and search, information association and linkage, and evaluation and assessment of chances.

It is possible to get the conclusion that entrepreneurial alertness is the capacity to see fresh chances that are frequently overlooked by others based on the findings drawn from the various meanings of the term presented above.

### ***Entrepreneurial Intention***

According to T. Wijaya & Mada (2008), intention is the preparedness of a person's intention to perform action or deed to produce something new or a certain habit. Based on the capacity to launch, manage, and sustain a firm as an actor, entrepreneurial intention is utilized as an indication to forecast behavioral tendencies to engage in entrepreneurial activities (Novitaloka & Nurtjahjanti, 2015). Lee and Wong (2004) An individual's mindset between entrepreneurship and entrepreneurial conduct is known as entrepreneurial intention. Ajzen's (1991) research indicates that a variety of factors, including an individual's positive or negative evaluation of entrepreneurship, might impact their intention to pursue entrepreneurial intention. It is possible to draw the conclusion that someone has the intention of becoming an entrepreneur based

on the discussion of entrepreneurial intentions above. Karaena's goals for her business are a key element in the rise in entrepreneurial activity.

## METHOD

In this study, numerical data sources are used as data sources, and statistical analysis is used for processing. quantitative study. According to Sugiyono (2019), quantitative research is a positive philosophy-based methodology that asks questions on the link between two or more variables in the formulation of the research problem. This study looks at the relationships between the variables and attempts to explain and characterize each variable's conditions. In this study, entrepreneurial intention is the dependent variable, whereas innovative work behavior, proactive personality, and entrepreneurial alertness are the independent variables. In order to test preconceived assumptions, this method is used to study certain populations or samples, gather data using research instruments, and analyze quantitative and statistical data. If the population is unknown, determining the sample is advised at

Purposive sampling was the technique employed in this study's sampling. One method for selecting samples while taking specific factors into account is called purposeful sampling. Because not every sample meets the author's defined requirements, the author employs a purposive sampling technique. As a result, the author decided to employ a purposive sampling strategy by defining requirements that the samples used in this study had to fulfill. Undergraduate students in Region III Cirebon meet the specified standards. Both primary and secondary data sources are used in this study. A Google Form survey was used to gather primary data from potential undergraduate students in Region III Cirebon. On Google Forms, indicators are measured using a Likert scale. A measurement instrument called the Likert scale is used to evaluate the attitudes, views, and views that an individual or group has about social processes (Sugiyono, 2019). We utilized the SmartPLS 3 program to evaluate our theoretical model.

## RESULTS AND DISCUSSION

### 1. Respondent Characteristics

An overview of the data and respondents is provided by the characteristics of the respondents. The traits of the respondents can be described in the following ways based on the data collected:

**Table 1 Description of Respondent Characteristics**

Characteristics	Category	Frequency	Percentage
Age	18-22 Years	93	85%
	23-27 Years	16	14%
	28-30 Years	1	1%

University	Akademi Kebidanan Graha Husada Cirebon	1	1%
	Institut Agama Islam Negeri (IAIN) Cirebon	13	12%
	Institut Pesantren Babakan (IPEBA) Cirebon	1	1%
	Institut Prima Bangsa Cirebon	1	1%
	Institut Teknologi dan Kesehatan Mahardika Cirebon	1	1%
	Universitas Catur Insan Cendekia	3	3%
	Universitas Muhammadiyah Cirebon	5	4%
	Universitas Swadaya Gunung Jati Cirebon	65	59%
	Universitas Majalengka	20	18%
Semester	1-2	6	5%
	3-4	13	12%
	5-6	26	24%
	7-8	65	59%

## 2. Data Analysis Results of Validity

The data obtained from the research questionnaire were processed using the SmartPLS application version 3.2.9. By measuring the outer model, validity and reliability tests were carried out.

Table 2. Validity Test Results

	Innovative Work Behaviour	Proactive Personality	Entrepreneurial Alertness	Entrepreneurial Intention
IWB1	0.562			
IWB2	0.830			
IWB3	0.845			
IWB4	0.628			
IWB5	0.612			

IWB6	0.765			
IWB7	0.847			
IWB8	0.779			
PP1		0.579		
PP2		0.563		
PP3		0.814		
PP4		0.875		
PP5		0.844		
IA1			0.641	
IA2			0.809	
IA3			0.866	
IA4			0.829	
IA5			0.869	
IA6			0.865	
IB1				0.732
IB2				0.859
IB3				0.830

Table 1 shows that the factor loading value exceeds 0.5, which indicates that all indicators are suitable and valid for inclusion in further analysis. Indicators with factor loadings exceeding 0.7 are considered to have strong validity. Furthermore, loading factors ranging from 0.5 to 0.6 can be considered acceptable in a model that is still in the development stage (Ghozali, 2014)

**Table 3 Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
<b>Innovative Work Behaviour</b>	0.550
<b>Proactive Personality</b>	0.558
<b>Entrepreneur Alertness</b>	0.667
<b>Entrepreneurial Intention</b>	0.654

The values of these variables are as follows: Proactive Personality (0.558), Entrepreneur Alertness (0.667), Innovative Work Behavior (0.550), and Entrepreneurial Intention (0.654). It is evident from the Average Variance Extracted (AVE) statistics above that all of the reflective constructs tested in this study yield values greater than 0.5. Reflective constructions are deemed to have acceptable AVE values greater than 0.5. The AVE value needs to be eliminated from the model if it is less than 0.4 (Hair et al., 2014). To guarantee the variable's validity, this is crucial.

### 3. Data Analysis Result of Reliability

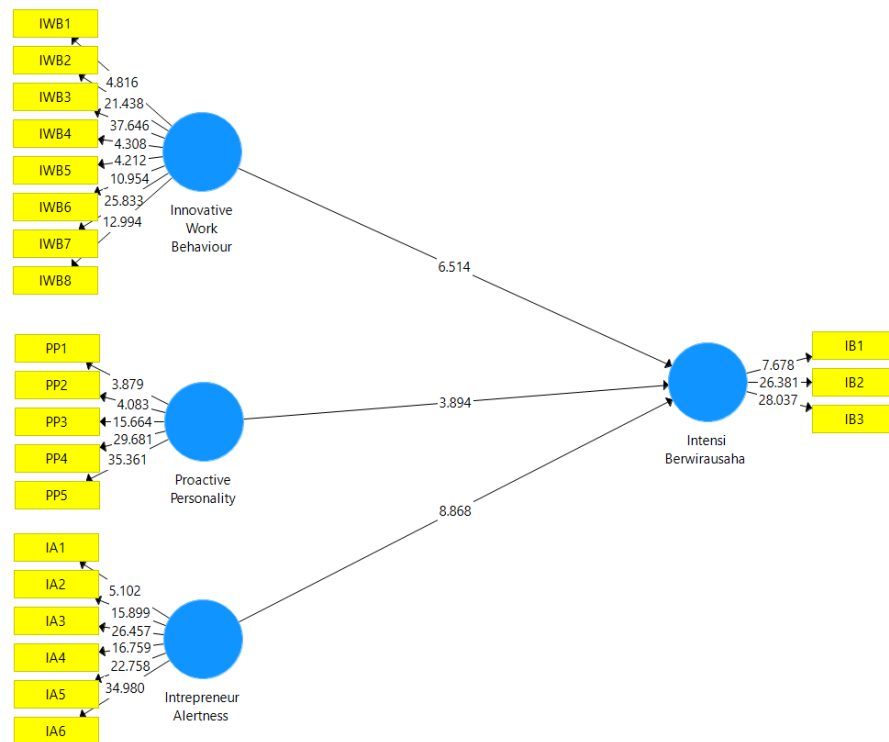
**Table 4 Reliability Test**

	Cronbach's Alpha	Composite Realibility
<b>Innovative Work Behaviour</b>	0.880	0.905

<b>Proactive Personality</b>	<b>0.796</b>	<b>0.859</b>
<b>Entrepreneur Alertness</b>	<b>0.898</b>	<b>0.923</b>
<b>Entrepreneurial Intention</b>	<b>0.733</b>	<b>0.849</b>

A construct is considered reliable if the Cronbach's alpha value is greater than 0.7. Likewise, the composite reliability value (Rho c) is said to be reliable if it is greater than 0.7 (Hair et al., 2017; Henseler et al., 2016; Sarstedt et al., 2017)

#### 4. Path Coefficient



Gambar 1. Path Coefficient

#### 5. R-Square Inner Model

The potential of exogenous variables to construct endogenous variables is demonstrated by the R-square value. Chin et al. (2008) state that there are three types of R-square values: a value of 0.67 indicates a strong association, a value of 0.33 indicates a moderate relationship, and a value of 0.27 indicates a poor relationship between exogenous factors and endogenous variables. The bond between them is solid. According to Sarwono (2016), there is a very strong correlation between endogenous and exogenous variables if the R-square value

is more than 0.67. The following table attests to the model's substantial contribution to the explanation of the variables influencing entrepreneurial intention.

Table 5: R-Square

	R Square	R Square Adjusted
<b>Entrepreneurial Intention</b>	<b>0.874</b>	<b>0.871</b>

## 6. Test the Hypothesis

Table 6. Direct Effect Test Results

Hypothesis	Relationship	T-Statistics	P Values	Information
<b>H1</b>	Innovative Work Behavior -> Entrepreneurial Intention	<b>6.514</b>	<b>0</b>	<b>Supported</b>
<b>H2</b>	Proactive Personality -> Entrepreneurial Intention	<b>3.894</b>	<b>0</b>	<b>Supported</b>
<b>H3</b>	Entrepreneur Alertness -> Entrepreneurial Intention	<b>8.868</b>	<b>0</b>	<b>Supported</b>

Based on Hair et al (2014), structural model coefficient analysis was carried out to analyze a hypothesis by analyzing the relationship between variables that have a significant relationship. Hypothesis testing in this research was carried out by looking at the T-statistic value and P-value. The hypothesis is accepted if the T-statistic is greater than 1.96 and the P-value is smaller than 0.05.

## DISCUSSION

### *a. The Influence of Innovative Work Behavior on Entrepreneurial Intentions*

According to the above table's results of the hypothesis test, it can be concluded that Hypothesis 1—which holds that innovative work behavior significantly and favorably influences entrepreneurial intentions—is true. The T-table value of the relationship between innovative work behavior and entrepreneurial intention is 6.514, which is larger than 1.96, and the p-value is 0.000, which is less than 0.05, indicating that these results are significant. It is clear that pupils

who work creatively would typically aspire to start their own business. This justification is consistent with research by Amalya (2019), which found that creative students can develop, introduce, apply, and take up new concepts and methods of operation in the form of self-built entrepreneurial intention. They establish their brand in their business, grow to become business owners. which sets them apart from other business owners. In order to grow their company, they also opened offline and online stores and used innovative work methods and strategies.

Participating in the innovation process as a first step toward innovative outcomes is considered innovative behavior (Sarwoko, 2020). Students' inventiveness can result in entrepreneurial creativity. According to Helmi's (2011) research, students engage in innovative behavior because they have a passion for business-related activities. Their psychological state can be sustained by this affection, allowing them to continue operating the firm. There are a few more components that contribute to success, such as taking calculated chances, being highly motivated all the time, and being open to learning from mistakes. But it's envisaged that students would demonstrate their ability in sophisticated entrepreneurship and managing difficult firms in creative ways, in addition to coming up with fresh concepts for entrepreneurship (Li et al.2020)

***b. The Influence of Proactive Personality on Entrepreneurial Intentions***

It is known that Hypothesis 2 asserts that Proactive Personality has a positive and significant impact on entrepreneurial intention based on the findings of the hypothesis test displayed in the above table. The T-table value of the proactive personality's influence on entrepreneurial intention is 3.894, which is larger than 1.96, and the p-value is 0.000, which is less than 0.05, indicating that these results are significant. This indicates that students' entrepreneurial intention will rise in proportion to their proactive personality score; this explanation is consistent with research by (Luo et al., 2022; Willison & Rodhiah, 2021a; Zhang et al., 2022). In their study, Carina et al. (2024) clarified that ownership of autonomy, risk, initiative, resource mobilization, and organizational management by people who are naturally proactive can raise the likelihood that entrepreneurial activities will take place. If an entrepreneur is willing to take chances, he can be seen as creative and proactive. Every student has the power to directly and purposefully alter their existing circumstances to achieve their goals (Gultom et al., 2023). Therefore, it makes sense to utilize proactive personality as a factor that influences entrepreneurial goals based on behavior connected to proactive personality and interactionist theory.

***c. The Influence of Entrepreneur Alertness on Entrepreneurial Intentions***

It is known that Hypothesis 3 asserts that Entrepreneur Alertness has a positive and significant impact on entrepreneurial intentions based on the findings of the hypothesis test displayed in the above table. The T-table value of the

relationship between entrepreneur alertness and entrepreneurial intention is 8.868, which is larger than 1.96, and the p-value is 0.000, which is less than 0.05, indicating that these results are significant. In summary, the ability to detect and act upon entrepreneurial possibilities can be determined by an individual's level of entrepreneurial awareness. This theory is consistent with studies by (Roundy et al., 2018; Neneteh, 2019). The capacity to reason, solve issues, and make choices that impact opportunities and progress is known as entrepreneur alertness. This includes observation, analysis, and identification of patterns (Angeline & Puspitowati, 2023). According to the study's findings, entrepreneurial alertness significantly and favorably influences entrepreneurial intentions, which is thought to be helpful in improving our comprehension of the process of starting a new company. Additionally, potential student entrepreneurs' development of entrepreneurial intentions might be significantly influenced by their level of entrepreneurial awareness. Human capital is defined as a collection of certain abilities and talents, such as entrepreneurial alertness, according to the dynamic view of human capital theory. Students that exhibit greater entrepreneurial alertness also report higher levels of entrepreneurial intention, according to Hussain & Hashim (2015). To put it another way, the notion of human capital emphasizes that some human capital, such as entrepreneurial alertness, is essential to raising capital.

## CONCLUSION

The purpose of this study is to ascertain how prospective undergraduate students in Region III Cirebon feel about their entrepreneurial goals in relation to their innovative work behavior, proactive personality, and entrepreneurial alertness. The study's conclusions demonstrate that all of the hypotheses – that is, that innovative work behavior positively and significantly influences entrepreneurial intentions, proactive personality positively and significantly influences entrepreneurial intentions, and entrepreneurial alertness positively and significantly influences entrepreneurial intentions – are confirmed or accepted. It is envisaged that in the future, researchers will be able to broaden the range of samples they utilize in their studies and the range of independent factors they employ to affect the intents of entrepreneurs. Drawing from the outcomes of the analysis and findings of the conducted research, the author has suggestions for the analysis that has been carried out, namely, it is hoped that the University can increase student creativity with the various education provided and not only based on theoretical education but also through various methods such as training. and practical programs to create something new with their creativity so that they will get good experience when they want to start their own business it is hoped that the University can always increase student initiative and improve their abilities so that it will make it easier for them to start their own business.

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