



Self-Challenge, Flexibility, and Recognition: Its Correlation with Entrepreneurial Self-Efficacy and Intention among Business-Management Students

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ABSTRACT

This research article examines self-challenge, self-flexibility, and self-recognition as the first set of variables, and its relationship with entrepreneurial self-efficacy and entrepreneurial intention as the second set of variables. This research was conducted on business-management students at the Faculty of Economics and Business, State University of Malang. The subjects in the study had taken entrepreneurship courses and entrepreneurship programs held on campus. There were 113 students who participated voluntarily as research respondents. Data were collected using the Google form and analyzed with canonical correlation to examine the relationship between the two sets of variables. The research results reveal that there is a relationship between the two sets of variables, and there is a congruence in direction between the two sets of variables.

Keywords: *self-challenge, self-flexibility, self-recognition, entrepreneurial self-efficacy, entrepreneurial intention, canonical correlation.*

1. INTRODUCTION

In the implementation of entrepreneurship education programs held in tertiary education, the intention is to develop capabilities in the field of entrepreneurship among students. They have the potential to advance with a choice of career fields that provide opportunities for success in the midst of such a high level of job competition. Until now, with conditions of increasingly tight competition in formal employment, the opportunity to start a new business is seen as an opportunity of choice for potential career and self-development. The business field has an important role in supporting the community's economic life, providing added value, and opening employment opportunities. Encouragement to conduct and develop a new business will have a positive impact on improving people's welfare. In developing a career in the business world, the running of entrepreneurship courses and training programs in tertiary institutions is intended to instill in students a variety of career choices, one of which is related to the intention to start a business. An environment ecosystem in higher education that supports the development of entrepreneurship programs will be more attractive to students because they are felt to support meeting the need for high autonomy with the potential for developing the field of entrepreneurship.

The implementation of entrepreneurship programs in higher education is a relevant form of concern for

individuals so that by implementing entrepreneurship development, students will be able to obtain more benefits in the form of support from the university where they study. Considerations regarding the fit between person-environment indicate that the acquisition of attitudes is formed based on an individual's assessment of his personal needs and his external environment. If the external environment provides opportunities for recognition and support to meet basic psychological needs for individuals, a positive relationship will occur between the environment and individual attitudes so that stronger benefits can be reaped. This is a form of self-recognition from the external environment which is known as self-recognition. Individuals will feel recognized and are more likely to benefit from the environment to develop better attitudes towards entrepreneurship, experience stronger formation of subjective norms, and have higher self-efficacy in the field of entrepreneurship [1].

Results of research from [2] and [3] revealed that there are variables originating from the environment around the individual in the form of an entrepreneurial ecosystem and its relation to the person in the form of motivational drives and subjective norms that influence entrepreneurial intentions and career choices. Likewise, the results of research by [4] revealed that setting time availability in the form of intersections between time perspectives, self-knowledge, and time management known as self-challenge and self-flexibility also plays a

role for individuals in determining the activities to be carried out by each individual. Furthermore, the results of a study from [5] show that one that determines entrepreneurial intentions is the presence of self-confidence in individuals, and is believed to be a variable that determines individual careers. According to [6], one of the determinants that are correlated to entrepreneurial intentions is self-efficacy, as well as opportunities and support available from the society environment ecosystem in the form of self-recognition they receive.

2. REVIEW OF LITERATURE

Self-recognition in individuals provides an overview of the individual's desire for status, as a form of approval and recognition from family, friends, society, or anyone in the environment around the individual. The main motivation of individuals to start a new business is related to self-awareness and self-realization about financial success, the role they have, innovative actions, self-recognition, independence, and the individual's desire to show freedom, self-control, and flexibility in the use of time they have. Realization of self-existence refers to the motivation involved in pursuing goals and challenges that are directed and managed by oneself. Individuals with a high level of self-realization are expected to show a greater willingness to engage in entrepreneurial activities because this presents them with greater challenges with regard to achieving career goals and personal development. Self-recognition is an individual's position relative to others in a particular social situation, and self-recognition is a reason to prove success by starting a new business. Previous studies have found that entrepreneurial intentions are related to self-recognition, flexibility, and the role of individuals with challenges they have [7] and [8].

Self-efficacy in turn has a significant relationship with entrepreneurial intentions. Individual motivations such as self-realization, self-recognition, and roles have an additional impact on intentions to carry out business activities. Self-efficacy is not a static trait but can be changed. Self-efficacy is an academic term regarding the belief in one's self that a person can manifest his behavior based on the level of the individual's self-perception of his skills and capabilities. It reflects deep thought within individuals about whether they have the necessary abilities to perform a particular task successfully. Abilities that really matter are if individuals have confidence in these abilities, as well as the belief that they will be able to translate these skills effectively into the actions chosen and the successes achieved. Research results consistently emphasize the importance of perceived self-efficacy as a key factor determining that individuals who have high perceived self-efficacy in certain tasks will tend to pursue and stay

in these tasks for a longer period of time. Self-efficacy for entrepreneurship and individual motivation to realize self-challenge are fundamental elements of the intention to start a business [7].

Individuals who have low self-efficacy will tend to avoid tasks or lack confidence in their ability to complete tasks, conversely, those who have high self-efficacy will tend to be interested, motivated, and challenged to work and complete tasks better. The results of previous studies on self-efficacy in the context of entrepreneurship show that it is relevant to an individual's intention to start a new business because it reflects their level of belief that it is very possible to do so in order to gain success. The development and creation of contextual knowledge frameworks in the field of entrepreneurship can be carried out in higher education settings, through the implementation of entrepreneurship programs for students. The combination of self-confidence and their intention to start a business becomes a perspective framework that is related to strengthening or possibly weakening their intentions with efficacy in the field of entrepreneurship in the future [9]. This is because there is a strong relationship between self-efficacy and intention in the field of entrepreneurship. In lecture activities that are theoretically oriented in the field of entrepreneurship and the development of business insights is an effort to instill reinforcement, and build self-efficacy related to entrepreneurial intentions. Meanwhile, in lecture activities that are practically oriented, trying to push harder to promote and strengthen even higher self-efficacy which is associated with higher entrepreneurial intentions, and therefore it is necessary to continuously develop theoretical and practical perspectives [10].

The study of [11] showed that individuals with high resilience, namely those characterized by a strong struggling power in facing challenges, will have a better chance of achieving success in entrepreneurship. In previous studies, there were contradictory research results, on the one hand, it was found that there was a positive relationship between resilience in facing challenges in entrepreneurship and the level of confidence, and business success which was indicated by business growth, but on the other hand, it was also found that there was no relationship between resilience and business success, as seen from the development of the number of employees, growth in profitability, and growth in sales. However, in general, based on previous studies, it was found that tough resilience in facing challenges in doing business will contribute to business success, and there is a relationship between self-challenges in the form of resilience in entrepreneurship and the achievement of success. The higher the resilience as a form of self-challenge, the greater the intention to advance their business. Endurance in

resilience can counteract the adverse effects of stressful situations, and an optimistic attitude and the ability to respond positively are important psychological instruments that can assist in tolerance of receiving pressure, overcoming problems, and adapting to challenging situations to achieve personal well-being.

Opportunities for individual recognition are important things that encourage self-motivation to carry out activities and show their potential for creativity and ideas, including encouraging initiatives to start carrying out business activities [12]. Individual self-control in facing challenges is a personality element that reflects the ability of each individual to carry out his will, including in terms of starting a new business. The results of the study show that self-control in facing challenges is related to the intention to take action or refusal to take action because there is a continuum element in the individual from the level of courage-fear, and the level of belief-doubt of success. The importance of the role of self-control in the implementation of entrepreneurial intentions, and the importance of applying knowledge and action planning is to avoid any element of doubt about entrepreneurial intentions, so that the role of training programs in the field of entrepreneurship has an important effect. Self-control is an individual's ability to change circumstances and responses, including exerting control over thoughts, emotions, desires, and actions. The level of self-control is in the form of the power of self-regulation and the ability to take action. Strong self-control is expected to reduce the possibility of experiencing doubt, fear, and reluctance to do something, including the intention to start a business activity [13].

Based on the review of previous studies, the major hypothesis of this research can be formulated as follows: "Set 1 Variables in terms of Self-Challenge, Self-Flexibility, and Self-Recognition have a positive correlation with Set 2 Variables in terms of Entrepreneurial Self-Efficacy and Entrepreneurial Intention". More detailed details of the minor hypothesis are presented as follows: (1) Decreasing self-challenge will be followed by decreasing entrepreneurial self-efficacy. Conversely, increasing self-challenge will be followed by increasing entrepreneurial self-efficacy. (2) Decreasing self-flexibility will be followed by decreasing entrepreneurial self-efficacy. Conversely, increasing self-flexibility will be followed by increasing

entrepreneurial self-efficacy. (3) Decreasing self-recognition will be followed by decreasing entrepreneurial self-efficacy. Conversely, increasing self-recognition will be followed by increasing entrepreneurial self-efficacy. (4) Decreasing self-challenge will be followed by decreasing entrepreneurial intention. Conversely, increasing self-challenge will be followed by increasing entrepreneurial intention. (5) Decreasing self-flexibility will be followed by decreasing entrepreneurial intention. Conversely, increasing self-flexibility will be followed by increasing entrepreneurial intention. (6) Decreasing self-recognition will be followed by decreasing entrepreneurial intention. Conversely, increasing self-recognition will be followed by increasing entrepreneurial intention.

The visualized research hypothesis is exhibited in the following figure.

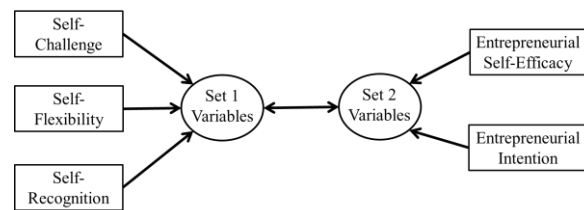


Figure 1. Research Model

3. METHODS

This article is based on research conducted using a correlational explanatory research design which explains the relationship between the variables in the first set consisting of self-challenge, self-flexibility, and self-recognition, and the variables in the second set consisting of entrepreneurial self-efficacy and entrepreneurial intention. The research subjects were students in the Management Department of the Faculty of Economics and Business, Universitas Negeri Malang. There were 113 students who voluntarily participated in this study. Variable measurements were made by modifying the research instrument developed by [8] and [7]. Data was collected using Google Forms which was conveyed through student social media and analyzed descriptively the mean value and the deviation of each variable and by using canonical correlation analysis to test the research hypothesis. The following table shows the setting of the Canonical Correlation Analysis used in this research

Table 1. Canonical Correlations Settings

Setting	Values
Set 1 Variables	Self_Challenge Self_Flexibility Self_Recognition
Set 2 Variables	Entrepreneurial_Self_Efficacy Entrepreneurial_Intention
Centered Dataset	None
Scoring Syntax	None
Correlations Used for Scoring	2

4. RESULTS

Descriptively, the analysis results of the research variables regarding the minimum value, maximum

value, mean, and standard deviation are presented in the following table.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Self-Challenge	113	2.2500	5.0000	4.247788	.0612224	.6508027
Self-Flexibility	113	2.0000	5.0000	4.221239	.0610995	.6494971
Self-Recognition	113	1.3333	5.0000	4.047198	.0724410	.7700588
Entrepreneurial Self-Efficacy	113	2.6667	5.0000	4.365782	.0601370	.6392651
Entrepreneurial Intention	113	2.2500	5.0000	4.234513	.0604747	.6428549
Valid N (listwise)	113					

Based on the table above, overall, the mean value is above 4 on a scale of 1 to 5 with a deviation value in the range of 0.64 to 0.77 and generally indicates good condition. However, for the self-recognition variable, there is still a low minimum value with the widest deviation range of 0.77.

The results of the canonical correlation analysis of the variables in the first set with the variables in the second set are presented in the following table.

Table 3. Set 1 and Set 2 Canonical Correlations

Set	Correlation	Eigenvalue	Wilks Statistic	F	Num D.F	Denom D.F.	Sig.
1.	.824	2.112	.305	29.227	6.000	216.000	.000
2.	.228	.055	.948

H₀ for Wilks test is that the correlations in the current and following rows are zero

The results of the analysis in the table above show that there is a canonical correlation for the first set of 0.824 (F=29.227; sig. 0.000) with an explained variance of 97.46% (see Table 6 below). Meanwhile, the results of the canonical correlation analysis for the second set were 0.228 with an explained variance of 2.54% (see Table 6 below). Thus, the results of the canonical

correlation analysis in the first set will be used to test the hypothesis.

The results of the canonical correlation analysis for the variables self-challenge, self-flexibility, and self-recognition are presented in the following table.

Table 4. Set 1 Canonical Loadings

Variables	Set 1	Set 2
Self-Challenge	-.966	-.236
Self-Flexibility	-.896	-.044
Self-Recognition	-.762	.619

Based on the table above, the results of the canonical loading coefficients in Set 1 show consistency, while the coefficients in Set 2 show inconsistency.

The results of the canonical correlation analysis for the variables entrepreneurial self-efficacy and entrepreneurial intention are presented in the following table.

Table 5. Set 2 Canonical Loadings

Variables	Set 1	Set 2
Entrepreneurial Self-Efficacy	-.953	-.303
Entrepreneurial Intention	-.861	.509

Based on the table above, the results of the canonical loading coefficients in Set 1 show consistency, while the coefficients in Set 2 show inconsistency.

The results of the proportion of variance explained analysis from Set 1 and Set 2 are presented in the following table.

Table 6. Proportion of Variance Explained

Canonical Variable	Set 1 by Self	Set 1 by Set 2	Set 2 by Self	Set 2 by Set 1
Set 1	.772	.524	.824	.560
Set 2	.147	.008	.176	.009

Based on the table above, the proportion of variance explained by the set of variables self-challenge, self-flexibility, and self-recognition is 77.2% and the proportion of variance explained by the set of variables

entrepreneurial self-efficacy and entrepreneurial intention is 82.4%.

The results of the explained variance analysis for Set 1 and Set 2 are presented in the following table.

Table 7. Variance Explained

Set Variables	Eigenvalue	Variance Explained
Set 1	2.112	97.46%
Set 2	.055	2.54%
Total	2.167	100.00%

Based on the table above, shows that the results of the canonical correlation analysis are .824 (see Table 3 above) for the set of variables self-challenge, self-flexibility, and self-recognition with the set of entrepreneurial self-efficacy and entrepreneurial intention variables having an explained variance of 97.46%, which means that the probability of occurrence is above 95%. Meanwhile, the results of the canonical correlation analysis are 0.228 (see Table 3 above) for both sets of variables which have an explained variance of 2.54%, which means that the probability of occurrence is less than 5%.

Visualization of the results of the canonical correlations analysis for the first is presented in the following figure.

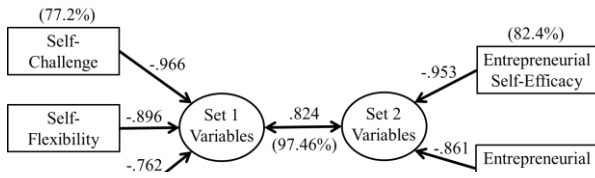


Figure 2. The First Canonical Correlations (Variance Explained 97.46%)

Based on the figure above, the canonical correlation between Set 1 Variables and Set 2 Variables is 0.824 with an explained variance of 97.46%, which means the canonical correlation is very high with a probability of occurrence greater than 95%. It can be stated that the coefficients in the figure above are valid empirically. The coefficients in the figure above are then used to test the hypothesis.

The visualization of the results of the canonical correlations analysis for the second one is presented in the following figure.

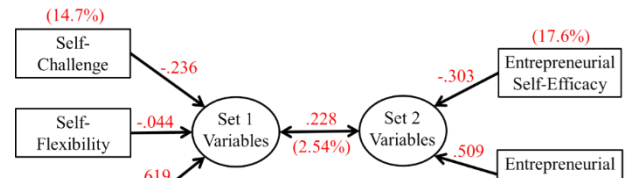


Figure 3. The Second Canonical Correlations (Variance Explained 2.54%)

Based on the figure above, the canonical correlation between Set 1 Variables and Set 2 Variables is 0.228 with an explained variance of 2.54%, which means the canonical correlation is very low with a probability of occurrence of less than 5%. It can be stated that the coefficients in the figure above are not empirically valid. The coefficients in the figure above cannot be used to test the hypothesis.

5. HYPOTHESIS TESTING

The hypothesis testing is based on the coefficients from the analysis of the first canonical correlations with a probability level above 95% as mentioned in Figure 2. The following table presents the results of hypothesis testing.

Table 8. Hypothesis Testing

No.	Research Hypothesis	Decision
1.	Set 1 Variables in terms of Self-Challenge, Self-Flexibility, and Self-Recognition have a positive correlation with Set 2 Variables in terms of Entrepreneurial Self-Efficacy and Entrepreneurial Intention (Canonical Correlation 0.824 with an explained variance of 97.46%; $F=29.227$ and $sig.=0.000$).	Confirmed
2.	Decreasing self-challenge will be followed by decreasing entrepreneurial self-efficacy. Conversely, increasing self-challenge will be followed by increasing entrepreneurial self-efficacy (Canonical Loading for Self-Challenge is $-.966$; and Canonical Loading for Entrepreneurial Self-Efficacy is $-.953$).	Confirmed
3.	Decreasing self-flexibility will be followed by decreasing entrepreneurial self-efficacy. Conversely, increasing self-flexibility will be followed by increasing entrepreneurial self-efficacy (Canonical Loading for Self-Flexibility is $-.896$; and Canonical Loading for Entrepreneurial Self-Efficacy is $-.953$).	Confirmed
4.	Decreasing self-recognition will be followed by decreasing entrepreneurial self-efficacy. Conversely, increasing self-recognition will be followed by increasing entrepreneurial self-efficacy (Canonical Loading for Self-Recognition is $-.762$; and Canonical Loading for Entrepreneurial Self-Efficacy is $-.953$).	Confirmed
5.	Decreasing self-challenge will be followed by decreasing entrepreneurial intention. Conversely, increasing self-challenge will be followed by increasing entrepreneurial intention (Canonical Loading for Self-Challenge is $-.966$; and Canonical Loading for Entrepreneurial Intention is $-.861$).	Confirmed
6.	Decreasing self-flexibility will be followed by decreasing entrepreneurial intention. Conversely, increasing self-flexibility will be followed by increasing entrepreneurial intention (Canonical Loading for Self-Flexibility is $-.896$; and Canonical Loading for Entrepreneurial Intention is $-.861$).	Confirmed
7.	Decreasing self-recognition will be followed by decreasing entrepreneurial intention. Conversely, increasing self-recognition will be followed by increasing entrepreneurial intention (Canonical Loading for Self-Recognition is $-.762$; and Canonical Loading for Entrepreneurial Intention is $-.861$).	Confirmed

Based on the table above, taken as a whole both the major and minor hypotheses can be accepted empirically.

6. DISCUSSION

The results of the study show that the level of challenge that individuals have in facing problems will encourage them to carry out activities in the field of business that can be self-satisfying, and this motivation arises from the desire to do work that is more meaningful than other jobs in general. The challenges faced in doing something are seen as meaningful because they can help others to make substantial changes to be involved in business activities both now and in the future. Individuals will feel that they produce work that allows positive changes to occur in individuals. The positive feedback it receives socially also helps individuals stay motivated with the challenges they face. In addition, individuals will also be recognized by society as a form of recognition of their existence for the contribution they have made to their environment. This will create credibility and social recognition in individuals which will help socially promote individual efforts to achieve better performance. Entrepreneurial self-efficacy to a great extent related to entrepreneurial intention, and entrepreneurial activity can be considered as a combination of personal attitude and social norms [14] and [15].

The results of the study reveal that expectations regarding the level of self-confidence are related to the intention to carry out business activities. Expectations on obtaining results can be a driving motivation for individuals when they recognize a real opportunity to start a business that is strengthened by self-recognition, and support from family and society. Recognition of the challenges faced and flexibility in self-regulation is seen as important by individuals related to the intention to establish and start a new business in the future [6] and [3]. Recognition of challenges and self-flexibility is a source of potential and capacity to feel and make changes. Individuals who have the ability and competence in identifying opportunities will foster self-knowledge and flexibility that are closely related to the level of self-confidence and the desire to carry out business activities.

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Self-challenge faced by individuals, self-flexibility related to time management, and self-recognition related to recognition from the environment around the individual are a set of variables that have relevance and linkages with other sets of variables, namely entrepreneurial self-efficacy and entrepreneurial intention which are relevant to the results of the study by [7]. Individuals with a high level of self-challenge, high flexibility, and environmental recognition will arouse the desire and encouragement to try. With the challenges faced and flexibility in taking action, it will foster self-knowledge and self-confidence to contribute the benefits of self-existence to the environment which evokes recognition in individuals. Furthermore, research results that reveal the link between self-efficacy and entrepreneurial intentions were found in research by [8], [16], [9], and [17]. The closeness of the relationship as a set of variables between self-efficacy possessed by individuals will have a parallel with individual intentions to carry out business activities [6], [5], [18], and [19].

7. CONCLUSION

The results of the study revealed that the first set of variables which consisted of self-challenge, self-flexibility, and self-recognition had a close relationship with the second set of variables which consisted of entrepreneurial self-efficacy and entrepreneurial intention. Research conducted on groups of business-management students who have taken entrepreneurship courses and training programs in the field of entrepreneurship shows that there are benefits from these programs in introducing knowledge, generating initiative, and motives to do practical things related to the field of entrepreneurship. Based on the research results, there is a variable that is felt to still reflect conditions that are not optimal, specifically related to self-recognition. Recognition from the environment around the individual is an important part related to recognition of the existence of the individual for the various efforts they have made.

Conflict of Interest

The author declares that there is no conflict of interest that influences the writing of this article.

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