

How Personal Grooming Influenced The Entrepreneurship

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Abstract—This study aims to determine the effect of Personal Grooming on Entrepreneurial Behavior of Micro of Small and medium Enterprises Actors. This study is limited only to find the influence between Personality, and Attitude towards Entrepreneurial Behavior of Micro of Small and Medium Enterprises Actors. This research was designed using a causative design. The populations in this study were all micro entrepreneurs in the city of Singaraja, which amounts to 278 business units. This study uses t-test analysis and F-test to get the influence of each of these variables. The results of this study indicate that the value of $t = 14.4$ with the value of personality significance (X1) on entrepreneurial behavior (Y) is $p = 0.00 < 0.05$, t value = 21.8 with a significance level of attitude (X2) on entrepreneurial behavior (Y) is $p = 0.00 < 0.05$, the value of $F = 267.9$ with a significance level of personality (X1) and Attitude (X2) to Entrepreneurial Behavior (Y) is $p = 0.00 > 0.05$. This shows that there is a partial influence between each dependent variable on the independent variable and there is a simultaneous influence between personality (X1) and attitude (X2) on entrepreneurial behavior (Y).

Keywords—*Personality; Attitudes; Entrepreneurial Behavior*

I. INTRODUCTION

Micro enterprises, small and medium enterprises are business activities that are able to expand employment or job land and provide economic services broadly to the community, and it can take a role in the process of equalization and increased the revenue, encourage the economic growth, and take a role in realizing national stability. In addition, the micro enterprises, small and medium enterprises are one pillar of the national economy that must be the main opportunity, support, protection and development as wide as possible as a form of alignment to the people's economic groups.

According to the constitution No. 20 of 2008 clause 1 states that micro-enterprises are productive businesses owned by individuals and / or individual businesses that fulfill micro-enterprise criteria as regulated in this law. The principle of micro-business ventures is family, economic democracy, togetherness, efficiency of justice, sustainability, environmental insight, independence, balance of progress; and national economic unity. The aim of micro businesses is to grow and develop their businesses in order

to build a national economy based on equitability of economic democracy. Furthermore, in the clause 6 of Law No. 20 states that there are two characteristics of micro and medium-enterprises, namely a. having a net worth of at most Rp. 50,000,000 (fifty million rupiah) excluding land and building of business premises, and having an annual sale of at most Rp. 300,000,000 (three hundred million rupiah); b. having annual sales of more than Rp. 2,500,000,000, - (two billion five hundred thousand rupiahs) up to a maximum of Rp 50,000,000,000.00 (fifty billion rupiahs). The government in various ways seeks to empower micro businesses, especially in developing human resources by promoting and embedding entrepreneurship so that able to grow and improve the ability of micro-enterprises, small and medium enterprises to become strong and independent businesses and can develop into medium businesses and be able to increase and even level income. Therefore, entrepreneurial behavior of these micro entrepreneurs need to be identified what can be the encouragements and what makes them to work harder in the micro sector, the encouragement that comes from within a person and the tendency of someone to react to a situation will have an impact on the results to be achieved. This is in line with what was stated by [1] that good personality and attitude oriented towards progress and will influence an entrepreneur can progress / succeed in running his business.

Singaraja is one of the cities in Bali which is the capital of Buleleng Regency, the most northern district of Bali. Singaraja is the second largest city after Denpasar. Administratively, the city of Singaraja is divided into 18 regions and 1 village, namely Banyuasi, Kaliuntu, Anyar, Bugis, Kampung Kajanan, Kampung Baru, Banjar Bali Village, Java, Banyuning, Astina, Kendran, Singaraja, Liligundi, Paketagung, Banjar Tegal, Beratan, Penarukan Sukasada and Bakti Sraga. As a city that has a high population tendency and the availability of facilities and infrastructure, the movement pattern of the people in Singaraja generally moves towards the commercial area that is located along the Ahmad Yani, Diponegoro and surrounding.

The rapid progress and growth of the population in Singaraja has had an impact on the economy in Singaraja. This is marked by the emergence of various businesses such

as food stalls, food industries such as crackers, laundry services, tire patches and so on. However, it is unfortunate that as far as the observations of the researchers, these micro entrepreneurs do not survive in running their business. This means that every time a new micro businessman emerges by offering their flagship products, there are also micro entrepreneurs who close their businesses for various reasons and many micro entrepreneurs from years to years their businesses is not developing

A person, who has decided to become an entrepreneur, must have a strong personality, never give up. According to [2] personality is as a whole way how individuals react and interact with others. The process of interaction between individuals can show their behavior. According to Edward De Bono (in [3]) that one of the factors that determines the success of a business is the ability to manage the main assets. The ability to manage a business is the ability that an entrepreneur must possess in the form of the ability to do something new, the ability to seek opportunities, courage or the ability to take risks and the ability to develop ideas and resources.

In addition, an entrepreneur should have basic characteristics of specific characteristics. A person who has decided to enter into entrepreneurship should not be due to following other people or pressure from other people, but must have a tough determination to pursue entrepreneurship. Becoming an entrepreneur, you are required to have a positive attitude that can support in carrying out the pursued business. According to [4] an entrepreneur must have the readiness to respond consistently to the characteristics possessed by an entrepreneur, namely self-confidence, task-oriented and results-oriented, risk-taking and like challenges, leadership, originality, and future-oriented. From the entrepreneurial attitude shown by someone it will be able to show their ability to manage their business. [5] in [6] states that a good encouragement to do business is reflected in its ability to take risks, the ability to identify business opportunities, and the ability to correct errors effectively, and the ability to capture profitable opportunities as a characteristic of entrepreneurs.

II. LITERATURE REVIEW

A. Personality

Personality of people is not exactly the same as others, because personality is very unique. With the personality possessed by people, they can attract other people, other people feel sympathy to him or her, people like with attractiveness of them. Entrepreneurs who have this personality have succeeded in running their business. There are also entrepreneurs who are physically unconvincing, unattractive, but after doing a communication he/she becomes interesting because they good at communication. This kind of personality needs to be developed by entrepreneurs, which parts need to be developed.

General personality is a pattern of social behavior consisting of patterns of strength, encouragement, desire, opinion and personality that relate to other people when dealing with others. In other words, it can tell that mentality

or personality is the background of someone's behavior. According to [7] personality is the attitudes (predisposition) that someone has as the background of the owner. Reference [2] defines personality as the overall way of the individual deals with others. The process of interaction between individuals can show their behavior. Therefore, the personality as stated by Pervin (in [8]) as the characteristics of a person is reflected in the patterns that are consistent in his behavior.

In general, personality is a characteristic that describes a person's behavior and character. According to [9], "personality is the whole psychic quality inherited or obtained by someone who is unique in it." The characteristics of personality of a person in general are persistence, ambition, sexual disorder, the emergence of inherited tendencies. Accepting responsibility, he has confidence in his ability to overcome various problems faced. An entrepreneur is a person who has a productive personality [10], namely the entrepreneurs have an attitude of confidence, capability, high self-esteem. Self-esteem is more basic and comprehensive psychological traits which are fundamental to the productive personality in general (Rosenberg). An entrepreneur is expected to contribute to his environment, be imaginative, and be responsibly innovative and responsive in dealing with others. In conclusion, a productive person is someone who has a personality that can cause or increase utility value. There are several types of utilities, namely Utility of Place, utility of time, utility of form, utility of ownership / possession. So all forms of activities that can increase the usefulness of an object are called productive. So all forms of activities that increase the usefulness of an object are called productive. For example, the fruit transported from the production area then it is brought to another area called the use utility because of the place (Place utility). Ownership or goods move from seller to buyer (ownership utility).

Based on the above explanation, an entrepreneur must make a positive contribution to the environment, including accommodating workers, contributing socially, maintaining cleanliness, hanging out with others, and so on. And an entrepreneur has a high sense of social responsibility towards his environment, which is to enjoy interacting with others, hanging out, tolerating, and being open to others. An entrepreneur must have a sense of empathy; provide help for those who need help.

B. Entrepreneurial Attitude

The attitude is essentially a tendency to react to a stimulus. According to the Indonesian dictionary the attitude is an act based on beliefs based on norms that exist in society and usually religious norms. It is usually depend on the problem and are truly based on their respective beliefs. In some cases, attitude is the most important determinant of human behavior. As a reaction, attitude is always related to two alternative ways, namely (like) and (Dislike) to carry out or avoid or not doing it. But it can take a conclusion, attitude is behavior related to the willingness to respond to social objects that carry it towards real behavior from someone. A positive attitude will be formed if the stimulation that is

received by someone gives a pleasant experience. Vice versa a negative attitude will arise, if the stimulus received by someone gives an unpleasant experience. Therefore, attitude is an evaluative statement, both beneficial and unfavorable about objects, people or events.

However, the actions that humans will do an entrepreneur's attitude can reflect his entrepreneurial spirit. This attitude is formed along with its interaction in the social environment [11]. There are several theories about attitude [12] among others, is the balance theory by Heyder; congruity principle theory from Tannenbaum; cognitive dissonance theory proposed by Festinger and the affective-cognitive theory of Rossenberg, as well as several other theories.

Reference [11] classified the definition of attitude in three frameworks of thought. First, the frame of mind represented by psychologists such as Louis Thurstone, Rensis Likert, and Charles Osgood. According to the thought of this group, the attitude is a form of evaluation or feeling reaction. the object is the feeling of favor or favorable and feeling unfavorable to the object. Secondly, this framework is represented by experts such as Chave, Bogardus, LaPierre, Mead, and Gordon Allport. According to the thought of this group, the attitude is a kind of readiness to react to an object in certain ways. Readiness that is intended is a potential tendency to react in a certain way if the individual is faced with a stimulus that requires a response. Third, the thinking framework of Secord and Backman. This group of thinking is a triadic schema group. According to this thought, attitude is a constellation of cognitive, affective, and conative components that interact with each other in understanding, feeling, and behaving towards a object.

According to [13], attitude factors are formed by three main factors. First, predisposing factors are factors that facilitate the formation of one's attitude such as knowledge, beliefs, values, and traditions. Second, possible factors, namely factors that allow or differentiate age, socioeconomic status education, facilities and facilities, as well as resources. Third, encouragement or reinforcing factors, namely factors that encourage or improve performance with several examples from community leaders who are being role models.

Factors that influence attitudes are personal experience, influence of others who are considered important, cultural influences, mass media, educational institutions and religious institutions, and the influence of emotional factors [11]. In addition, the formation and change of attitude will be determined by two factors, namely internal factors and external factors [14]. Internal factors (the individual itself) means the individual's way of responding to the outside world selectively so that not all who come will be accepted or rejected, while external factors mean circumstances that exist outside which that is a stimulus to shape or change attitudes. Meanwhile [15] states that attitude formation is influenced by three factors, namely social influences (such as norms and culture), individual personality, and information that has been received by individuals. The entrepreneurial attitude referred to is this study, namely self-confidence,

task-oriented and results, risk taking, leadership, originality, and future-oriented [16]. (1) Self-confidence is a person's belief in carrying out and completing his tasks systematically, effectively, efficiently, calmly, diligently, and steadily. Someone who has self-confidence tends to have confidence in his ability to achieve success. This kind of personality is the next level personality because of maturity. Characteristics of a person's maturity they are not dependent person anymore on others with a high sense of responsibility, objective, and critical. (2) Oriented to the tasks and results of always prioritizing the values of the motive for investing, profit oriented perseverance and fortitude, determination to work hard, be energetic, and take initiative. (3) Risk taking, namely the willingness to take the initiative and start a business. An entrepreneur likes challenges that can be the goal. They avoid risks that are too low because they have no challenges, but also avoiding high risks because they want to succeed. (4) Leadership is to behave as a leader who can receive suggestions or criticism from other people as long as the criticism builds, and easy to get along with others. A successful entrepreneur always has the character of being a pioneer, exemplary, and capable of thinking divergently and converging. (5) Originality, which is the result of a new combination of existing components, creating something new. So original does not mean new as a whole. The weight of original creativity will be seen from how far the product is different from what was before. Innovative, creative, and flexible values are elements of someone's originality. (6) Oriented to the future which is to have a foresight and to have a vision for the future, such as planning what to do and planning what to achieve? The foresight makes an entrepreneur not satisfied with the present current initiative and work so that he is always looking for new opportunities.

C. Entrepreneurial Behavior

Entrepreneurship is a process of applying creativity and innovation in solving problems and finding the opportunities to improve life. Furthermore, it was stated that now a days, entrepreneurship does various things which makes the definition becomes broader. Entrepreneurship is not only used as a life-long way to create opportunities, but through creative and innovative processes, entrepreneurs create plus point for goods and services. A successful person in entrepreneurship is a person who can combine values, traits and behavior with knowledge, and practice skill (knowledge and practice). An entrepreneur must be smart to look ahead by learning the lessons in the past, in addition the ability to accept and utilize the surrounding reality. This reality is not only in the economic field, but also in social, education, and religion fields. They must be able to coordinate and utilize the power of capital, technology and experts to achieve goals in harmony [4].

According to [17], entrepreneurs are people who are brave enough to take risks to open businesses on various occasions. In the courage to take risks to open a business certainly requires creativity and innovation by considering the opportunities (opportunities) that exist. Having the creativity and innovation of an entrepreneur is not enough to consider the opportunities that exist, but intelligence is also

needed in looking to the opportunities. According to [18], "entrepreneurial intelligence is the ability of a person to recognize and manage themselves and various opportunities and surrounding resources creatively to create the plus point for themselves sustainably". Entrepreneurship not only builds business, but changes the mindset and action patterns that produce creativity and innovation.

Entrepreneurs are innovators who are able to utilize and transform opportunities into ideas that can be sold or marketed, providing a plus point by utilizing effort, time, cost, skills that aimed to gain the profit. The courage of an entrepreneur to create business makes them being independent person who have the courage to be different behind in a variety of general matters. Entrepreneurship is a carrier of change in the business world that is not easy to give up in various difficulties to pursue the success of a business that was planned in a planned manner. Along with that, [19], "entrepreneurs are people who have the ability to see and assess business opportunities, gather resources needed to take advantage and appropriate actions to ensure success.

Based on the explanation above, in the conclusion, entrepreneurs is a person which has the ability and able to transform the opportunities being an idea that can be sold or marketed, giving the plus point by utilizing their creativity and innovation and can get income for themselves and other and have a responsibility for the risk posed.

According to [4], that by having an entrepreneurial spirit as a whole, it is expected that business actors will be able to continuously improve efficiency, productivity, creativity and innovation in carrying out their business in order to improve business skills and have the advantage to compete in various situations. As well as conditions while still paying attention to business ethics in order to foster trust for all parties. If someone wants to succeed in a job, someone needs to have readiness for everything that is needed by the job field either in the form of physical readiness, mental readiness, and cognitive readiness and so on. Readiness can be interpreted as a condition where all matters related to the requirements must be someone to do an activity has been available or fulfilled, just does it. Meanwhile, in doing business an entrepreneur must pay attention to entrepreneurial ethics. Ethics or norms that apply in the community so that employers do not violate the rules that have been established and the businesses carried out get sympathy from various parties. According to [20], an entrepreneur has instrumental behavior, prestige, flexibility in socializing, hard work, self-confidence, risk taking, personal control / self-control, innovative and self-sufficient.

III. RESEARCH METHOD

This study was done to get the illustration of Personal Grooming influences toward entrepreneurial behavior of Mikro, Medium and Small entrepreneurs in Singaraja. So this research was planted using qualitative design.

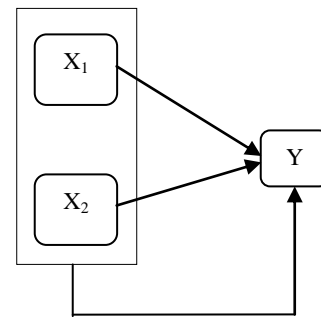


Figure I. Research design

The population of this research was involving the whole Mikro entrepreneurs in Singaraja. The dispersed numbers of Small Entrepreneurs in Singaraja were about 278 units (available at <https://bulelengkab.go.id>) in which it were accessed on February, 21st 2018. The sample that was decided to use was proportional random sampling. The used sample in this research would be counted by using formula Slovin [21] and 99 units of entrepreneur were successfully collected. The researcher was using questionnaire as a technique in collecting the data.

IV. RESULTS AND DISCUSSION

The result of SPSS formulation, the Effects of Personality (X1) toward Entrepreneurs' Behavior (Y) is showed on this table.

TABLE I - PERSONALITY EFFECTS (X₁) TOWARD ENTREPRENEURS' BEHAVIOR (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Contant)	6.177	2.604		2.372	0.020
Personality	1.083	0.075	0.826	14.405	0.000

The result of SPSS formulation showed that the variable of Personality gave positive effects toward Entrepreneurs' Behavior. It was proved by the result of SPSS formulation, it was known that the effects of Personality towards Entrepreneurs' Behavior was $p=0.00 < 0.05$. It had meaning that a Personality owned by a person really influenced the behavior in entrepreneur. The Personality meant by the researcher was a feature of social attitude which consisted of strengths, willingness, opinion and a certain personality closely clinging in a person who had realation with other people. By having a good personality, it would affect towards someone's success in running bussiness. Productive personalities are those who have personality being able to make or improve a value of use/usage (utility). There are some kinds of utility including Utility of Place (kegunaan tempat), Utility of time (kegunaan waktu), utility of Form (utility egunaan bentuk) and utility of ownership/possession (kegunaan kepemilikan). Every kind of activities that can decrease the use of something can be called as productive. As an example: there are some fruits taken from a producing

region brought to the other place is known as a value usage of place (Place utility). It also means an ownership of something moving from a seller to a buyer (ownership utility). It is supported by a study done by [22] which stated that “One important implication is that entrepreneurs and managers should understand that personalities will influence their attitudes toward and perceptions of entrepreneurial opportunities. A good understanding of one’s own personalities will help entrepreneurs and managers understand their proclivities in dealing with new venture and business opportunities, thus helping them to minimize possible negative impact of their personal proclivities on decisions about new venture or business opportunities”. Going with Jun Yan, [23] also claimed “personality and psychological features of employees are effective in their entrepreneurship skills”.

The result of SPSS formulation, the Effects of Personality (X2) toward Entrepreneurs’ Behavior (Y) is showed on table 2.

TABLE II - ATTITUDE EFFECTS (X₂) TOWARD ENTREPRENEURS’ BEHAVIOR (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.949	1.824		2.165	0.033
Attitude	0.765	0.035	0.911	21.801	0.000

The result of SPSS formulation showed that the variable of Behavior gave positive effects toward Entrepreneurs’ Behavior. It was proved by a calculation of SPSS known that the effects of Behavior toward Entrepreneurs’ Behavior was about $p=0.00<0.05$. The result of this study had the same idea with a study done by [24] in Malaysia in which the statement was “intention is highly correlated with an entrepreneurship career choice while attitude possessed milder effects with a moderate correlation” The attitudes meant in this research were more about self-confident, being oriented on task and result, taking risks, leadership, originality, and being oriented on future. Someone’s entrepreneur behavior can reflect soul of entrepreneurship. This behavior is formed during the interaction in social environment. Attitude is the most important determinant in people’s behavior. As the reaction, that is why attitude is always related with two alternative ways, which are like (suka) and dislike (tidak suka) to do, to avoid or to not do. Because of that, attitude became the main factor in determining success or not success of an entrepreneur. As positive their attitude and agreeing with entrepreneurs’ behavior as the way it was explained above, so they will easily take decision and determine which one is good and which one is not for their business continuity. By owning attitude in entrepreneurship self-confident, so they will easily and quickly take a decision, get oriented on task and result are also categorized as attitudes that must be owned by an entrepreneur because they have to get oriented on the result because every entrepreneur must always hope a good result. Taking a risk becomes an absolute attitude which must be

owned by an entrepreneur, if they are not brave enough in taking risks their business will not grow and show a development. Being entrepreneur must also have soul of leadership; it will help in managing tasks from the staff or other employees well and putting a right person in a right place. An attitude which always gets oriented of the originalities will make a product that is different from the other product so it will be more interesting to consumers’ interest. Getting oriented to the future becomes the key of attitude that must be had by the entrepreneurs, having a straight look to the future makes an entrepreneur not get satisfied so easily with intention and work which have been available now so they keep finding new opportunities. Far from you, someone’s attitude is also determined by that person’s external factors, for examples parents and educators in a school. An educator’s rule in here is very important to guide the students. It goes as well as an argument from [25] which stated that “analysis as well as some implications for the preparation of educators, suggesting the value of exposing new educators, as well as educators already in the field, to the entrepreneurial practices thus identified in order to prepare them to become more effective agents of change”

The result of SPSS formulation, the Effects of Personality (X1) and Attitude (X2) toward Entrepreneurs’ Behavior (Y) is showed on table 3.

TABLE III - PERSONALITY EFFECTS (X₁) AND ATTITUDE (X₂) TOWARD ENTREPRENEURS’ BEHAVIOR (Y)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2090.171	2	1045.086	267.989	.000 ^a
	Residual	374.374	96	3.900		
	Total	2464.545	98			

a. Predictors: (Constant), Attitude, Personality
b. Dependent Variable: Behavior

The result of SPSS formulation showed that variable of Personality (X1) and Attitude (X2) simultaneously or similarly affect Entrepreneurs’ Behavior (Y). It was supported by a result of SPSS calculation known that the effects of Personality (X1) and Attitude (X2) toward the behavior of being was $p=0.00<0.05$, the significant score was smaller than 0.05, so the variable of personality and attitude influence entrepreneurs’ behavior.

V. CONCLUSION

Based on the result of the study above, there are some things that can be concluded which are there is a positive and significant effect between personality and entrepreneurs’ behavior, there is positive and significant effect between attitude toward behavior of entrepreneur, and between personality and the attitude toward entrepreneurs’ behavior there is no effect. So simultaneously personality and attitude does not have any effect

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