

The Influence of Individual Entrepreneur Orientation on Entrepreneurial Intention of Vocational Schools in Mojokerto Regency, East Java

Hevni Rahmania^{1*}, F. Danardana Murwani², Heny Kusdiyanti³

Faculty of Economics and Business, Universitas Negeri Malang

Corresponding Author: Hevni Rahmania

hevni.rahmania.2304158@students.um.ac.id

ARTICLE INFO

Keywords: Entrepreneurial Orientation, Risk Taking Propensity, Innovativeness, Proactiveness, Entrepreneurial Intention

Received : 10, January

Revised : 21, January

Accepted: 22, February

©2025 Rahmania, Murwani,

Kusdiyanti : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).



ABSTRACT

A business idea, commonly referred to as a business idea, is a part of a person that expresses their desire to do business. Through entrepreneurship education that students receive in school, students can develop their own entrepreneurial skills, thus creating entrepreneurial aspirations based on their chosen career. The purpose of this study is to determine the effect of entrepreneurial behavior on entrepreneurial intention by using one's own entrepreneurial experience as a motivation for entrepreneurial intention in school students in Mojokerto District. The subjects of this study are 172 students of the National Vocational School in Mojokerto District. Closed-ended questions were used to collect data. Data analysis methods used descriptive statistics and structural equation modeling partial least squares method (SEM-PLS). The results show that: (1) Market risk has no effect on market performance; (2) Innovation has a direct effect on business goals; think.

INTRODUCTION

Indonesia is a developing country. A country can be classified as a developing country or a developing country depending on its economic development. Sofia (2017) believes that the country's economic development is affected by the market. At a macro level, entrepreneurship can support a country's economic growth. Novice entrepreneurs in Indonesia account for 35.21% of the total workforce. As of August 2023, the share of mature entrepreneurs in the total workforce will reach 3.04% (BPS, 2023). To this end, the government, which strives to promote the rapid development of the business ecosystem, has set a target of 3.95% in the domestic market and 4% in new business growth by 2024 (Ministry of Social Affairs Coordination, 2022). You can turn obstacles into opportunities and find solutions to the problems that occur around you. Therefore, in order to compete in the age of globalization, it is necessary to prepare one's talent and quality (Khamimah, 2021). Career colleges (SMK) are schools that participate and engage in the development of human resources (HR) and prepare their graduates to compete in the workplace (Murniati et al., 2021). Business student. The General Directorate of Secondary Education and the General Directorate of Higher Education have decided that business education is one of the elements of creative commitment, innovation, sports and entrepreneurship in education, as explained in the development of creative industries (Presidential Decree No. 6, 2009). The purpose of providing knowledge basically includes providing skills in the form of basic skills related to independence of graduates so that they can work on their own Self (Permatasari and Adha, (2021).

Presidential Instruction (Inpres) No. 9 of 2016 emphasizes the support of educational institutions in the context of improving the quality and competitiveness of Indonesia's human resources. business planning. Business education with the theme of Creative Products and Entrepreneurship (PKK) is one of the implementations of this policy. Business education in schools has begun to shift from theoretical courses to courses that allow students to do real business practice (Bell and Bell, 2020).

The tenth entrepreneurial mindset, called the entrepreneurial mindset, is a part of the person and refers to entrepreneurial behavior (Kong et al., 2020). Liang Xing and Yu Li (2022) stated that the business goal can be considered as the starting point of the business process. According to a study by McMullen et al. (2024), thanks to the entrepreneurship that students receive in school, students can develop everyone's business. Therefore, the business philosophy was formed as his career choice. Taking action to achieve business goals (Bilal and Fatima, 2022). It expresses the purpose of entrepreneurship, showing the person's behavior in finding and using business opportunities, as well as the attitude and ability to create new activities (Bernadus et al., 2020). Higher education in business practices is very close to the results, so entrepreneurs have the opportunity to take advantage of the emergence of these opportunities, which ultimately affects the business behavior pattern (Donbesuur et al., 2020). Covin and Slevin (1990) identified three basic aspects of entrepreneurship: (1) innovation, (2) risk taking, and (3) proactivity.

An investor's willingness to take risks is called risk taking; it is a person's ability to cope with uncertainty and their willingness to take the risk of loss. Risk taking is a psychological variable that refers to a person's ability to take risks and take risks successfully. Hofstede (1983) noted four characteristics of Asian cultures, including Indonesia; one of them is tolerance of uncertainty. A culture of uncertainty leads to risk aversion, although one of the basic characteristics of business is risk. Individuals who are risk averse are more willing to invest than individuals who are risk averse. Entrepreneurial innovation is an activity that involves creating new products or new quality products, creating new production processes, entering new markets, creating new products or creating new organizations. The intention to create new products or services driven by creativity, experimentation, methods and the use of new technologies is also part of the characteristics of the new business person. Creativity or innovation is associated with entrepreneurship because it is considered one of the most important factors of success for entrepreneurs and plays an important role in entrepreneurship. Behaviors such as creating products or services as a way to change the business even if there is a lot of competition. Try to be highly competitive and have the ability to make a positive difference and create a competitive business advantage. These characteristics are the basic factors that create the desire to do business. Therefore, it can be concluded that the entrepreneur is a person who has the characteristics of creating a business, but also takes the risks of doing so, looking for a business copy to create products or services that customers use and make a profit. for the entrepreneur. A business experience can form the basis for the development of business thinking. The construction of business knowledge is the characteristics that a person acquires in order to become an individual in the business. A person who has business experience at the end of his business career should have a lower entrepreneurial mindset than a person who has direct business experience at a young age. Therefore, the business environment allows the person to learn the business and make this knowledge the basis of the business.

The Mojokerto District Government is ready to encourage Mojokerto Vocational High School (SMK) graduates to become young entrepreneurs, with the aim of introducing Indonesia to the golden generation by 2045. This is a concern for Mojokerto Regency because there is work there that will create new jobs and improve the lives of the very poor. The number of poor in Mojokerto District is expected to reach 4,782 people by 2023 (data.mojokertokab.go.id). Low education is making these people poor. On average, they do not complete primary education. Therefore, vocational schools are the hope of the state in vocational education, job training and guidance. The Mozokoto City Government believes that graduates can become independent and competitive entrepreneurs. , find solutions to problems that occur in your environment.

LITERATURE REVIEW

Entrepreneurial Orientation

Economic orientation (EO) in the organization is defined as the process of making decisions and creating strategies that form the basis for business activities. The study specifically shows its impact on firm performance; a significant effect, explaining 24% of the variance in performance. The structure of EO is further developed from business strategies and business data, which identify three to five main characteristics: innovation, risk, initiative, competitive aggressiveness, and autonomy. Although the first three characteristics (innovation, risk, and initiative) are usually the focus of EO research, independence and competitive aggressiveness also play an important role, even if they are not studied (Rauch et al., 2009). Lyon et al., 2000). Research shows that EO can be understood collectively and individually through these five dimensions, depending on the research context. For example, in a recent meta-analysis by Rauch et al. (2009), 37 out of 51 studies that assessed EO used univariate methods, while the other 14 studies used multivariate methods. The process of developing one's ability to gain business knowledge, increase knowledge and understanding, and the process of showing how entrepreneurs should have the right mindset. Miller (1983) proposed the entrepreneurship theory and believed that entrepreneurship is divided into three dimensions: risk, innovation, and initiative. According to Lumpkin GT and Dess (1996), they redefine business by adding two new dimensions such as independence and competitive aggressiveness. Entrepreneurship theory has been used by businesses for about 20 years, but recent research by Robinson et al. (2014) indicated that researchers agree on opening the structure at the individual level, which means that this proposal can open up a new perspective on entrepreneurship research. Ability, aptitude and desire to do business. This new concept also needs a standardized measurement tool as a starting point for measurement and how to use the five concepts of Entrepreneurial Orientation (EO). Many studies have been conducted especially on Entrepreneurial Oriented Individuals (IEO); (2019) stated that people-oriented entrepreneurs can be evaluated as new talents by putting forward ideas that can be developed in business life and based on personal experience.

Risk Taking Propensity

According to Rauch et al. (2009), an entrepreneurial orientation or (IEO) is somewhere in the middle of people's interests. The increase in IEOs in the last 10 years has meant that thousands of research articles have been published, especially in business and management journals. Entrepreneurship can be defined as a way of responding to competition from business behavior. Entrepreneurial orientation includes five personality traits: innovation, risk taking, independence and competitive aggressiveness. Risk can involve making big decisions. Meanwhile, innovation can also mean that a person likes to engage in creativity and experimentation by introducing new products while achieving leadership by creating new processes. Good behavior is also a general perspective on seizing opportunities, behavior by introducing new products and services that compete and anticipate future needs, while competitive

advantage is the effort a company makes to make its competitors do it and is characterized by determination, aggressive stance. This is necessary for business owners to achieve their goals and objectives. Risk can be defined as the possibility that a person will gain more by taking higher risks. However, these practices can also lead to increased investments in managing and overcoming risk. In order to reduce the loss caused by risk, business people need to clearly define, calculate and determine the level of risk that the individual has decided is sufficient. Generally speaking, acceptance can be measured during the adventure. In the business context, it refers to the person's interest in the business, especially in making business-related decisions. All entrepreneurs are generally divided into three groups: risk takers, risk neutral or risk averse (Sa'adah et al., 2018).

Innovativeness

According to Cannon (1985), innovation is a process of creativity and social interaction with small businesses, which is already incorporated into the business mind. It can create relationships between open organizations that pay for the accuracy of the investment, such as "mold design". This allows "mold makers" to become the locomotive of the market economy. The ability of business people to create new ways to meet unexpected needs is proof that people can be creative. Entrepreneurs can be called creative people and people who inspire others through action. . He believes that the entrepreneur is a combination of innovative thinkers, which means that if he sees a new way, he will approach the problem and solve it, and the entrepreneurial business will take action. Innovation is the way to manage and develop the business of the future. Therefore, it can be said that innovation is the key to the sustainable development of the company's business. Innovation can also occur depending on the desire of the person who wants to be a new entrepreneur. Innovation can also be considered to have a significant impact on business ideas and new technologies (Colman et al., 2019).

Proactiveness

Affected people can affect changes in their environment; This means that good behavior can help a person escape the situation. Research shows that a person with a positive attitude will succeed faster in the workplace (Bateman, T.S., & Crant, 1993). According to Bateman and Grant (1993), defensiveness of behavior shows the extent of "bad behavior." Bateman and Grant describe the archetype of "good character" as someone who is not limited by circumstances and is not affected by changes in the environment. Proactive people recognize opportunities and take action. They show initiative, take action, and persist until change occurs. Initiation is the difference between emotional traits (e.g., happiness) and cognitive traits (e.g., locus of control). Proactive tendencies are the tendency to initiate and support actions that directly change the environment. According to Shapero, Albert (1982) mentions hobbies and initiative when discussing the relationship between the business world. He included the concept of "hobby" in his studies on business goals and abilities. Krueger (1993) used the desire to control the scale as a proxy for

implementation. Initiative refers to the relationship between oneself and one's environment, and the person changes his situation and environment. Initiative can be defined as "the tendency to initiate and continue actions that directly change the environment or context." In general, individuals with high entrepreneurial attitudes have strong entrepreneurial attitudes (Bernardus et al., 2023).

Entrepreneurial Intention

According to Hurlock (1991), purpose is the motivation that drives a person towards something that is happy and fulfilling. If a person wants the goal they want, they will have more relationships. Passion is also created by remembering experiences that people can apply and learn from. The process of making decisions and creating ideas is part of thinking, while taking action is part of behavior. The ability of entrepreneurs to run their own business is the implementation of business goals. Attitudes and beliefs also support the process of achieving the entrepreneurs' goals. As stated in its final document, TRA offers two categories of modifiable beliefs defined under the headings of "attitudes" and "dispositions". TRA aims to predict and explain people's behavior in some voluntary and unobserved behaviors (emotional, behavioral) situations (Langer, 1989). TRA assumes that people sense and use information based on beliefs (Ajzen, I., & Fishbein, 1980). This theory says that a person's behavior is predicted by his attitude, which in turn is determined by the person's attitude towards the behavior.

Own Business Experience

Past experiences or perceptions of what is considered failure or success can shape the next experience. Business failure is unrelated to the business or industry. Gimeno, J., Folta, T., Cooper, A., and Woo (1997) suggest that the survival of a business (and the decision to exit the business) will be determined by its owners. People who have not experienced a negative situation generally believe that they are not affected by the situation and are more likely to have a positive attitude. Past experiences or perceptions of what is considered failure or success can shape the next experience. Business failure is unrelated to the business or industry. Gimeno, J., Folta, T., Cooper, A., and Woo (1997) suggest that the survival of a business (and the decision to exit the business) will be determined by its owners. Individuals who have not experienced a negative situation generally believe that they are not affected by the situation and are more likely to have a positive attitude. People who enter the workforce will have different attitudes than those who have not, so those who have experience in the business world may create their own business. Business knowledge can reduce skepticism and increase motivation and courage to confront skepticism. An entrepreneur with good business knowledge will have a larger business and therefore increase his income. Entrepreneurs with business knowledge will be closer to potential customers and will be able to see new opportunities related to the business's products and services (Othman et al., 2016)

METHODOLOGY

This study adopted a quantitative and descriptive and descriptive research method. The subjects of this study were a total of 467 students studying business administration at the National Vocational School in Mozokoto District. Then, use a size calculator and Raosof method to create a sample of several students from each class and determine the sample size. According to the sample size calculation, a total of 172 participants were reached. Descriptive statistics and structural equation modeling partial least squares method (SEM-PLS) were used in the data analysis methods.

RESEARCH RESULT

As an explanation, the majority of the respondents were male and there were a total of 144 students in grades X, XI and XII from 5 schools including SMKN Jatirejo, SKMN Pungging, SMKN Trowulan, SMKN Jetis and SMKN Sooko. The most successful results achieved by the respondents are in the field of online marketing and marketing. The average difference in risk in calculating the results is classified as reasonable. The latest innovation is classified as very reasonable. The first change is classified as very reasonable. Different marketing objectives are classified as good.

Next, perform SEM-PLS analysis of external sample and internal sample. Below is the initial diagram of the model for this study.

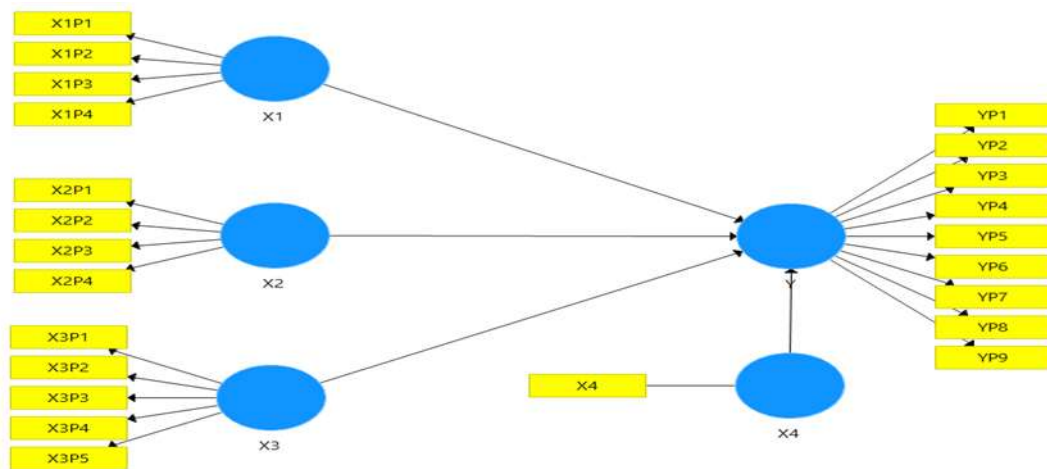


Figure 1 Structural Model Drawing Before Data Analysis

A test model, also known as an external standard, is designed to measure validity and reliability. Use SmartPLS data analysis techniques to identify external models with similar validity, univariate discrimination, and reliability.

Tabel 1. Outer Loadings

Entrepreneurial Intention (Y)	Innovativeness (X2)	Own Business Experience (X4)	Proactiveness (X3)	Risk Taking Propensity (X1)
X1P1				0.802
X1P2				0.770
X1P3				0.802

X1P4	0.765
X2P1	0.805
X2P2	0.812
X2P3	0.876
X2P4	0.872
X3P1	0.847
X3P2	0.740
X3P3	0.829
X3P4	0.789
X3P5	0.756
X4	1.000
YP1	0.624
YP2	0.853
YP3	0.734
YP4	0.918
YP5	0.908
YP6	0.926
YP7	0.873
YP8	0.929
YP9	0.830

Source: data processed by researchers, 2024

Based on the results of the outer model measurement on convergent validity, the results show that all indicators have a loading factor value of > 0.7 , except YP1, which has a loading factor of $0.624 < 0.7$. Thus, the YP1 indicator must be eliminated so that this research design is valid and can be tested further.

Tabel 2. Cross Loading Value

	Entrepreneurial Intention (Y)	Innovativeness (X2)	Own Business Experience (X4)	Proactiveness (X3)	Risk Taking Propensity (X1)
X1P1	0.489	0.397	-0.055	0.455	0.811
X1P2	0.234	0.418	0.075	0.529	0.767
X1P3	0.227	0.359	0.053	0.521	0.796
X1P4	0.304	0.505	0.145	0.631	0.759
X2P1	0.506	0.804	0.000	0.640	0.392
X2P2	0.467	0.809	-0.010	0.574	0.368

X2P3	0.577	0.876	0.050	0.612	0.458
X2P4	0.680	0.875	0.072	0.774	0.547
X3P1	0.557	0.703	-0.042	0.847	0.618
X3P2	0.364	0.589	-0.025	0.732	0.465
X3P3	0.650	0.655	0.002	0.829	0.589
X3P4	0.588	0.579	0.065	0.795	0.491
X3P5	0.388	0.561	0.072	0.755	0.435
X4	-0.085	0.039	1.000	0.017	0.048
YP2	0.844	0.583	-0.104	0.581	0.380
YP3	0.722	0.606	0.034	0.589	0.446
YP4	0.924	0.578	-0.121	0.578	0.362
YP5	0.919	0.556	-0.114	0.555	0.355
YP6	0.938	0.592	-0.092	0.594	0.391
YP7	0.888	0.599	-0.098	0.589	0.415
YP8	0.938	0.655	-0.100	0.662	0.449
YP9	0.831	0.543	0.011	0.525	0.296

Source: data processed by researchers, 2024

Based on the cross-loading value, it can be seen that all indicators that make up each variable in this study (the value in bold) have met the discriminant validity because they have the most significant outer loading value for the variable they form and not for the other variables. Thus, all indicators in each variable in this study have met the discriminant validity

Table 4. CR, Cronbach's Alpha and AVE Measurement Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Entrepreneurial Intention (Y)	0.957	0.959	0.964	0.772
Innovativeness (X2)	0.864	0.882	0.907	0.708

Own Business Experience (X4)	1.000	1.000	1.000	1.000
Proactiveness (X3)	0.854	0.878	0.894	0.628
Risk Taking Propensity (X1)	0.805	0.878	0.864	0.614

Source: data processed by researchers, 2024

The AVE values of the four constructs are all greater than 0.5, so it can be concluded that the test model has good discrimination. In addition to the construct validity test, the construct reliability test was also conducted, which was measured by the test model, which is reliability and Cronbach's alpha in the test to measure the construct. If the reliability is mixed or the Cronbach's α value is above 0.70, the construct is considered to be reliable. Therefore, it can be concluded that the construct is reliable. Standard test methods including: 1) Linearity test; 2) Measurement of R-Square or R2.

Table 5. VIF Measurement Results

	Entrepreneurial Intention (Y)	Innovativeness (X2)	Own Business Experience (X4)	Proactiveness (X3)	Risk Taking Propensity (X1)
Entrepreneurial Intention (Y)					
Innovativeness (X2)	2.566				
Own Business Experience (X4)	1.004				
Proactiveness (X3)	3.285				
Risk Taking Propensity (X1)	1.796				

Source: data processed by researchers, 2024

Based on the results of VIF measurements in Table 5, it can be seen that all research variables have a VIF value of < 5 . That is, the structural model can be said to be good or not multicollinearity.

Tabel 6. R-Square

	R Square	R Square Adjusted
Entrepreneurial Intention (Y)	0.517	0.505

Source: data processed by researchers, 2024

According to the R2 level test results, it can be concluded that 51.7% of the changes in Y (business sensitivity) will be affected by risk factors (X1), innovation (X2), initiative (X3) and business knowledge (X4). The remaining 48.3% was affected by other variables outside the study. The R2 value shows that the model is average, the R2 value is higher than 0.33. Therefore, the high R2 value means that the research model is ideal. In this research model, the estimated correlation (Q2) value of the internal latent variable is greater than 0 (zero), so the external latent variables as explanation can also estimate different

internal correlations such as Y (business planning) and Z (operation). Thinking). In other words, this proves that this model is considered to have a good effect on the predictions.

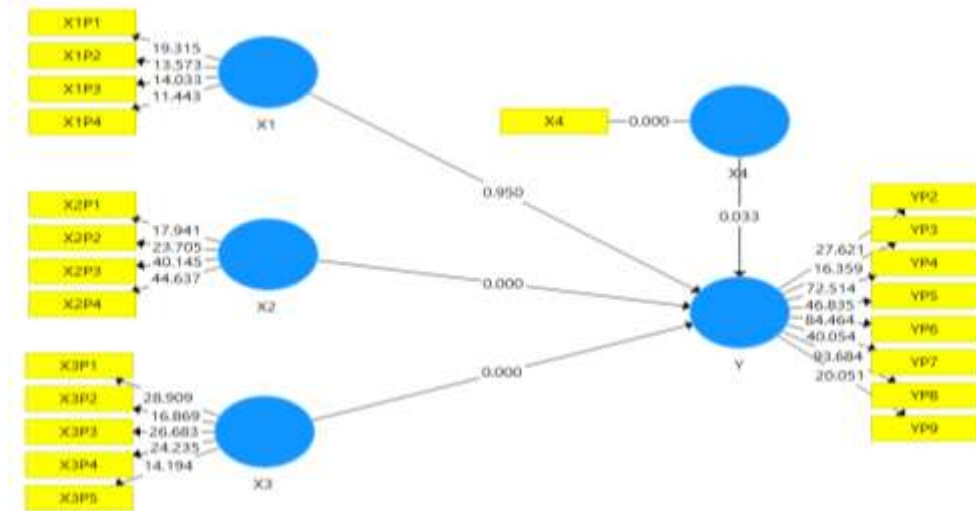


Figure 2 Results of Structural Model Testing

Furthermore, hypothesis testing is carried out using statistical analysis of t or t-test (t calculation must be ≥ 1.96), and the P value (probability) must be less than 0.05. If the research results meet these requirements, then the proposed research hypothesis can be declared accepted. The results of the hypothesis testing in this study are described as follows.

Table 7. Results of Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Description
Innovativeness (X2) → Entrepreneurial Intention (Y)	0.396	4.300	0.000	H ₀ Rejected
Own Business Experience (X4) → Entrepreneurial Intention (Y)	0.106	2.137	0.033	H ₀ Rejected
Proactiveness (X3) → Entrepreneurial Intention (Y)	0.364	3.783	0.000	H ₀ Rejected
Risk Taking Propensity (X1) → Entrepreneurial Intention (Y)	-0.005	0.062	0.950	H ₀ Rejected

Source: data processed by researchers, 2024

From Table 7, it is seen that X1 (risk preference) is not related to Y (business owner's intention); The standard deviation is negative, that is -0.005, indicating that the direction of X (risk taking tendency) to Y (business intention) is negative. Therefore, hypothesis number 1 of this study is rejected. X (risk awareness) is not related to Y (commercial awareness). This means that the risk tolerance of Mojokerto Regency SMKN students is not affected by the market. p value is $0.000 < 0.05$. The first model estimate is positive (0.396), indicating that the effect of X2 (innovation) on Y (business intention) is positive. Therefore, the

2nd hypothesis of this study is accepted. X2 (innovation) has a significant effect on Y (entrepreneurship). This means that the better the new potential of SMKN students in Mojokerto Regency, the higher the entrepreneurial desire is.) and the p-value is $0.000 < 0.05$. The first sample estimate is positive (0.364), indicating that the direction of X4 (initiative) to Y (business intention) is positive. Therefore, hypothesis number 3 of this research is accepted. X4 (quality) has a significant effect on Y (business intention). This means that the better the initiative of SMKN students in Mojokerto Regency, the higher the desire to do business. 0.033. There is a positive relationship between X4 (personal knowledge about business) and Y (business intention). This means that the better the business skills of SMKN students in Mojokerto Regency, the higher their business ideas.

DISCUSSION

The Effect of Risk Taking Propensity on Entrepreneurial Intention

The data analysis results showed that the risk factor did not affect the business thinking of Mojokerto Regency SMK students. The negative coefficient proves that the risk of change cannot encourage students to make decisions and has no relationship with the market. There is no significant relationship between risk taking and entrepreneurial intentions of Mojokerto Regional Vocational School students, indicating that the risk value of Mojokerto Regional Vocational School students will not affect the students' business perspective. More changes are needed to influence students' business theory to promote the relationship between risk taking and a deeper understanding of what it takes to be a successful entrepreneur. Although there are many documents explaining that risk has a positive and negative impact on business (Ilevbare et al., 2022) (Sa'adah et al., 2018) (Scafarto et al., 2019) (Agustina and Fauzia, 2021)), the results of this study reveal a different picture, which is an exciting discovery. Good Business, which gives better returns than starting a business, is the risk in life. Risk proneness is reflected in student behavior. While studying business, students are not interested in business planning and business practices. The article of students' business practices is Business Week. The entrepreneurial goal among Mojokerto Regional Vocational School students stems from the students' attitude of taking action to develop their businesses. But in fact, most students ignore this attitude and choose to do business because the risk of failure in business is more important than working in the government. Entrepreneurship of students working in school does not encourage students to want to do business. Interview results proved that SMK students in Mojokerto district are not interested in business because of the higher risk of failure.

This study means that risk taking is a risk-taking process that cannot predict students' entrepreneurial intentions. This hypothesis was rejected because the analysis results showed that risk attitude did not predict students' entrepreneurial intentions. The results confirmed the findings of Ilevbare et al. (2022) pointed out that risk aversion has a significant relationship with business start-up intention. In addition, the results of this study are consistent with Sa'adah et al. (2018) showed that negative attitudes towards risk and risk aversion have an impact on business performance. At the same time, those who

study business economics have also found that risk taking leads to entrepreneurial intentions. Need risk, need for achievement, job security, work environment and education are important factors that determine a student's interest in entrepreneurship. In addition, Scafato et al. (2019) define risk capacity as one of the main indicators of business level, which means that priority is taken into account according to the risk propensity, which is the most probable in the market. One of the economic theories, risk propensity theory, believes that risk is an aspect of business. According to Lumpkin GT and Dess (1996), they redefine business by adding two new dimensions such as independence and competitive aggressiveness. For the last 20 years, companies have been using business theory. However, Robinson et al. (2020). Risk propensity is often expressed as one of the trading skills. This statement was made by Irwan Ismail et al. (2019) who stated that entrepreneurs need to be able to take risks in order to achieve their goals and objectives. This is because risk usually means that there may be an event or situation that can affect the organization's goals or objectives.

The Effect of Innovativeness on Entrepreneurial Intention

The results of the data analysis showed the innovation and entrepreneurship of SMK students in Mojokerto District. The positive value of the coefficient proves that innovation can promote the increase of students' entrepreneurship and that there is a positive and significant relationship between the two variables. The analysis results show that I like to try different implementation methods while doing the same thing. The innovative ability of Mojokerto Regional Vocational School students is important especially for work that has not been done before as a test of new products in the market. Working from beginning to end is a conversation with colleagues. They will also share the topic with their colleagues if they want to learn new information to reduce the learning curve. Learning and class activities are organized and well-organized. The form of business practice is Business Week. They seek new information needed for Business Week activities through collaborative work that provides products to customers. Students who are considered talented and have excellent business skills often go on to start businesses. The work week is held once per semester.

There is a strong relationship between innovation and entrepreneurial spirit. Innovation is a developing concept. Innovation is the growth of today's competitive business world. Innovation has an impact on organizations and creativity, whether it is an individual or an organization. Many organizations or companies always create activities to create innovation in the organization. Aliyu Abubakar et al. (2018) define innovation as the main motivation for starting something new in the business world. Entrepreneurship and innovative business behavior are synonymously called creative behavior. Innovation is also a special tool for entrepreneurs. Coleman et al. (2019) argue that business innovation is related to insight. Newly hired students can help develop an entrepreneurial mindset. Business students compete with each other's talents, desires, interests, and concerns; Schools should develop innovative ideas with

good strategies to manage students' entrepreneurial spirit. Students also know that the market is constantly changing and they need to be creative to respond to it. The new open model is considered necessary to gain competitive advantage in the market. Innovation reflects a company's tendency to adopt new technologies and develop creative ideas. Market-oriented marketers will often experiment with innovation by offering new products and services, ultimately increasing the success of the business. Previous studies have shown that innovation can lead to the development of new processes and business success (Shahzad et al., 2021). Experience has proven that innovation can make business sense. However, with innovation, this relationship will be strengthened and people's business ideas will increase (Raza et al., 2020).

According to innovation research, one of the entrepreneurship theories proposed by Cannon (1985), innovation is the relationship process between small businesses and property right, which has long been the dream of business people. Bird (1989), contrary to Canon, believes that a businessman is one of the creative thinkers; A businessman is a creative thinker. According to him, the entrepreneur is a combination of new thinkers, that is, if he sees a new way, he will approach the problem and solve it, and the entrepreneur will take action to do business.

The Effect of Proactiveness on Entrepreneurial Intention

The results of data analysis show that motivation has a positive effect on the entrepreneurial mindset of vocational school students in Mozokoto District. The positive value coefficient proves that the initial latent variable can support the growth of the market and there is a significant relationship between the two variables. The analysis results show that the initiative of students in Mojokerto schools working in the district is more important in understanding the ideas and using them without interference, which makes me successful. Also if they want to learn new information, they will share the subject with their colleagues to reduce the learning curve. Education and training in the organization is ongoing and well organized. Students working at the school receive an internship model based on employee impact on the environment. They are introduced to behavioral theory as a behavioral model that describes the differences in what people do to impact their environment. Personality traits have been shown to increase career success, productivity, and creativity. Data shows a connection between proactive behavior and an entrepreneurial mindset. Work in your organization and discover how bad behavior affects business owners. The results of this study support previous studies showing that initiative has a positive effect on entrepreneurial intentions (Bernardus1 et al., 2023), (Hu et al., 2019), (Kumar and Shukla, 2022), (Langkamp et al., 2019) ; Initiative is a characteristic that requires a dynamic work approach. It includes behaviors such as self-reliance and self-initiative and is related to changing roles. The consequences of changes such as work are seen at the individual (micro) level. Positive behaviors such as cooperation and relationships are also learned at the macro level. Activities designed to make information accessible to others, including members inside and outside the organization. (Prabhu et

al., 2019). Affected people can affect changes in their environment; This means that good behavior can help a person escape the situation. Research shows that a person with a positive attitude will succeed faster in the workplace.

This study defines motivation as a part of job evaluation. The entrepreneurial mindset of the student encourages good behaviors which are the main factor in making job decisions; (Biralia et al., 2019). Initiative refers to job comfort resulting from job characteristics such as job content, skills, freedom, variety of work. This is in line with the findings of Kumar and Shukla's (2022) study which states that a positive attitude is necessary to create an entrepreneurial mindset. Similarly, in addition to being energetic, one must be creative enough to create and present new ideas, new ideas and solutions that can utilize existing resources. The findings show that creativity has a weak effect on entrepreneurial intentions. Among the three determinants of personality, creativity and entrepreneurship, entrepreneurship and initiative are the most important, followed by positive attitude and creativity. (1993), one of the proposed business theories, shows the measurement of "bad behavior" of the functional material of organizational behavior. Bateman and Grant define the "good character" archetypes as someone who is not limited by circumstances and is not affected by changes in the environment. Proactive people recognize opportunities and take action. They show initiative, take action, and persist until change occurs. Initiation is the difference between affective traits (e.g., happiness) and cognitive traits (e.g., locus of control). Proactive tendencies refer to the tendency to initiate and support actions that directly change the environment.

CONCLUSIONS AND RECOMMENDATIONS

As a result of the evaluation of the questions, analysis results and opinions mentioned in the previous section, it can be concluded that risk will not affect business intention. This means that the risk tolerance of Mojokerto Regency SMKN students is not affected by the market. Innovation has the potential to affect business thinking. This means that the better the new potential of Mojokerto Regency SMKN students, the higher the market target will be. Positive impact on business thinking. This means that the better the motivation of SMKN students in Mojokerto Regency, the higher their desire to do business will be. There is a relationship between one's own business and business goals. This means that the better the entrepreneurship of SMKN students in Mojokerto Regency, the greater the impact on entrepreneurship will be. Based on the above results, many ideas can be generated, hoping to help schools and other parties. The suggestions include: (1) It is hoped that schools can increase students' entrepreneurial spirit by adding business courses that follow the development of the times. Therefore, the results of this study can also be used as an indicator for vocational schools to fulfill their mission of training graduates who can open new businesses. Let students catch the opportunity in their own happy environment, let the business choose the right job; Recommendations that will form the basis for future researchers

Recommendations for conducting this study by considering the variables included in this study as well as other variables.

ADVANCED RESEARCH

Entrepreneurial orientation plays a crucial role in shaping the entrepreneurial intention of vocational school students, particularly in regions like Mojokerto Regency, East Java. This research examines how individual traits such as proactiveness, risk-taking, and innovativeness influence students' aspirations to engage in entrepreneurial activities. With vocational schools serving as hubs for skill development and practical training, fostering entrepreneurial intentions becomes essential for preparing students to adapt to market demands and create opportunities in a competitive economy. Understanding this relationship can guide educators and policymakers in crafting targeted programs to enhance entrepreneurial capacities among students, ultimately contributing to regional economic growth.

ACKNOWLEDGMENT

I extend my sincere gratitude to everyone who supported this research. Special thanks to my mentors, colleagues, and family for their guidance and encouragement. I am also deeply thankful to the vocational schools in Mojokerto Regency, East Java, for their participation and cooperation, which made this study possible.

REFERENCES

- Agustina, T. S., & Fauzia, D. S. (2021). The Need For Achievement, Risk-Taking Propensity, And Entrepreneurial Intention Of The Generation Z. *Risenologi*, 6(1), 96-106. <https://doi.org/10.47028/j.risenologi.2021.61.161>
- Ajzen, I. and Fishbein, M. (1980). , Understanding Attitudes and Predicting Social Behavior. Prentice_Hall, Englewood Cliffs, NJ
- Aliyu Abubakar, S., Auwal Ibrahim, N., & Yazeed, M. (2018). The Moderating Role of Innovativeness on the Relationship between Entrepreneurship Educations And Student Entrepreneurial Intention. *Covenant Journal of Entrepreneurship (CJoE)*, 2(2), 1-13.
- Bateman, T. S., and Crant, J. M. (1993). The proactive component of organizational behavior: a measure and correlates. <https://doi.org/doi:10.1002/job.4030140202>
- Bateman, T. S., and Crant, J. M. (1993). The proactive component of organizational behavior: a measure and correlates. <https://doi.org/doi:10.1002/job.4030140202>
- Bell, R., & Bell, H. (2020). Applying educational theory to develop a framework to support the delivery of experiential entrepreneurship education. *Journal of Small Business and Enterprise Development*, 27(6), 987-1004.
- Bernardus, D., Murwani, F. D., Ardyan, E., Padmawidjaja, L., Aji, I. D. K., Jatiperwira, S. Y., ... & Hermanto, Y. B. (2020). Which psychological characteristics strengthen "The entrepreneurial intention-action

- relationship"?: An extension of the theory of planned behavior. *Cogent Business & Management*, 7(1), 1823579.
- Bernardus¹, D., Murwani^{2*}, F. D., Aji¹, I. D. K., Radianto¹, W. E. D., Padmawidjaja¹, L., Jatiperwira³, S. Y., Hitipeuw², I., & Jacob⁴, G. H. (2023). Do Entrepreneurial Characteristics Moderate the Relationship between Experiential Learning and Entrepreneurial Mindset? *Journal of Educational and Social Research Wwww.Richtmann.Org*, 13 NO 1(ISSN 2239-978X), 19.
- Bernardus¹, D., Murwani^{2*}, F. D., Aji¹, I. D. K., Radianto¹, W. E. D., Padmawidjaja¹, L., Jatiperwira³, S. Y., Hitipeuw², I., & Jacob⁴, G. H. (2023). Do Entrepreneurial Characteristics Moderate the Relationship between Experiential Learning and Entrepreneurial Mindset? *Journal of Educational and Social Research Wwww.Richtmann.Org*, 13 NO 1(ISSN 2239-978X), 19
- Bilal, A. R., & Fatima, T. (2022). Disentangling the individual entrepreneurial orientation and SMEs success nexus: an action-based interplay of exploration activities and entrepreneurial alertness. *Journal of Entrepreneurship in Emerging Economies*, 14(6), 976-1000.
- Biraglia, A., & Kadile, V. (2017). (2019). The role of entrepreneurial passion and creativity in developing entrepreneurial intentions: Insights from American homebrewers. *Journal of Small Business Management*, 55(1), 1.
- BIRD, B. J. (1989). *Entrepreneurial Behaviour*. London: Scott & Foresman & Company.
- Brockhaus, R. H. (1976). Risk Taking Propensity of Entrepreneurs. *Academy of Management Proceedings*, 1976(1), 457-460.
<https://doi.org/10.5465/ambpp.1976.4975934>
- CANNON, T. (1985). "Innovation, Creativity and Small Firm Organization". *International Small Business Journal*, 4 (1), 33-, 33-41.
- Cannon, T. (1985). "Innovation, Creativity and Small Firm Organization". *International Small Business Journal*, 4 (1), 33-, 33-41.
- Colman, M., Da, J., Westermann, S. Ben, & Dlamini, S. (2019). The impact of perceived innovativeness, perceived risk and perceived educational support on University student's entrepreneurial intention. *The Business and Management Review*, 10(2), 217.
- Colman, M., Da, J., Westermann, S. Ben, & Dlamini, S. (2019). The impact of perceived innovativeness, perceived risk and perceived educational support on University student's entrepreneurial intention. *The Business and Management Review*, 10(2), 217.
- Donbesuur, F., Boso, N., & Hultman, M. (2020). The effect of entrepreneurial orientation on new venture performance: Contingency roles of entrepreneurial actions. *Journal of Business Research*, 118(June), 150-161.
<https://doi.org/10.1016/j.jbusres.2020.06.042>
- Gimeno, J., Folta, T., Cooper, A., Woo, C. (1997). Survival of the fittest? Entrepreneurial human capital and the persistence of underperforming firms. *Administrative Science Quarterly* 42, 750-783

- Hofstede, G. (1983). National cultures in four dimensions: A research-based theory of cultural differences among nations. *International studies of management & organization*, 13(1-2), 46-74.
- Hu, R., Wang, L., Zhang, W., & Bin, P. (2019). Creativity, proactive personality, and entrepreneurial intention: The role of entrepreneurial alertness. *Frontiers in Psychology*, 9(JUN), 1-10. <https://doi.org/10.3389/fpsyg.2018.00951>
- Hurlock, E. B. (1991). *Psikologi Perkembangan Suatu Pendekatan Sepanjang Rentang Kehidupan*. Penerbit Erlangga
- Ikpesu OC. (2016). industry linkages as determinant of students' entrepreneurial orientation in rivers state public universities. *Social Sciences Research Journal*, 13(13): 109-118.
- Ilevbare, F. M., Ilevbare, O. E., Adelowo, C. M., & Oshorenua, F. P. (2022). Social support and risk-taking propensity as predictors of entrepreneurial intention among undergraduates in Nigeria. *Asia Pacific Journal of Innovation and Entrepreneurship*, 16(2), 90-107. <https://doi.org/10.1108/apjie-02-2022-0010>
- Irwan Ismail, Najihah Abdul Rahim, Malina Hanum Mohd Kamal, R. C. M. & N., & Husin. (2019). "Investigating the Needs for Achievement, Risk Taking and Tolerance for Ambiguity toward Entrepreneurial Passion among Single Mother Entrepreneur in Malaysia". *International Accounting and Business Conference, Procedia Economics and Finance*. Issue 31. Pp. 110-.
- Khamimah, W. (2021). Peran kewirausahaan dalam memajukan perekonomian Indonesia. *Jurnal Disrupsi Bisnis*, 4(3), 228-240.
- Kong, F., Zhao, L., & Tsai, C. H. (2020). The relationship between entrepreneurial intention and action: the effects of fear of failure and role model. *Frontiers in Psychology*, 11, 229.
- Krueger, N. F. J. (1993). The Impact of Prior Entrepreneurial Exposure on Perceptions of New Venture Feasibility and Desirability,"
- Kumar, R., & Shukla, S. (2022). Creativity, Proactive Personality and Entrepreneurial Intentions: Examining the Mediating Role of Entrepreneurial Self-efficacy. *Global Business Review*, 23(1), 101-118. <https://doi.org/10.1177/0972150919844395>
- Langer, E. J. (1989). *Mindfulness* addison wesley longman
- Langkamp, D., Michelle, B., Bolton, D. L., & Lane, M. D. (2019). Individual entrepreneurial orientation : development of a measurement instrument. <https://doi.org/10.1108/00400911211210314>
- Liangxing, H., & Yuli, Z. (2022). Entrepreneurial Intention and Entrepreneurial Action: A Review and Prospects. *Foreign Economics & Management*, 44(05), 64-78
- Lumpkin GT and Dess. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21(1): 135-172.

- Lumpkin GT and Dess. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21(1): 135-172.
- Lyon, D., Lumpkin, G.T. and Dess, G. G. (2000). "Enhancing entrepreneurial orientation research: operationalizing and measuring a key strategic decision making process", *Journal of Management*, Vol. 26 No.
- McMullen, J. S., Fitzsimmons, J. R., Shetty, K., & Ramoglou, S. (2024). A temporal typology of entrepreneurial opportunities: Implications for the optimal timing of entrepreneurial action. *Journal of Business Venturing*, 39(1), 106356
- Miller. (1983). The correlates of entrepreneurship in three types of firms. *Management Science* 29(7): 770-791.
- Mohammadi, S. (2021). The relationship between individual entrepreneurial orientation (IEO) and entrepreneurial bricolage: exploring passion and perseverance. *Asia Pacific Journal of Innovation and Entrepreneurship*, 15(1), 75-86. <https://doi.org/10.1108/apjie-01-2021-0002>
- Murniati, A. R., Usman, N., & Ulfah Irani, Z. (2021). *Manajemen Mutu Terpadu Pendidikan Kejuruan Pengembangan Sekolah Menengah Kejuruan Sebagai Sekolah Berbasis Sistem Ganda (Dual-Based-System) dan Kewirausahaan (School-Based Entrepreneurship)*. Deepublish.
- Othman, N. H., Pazil, A. H. M., A., S. A., Zaib, S. Z. M., Jin, C. W., & Mahadi, N. F. (2016). Influence of work experience and education towards business performance among entrepreneurs. *International Conference on Accounting, Management and Economics*, 157-167.
- Permatasari, C. L., & Adha, E. (2021). Peran Pendidikan Kewirausahaan Dalam Menumbuhkan Kesiapan Berwirausaha Siswa. *Jurnal Pendidikan Ekonomi: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi dan Ilmu Sosial*, 15(1), 60-71
- Prabhu, V. P., McGuire, S. J., Drost, E. A., & Kwong, K. K. (2019). Proactive personality and entrepreneurial intent: Is entrepreneurial self-efficacy a mediator or moderator? *International Journal of Entrepreneurial Behaviour and Research*, 18(5), 559-586. <https://doi.org/10.1108/13552551211253937>
- Rauch, A., Wiklund, J., Lumpkin, G.T. and Frese, M. (2009a). "Entrepreneurial orientation and business performance: an assessment of past research and suggestions for the future", *Entrepreneurship Theory and Practice*, Vol. 33 No.
- Rauch, A., Wiklund, J., Lumpkin, G.T. and Frese, M. (2009b). Entrepreneurial orientation and business performance: an assessment of past research and suggestions for the future", *Entrepreneurship*. Vol. 33 No, 10
- Raza, A.; Saeed, A.; Iqbal, M.K.; Saeed, U.; Sadiq, I.; Faraz, N. A. (2020). Linking corporate social responsibility to customer loyalty through co-creation and customer company identification: Exploring sequential mediation mechanism. *Sustainability*.

- Robinson S and Stubberud HA. (2014). Elements of entrepreneurial orientation and their relationship to entrepreneurial intent. *Journal of Entrepreneurship Education*, 17(2): 1–11.
- Robinson S and Stubberud HA. (2020). Elements of entrepreneurial orientation and their relationship to entrepreneurial intent. *Journal of Entrepreneurship Education*, 17(2): 1–11.
- Sa'adah, N., Hisam, M., & Othman, N. (2018). The Effect of Risk Taking Propensity on Entrepreneurial Intention: Entrepreneurial Self Efficacy as Moderator. *Jour of Adv Research in Dynamical & Control Systems*, 10, 1590–1595.
- Sa'adah, N., Hisam, M., & Othman, N. (2018). The Effect of Risk Taking Propensity on Entrepreneurial Intention: Entrepreneurial Self Efficacy as Moderator. *Jour of Adv Research in Dynamical & Control Systems*, 10, 1590–1595
- Sahoo S and Panda RK. (2019). Exploring entrepreneurial orientation and intentions among technical university students: role of contextual antecedents. *Role of Contextual Antecedents. Education & Training*, 61(6): 718–736.
- Scafarto, F., Poggesi, S., & Mari, M. (2019). Entrepreneurial Intentions, Risk-Taking Propensity and Environmental Support: The Italian Experience. *Contributions to Management Science*, 213–234. https://doi.org/10.1007/978-3-030-19685-1_10
- Shahzad, M. F., Khan, K. I., Saleem, S., & Rashid, T. (2021). What factors affect the entrepreneurial intention to start-ups? The role of entrepreneurial skills, propensity to take risks, and innovativeness in open business models. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(3), 173. <https://doi.org/10.3390/JOITMC7030173>
- Shapero, Albert, and L. S. (1982). The Social Dimensions of Entrepreneurship," *Encyclopedia of Entrepreneurship*. Shapero, A, 77–91.
- Slevin, D. P., & Covin, J. G. (1990). Juggling entrepreneurial style and organizational structure. *MIT Sloan Management Review*, 31(2), 43.
- Sofia, I. P. (2017). Konstruksi Model Kewirausahaan Sosial (Social Entrepreneurship) sebagai gagasan inovasi sosial bagi pembangunan perekonomian. *Widyakala Journal: Journal of Pembangunan Jaya University*, 2(1), 2-2
- Tipu, S. A. A. (2017). Entrepreneurial risk taking: themes from the literature and pointers for future research. *International Journal of Organizational Analysis*, 25(3), 432–455. <https://doi.org/10.1108/IJOA-08-2015-0898>