Testing Personality as Antecedent of Students' Entrepeneurial Activities

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Abstract: Universities have a role in motivating the students to become an entrepreneur. Entrepreneurial activity is basically influenced by the personality of an individual. This study aims to analyze and test the students' personality profile as well as the level of compatibility between students' personality with career as entrepreneur. The selected samples are 325 management students in one of private indonesian university. The instrument used is Self-Directed Search (activity, competence, work) with Hexagonal Method Analysis. From the results of this study, it can be concluded that the students have high interest in the entrepreneurial field of creative business that is providing services. Based on the level of conformity of the personality with the environment (education/job/entrepreneurship career), it can be concluded that 74.16% of the students are suitable to become entrepreneurs.

Keywords: Entrepreneur, Holland's Personality, Self-Directed Search

1. INTRODUCTION

The role of universities in motivating students to become an entrepreneur is very important in growing the number of entrepreneurs. With the rise of entrepreneurs from undergraduates will reduce the number of unemployed and even increase the number of jobs. Currently, universities in Indonesia have incorporated entrepreneurial materials into their curriculum especially in the bachelor degree of management's study program.

It's just that, rarely found a scholar want to directly take career as an entrepreneur. The reluctance is suspected because they do not recognize the potential of themselves since they became students or after graduation. Recognizing students' self potential can be judged from one aspect of personality. Kemboi, Kindiki, and Misigo (2016) reveals that knowing the personality of self means to gain knowledge about the

proper totality of self, that is, aware of the advantages or strength possessed and deficiencies or weaknesses that exist in ourselves which will become a source of success in entrepreneurship.

Lundh (2015) describes that personality is a typical psychic quality of someone who makes it unique. Basically, personality is related to the process of choosing a person's career and his or her life call, including to become an entrepreneur. A person's personality influences him or herself in choosing a job. This is supported by Holland's Personality Theory which explains that a person will feel comfortable in working if the job is in accordance with their personality (Sekiguchi, 2004).

2. LITERATURE REVIEW

Entrepreneurial activity is all activities undertaken by someone who has a superior personality and able to see business opportunities by utilizing existing resources and optimize the capabilities it has. Robbins and Judge (2013) argue that personality is the whole way in which an individual reacts and interacts with other individuals. Personality is the individual's psychological packaging, which distinguishes itself with others in terms of interest in certain aspects of the nature of the work and the process of solving it. There are various theories about personality. One of the most famous theories of personality is the personality theory founded by Holland. According to Holland, there are six personality types, namely Realistic type, Investigative type, Social type, Artistic type, Enterprising type (business), and Conventional type. Explanations about these types are as follows (Robbins and Judge, 2013).

1. Realistic

Crowder and Clark (2016) illustrate that individuals with realistic personalities are practical individuals, quickly grasp the problem, and find a solution. They enjoy working with plants, animals, and other visible materials, such as wood, machinery, and tools. Individuals with a realistic interest do not like work that mainly involves papers or work that relate to others. Individuals with realistic personalities like physical activity that requires skill, strength, and coordination. Some jobs that are congruent with this type of personality are engineer, police officer, farmer, and pilot.

2. Investigative

Chemeli (2013) illustrates that individuals with investigative interests like work activities that require more profound thinking. They also like working with ideas and thinking power rather than doing physical work. This type enjoys searching for facts and analyzing problems internally (mental activity) rather than engaging in activities of persuading or directing others. Individuals with investigative personalities prefer activities that involve the process of thinking, organizing, and understanding. Characteristics of individuals who have investigative personalities are analytical, not artificial, inquisitive, and free. Some jobs that are congruent with this type of personality are biologists, economists, mathematicians, and newscasters.

3. Artistic

Aljojo (2016) illustrates that individuals with artistic personalities like work activities related to the artistic side of things or objects, such as forms, designs, and patterns. They like to express themselves in their work. This type prefers to organize and arrange their own work patterns without following a standard set

of rules. Individuals with artistic personalities prefer ambiguous and unsystematic activity, as well as allow for creative expression. Characteristics of individuals who have an artistic personality are imaginative; do not like to work under rule, idealistic, emotional, and impractical. Some jobs that are congruent with this type of personality are painters, musicians, writers, and interior designers.

4. Social

Aljojo, Saifuddin, Alshamasi, Jarad, Althagfi, and Mdani (2015) illustrates that individuals with social personalities like work activities related to other individuals. They love to help and promote others. In addition, they also diligently attempt so that people want to develop themselves. They prefer to communicate with others rather than working with objects, machines, or data. They love to teach, give advice, help, or in the other words provide service to others. Individuals with social personality prefer social activities such as helping and directing others. Characteristics of individuals who have a social personality are sociable, friendly, cooperative, and understanding. Some jobs that are congruent with this type of personality are social workers, teachers, counselors, and clinical psychologists.

5. Enterprising

Woods and Hampson (2010) illustrate that individuals with enterprising personality like start-up work activities, as well as executing projects. This type likes things that are 'dangerous', especially in business. In addition, they also like to convince and lead others and happy to make decisions. They like to take risks to make a profit. This type prefers to take immediate action rather than think deeply. Individuals with enterprising personality prefer verbal activity in which there are many opportunities to influence others and gain power. Characteristics of individuals who have enterprising personality are confident, ambitious, energetic, and dominating. Some jobs that are congruent with this type of personality are lawyers, real estate agents, public relations, and small business managers.

6. Conventional

Sadeghi, Ofoghi, Niyafar, and Dadashi (2015) illustrates that individuals with conventional personality love work activities with clear rules of the game. They like the procedures and standards and have no problems with routines. This type prefers working with data and details rather than playing with ideas. They also prefer to work with high standards rather than have to make judgments by themselves. Individuals with this type like jobs where the line of authority has been clearly defined. Individuals with conventional personality prefer regulated, neat, and unambiguous activities. The individual characteristics that have conventional personality are obedient, efficient, practical, unimaginative, and inflexible. Some jobs that are congruent with this type of personality are accountants, corporate managers, bank cashiers, and clerks.

According to Gottfredson (1999), each person can be described by one or a combination of these six personality types which are often abbreviated as RIASEC (first letter of each type). Holland's theory also suggests that there are six types of work environments that relate to those personality types and each individual needs to find a workplace appropriate to his personality type (based on those six types). Gitonga, Orodho, Kigen, and Wangeri (2013) argue that personality is the best factor to use to predict a person's performance contextually even if it does not support a person's technical performance.

Related to the entrepreneurial field, Sorgner (2012) suggests that enterprising type in Holland's personality theory is a personality type suitable for choosing a career as an entrepreneur because this type likes start-up work activities or start-ups, as well carry out the project. This type likes things that are 'dangerous', especially in business. In addition, they also like to convince and lead others and happy to make decisions. These qualities are ideal if owned by an entrepreneur in running a business owned.

3. RESEARCH METHODS

The population in this study is all active management students of one of private indonesian university, which is amounted to 1485 people. The sample is part of the number and characteristics possessed by the population (Etikan, Musa, and Alkassim, 2016). This research used probability sampling. Probability sampling is a sampling technique that gives equal opportunity for each element or member of the population to be selected as sample and ideally the researcher has known the population size (Etikan and Alkassim, 2016). The technique used is simple random sampling. This technique is a sampling technique of a population in such a way that each member of the population has the same chance of being selected. By using Slovin's Formula, the number of selected sample of this research is as many as 325 people. The instrument used is Self-Directed Search (Activity, Competence, Work) with Hexagonal Method Analysis.

4. RESULTS AND IMPLICATIONS

The data was collected by distributing questionnaires to the students as targeted respondents of this research. The number of questionnaires distributed was 325 questionnaires.

4.1. Profile of Students' Personality

The students' personality profile are shown in Table 1 below.

Table 1
The Students' Personality Profile

Total Respondents	*Type of Personalities*						*Total*
	R	*I*	*A*	*S*	*E*	*C*	
Number	13	8	63	48	152	41	325
Percentage	4.00%	2.46%	19.38%	14.77%	46.77%	12.62%	100%

Based on Table 1 above, this research found that the most students have Enterprise (E) personality (46.77% or 152 students) and Artistic (A) Personality (19.38% or 63 students). If we add the students who have the personality of Enterprise and Artistic, it can be concluded that as many as 66.15% or 215 students have high tendency to become entrepreneurs. These results in line with the research conducted by Almeida, Ahmetoglu, and Premuzic (2014) which found that the Enterprise personality type of the Holland's RIASEC personality typology had the highest correlation with META (Measure of Entrepreneurial Tendencies and Abilities). The type of artistic personality has the second highest correlation with META. This suggests that entrepreneurial individuals tend to be attracted to Enterprise and Artistic activities.

4.2. Conformity Personality Type and Environmental Model

The suitability of personality type and environmental model are shown in Table 2 below.

Table 2
Personality-Environment Fit

Students' Personality	Number	Percentage	Entrepreneurship Personality	Score	Interpretation
E	152	46.77%	E	4	Fit
S and C	89	27.39%	E	3	Enough Fit
R and A	76	23.38%	E	2	Less Fit
I	8	2.46%	E	1	Unfit
Total	325	100.00%			

Based on Table 2 above, this research found that as many as 46.77% or 152 students have the appropriate personality to become entrepreneurs, as many as 27.39% or 89 students have sufficient personalities to become entrepreneurs, as many as 23.38% or 76 students have less appropriate personality to become an entrepreneur, and as many as 2.46% or 8 students have unsuitable personality to become an entrepreneur. These results showed that more than half (74.16% or 241 people) of the students are fit (align with the interest) with management as their major when take study in bachelor degree at university.

5. CONCLUSIONS AND SUGGESTIONS

Here are the conclusions and research suggestions. Firstly, when viewed based on personality profiles that exist in the students, this research shows that the most personality of the first is Enterprise (46.77%) and the second is Artistic (19.38%). From that information, it is known that in general, the students have high interest for entrepreneurship in the field of creative business, which is giving service. Therefore, it is important for the study program of management to adjust the curriculum by adding courses that can hone the entrepreneurial skill in creative business in the field of services. The study program of management can add some courses related to services and also involve the students in more practical activities, such as apprenticeship programs in companies engaged in creative industries. These kinds of educational initiatives can create positive macro domino effect, because it can support government efforts indirectly in encouraging the development of creative industries.

Secondly, when viewed based on the level of suitability of personality with the environment (education/job/career entrepreneurship), this research show that the number of students which are suitable to become entrepreneurs is 74.16% and 25.84% are not. These facts indicate that at least 1 out of 4 students are not suitable for entrepreneurship. It also reflects that they have no interest to become entrepreneurs. This study found that as much as 23.38% of 25.84% students have interest in engineering science and 2.46% in exact sciences. For the effectiveness of the program that the students will take, it would be better if the study program of management conduct personality test to analyze and evaluate the entrepreneurial interest of students' candidate at the time of admission selection for bachelor degree. The suitability of the interest or personality with the environment (education or work or career entrepreneurship) can predict the success of the students' education.

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