Entrepreneurial Intention: The Moderating Role of Improvisation on Student Faculty of Economics, Universitas Negeri Malang

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ARTICLE INFO

ISSN: 2723-1097

Keywords:

Personality, self-efficacy, subjective norm, improvisation, entrepreneurial intention.

ABSTRACT

Scholars and students are believed to be capable of becoming educated entrepreneurs and opening job vacancies to overcome unemployment. This research was carried out to investigate the entrepreneurial intention of students of the Faculty of Economics, Universitas Negeri Malang, in which the entrepreneurial intention is the closest to the act of entrepreneurship. This research is a quantitative study using analysis techniques hierarchical regression. The results showed that entrepreneurial intention was influenced by self-efficacy and improvisation, while personality and subjective norms did not affect the entrepreneurial intention. The interaction relationship between self-efficacy and improvisation affected negatively on entrepreneurial intentions. Male students were found to have higher entrepreneurial intentions than women.

Introduction

Every country cares about the survival of its people, the country can continue to progress and develop, one of which is due to economic factors. Unemployment as an economic problem has a serious impact on people's productivity and income, unemployment can also create many problems for the public and government, such as law and order situation, increased crime, and many social problems ([Ahmed et al., 2010](#); [Karimi et al., 2014](#)). The Indonesian Central Bureau of Statistics released data in February 2020 ([BPS, 2020](#)) that in the last year, unemployment in Indonesia increased by 60 thousand people. The open unemployment for university graduates is still at 5,73%. The data also shows that the open unemployment rate for men is higher than that of women.

One of the most effective alternatives suggested by economists in overcoming the problem of unemployment is entrepreneurship ([Ahmed et al., 2010](#); [Ataei et al., 2020](#)). Entrepreneurship is considered to play an important role in economic growth, social development, job creation, and improving people's welfare ([Hsu et al., 2019](#); [López-Núñez et al., 2020](#); [Zhao et al., 2010](#)). Many studies have investigated entrepreneurial problems, one of which is about entrepreneurial intentions. The intention is the closest to action and most likely someone who has the intention will

realize it in the future. The results of various studies show that subjective norms are a significant predictor of entrepreneurial intention in each country ([Engle et al., 2010](#)). Subjective norm is perceived social acceptance and support for the behavior of important people in one's life ([Walker et al., 2013](#)).

Entrepreneurship requires a regular and permanent attitude as part of the personality. Personality characteristics and demographic variables have enabled the identification of significant relationships between certain demographic features, personal characteristics, and the placement of entrepreneurial behavior into practice ([Marques et al., 2012](#)). In running a business, business actors always involve risk-taking, uncertainty, creativity, leadership, proactivity, persistence, and enthusiasm. In this connection, entrepreneurial self-efficacy is very relevant for every business actor to have ([Newman et al., 2019](#)). Self-efficacy is an individual's perception of the abilities and skills needed to do certain tasks in controlling or managing problems ([Doanh & Bernat, 2019](#)).

In a dynamic modern economy, in addition to self-efficacy, improvisational behavior can be an effective form of entrepreneurial action in a rapidly changing and unpredictable environment ([Hmieleski et al., 2013](#)). Improvisation is a collective, spontaneous and creative action to identify new solutions to problems that arise ([Magni et al., 2013](#)). Improvisation can serve as a staging post in young people's efforts to gain a safer foothold in the economy ([Young et al., 2017](#)). Considering the importance of entrepreneurship in this dynamic economy, it is crucial to anticipate this in the long term, especially for the younger generation, especially students. Cultivating the entrepreneurial spirit of college students is believed to be an alternative to reducing the unemployment rate because scholars are expected to become educated young entrepreneurs can start their businesses ([Suharti & Sirine, 2012](#)). One of the reasons for the increase in the number of intellectual unemployed, including students in Indonesia, is because the number of workers and the number of jobs is not balanced ([Purnomo, 2020](#)). So it is necessary to have ongoing research in investigating entrepreneurial intentions to know and follow-up on the results obtained.

Based on this explanation, researchers researched at the Faculty of Economics, Universitas Negeri Malang to investigate students' entrepreneurial intentions considering personality, self-efficacy, subjective norms, social demographics, and improvisation. Researchers believed that students of the Faculty of Economics were familiar enough with entrepreneurship, even students who were already in their last semester. They tended to think about their future careers. Previous studies related to improvisation and entrepreneurial intentions are still limited. So researchers are conducting a different study by making improvisation as a moderator variable with the following hypothesis:

H1 : Social demographic affects the entrepreneurial intention of the students.

H2 : Personality affects the entrepreneurial intention of the students.

- H3 : Self-efficacy affects the entrepreneurial intention of the students.
- H4 : Subjective norms affect the entrepreneurial intention of the students.
- H5 : Improvisation affects the entrepreneurial intention of the students.
- H6 : The interaction of personality and improvisation affects the entrepreneurial intention of the students.
- H7 : The interaction of self-efficacy and improvisation affect the entrepreneurial intention students.
- H8 : The interaction of subjective norms and improvisation affects entrepreneurial intention students.

Literature Review

Entrepreneurship is a person's creative action in making something that is not valuable or has no value in something worthwhile. In entrepreneurship, one requires commitment and courage in calculating opportunities and taking risks. The intention is the single best predictor tool for predicting future behavior, and it is essential for every entrepreneur ([Krueger et al., 2000](#)). Potential entrepreneurs can understand personality traits that influence entrepreneurial intentions to become successful entrepreneurs ([Karabulut, 2016](#)). Five common personality factors consist of neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness ([Zhao, et al., 2010](#); [Brandstätter, 2011](#); [Leutner, et al., 2014](#)).

Apart from personality, entrepreneurial self-efficacy also an essential predictor of entrepreneurial intentions ([Hsu, et al., 2019](#)). A person who has entrepreneurial self-efficacy believes that he can undergo and handle matters related to entrepreneurship ([Wilson et al., 2007](#)). Self-efficacy will encourage someone to regulate behavior, work hard, and be persistent in achieving goals. Simultaneously, support and recognition from those closest to you or subjective norms are needed by someone in entrepreneurship. Subjective norm is a significant predictor of entrepreneurial intention even though the contribution model's elements on entrepreneurial intentions differ by country ([Engle, et al., 2010](#)).

A very dynamic business world with all forms of challenges and changes that occur so fast requires a responsive and adaptive attitude of an entrepreneur to survive and develop his business, one of which is by improvising. Improvisation is an adaptive response to unexpected or unanticipated situations outside the preparedness limits ([Magni, et al., 2009](#)). Improvisation is a common and essential form of action during the entrepreneurial process. We should also consider other factors in the form of social demographics in investigating entrepreneurial intentions because social demographics are a person's background that can influence a person's entrepreneurial behavior ([Suharti & Sirine, 2012](#)).

Method

This research is a quantitative study that aims to investigate students' entrepreneurial intentions by involving four types of variables, namely three

predictor variables consisting of personality (X_1), self-efficacy (X_2), and subjective norm (X_3), one moderator variable is improvisation (Z), one control variable is social demographic (X_4), and one criterion variable is entrepreneurial intention (Y). The population in this study was 1043 active students in the seventh semester who took undergraduate education in the 2017 Faculty of Economics at the Universitas Negeri Malang. The sample consisted of 281 students who were taken using a proportional random sampling technique. Data collection used is a closed questionnaire adapted from various relevant sources on a Likert scale ranging from 1 to 5. The analysis technique used was hierarchical regression analysis techniques. The description of the research design to be studied is as follows.

Figure 1. Research Design

Result and Discussion

The validity test and reliability test on the trial sample size of 33 respondents obtained a valid and reliable item result of 42 items. The results of the classical assumption test are normally distributed data, there is no multicollinearity among predictor variable, there is no autocorrelation between predictor variables, and there are no symptoms of heteroscedasticity in the regression model.

Hierarchical Regression Test

Hypothesis testing is done by using hierarchical regression to see the difference in effect at each level of testing. Testing is carried out under the research design and model. Hierarchical regression on the control variable, namely social demographic (X_4), was carried out for each variable including gender (X_{4_1}), prior

experience (X_{4_2}), and family exposure to business (X_{4_3}). The test results from hierarchical regression details are as follows.

Table 1. Test Results of Model One

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	23,639	0,531			44,527	0,000
<i>Gender</i>	1,223	0,539	0,135		2,268	0,024
<i>Prior Experience</i>	0,012	0,365	0,002		0,033	0,974
<i>Family Exposure to Business</i>	-0,306	0,326	-0,059		-0,941	0,348
R ² = 0,022; F = 2,111; Sig.F = 0,099						

Based on Table 1, the results show that gender has a positive and significant effect on entrepreneurial intention, while prior experience and family exposure to business do not affect entrepreneurial intention. Social demographic has a very small effect on the variable, entrepreneurial intention which is 2,2%. The results of the F-value indicate that these three variables simultaneously do not affect entrepreneurial intention.

Table 2. Test Results of Model Two

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
2 (Constant)	5,246	2,136			2,456	0,015
<i>Gender</i>	0,890	0,458	0,098		1,944	0,053
<i>Prior Experience</i>	0,127	0,319	0,022		0,399	0,690
<i>Family Exposure to Business</i>	0,243	0,281	0,047		0,864	0,388
<i>Personality</i>	0,083	0,059	0,088		1,407	0,161
<i>Improvisation</i>	0,382	0,048	0,493		7,961	0,000
R ² = 0,306; F = 24,230; Sig.F = 0,000						

Based on Table 2, personality with control social demographic does not affect entrepreneurial intention. Improvisation has a positive and significant effect on entrepreneurial intention. The influence of the variables in model two on entrepreneurial intention is 30,6%. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 3. Test Results of Model Three

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			

3	(Constant)	2,638	7,961		0,331	0,741
	<i>Gender</i>	0,892	0,459	0,098	1,944	0,053
	<i>Prior Experience</i>	0,128	0,319	0,022	0,402	0,688
	<i>Family Exposure to Business</i>	0,253	0,283	0,049	0,893	0,372
	<i>Personality</i>	0,142	0,184	0,150	0,774	0,440
	<i>Improvisation</i>	0,459	0,230	0,591	1,992	0,047
	<i>Personality*Improvisation</i>	-0,001	0,004	-0,144	-0,340	0,734
R ² = 0,306; F = 20,146; Sig.F = 0,000						

Based on Table 3, variable interaction has t-value of -0,340 with a significance greater than 0,05 (0,734 > 0,05). The value of R² on this model is equal to the value of R² in the two models, so interaction personality and improvisation do not affect entrepreneurial intention. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 4. Test Results of Model Four

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
4	(Constant)	1,615	1,731		0,933	0,352
	<i>Gender</i>	1,022	0,426	0,113	2,401	0,017
	<i>Prior Experience</i>	0,134	0,289	0,023	0,463	0,644
	<i>Family Exposure to Business</i>	0,057	0,261	0,011	0,219	0,827
	<i>Self-Efficacy</i>	0,336	0,050	0,441	6,677	0,000
	<i>Improvisation</i>	0,173	0,052	0,223	3,301	0,001
R ² = 0,398; F = 36,417; Sig.F = 0,000						

Based on Table 4, self-efficacy and improvisation with the control of variables social demographic have a positive and significant effect on entrepreneurial intention. The influence of the variables in model 4 on entrepreneurial intention is 39,8%. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 5. Test Results of Model Five

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
5	(Constant)	-28,513	10,100		-2,823	0,005
	<i>Gender</i>	1,019	0,419	0,112	2,429	0,016
	<i>Prior Experience</i>	0,049	0,286	0,008	0,172	0,864
	<i>Family Exposure to Business</i>	0,124	0,258	0,024	0,481	0,631

<i>Self-Efficacy</i>	1,025	0,233	1,346	4,400	0,000
<i>Improvisation</i>	0,993	0,276	1,280	3,600	0,000
<i>Self-Efficacy*Improvisation</i>	-0,018	0,006	-1,815	-3,027	0,003
R2 =0,418; F = 32,775; Sig.F = 0,000					

Based on Table 5, variables interaction has t-value of -3.027 with a significance of less than 0,05 ($0,003 < 0,05$). The value of R^2 in these models has increased from four models, namely by 1,9% to 41,8%, and the value of the interaction variable significance is less than 0,05 so interaction of self-efficacy and improvisation affect the entrepreneurial intention negatively. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 6. Test Results of Model Six

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
6	(Constant)	5,807	1,648		3,523	0,000
	<i>Gender</i>	1,080	0,451	0,119	2,396	0,017
	<i>Prior Experience</i>	0,200	0,304	0,034	0,657	0,512
	<i>Family Exposure to Business</i>	-0,016	0,281	-0,003	-0,056	0,955
	<i>Subjective Norm</i>	0,320	0,091	0,208	3,496	0,001
	<i>Improvisation</i>	0,328	0,047	0,423	6,973	0,000
R2 = 0,331; F = 27,161; Sig.F = 0,000						

Based on Table 6, subjective norms and improvisation with control of variables social demographic have a positive and significant effect on entrepreneurial intention. The influence of the variables in model six on entrepreneurial intention is 33,1%. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 7. Test Results of Model Seven

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
7	(Constant)	4,453	7,272		0,612	0,541
	<i>Gender</i>	1,087	0,453	0,120	2,400	0,017
	<i>Prior Experience</i>	0,202	0,305	0,035	0,663	0,508
	<i>Family Exposure to Business</i>	-0,011	0,283	-0,002	-0,039	0,969
	<i>Subjective Norm</i>	0,409	0,476	0,266	0,860	0,391
	<i>Improvisation</i>	0,366	0,201	0,472	1,818	0,070
	<i>Subjective Norm*Improvisation</i>	-0,002	0,013	-0,093	-0,191	0,849
R2 = 0,331; F = 22,561 Sig.F = 0,000						

Based on Table 7, the results show that the variable interaction has t-value of -0.340 with a significance greater than 0,05 ($0,734 > 0,05$). The value of R^2 on this model is equal to the value of R^2 on the model of six so interaction subjective norm and improvisation does not affect the entrepreneurial intention. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 8. Test Results of Model Eight

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
8 (Constant)	2,187	2,029			1,078	0,282
<i>Gender</i>	1,124	0,427	0,124		2,634	0,009
<i>Prior Experience</i>	0,180	0,296	0,031		0,610	0,543
<i>Family Exposure to Business</i>	-0,081	0,268	-0,016		-0,303	0,762
<i>Personality</i>	-0,048	0,058	-0,051		-0,824	0,410
<i>Self-Efficacy</i>	0,324	0,055	0,425		5,864	0,000
<i>Subjective Norm</i>	0,176	0,090	0,114		1,959	0,051
<i>Improvisation</i>	0,154	0,056	0,198		2,754	0,006
R ² = 0,408; F = 26,897; Sig.F = 0,000						

Based on Table 8, show that personality and subjective norms do not affect entrepreneurial intention. Self-efficacy and improvisation have a positive and significant effect on entrepreneurial intention. The influence of the variables in model nine on entrepreneurial intention is 40,8%. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention.

Table 9. Test Results of Model Nine

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
9 (Constant)	-26,838	10,732			-2,501	0,013
<i>Gender</i>	1,085	0,423	0,120		2,562	0,011
<i>Prior Experience</i>	0,086	0,294	0,015		0,291	0,771
<i>Family Exposure to Business</i>	-0,033	0,267	-0,006		-0,124	0,901
<i>Personality</i>	-0,062	0,182	-0,066		-0,343	0,732
<i>Self-Efficacy</i>	1,170	0,301	1,537		3,892	0,000
<i>Subjective Norm</i>	-0,341	0,560	-0,222		-0,608	0,544
<i>Improvisation</i>	0,964	0,296	1,243		3,253	0,001

<i>Personality*Improvisation</i>	-6,501E-5	0,004	-0,006	-0,015	0,988
<i>Self-efficacy*Improvisation</i>	-0,023	0,008	-2,241	-2,828	0,005
<i>Subjective Norm*Improvisation</i>	0,014	0,015	0,538	0,925	0,356
R ² = 0,430; F = 20,330; Sig.F = 0,000					

According to Table 9, after the interaction variable is included in the model, the results show that the value of R² in these models has increased from nine models by 2,1% to 43%. These results indicate that the existence of the interaction variable as a moderating can strengthen the influence of the predictor variable on entrepreneurial intention. The results of the F-value indicate that these variables simultaneously affect entrepreneurial intention. The conclusion of the hypothesis testing details is as follows.

Table 10. Test Conclusion of Hypothesis Testing

No.	Null Hypothesis	t	Sig.	Conclusion
	There is no effect of social demographic on entrepreneurial intention			
1.	a. Gender	2,562	0,011	H ₀ Rejected
	b. Prior experience	0,291	0,771	H ₀ Not Rejected
	c. Family exposure to business	-0,124	0,901	H ₀ Not Rejected
2.	There is no effect of personality on entrepreneurial intention	-0,343	0,732	H ₀ Not Rejected
3.	There is no effect of self-efficacy on entrepreneurial intention	3,892	0,000	H ₀ Rejected
4.	There is no effect of subjective norms on entrepreneurial intention	-0,608	0,544	H ₀ Not Rejected
5.	There is no effect of improvisation on entrepreneurial intention	3,253	0,001	H ₀ Rejected
6.	There is no interactional effect of personality and improvisation on entrepreneurial intention	-0,015	0,988	H ₀ Not Rejected
7.	There is no interactional effect of self-efficacy and improvisation on entrepreneurial intention	-2,828	0,005	H ₀ Rejected
8.	There is no interactional effect of subjective norms and improvisation on entrepreneurial intention	0,925	0,356	H ₀ Not Rejected

The Influence of Social Demographic on Entrepreneurial Intention to Students of the Faculty of Economics, Universitas Negeri Malang

Everyone has different aspects that influence various things in thinking and acting. Students (males and females) cannot have the same opinion or mindset. This identity is proven to influence students' entrepreneurial intentions. These results are

consistent with previous studies which state that gender influences entrepreneurial intentions with the result that entrepreneurial intentions in men are higher than in women ([Obschonka et al., 2014](#); [Santos et al., 2016](#); [Wilson et al., 2007](#)). Men tend to be more willing to take challenges and risks than women. The data in the field shows that the reason men want to become entrepreneurs is that being entrepreneurs is challenging, flexible, free, can develop their potential, open up job vacancies, and think that entrepreneurship is more secure for the future. In women, there are still various worries such as lack of self-confidence and being too risky.

Students have different experiences and family backgrounds. The results showed that experience and family background did not affect the students' entrepreneurial intentions. Several previous studies also showed the same results and a relatively low influence between experience and family background on entrepreneurial intentions ([Kibler, 2013](#); [Nguyen, 2018](#)). Experience and family background do not always guarantee that students have entrepreneurial intentions. Inexperienced students can have higher intentions because of their curiosity, ambition, and strong inner passion. There is also no guarantee that someone from an entrepreneurial family will have entrepreneurial intentions and vice versa.

The Influence of Personality on Entrepreneurial Intention in Students of the Faculty of Economics, Universitas Negeri Malang

Each student has five personality traits known as The Big Five Personality which consists of emotional stability, extraversion, openness to experience, agreeableness, and conscientiousness. The results of this study found that personality traits did not affect entrepreneurial intentions in students of the Faculty of Economics, Universitas Negeri Malang. Several previous studies have shown different effects of each component of personality traits. [Ettis & Kefi, \(2016\)](#) indicates that openness to experience, conscientiousness, and neuroticism promote entrepreneurship, but introversion and agreeableness define the intention. In contrast with [Murugesan & Jayavelu \(2017\)](#) whose research indicates a positive connection between openness to experience, neuroticism, conscientiousness, agreeableness with entrepreneurial intention. Based on the results of these studies, the components of personality traits can not consistently predict entrepreneurial intentions.

The broad range of personalities is not always effective in predicting entrepreneurial intentions because personality traits are not always stable and can change in the course of life even though the changes are not large ([Obschonka et al., 2014](#)). Personality changes can occur due to age or environment, so it was found that the characteristics of personality are considered unable to distinguish between entrepreneurs and non-entrepreneurs ([Hisrich et al., 2007](#)). Students can choose careers according to their personality traits or vice versa. So that the broad range of personality traits cannot fully take into account entrepreneurial intentions. Broad personality traits need to be narrowed down to more specific traits whose direction is

related to entrepreneurship, so that they can be better predictors of measuring entrepreneurial intentions ([Hisrich et al., 2007](#); [Leutner et al., 2014](#)).

The Influence of Self-Efficacy on Entrepreneurial Intention to Students of the Faculty of Economics, Universitas Negeri Malang

Self-efficacy is a person's belief in their abilities and skills to perform certain tasks. The results showed that self-efficacy had a positive and significant effect on entrepreneurial intentions in students of the Faculty of Economics, Universitas Negeri Malang. Students with self-efficacy are more interested in entrepreneurial opportunities than working for others. Several studies have found that self-efficacy is an important predictor of entrepreneurial intention ([Carr & Sequeira, 2007](#); [Doanh & Bernat, 2019](#); [Hsu et al., 2019](#); [Wilson et al., 2007](#)).

Students who have self-efficacy will be confident, optimistic, courageous, active, and persistent in carrying out their choices. The business world, which is full of challenges and uncertainties, really needs confidence and hard work to be able to set up a business and survive. So that self-efficacy is a very relevant characteristic for entrepreneurs to have ([Newman et al., 2019](#)). Self-efficacy regulates human functions with cognitive processes, motivational processes, affective processes, and selection processes, namely that self-efficacy functions in setting personal goals by assessing self, managing self-motivation to achieve goals, regulating emotions, and regulating the choice of activities and the environment. So that self-efficacy entrepreneurial plays an important role in revealing the skills needed during the process of creating a new business ([Kickul, et al., 2010](#)).

The Influence of Subjective Norms on Entrepreneurial Intention to Students of the Faculty of Economics, Universitas Negeri Malang

Subjective norm is perceived social acceptance and support for behavior ([Walker, et al., 2013](#)). The results of this study indicate that subjective norm has no effect on entrepreneurial intention among students of the Faculty of Economics, Universitas Negeri Malang. The subjective norm in this study refers to support from family and close friends. Several previous studies have shown the same results that subjective norms do not have a direct impact on the formation of entrepreneurial intentions ([Miranda, et al., 2017](#); [Ridha et al., 2017](#)). Subjective norm is a weak and confusing predictor of entrepreneurial intention which in some studies shows the direct effect, indirect influence, and others have no effect.

External influences such as relatives and friends have little influence on entrepreneurial intentions because the strong character of students makes their decisions less influenced by those around them. Subjective norm becomes weaker if the source of motivation only comes from the desire to comply with the expectations of parents and close friends ([Dao, et al., 2021](#)). This study shows that building entrepreneurial intentions is a slightly selfish process because the intention becomes

stronger when potential entrepreneurs act for themselves rather than just fulfilling other people's expectations ([Heuer & Liñán, 2013](#)). Although the results show that subjective norms do not affect on entrepreneurial intentions, subjective norms from family and friends are still needed for students in the entrepreneurial process.

The Effect of Improvisation on Entrepreneurial Intention to Students of the Faculty of Economics, Universitas Negeri Malang

Improvisation is an adaptive response to unexpected or unanticipated situations that are beyond the limits of what has been prepared ([Magni et al., 2009](#)). The results of this study indicate that improvisation is a variable predictor that has a positive and significant effect on entrepreneurial intentions in students of the Faculty of Economics, Universitas Negeri Malang. Improvisation in this research involves bricolage creativity in producing solutions, the ability to deal with pressures, and having persistence in solving problems. Previous research has also shown the same results that improvisation influences entrepreneurial intentions ([Hmieleski & Corbett, 2006](#)).

The ability to improvise is a basic skill needed by an entrepreneur in the entrepreneurial process, but the ability to improvise is also able to generate and strengthen student entrepreneurial intentions. Students with improvisational abilities tend to have entrepreneurial intentions because they can face challenges and take risks. People with improvisational abilities have a mindset that is more heuristic than systematic, this also applies to entrepreneurs ([Adomako et al., 2018](#)). Students with these characteristics will like entrepreneurship as a career choice because the ability to improvise is a critical strategy used to deal effectively with unexpected events ([Hu et al., 2018](#); [Magni et al., 2009](#)). Various characteristics of the ability to improvise students that are identical to the characteristics of entrepreneurs can form entrepreneurial intentions so that there is a significant effect.

The Effect of Interaction Personality and Improvisation on Entrepreneurial Intention in Students of the Faculty of Economics, Universitas Negeri Malang

The results of this study indicate that the interaction relationship between personality and improvisation does not affect entrepreneurial intentions in students of the Faculty of Economics, Universitas Negeri Malang. The results also show that personality does not influence entrepreneurial intentions, while improvisation has a positive and significant effect on entrepreneurial intentions in students. Based on the results of the analysis, improvisation was able to provide additional information beyond the personality measure of entrepreneurial intention not as a moderator variable but as a predictor variable. These results are supported by [Hmieleski & Corbett, \(2006\)](#) that the tendency to improvise can provide additional information about why individuals have the intention to become entrepreneurs outside which can be found in personality measures by making improvisation a predictor variable added to the equation.

Entrepreneurial careers that are full of challenges will be more attractive to people who have extraversion, openness to experience, and conscientiousness ([Newman et al., 2019](#); [Zhao et al., 2010](#)). On the other hand, an entrepreneur is expected to have low levels of agreeableness and neuroticism so that they can behave critically, be able to negotiate, and have emotional stability ([Brandst, 2011](#)). In contrast to this, several studies have shown that the composition of personality traits that affect entrepreneurial intentions is not always consistent between one study and another ([Ettis & Kefi, 2016](#); [Murugesan & Jayavelu, 2017](#)). Some characteristics will show their influence on entrepreneurial intentions in one study, while in other studies they are not. The personality which is a character or trait will reflect a person's attitude, while improvisation is an ability that can produce an action. However, the character does not always correspond to an ability. The process of improvisation depends on a creative mix of experience, knowledge, and resources whose effectiveness depends on many factors ([Best & Gooderham, 2015](#); [Hmieleski & Corbett, 2008](#)). A broad range of personalities with unstable and insufficient characteristics related to entrepreneurship can be one of the factors that make the interaction between improvisation and personality ineffective ([Obschonka & Stuetzer, 2017](#)).

The Effect of Interaction of Self-Efficacy and Improvisation on Entrepreneurial Intention for Students of the Faculty of Economics, Universitas Negeri Malang

The results of this study indicate that the interaction between self-efficacy and improvisation has a negative effect on entrepreneurial intentions in students of the Faculty of Economics, Universitas Negeri Malang. These results reveal that students who have high improvisation tend to produce low entrepreneurial intentions when these students have low self-efficacy and resent them. Improvisation has a negative moderating effect on the relationship between self-efficacy and entrepreneurial intentions, although self-efficacy and improvisation partially contribute positively. This shows that in entrepreneurship, improvisation and self-efficacy are significantly related ([Ibrahim, et al., 2016](#)). Excessive improvisation can cause stress and psychological fatigue and high levels of self-efficacy can also increase psychological stress because students want to take on bigger and bigger challenges ([Hmieleski & Corbett, 2008](#)). In line with this, the interactions resulting from improvisation and self-efficacy which are both high can cause psychological stress and fatigue so that they have a negative impact on entrepreneurial intentions.

Self-efficacy and improvisation are also related to developing opportunities and creativity ([Balachandra, 2019](#)). Spontaneously improvised performances are not suitable for everyone because improvising is a potentially stressful activity that requires intuitive skills. Not everyone who improvises will achieve success or job satisfaction in doing it ([Duxbury, 2014](#)). Concerning the application of improvisation and self-efficacy, students are expected to balance the two. Students who have high self-efficacy allow less improvisation because their abilities and self-confidence can be used well in planning. Although the interaction between the two has a negative impact on entrepreneurial intention.

The Effect of Interaction Subjective Norm and Improvisation on Entrepreneurial Intention to Students of the Faculty of Economics, Universitas Negeri Malang

The results of this study show that the interaction between subjective norms and improvisation does not affect entrepreneurial intention among students of the Faculty of Economics, Universitas Negeri Malang. Improvisation does not act as a moderator variable but as a predictor variable. The results showed that subjective norms and improvisation had a positive and significant effect on student entrepreneurial intentions. However, after the results of the interaction subjective norm and the improvisation were combined, this interaction did not strengthen or weaken the effect of subjective norms on entrepreneurial intentions.

The intention is based on willingness and ability, whereas entrepreneurship involves decisions related to cognitive, intuitive, and action elements ([Pina E Cunha, 2007](#)). A subjective norm is a form of willingness due to support from family and close friends to form entrepreneurial intentions, while improvisation is identical to the abilities or competencies needed by entrepreneurs, namely creative action and spontaneous work to achieve goals in new heuristic-based ways defined in limited rationality ([Adomako et al., 2018](#); [Magni et al., 2013](#); [Walker et al., 2013](#)). Even though the two are complementary, students with the support of family and friends do not necessarily have sufficient capabilities or competencies and vice versa. So, although subjective norms and the ability to improvise have a positive and significant effect, the interaction relationship does not always have the impact of strengthening or weakening the influence of a relationship.

Conclusion

Based on the results of the analysis in this study, it can be concluded that self-efficacy and improvisation have a positive and significant effect on entrepreneurial intention, while personality and subjective norms do not affect the entrepreneurial intention of students of the Faculty of Economics, Universitas Negeri Malang. The interaction relationship between self-efficacy and improvisation affected negatively on entrepreneurial intentions, while interactions improvisation with personality and subjective norms do not. It was also found out that male's entrepreneurial intention was higher than female's, but prior experience and family exposure to business did not affect the variable entrepreneurial intention. This study implicates on the field of entrepreneurship is particularly increased literature on the relationship between improvisation and entrepreneurial intention, which is relatively limited.

From these findings, Universitas Negeri Malang policymakers are expected to be able to support and provide space for students in the field of entrepreneurship. Students are also expected to actively participate in entrepreneurship courses to optimize their potential. For future researchers, it is advisable to add other variables or modify the research design based on deepened theory and complexity in the field. The limits of this study are that it was carried out at the time of the covid-19

pandemic so that researchers could not come face to face with the source so that it could not fully dig up information outside of a widely distributed questionnaire.

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