

THE INFLUENCE OF MOTIVATION AND ATTITUDE ON ENTREPRENEURIAL ACHIEVEMENT AMONG CIPUTRA MAKASSAR CAMPUS STUDENTS

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ABSTRACT

This study aims to analyze the influence of motivation and attitude on the entrepreneurial achievement of students at Ciputra Makassar Campus. Achievement motivation and risk-taking attitude are psychological factors that contribute to entrepreneurial success. This research employs a quantitative method with a sample of 100 students from various disciplines at Ciputra Makassar Campus. The data analysis technique uses Partial Least Square (PLS) with the aid of SmartPLS 4.0 software. The findings indicate that motivation does not have a direct significant effect on entrepreneurial achievement. However, motivation has a positive and significant effect on attitude, which ultimately impacts entrepreneurial achievement. Attitude is proven to be a key factor contributing to students' entrepreneurial success. Therefore, strengthening programs that enhance students' positive attitudes toward entrepreneurship is necessary to achieve optimal results.

Keywords: *Motivation, Attitude, Entrepreneurial Achievement, Students, Ciputra Makassar Campus*

INTRODUCTION

The ability to achieve success in entrepreneurship is significantly influenced by an individual's motivation, attitude toward challenges, and aspiration to attain specific accomplishments. (Collins et al., 2004). Achievement motivation, defined as the drive to attain success and meet high standards, has long been recognized as a crucial factor across various fields, including entrepreneurship. Individuals with high achievement motivation tend to set clear goals, exhibit strong perseverance, and demonstrate a firm commitment to achieving optimal outcomes in competitive environments. (Eliyana et al., 2020)

An individual's attitude toward risk, self-confidence, and perception of challenges play a pivotal role in determining entrepreneurial success. (Rahmatullah Rahmatullah & Sitti Hajerah Hasyim, 2023). A positive attitude toward risk enables individuals to make strategic decisions in highly uncertain situations. Meanwhile, their perception of time and achievement reflects a continuous drive for progress and innovation, which are essential characteristics in the entrepreneurial domain (Eliyana et al., 2020).

Ciputra Makassar Campus is a private university that places a strong emphasis on fostering entrepreneurial capabilities among its students. Entrepreneurship involves the process of establishing and developing a business from the ground up, with the primary objective of enhancing students' business acumen and competencies. (Wijaya & Putra, 2023). Therefore, students' entrepreneurial achievement plays a critical role in determining the success of a business venture.

There are several approaches to fostering ambition for achieving entrepreneurial success, one of which is by cultivating intrinsic motivation within entrepreneurs themselves. This motivation ultimately influences their daily behaviors and habits, enabling them to

effectively pursue their goals and objectives (Primandaru, 2017). Motivation serves as the initial catalyst for individuals to embark on a particular endeavor. When motivation is effectively combined with balanced behavior, individuals can maintain consistency and remain focused on achieving their targeted objectives (Julindrastuti & Karyadi, 2022).

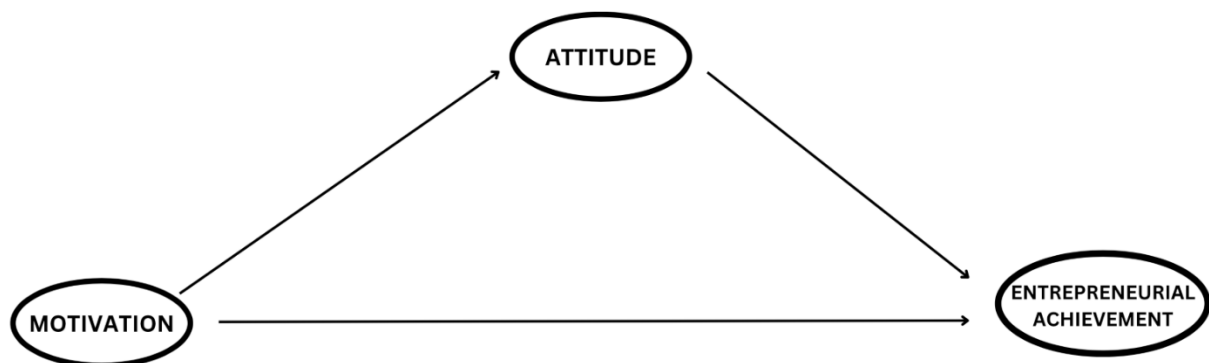
The combination of achievement motivation and a positive attitude toward challenges can significantly influence entrepreneurial success. Individuals with high motivation are more likely to seek opportunities for growth, embrace risks, and actively strive to overcome obstacles in their business ventures (Akhmaliah Siti Nailan, 2024). Therefore, this study aims to explore the relationship between achievement motivation, attitude, and entrepreneurial success to provide a deeper understanding of the psychological factors that influence individual success in the business domain.

Many businesses initiated by students at Ciputra University (UC) Makassar struggle to sustain themselves over time. This challenge is largely attributed to low achievement motivation, as some students lack a strong drive to achieve long-term goals, making their ventures vulnerable to instability. Additionally, their predominantly conservative attitude toward risk limits their ability to navigate challenges and market uncertainties effectively. The lack of a long-term entrepreneurial achievement orientation, coupled with a tendency to prioritize immediate results over strategic planning, further hinders business growth and ultimately increases the likelihood of failure (Damaya Ardian, 2019).

Entrepreneurial achievement refers to an entrepreneur's awareness and commitment to attaining specific business targets and objectives, which ultimately contribute positively to the overall success and sustainability of the venture (Staniewski & Awruk, 2019). Individuals often lack clearly defined entrepreneurial achievement targets when initiating a business venture (Eliyana et al., 2020). This can significantly impact the business. Various factors can drive an individual's aspiration for entrepreneurial achievement, including profit generation, the desire to apply business skills and experience, intrinsic and extrinsic motivation, support from family and peers, as well as access to privileges that facilitate entrepreneurial success (Carragher et al., 2010).

Theoretical Framework

Figure 1



Hypothesis

H1: Motivation has a positive influence on entrepreneurial achievement.

Based on the findings of the study conducted by Eliyana et al. (2020) Motivation has a positive influence on entrepreneurial achievement. A high level of motivation in fostering a creative and innovative mindset cultivates individuals with strong potential, productive behaviors, and resilience in pursuing their desired goals—traits that are fundamental to an entrepreneurial mindset. This aligns with finding study by Ajiwibawani et al., (2017) which states that individual motivation can be driven by emotions and goals related to achievement, where the need for personal success is often closely associated with entrepreneurial behavior.

H2: Motivation has a positive influence on attitude

According to Eliyana et al. (2020) The attitude of individuals engaged in business reflects their concern for the well-being of both internal and external stakeholders, as they are willing to fulfill and cater to the needs of others to ensure that the company's objectives are successfully achieved. The aspiration to attain these goals serves as a driving force for them to think creatively and challenge themselves to become more productive and innovative in offering desirable products. Based on Ferrer et al., (2022) Motivation plays a crucial role in shaping an individual's attitude toward a particular activity. In the field of education, intrinsic motivation—particularly the drive to seek new knowledge—has a significant influence on fostering a positive attitude.

H3: Attitude has a positive influence on entrepreneurial achievement.

Based on the findings of the study conducted by Albet Maydiantoro et al., (2021) The more positive students' behavior in entrepreneurial activities, the higher their achievements and accomplishments in entrepreneurship. This finding is also supported by research conducted by Asmara et al., (2016) which states that behavior has been proven to mediate the influence of the need for achievement on entrepreneurial intentions among management students at Universitas Negeri Malang. In fact, attitude is a crucial characteristic that shapes an individual's mindset and behavior, enabling them to demonstrate their entrepreneurial intentions (Meredith, 2000).

METHOD

This study employs a quantitative research approach. The population consists of UC Makassar students from Generation 1 to 3, encompassing the Management, IMT, and VCD programs, with a total of 650 students in 2024. The sampling technique follows the rule of thumb by Rao Purba (Sujarweni, 2019), requiring a minimum sample size of 86. However, the final sample processed in this study consists of 100 respondents, resulting in a response rate of 118%. Data analysis in this research utilizes the Partial Least Square (PLS) method, supported by SmartPLS 4.0 software.

Sample

The population in this study consists of UC Makassar students from Generation 1 to 3, covering the Management, IMT, and VCD programs, with a total of 650 students in 2024. The sampling technique follows the rule of thumb by Rao Purba (Sujarweni, 2019), which determines a minimum sample size of 86. However, this study successfully processed data from 100 respondents, resulting in a response rate of 118%.

Data Collection

In this study, data were collected by distributing questionnaires to 100 students at Ciputra Makassar Campus, selected using the Rao Purba rule of thumb sampling technique. The questionnaire comprised questions designed to measure motivation, attitude, and entrepreneurial achievement, utilizing a Likert scale to ensure that responses were quantifiable.

To guarantee that the collected data aligned with the research objectives, an operational variable table was employed as a guideline in question development. Once all data were gathered, the analysis was conducted using SmartPLS 4.0 to assess validity, reliability, and the relationships between the examined variables.

Data Analysis Techniques

This study employs the Partial Least Square (PLS) method with the assistance of SmartPLS 4.0 software for data analysis. The validity test is conducted using Average Variance Extracted (AVE) to ensure that the indicators effectively measure the intended variables. Reliability is assessed through Cronbach's Alpha to determine the internal consistency of the research instrument. Additionally, a normality test is performed to verify that the data distribution meets statistical assumptions. Multicollinearity is examined by analyzing the Variance Inflation Factor (VIF) to assess correlations among independent variables, while the heteroscedasticity test is conducted to identify any variability in regression model errors. Further analysis involves multiple linear regression to evaluate the influence of independent variables on the dependent variable. For hypothesis testing, a t-test is employed to assess the partial effects of each variable, while an F-test is utilized to determine the simultaneous impact of all independent variables on the dependent variable.

Operational Variables Motivation

Within the scope of entrepreneurial learning, the analysis of motivation research refers to the individual's underlying drive to initiate entrepreneurship (Eliyana et al., 2020) Motivation in entrepreneurship encompasses the investment of time, energy, and financial resources in business planning, strategic behavior, and the willingness to develop a newly established venture. Thus, motivation can be regarded as a fundamental factor that entrepreneurs utilize to achieve their business objectives. Individuals with high self-confidence derive it from various factors, such as education, experience, and maturity. This confidence represents intrinsic motivation, originating from an individual's internal drive to self-motivate and pursue their entrepreneurial goals (Mustikarini & Pratiwi, 2024).

Attitude

Attitude refers to an individual's habitual way of responding to situations. The term "attitude" is generally used to describe opinions that represent a person's overall tendency toward an object, idea, or institution. Attitudes can be positive, negative, or neutral, and they may also be passive and broadly generalized. However, in the context of entrepreneurship, attitude is defined as the extent to which an individual perceives entrepreneurial behavior and its consequences as valuable, beneficial, and advantageous (Jena, 2020). Entrepreneurial attitude comprises key personal characteristics such as innovation, risk-taking, achievement motivation, self-confidence, and locus of control (Mahfud, Triyono, Sudira, & Mulyani, 2020).

Entrepreneurial attitude is one of the key elements in explaining the entrepreneurial process (Acs & Szerb, 2010).

Entrepreneurial Achievement

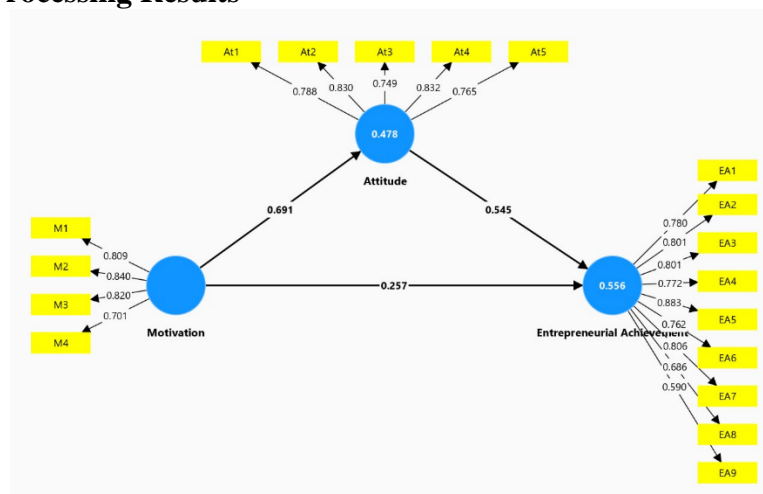
Based on Ajiwibawani, & Subroto, (2017) Individuals who encounter challenges in their developmental stages may become more independent and are likely to consider entrepreneurship as an appealing career choice. This is because entrepreneurship is not merely

a means of survival but also a pathway to achieving self-actualization. Chatterjee, Das, & Srivastava, (2019) Entrepreneurship is defined as a platform that bridges the need for achievement with a country's economic development by facilitating the establishment of new ventures by entrepreneurs. Entrepreneurial success can be measured by evaluating the outcomes achieved after overcoming various business challenges. Key factors influencing entrepreneurial success include the overall process, benchmarks, and essential business components that enable a venture to remain profitable and competitive within the market (Ismail et al., 2016).

Result

Research Findings

Figure 2 Data Processing Results



Validity and Reliability Testing

To determine the validity of the variables and indicators used, validity and reliability analyses were conducted by assessing the outer model using SmartPLS software. The validity analysis employed the Average Variance Extracted (AVE) method to examine discriminant validity, where a variable is considered valid if its AVE value exceeds 0.50 (>0.50). According to Table 1, the AVE value for the Attitude variable is 0.630, indicating that this variable is valid as its value surpasses the 0.50 threshold. Similarly, the AVE value for the Entrepreneurial Achievement variable is 0.590, confirming its validity. Furthermore, the AVE value for the Motivation variable is 0.631, also meeting the validity criteria established in this study (Manajerial et al., n.d.).

Table 1. Results of Average Variance Extracted (AVE) Testing

Variabel	Average variance extracted (AVE)
Attitude	0.630
Entrepreneurial Achievement	0.590
Motivation	0.631

Based on Table 2, it can be concluded that the three variables in this study—motivation, attitude, and entrepreneurial achievement—demonstrate a high level of internal consistency. The Cronbach's alpha values obtained for motivation (0.804), attitude (0.853), and entrepreneurial achievement (0.911) all exceed the threshold of 0.5, indicating that the measurement instruments used in this study exhibit strong reliability. Additionally, the composite reliability (rho_c) values further support these findings, with motivation at 0.872, attitude at 0.895, and entrepreneurial achievement at 0.928. These results confirm that each indicator within the constructs effectively and consistently measures the intended dimensions. (Manajerial et al., n.d.)

Table 2. Results of Cronbach's Alpha and Composite Reliability Testing

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Attitude	0.853	0.856	0.895
Entrepreneurial Achievement	0.911	0.917	0.928
Motivation	0.804	0.817	0.872

Based on Table 3, there is a significant relationship between attitude and entrepreneurial achievement, with a path coefficient value of 0.545 and a p-value of 0.00 (below 0.05). This indicates that attitude has a positive and significant effect on entrepreneurial achievement. Furthermore, the relationship between motivation and attitude is also significant, with a path coefficient value of 0.691 and a p-value of 0.00, suggesting that motivation plays a crucial role in shaping attitudes relevant to entrepreneurial success. However, the direct influence of motivation on entrepreneurial achievement is not significant, as indicated by a path coefficient of 0.257 and a p-value of 0.163 (above 0.05). These findings suggest that the effect of motivation on entrepreneurial achievement is likely indirect, mediated through attitude. Overall, these results highlight the critical role of attitude as a key variable in this model, serving as a bridge between motivation and entrepreneurial achievement (Akhmad Mustofa, 2013).

Table 3. Hypothesis Testing Results

Variable	Original sample (O)	P Values
Attitude > Entrepreneurial Achievement	0.545	0.00
Motivation > Attitude	0.691	0.00
Motivation > Entrepreneurial Achievement	0.257	0.163

Discussion

The following section discusses the hypothesis testing results. The first hypothesis test indicates that motivation does not have a significant effect on entrepreneurial achievement at Ciputra Makassar Campus. Based on these findings, it can be concluded that the first hypothesis is not supported, which distinguishes this study from previous research, namely (Eliyana et al., 2020) which indicated that motivation had a significant effect on entrepreneurial achievement at

Ciputra Makassar Campus. Based on this point, it can be concluded that motivation does not have a positive impact on entrepreneurial achievement.

The second hypothesis test reveals that motivation has a positive and significant impact on attitude at Ciputra Makassar Campus, indicating that the second hypothesis is supported. This finding aligns with previous research, namely (Eliyana et al., 2020). According to the journal, the motivation variable has a positive and significant influence. Therefore, it can be concluded that motivation positively and significantly affects attitude at Ciputra Makassar Campus.

The results of the third hypothesis test also conclude that attitude has a positive and significant influence on entrepreneurial achievement at Ciputra Makassar Campus. This finding indicates that the third hypothesis is supported. Furthermore, this result is consistent with (Eliyana et al., 2020) which states that attitude has a positive and significant influence. Therefore, it can be concluded that attitude positively and significantly affects entrepreneurial achievement at Ciputra Makassar Campus.

CONCLUSION

Based on the discussion presented, several key conclusions can be summarized as follows:

1. **Motivation and Entrepreneurial Achievement:** The hypothesis testing results indicate that motivation does not have a significant impact on entrepreneurial achievement at Ciputra Makassar Campus. This conclusion differs from previous research (Eliyana et al., 2020), which found that motivation had a significant effect. The discrepancy in findings suggests the presence of specific contextual factors at Ciputra Makassar Campus that may influence the relationship between motivation and entrepreneurial achievement.
2. **Motivation and Attitude:** The second hypothesis is supported, with results indicating that motivation has a positive and significant effect on attitude at Ciputra Makassar Campus. These findings align with previous research (Eliyana et al., 2020), which also suggested that motivation contributes to shaping a positive attitude.
3. **Attitude and Entrepreneurial Achievement:** The results of the third hypothesis test conclude that attitude has a positive and significant influence on entrepreneurial achievement. These findings support the hypothesis and are consistent with previous research (Eliyana et al., 2020), which emphasized the crucial role of attitude in fostering entrepreneurial success.

Overall, although motivation does not directly influence entrepreneurial achievement, its role is crucial in shaping attitudes that ultimately support entrepreneurial success. Attitude has been proven to be a key variable that directly impacts entrepreneurial achievement within the context of this study.

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