

# Analyzing Students' Entrepreneurial Intentions: The Influence of Entrepreneurial Motivation and Adversity Quotient

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Abstract—This study discusses how much influence entrepreneurial motivation has on entrepreneurial intention through the adversity quotient. The population of this study were students of the Faculty of Entrepreneurship, Garut University. This type of research is quantitative research with a descriptive approach. The sample used in this study was 165 students, using purposive sampling technique and using the supporting tool Smart PLS version 3.2.9 by distributing questionnaires which were then collected by google form link. The purpose of this study is to examine the effect of entrepreneurial motivation on entrepreneurial intention through the adversity quotient. This research is intended to find out the mediating variables that are able to influence entrepreneurial intention in addition to the research that has been done before. The analysis used in this study is the outer model test, inner model test and hypothesis testing conducted using direct effect, indirect effect and total effect. The results of this study state that entrepreneurial motivation has an influence of 42.6%. The adversity quotient variable has an influence of 45.2% on entrepreneurial intention, and the entrepreneurial motivation variable has an influence of 48.4% on adversity quotient. These three variables show that a variable is able to influence each other with a sufficient or moderate value, aims to examine the effect of entrepreneurial motivation on entrepreneurial intention through adversity quotient.

Keywords: Adversity Quotient, Entrepreneurial Intention, Entrepreneurial Motivation.

#### I. INTRODUCTION

Unemployment and poverty are problems that are still the center of attention in various countries in the world, especially developing countries like Indonesia. This occurs because of an imbalance between the workforce and the number of jobs provided. In addition, the large number of workers directed to the formal sector makes people interested in applying for jobs and not trying to create their own jobs in the self-employed sector. Of course, this can cause an increasing level of open unemployment in Indonesia, which is the percentage between the number of unemployed and the number of workers [1].

Table 1. Open unemployment rate based on education level

Level of education	Percentage of Open Unemployment Rate Based on Education Level			
	2019	2020	2021	
No/Never attended school/				
Not graduated & graduated from elementary school	2.39	3.61	3.61	
Junior High School	4.72	6.46	6.45	
General High School	7.87	9.86	9.09	
Vocational High School	10.36	13.55	11.13	

Level of education	Percentage of Open Unemployment Rate Based on Education Level			
	2019	2020	2021	
Diploma	5.95	8.08	5.87	
University	5.64	7.35	5.98	

Source: [2]

Based on table 1, it can be seen that the most dominant open unemployment rate based on education level is in vocational high schools. This percentage increased in 2020 by 13.55%, followed by the general high school level by 9.86% in 2020. The lowest TPT percentage based on education is in the group of those who have not graduated & graduated from elementary school by 3.61% in 2021 and junior high school level by 6.45% in 2021. In addition, most of the open unemployment rate comes from the tertiary level, namely 5.87% from diploma graduates and 5.98% from bachelor's graduates.

The cause of the problem is partly that most college graduates prefer to look for work, compared to opening new jobs. This is certainly still a phenomenon in society, because of the view of students who are considered as one of the elite groups in society, who are expected to be able to develop an entrepreneurial spirit among the community, which in



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reality not all graduates can be absorbed in the world of work. The tight competition for work makes students more open to understanding how important the prospects of entrepreneurship are in the world of work [3].

The concept of entrepreneurship has received increasing attention in various countries globally, especially in developing countries that experience several problems that hinder economic growth. Entrepreneurship is very important in overcoming economic problems, such as unemployment, creating new wealth, creating jobs, stabilizing society, increasing industrial competition and economic development [4] . Entrepreneurship also gives individuals the freedom to pursue their dreams and desires in creating new companies. Therefore, entrepreneurship has received much attention from governments and decision makers to understand and encourage, as well as direct the new workforce such as students who are encouraged to build and develop businesses in the self-employed sector.

Entrepreneurial motivation as a major determining factor in entrepreneurial success. In entrepreneurial motivation addition, significant role in entrepreneurial intentions, because motivation has a great value that can make someone act [5]. Entrepreneurial motivation as a force that drives someone to carry out entrepreneurial actions perseverance, tenacity, creativity, innovation, and is resilient when facing difficult challenges to achieve entrepreneurial success [5].

The main focus of entrepreneurship is to have an entrepreneurial intention before starting the actual business because it determines the starting point of creating a new business. Personal commitment that has an important impact in forming a new business comes from entrepreneurial intention. Intention is part of an individual that is motivated by a person's motivation to act. Intention is also a person's motivation that consciously decides to exert effort to carry out a behavior [6].

To become an entrepreneur, strong internal capabilities are needed where an individual must be able to survive amidst today's tight business competition. This is done with the aim that an individual is able and ready to overcome all risks that occur in business activities [8]. This readiness will not make a person's perception or mentality down, but will actually make a person think intelligently in the right way to solve a problem where an individual will not easily experience frustration and depression if

there are unpredictable things in the future, because of the high level of adversity quotient that is owned [7].

Thus, this study shows that adversity quotient has an effect on entrepreneurial intention, and adversity quotient is able to mediate the effect between entrepreneurial attitude and entrepreneurial intention. An entrepreneur requires strong internal capabilities where an individual must be able to survive in the midst of today's tight business competition. This is done with the aim that an individual is able and ready to overcome all risks that occur in business activities.

## II. LITERATURE REVIEW Entrepreneurial Intention

Entrepreneurial intention is defined as an individual's intention, awareness, and determination to start a new venture or business. Entrepreneurial intention is predicted by perceived feasibility, perceived desirability and propensity to act. Therefore entrepreneurial intention can increase the propensity for new business creation and result in entrepreneurial success [8]. In addition, the intention to start one's own business is stimulated over a period of time. This is informed by the realization of one's strength in achieving the goal of starting a business, which shows that intention is based on subjective feelings as a result of interest developed in a particular activity over a period of time. This means that intention influences one's actions or goals over time [9]. This is also in accordance with the definition that entrepreneurial intention is a psychological state that directs entrepreneurs to devote a lot of effort, time and action to achieve a particular goal [10].

Entrepreneurial intention explains how strong a person's intention is to display a behavior, indicated by subjective assessment. Entrepreneurial intention is measured by asking someone to place themselves in a subjective continuum of dimensions covering the relationship between the individual and behavior [11]. An action that begins with intention will have better readiness and progress in running a business, compared to someone who has no intention of starting a business, because basically intention is a mediator of the influence of various motivational factors that have an impact on behavior.

The indicators of entrepreneurial motivation are profit, freedom, personal dreams, independence [12]. Profit is related to determining how much profit is desired, the profit received, and some that will be paid to other parties or employees. Entrepreneurial motivation implemented in various universities and





other parties has been empirically proven to be able to shape students' entrepreneurial mentality. Entrepreneurial motivation has been proven to have a significant positive effect on entrepreneurial intentions [13] .

This proves that entrepreneurship can motivate someone to gain profit, freedom, personal dreams, and independence. The motivation is in the form of benefits that will not be obtained if working in an industry or working with other people, because with entrepreneurship someone can determine their own profit.

#### **Adversity Quotient**

Adversity quotient is a form of resilience intelligence that underlies a person's success in facing a challenge when there is difficulty or failure. This is due to a lack of resilience, self-control, self-awareness and reach in an individual in facing a problem that is considered quite difficult in his life and usually ends in failure, so that he becomes an individual who is not creative and less productive [14]. In addition, as a result, an individual cannot take the initiative and has great difficulty when facing challenges which ultimately have an impact on the performance, autonomy, and achievements of its owner [15].

Adversity quotient is one of the factors that influences a person's success because it is positively correlated with a person's performance [16]. Adversity quotient is also defined into three things, namely, first, adversity quotient is a new framework for understanding and improving all aspects of success. Second, the adversity quotient is a measure to determine an individual's response to adversity. Third, the adversity quotient is a series of tools that have a scientific basis for improving an individual's response to adversity [17].

The formation of adversity quotient in students is done through entrepreneurship learning on business opportunity and risk material that teaches students to face business challenges by daring to take business risks. Fear of business failure is the main reason why someone does not want to become an entrepreneur, so they are not ready to face obstacles in the next process and prefer to work in the formal sector as white collar workers, employees in ties are still considered more prestigious [18].

Thus, the diversity quotient is a form of part of a person's ability to overcome various life problems and a person's ability to survive. In an effort to determine a person's resilience, one can see to what extent the person is able to overcome life's problems, no matter how difficult, without giving up. This states that if someone has a high adversity quotient, they will be able to face the obstacles or barriers that confront them. Therefore, adversity quotient is very important for entrepreneurs to have as an effort to grow entrepreneurial intentions.

#### III. RESEARCH METHODS

Research design is a structured procedure that includes steps from broader assumptions to detailed methods used as a guide in the research process [19]. The type of research used by researchers is using quantitative methods. Quantitative methods are a process of finding knowledge that uses data in the form of numbers as a tool for finding information about what we want to know. Quantitative research is a study that is positioned as value free.

The population in this study were entrepreneurship students of Garut University with a population of 282 people consisting of four classes of the Faculty of Entrepreneurship. The sampling technique used in this study is purposive sampling, namely a sample determination technique using considerations or characteristics certain determining the sample. This study uses questionnaire as an instrument to obtain primary data. A questionnaire is a series of written questions answered by respondents [19].

The research instrument used in this study was a questionnaire or questionnaire made by the researcher himself. A questionnaire is a list, questions presented to respondents to dig up data according to the research subject, using surveys in research is very important to collect data in the field. The data analysis technique used in this study is path analysis. Path analysis is a technique for analyzing causal relationships that occur in multiple regression if the independent variable influences the dependent variable not only directly but also indirectly, one of which uses a moderating variable. Path analysis allows us to test direct relationships between variables in the model.

#### IV. RESULT AND DISCUSSION

The results of the analysis of findings that have been carried out in the research show that the construct validity test consists of two parts, namely convergent validity and discriminant validity. Testing on the outer model provides



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value in the reliability and validity analysis, namely to measure how far the indicator can explain the latent variable.

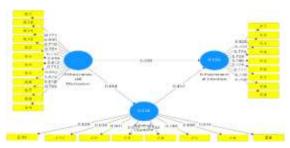


Figure 1. Results of Algorithm Analysis Source: PLS (2025)

Based on the analysis of the outer model, it is further analyzed through a validity test which can be concluded that the loading factor value for all indicators in the adversity quotient variable is declared valid, where in its provisions the loading factor value is > 0.70. This means that all indicators are valid with the highest loading factor values in Z.3 and Z.4, namely 0.914 and 0.907.

The next analysis of the value to be evaluated through the average variance extracted (AVE). AVE explains the internal intercorrelation between indicators in the construct in each latent variable. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, namely if the construct value is > 0.50, then the variable is stated to have a good discriminant validity value. The AVE value of each indicator in the research variable is as follows:

Table 1. Average Varince Extracted (AVE) Value

	Average Varience Extracted (AVE)	Information
Entrepreneurial motivation	0.617	Valid
Entrepreneurial intention	0.571	Valid
Adversity quotient	0.707	Valid

Source: Primary processed data (2025)

Based on table 4.5, it can be concluded that the AVE value of the entrepreneurial motivation variable is > 0.5 with a value of 0.617. While for the AVE of the entrepreneurial intention variable is > 0.5 with a value of 0.571. Furthermore, the last is the AVE value of the adversity quotient > 0.5 with a value of 0.707. This shows that each variable has good discriminant validity. Furthermore, the reliability test analysis aims to ensure that the

questionnaire or list of questions can explain the research conducted. To measure the reliability of a variable with reflective indicators can be done in two ways, namely with Cronbach's alpha and composite reliability

Table 2. Reliability Test

	Original	Sample	Standard	T	P
	Sample	Mean	Deviation	Statistics	Values
Entrepreneurial motivation → Entrepreneurial intention	0.208	0.208	0.123	1,684	0.093

Source: Primary processed data (2025)

Based on the table above, it can be concluded that the Cronbach's alpha value of the entrepreneurial motivation variable is 0.943. The entrepreneurial intention variable is 0.907 and the adversity quotient variable is 0.940. In addition, the Composite reliability value of the entrepreneurial motivation variable is 0.951, the entrepreneurial intention variable is 0.923 and the adversity quotient variable is 0.951. Both of these things indicate that the three variables are declared valid, because the Cronbach alpha value is > 0.60 and the composite reliability value is > 0.70. This means that the indicators of the three variables, namely entrepreneurial motivation, entrepreneurial intention and adversity quotient, show a very high category based on the reliability interpretation table.

Analysis can be used to explain the influence of endogenous latent variables (Variable Y) whether they have a substantive influence or to measure the level of variation in changes in independent variables on dependent variables. The value of R Square is as follows:

Table 3. R Square Value

	R Square	R Square	
	Кэцииге	Adjusted	
Entrepreneurial intention	0.338	0.330	
Adversity quotient	0.234	0.230	

Source: Primary processed data (2025)

Based on the table above, it is identified that the R-square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak, respectively. Furthermore, the hypothesis data is analyzed as follows:



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Table 4. Hypothesis Test 1

	Cronbach's Alpha	rho_A	Composite Reliability
Entrepreneurial motivation	0.943	0.947	0.951
Entrepreneurial intention	0.907	0.919	0.923
Adversity quotient	0.940	0.946	0.951

Source: Primary processed data (2025)

Based on the results of the analysis of the table above, it can be seen that the magnitude of the parameter coefficient for entrepreneurial motivation on entrepreneurial intention is 0.208. The higher the value of X, the higher the value of Y. An increase in entrepreneurial motivation units will increase entrepreneurial intention by 20.8 % . Based on calculations using bootstrap, where the results of the entrepreneurial motivation estimation coefficient test on entrepreneurial intention are 0.208 and the standard deviation is 0.123, and t statistics are 1.684>1.96 and the p value is 0.093 <0.05, which means that Ho is accepted and Ha is rejected. This means that entrepreneurial motivation does not have a direct effect on entrepreneurial intention significantly.

Table 5. Hypothesis Test 2

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values		
Adversity quotient→ Entreprene urial intention	0.452	0.458	0.111	4.089	0.000		

Source: Primary processed data (2025)

Based on the table above, it can be seen that the magnitude of the parameter coefficient for the adversity quotient variable on entrepreneurial intention is 0.452, which means that there is a direct positive influence or it can be interpreted that the higher the Z value, the Y value will also increase. An increase in adversity quotient units will increase entrepreneurial intention by 45.2 %. Based on calculations using bootstrap or resampling, where the results of the adversity quotient estimation coefficient test on entrepreneurial intention are 0.458 with a standard deviation value of 0.111 and a t statistic value of 4.089> 1.96 and a p value of 0.000 < 0.05 so that Ho is rejected and Ha is accepted, which means that the adversity quotient has a direct influence on entrepreneurial intention significantly.

Table 6. Hypothesis Test 3

	Origin al Sample	Sampl e Mean	Standar d Deviatio n	T Statistic s	P Value s
Entrepreneuri al motivation → Adversity quotient	0.484	0.490	0.105	4.613	0.000

Source: Primary processed data (2025)

Based on 6, it can be seen that the magnitude of the parameter coefficient for the entrepreneurial motivation variable on the adversity quotient is 0.484, which means that there is a direct positive influence or it can be interpreted that the higher the value of X, the value of Z will also increase.

This is very contrary to the research conducted by [5] which states that the influence of entrepreneurial motivation on entrepreneurial intention has a significant positive effect. Intention is a part of an individual that is motivated by a person's motivation to act, the stronger the motivation a person has, the stronger the entrepreneurial intention that person has. However, in reality, there are still many people who lack or do not have the motivation to do a business or entrepreneurial intention. People tend to have a stronger motivation in looking for work in the formal sector as white collar workers or Employees wearing ties are still considered more prestigious or prestigious [18].

This is in accordance with research conducted by [20] which states that self-motivation and adversity quotient influence students' interest in taking the Chartered Accountant certification exam. The role of motivation in entrepreneurship can be likened to fuel for driving an engine. Adequate entrepreneurial motivation will encourage active behavior in entrepreneurship [23]. On average, people succeed because they have strong motivation, but motivation is not always driven by self-confidence, but rather the ability to recognize opportunities within themselves, namely by having an adversity quotient which is also able to predict individuals who have potential, will exceed expectations or fail, and who will give up or persist.

### V. CONCLUSION AND SUGGESTIONS

Based on the results of the research that has been conducted on the influence of entrepreneurial motivation on entrepreneurial intention through adversity quotient on students of the Faculty of



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Entrepreneurship, Garut University, it can be concluded that this study has a positive effect, where the entrepreneurial motivation variable has an effect on the adversity quotient of 46.13% which shows that the influence given is strong enough so that it is statistically significant. Then there is the adversity quotient variable which has an effect of 40.89 % on the entrepreneurial intention variable, which means that the influence given is strong enough so that it is statistically significant. And the next is the entrepreneurial motivation variable which has an effect of 16.84% on the entrepreneurial intention variable, which shows that the influence given is weak or small so that in the path coefficient test this variable does not have a significant effect on entrepreneurial intention. These three variables have a positive effect, but for the adversity quotient which is a mediator between entrepreneurial motivation and entrepreneurial intention, it is relatively low at only 21.9 % compared to other mediating variables that are considered capable of influencing entrepreneurial intention.

The researcher recommends that further researchers add new variables that are considered capable of influencing entrepreneurial intention, entrepreneurial motivation, and adversity quotient in order to obtain more varied results. And to further increase the population and research samples that are not only conducted in one university, but can also be wider by expanding the distribution of research questionnaires throughout Indonesia.

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