

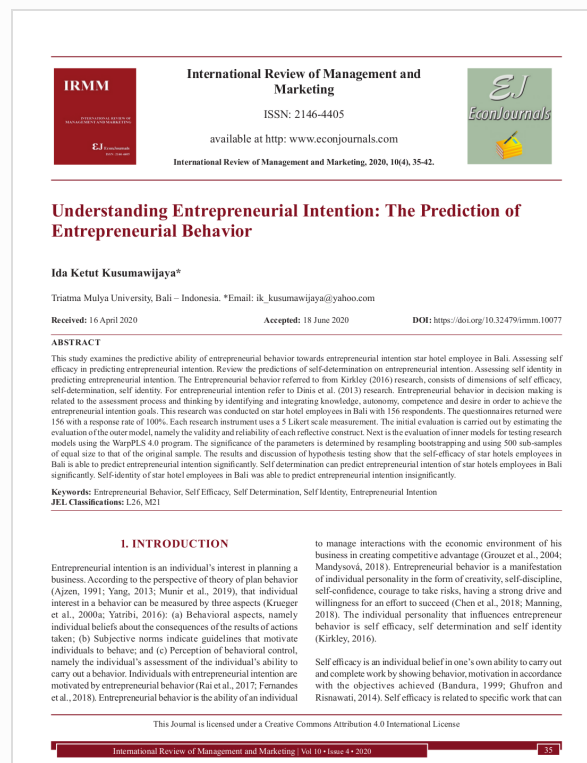


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Word count: 6,459  
Character count: 39,191  
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Submission ID: 1354367720



# Understanding Entrepreneurial Intention: The Prediction of Entrepreneurial Behavior

*by* Ida Ketut Kusumawijaya

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**File name:** 4\_Ida\_Ketut\_Kusumawijaya\_IRMM.pdf (468.9K)

**Word count:** 6459

**Character count:** 39191



# Understanding Entrepreneurial Intention: The Prediction of Entrepreneurial Behavior

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Received: 16 April 2020

Accepted: 18 June 2020

DOI: <https://doi.org/10.32479/irmm.10077>

## ABSTRACT

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This study examines the predictive ability of entrepreneurial behavior towards entrepreneurial intention star hotel employee in Bali. Assessing self efficacy in predicting entrepreneurial intention. Review the predictions of self-determination on entrepreneurial intention. Assessing self identity in predicting entrepreneurial intention. The Entrepreneurial behavior referred to from Kirkley (2016) research, consists of dimensions of self efficacy, self-determination, self identity. For entrepreneurial intention refer to Dinis et al. (2013) research. Entrepreneurial behavior in decision making is related to the assessment process and thinking by identifying and integrating knowledge, autonomy, competence and desire in order to achieve the entrepreneurial intention goals. This research was conducted on star hotel employees in Bali with 156 respondents. The questionnaires returned were 156 with a response rate of 100%. Each research instrument uses a 5 Likert scale measurement. The initial evaluation is carried out by estimating the evaluation of the outer model, namely the validity and reliability of each reflective construct. Next is the evaluation of inner models for testing research models using the WarpPLS 4.0 program. The significance of the parameters is determined by resampling bootstrapping and using 500 sub-samples of equal size to that of the original sample. The results and discussion of hypothesis testing show that the self-efficacy of star hotels employees in Bali is able to predict entrepreneurial intention significantly. Self determination can predict entrepreneurial intention of star hotels employees in Bali significantly. Self-identity of star hotel employees in Bali was able to predict entrepreneurial intention insignificantly.

**Keywords:** Entrepreneurial Behavior, Self Efficacy, Self Determination, Self Identity, Entrepreneurial Intention

**JEL Classifications:** L26, M21

## 1. INTRODUCTION

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Entrepreneurial intention is an individual's interest in planning a business. According to the perspective of theory of plan behavior (Ajzen, 1991; Yang, 2013; Munir et al., 2019), that individual interest in a behavior can be measured by three aspects (Krueger et al., 2000a; Yatribi, 2016): (a) Behavioral aspects, namely individual beliefs about the consequences of the results of actions taken; (b) Subjective norms indicate guidelines that motivate individuals to behave; and (c) Perception of behavioral control, namely the individual's assessment of the individual's ability to carry out a behavior. Individuals with entrepreneurial intention are motivated by entrepreneurial behavior (Rai et al., 2017; Fernandes et al., 2018). Entrepreneurial behavior is the ability of an individual

to manage interactions with the economic environment of his business in creating competitive advantage (Grouzet et al., 2004; Mandysová, 2018). Entrepreneurial behavior is a manifestation of individual personality in the form of creativity, self-discipline, self-confidence, courage to take risks, having a strong drive and willingness for an effort to succeed (Chen et al., 2018; Manning, 2018). The individual personality that influences entrepreneur behavior is self efficacy, self determination and self identity (Kirkley, 2016).

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Self efficacy is an individual belief in one's own ability to carry out and complete work by showing behavior, motivation in accordance with the objectives achieved (Bandura, 1999; Ghufon and Risnawati, 2014). Self efficacy is related to specific work that can

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distinguish behavior between individuals with regard to individual beliefs that will be carried out with the abilities possessed (Brooke et al., 2017). Self efficacy is important for entrepreneurs in facing challenges and business competition, because with self-efficacy entrepreneurs have the characteristics and characteristics and beliefs of strong individual abilities. The aspects of self efficacy consist of cognitive, motivational, affective and selection that shape entrepreneurial intention (Jakopeć et al., 2013; Shahab et al., 2018). Cognition is the ability to think of entrepreneurs to design behaviors that will be carried out in achieving business goals (Park, 2017). Motivation is the ability of entrepreneurs to motivate themselves in the form of actions to achieve business success (Gupta et al., 2017). Afeksi is the entrepreneur's ability to manage emotional feelings in oneself in the face of business competition (Drnovsek et al., 2010). Selection is the ability of entrepreneurs to act as change agents (Kusumawijaya, 2011) to behave according to changes in the business environment they face in creating competitive advantages (Astuti and Kusumawijaya, 2012; Bellò et al., 2017).

The personality of an entrepreneur who influences entrepreneurial behavior next is self-determination is the mental attitude of entrepreneurs with a strong commitment to business behavior to achieve goals (Iremadze, 2016). The mental attitude of an entrepreneur is the ability to identify and assess self-knowledge, creativity to produce satisfactory performance capable of creating entrepreneurial intention (Fernandes et al., 2018; Rahi and Ghani, 2019). This is also related to the implementation of the knowledge management of an entrepreneur in improving the learning process and managed the business performance (Astuti and Kusumawijaya, 2013). An entrepreneur with high self-determination has confidence and freedom when completing tasks and responsibilities in their own way. Self determination functions in the self-regulation process of entrepreneurs producing behaviors and competencies that are good for themselves and the social environment (Thal and Hudson, 2019). Self determination is built by intrinsic and extrinsic motivation that encourages entrepreneurs in decision making and business activities (Dubnjakovic, 2017; Gilbert and Kelloway, 2018). Factors that shape self-determination are (Ryan and Deci, 2000; Ahn and Back, 2019): (a) Autonomy is the freedom of the entrepreneur to do business according to his choice. (b) Relatedness is the relationship of entrepreneurs to interact with individuals and their environment with a sense of interdependence with one another. (c) Competence, namely the ability of entrepreneurs to show competencies that have a contribution to the environment.

Entrepreneurial behavior according to Kirkley (2016) is also shaped by individual personalities namely self identity (Luca, 2017). Self identity is an individual psychological situation that makes entrepreneurs have confidence in their competence, own and manage business goals. Self identity as a unique self-concept of an entrepreneur related to high commitment to business activities both in the past and future performance continuity (Donnellon et al., 2014). Self identity shows the identity of personal entrepreneurs who continue to develop in understanding the strengths and weaknesses through self-evaluation as a human resource to achieve superior performance (Kusumawijaya and

Astuti, 2012). According to Erickson (1995), self identity is able to foster an individual's personality in increasing interaction with the potential development and new challenges of the socio-economic environment (Akerlof and Kranton, 2005). The interaction of entrepreneurs and their business environment will create a psychosocial condition, namely a situation where there is compatibility and integration between entrepreneurs and the business environment. Self identity will be formed along with the increasing contribution of trust, self autonomy, initiative and entrepreneurship ability (Falck et al., 2012).

For star hotel employees in Bali, entrepreneurial intention is an initial commitment in the process of establishing a business (Lacap, 2017; Nasip et al., 2017; Woo, 2018) based on perceived behavioral control abilities as a measure of confidence in individual abilities (Vuorio et al., 2017; Kusumawijaya, 2018). Confidence in individual skills will create behavioral motivation for entrepreneurship for star hotel employees in Bali. The decision to establish a business for star hotel employees in Bali was strived by working hard to transform resources and potential information and create opportunities into business realities (Kusumawijaya, 2019a). In connection with this discussion, this study seeks to examine the predictive ability of entrepreneurial behavior towards entrepreneurial intentions of star hotel employees in Bali. Examining self-efficacy in predicting entrepreneurial intention of star hotel employees in Bali. Examining the self determination prediction of entrepreneurial intention of star hotel employees in Bali and reviewing self identity in predicting entrepreneurial intention of star hotel employees in Bali.

## 2. CONCEPTUAL REVIEW AND HYPOTHESES

### 2.1. Conceptual Review of Self Efficacy and Entrepreneurial Intention

Self efficacy is an entrepreneur's belief in ability, motivation utilizing business opportunities with behavioral designs to achieve success (Bandura, 1999; Kerr et al., 2017; Kusumawijaya, 2019b). In an entrepreneur, self-efficacy is the basis for thinking, feeling and encouragement (Brazeal et al., 2008; Schjoedt and Craig, 2017) to demonstrate competency (McClelland, 1973; Park, 2017). The more competent an entrepreneur, the stronger the effort to create business opportunities (Krueger et al., 2000a; Dimitratos et al., 2014) and increasing self-confidence in facing the challenges of business competition (Prabhu et al., 2012; Robles and Zaraga-Rodriguez, 2015). Self-confidence in the competencies of entrepreneurs is manifested in entrepreneurial behavior (Kirkley, 2016; Jones and Pratap, 2017). Entrepreneurs actualize entrepreneur behavior by identifying their strengths and weaknesses and assessing the opportunities and challenges of the business environment (Chen and He, 2011; Bellò et al., 2017). Entrepreneur behavior that is realized in creating a business interest reinforces entrepreneurial intention by planning and developing self potential and business management (Dinis et al., 2013; Vuorio et al., 2017). Based on the above statement, hipotesis in this research are:

H<sub>1</sub>. Self efficacy has an effect on entrepreneurial intention.



## 2.2. Conceptual Review of Self Determination and Entrepreneurial Intention

Self determination is the ability of entrepreneurs to identify and assess themselves with the knowledge they have to achieve goals (Ryan & Deci, 2000). Self-determination is one of the key success factors in the behavior of an entrepreneur with a drive for competency, autonomy and correlational needs (Vallerand et al., 2008; Ahn and Back, 2019). The focus of competency needs is on the effectiveness of the desire to behave in the face of challenges that make entrepreneurs more openly adapt to the speed that occurs in changes in the business environment (Grouzet et al., 2004). The drive for entrepreneurial autonomy needs refers to the ability to independently manage individual behavior (Kuvaas, 2009). Management of individual behavior is created from perceptions of internal quality in business decision making. Correlation needs (relatedness) is the internalization of behavior and values of entrepreneurs with the business environment (Roche and Haar, 2013). Relatedness needs make entrepreneurs as part of a community formed on the basis of common norms, values and belongingness. The emergence of entrepreneurial needs is motivated both intrinsically and extrinsically. Intrinsic motivation and extrinsic entrepreneurs are used to manage business decision-making processes (Gilbert and Kelloway, 2018). Evaluation of business decision-making processes becomes a force in developing entrepreneurial personality. The strength of the entrepreneur's personality greatly determines entrepreneurial behavior, namely entrepreneurial business behavior to achieve high performance and business performance (Kuvaas, 2006). Entrepreneurial behavior is an inspiration for individuals who have an interest in designing and managing businesses (entrepreneurial intention) (Dinis et al., 2013; Kirkley, 2016). Based on the statement above, the hypothesis in this study are:

H<sub>2</sub>: Self determination influences entrepreneurial intention.

## 2.3. Conceptual Review of Self Identity and Entrepreneurial Intention

The identity of the existence of an entrepreneur with the uniqueness of the style of individuality is known as self identity (Erickson, 1995). Entrepreneur commitment to identity is not easily influenced and always strives to maintain business strategy decisions independently. Self identity is formed from the awareness and self-confidence of entrepreneurs about their characteristics and roles in physical, psychological and social life changes. The process of forming entrepreneur self-identity cannot be separated from the stimulus of the social environment as a dynamic driver of entrepreneurial personality, which combines competence, confidence, commitment and identification in the past and future (Donnellon et al., 2014). Self identity is the achievement of psychological and psychosocial status as a fundamental identity so that it can actually be an aspect that characterizes an entrepreneur, different from other individuals (Erickson, 1995). Self identity is the recognition of an entrepreneur as an individual, including the nature and characteristics of a committed and consistent personal self that develops about the existence of self and its function to obtain an appropriate identity (identity achievement). Identity achievement is a form of self identity status as a stable and unique

feeling for individuals who are used as guidelines for entrepreneurs in entrepreneurial behavior. Self identity is a form of self-image of entrepreneurs about how to assess themselves and make them happen in behavior (Akerlof and Kranton, 2005; Kirkley, 2016). Entrepreneurial behavior as a form of social awareness and the concept of cognitive mastery and continuity of entrepreneurial personality towards a business environment that triggers the creation of entrepreneurial intentions (Falck et al., 2012; Dinis et al., 2013). Based on the statement above, the hypothesis in this study is:

H<sub>3</sub>: Self-identity influences entrepreneurial intention.

Based on the study of concepts and hypotheses above, the following Figure 1 presented the framework of research that will be implemented:

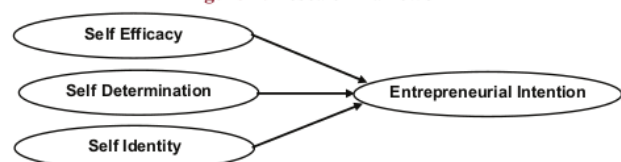
## 3. RESEARCH DESIGN

This research was conducted on star hotel employees in Bali with 156 respondents. The questionnaires returned were 151 with a response rate of 96.79%. Data collection techniques used a questionnaire with research instruments based on entrepreneurial intention (Dinis et al., 2013) with exogenous variables, namely: Self efficacy, self determination and self identity (Kirkley, 2016). Each research instrument uses a 5 Likert scale measurement.

The initial evaluation is done by examining the outer model or measurement model, which is the validity and construct reliability of entrepreneurial behavior and entrepreneurial intention variables that are measured reflectively. Measurement of instrument model evaluation by looking at the criteria of convergent validity, discriminant validity, construct reliability that shows composite reliability and cronbach alpha above 0.70. Evaluation of the outer model to examine construct validity is each indicator has a significant value ( $P < 0.05$ ) and there is no multicollinearity ( $VIF < 2.5$ ).

Overall, if the results of the measurement model (outer model) of the reflective construct meet the requirements then it can be continued with an evaluation of the structural model (inner model) for testing the research model. To estimate the structural model that measures entrepreneurial opportunity variables as predictors of entrepreneurial intention using the WarpPLS 4.0 program (Hair et al., 2017; Kock, 2018) Kock, 2018). The parameter significance is determined by resampling bootstrapping and using 500 sub-samples of equal size to that of the original sample (Miranda et al., 2017).

Figure 1: Research framework



## 4. RESULTS

### 4.1. Evaluation Results of the Goodness of Fit Research Model

The result of research data analysis stated that evaluation of goodness of fit research model seen from model fit indices and p values by showing result of three fit indicator that is average path coefficient (APC) and average R-square (ARS) used to measure average path value coefficient and R-square coefficient. The average variance inflation factor (AVIF) and Average Full collinearity VIF (AFVIP) were used to test the collinearity problem in the research model. The p value is given for APC and ARS indicator calculated by estimation of resampling and Bonferroni like correction. The fit model interpretation is that the p value for APC and ARS should be <0.05 or significant. In addition the size of AVIF and AFVIP as indicators of multicollinearity should be smaller than 5. The measurement results of goodness of fit research model shown in the Table 1.

From the table above, show that the evaluation of goodness of fit model of this research shows APC value of 0.338 with  $P < 0.001$  and ARS of 0.921 with  $P < 0.001$ . This means that the research model meets the criteria of goodness of fit and significant. While the AVIF value of 2.478 is smaller than 5, it shows that neither vertical nor lateral multicollinearity occurs in the research model. This means that the predictors in the research model do not occur to be mutually correlated and there is no collinearity problem between the predictors and the criterion in the research model.

### 4.2. Estimated Evaluation Results Measurement Model (Measurement Model)

The evaluation of the measurement model examines the validity and reliability of indicators that measure constructs or latent

variables. In this study the 4 latent variables are: self efficacy, self determination, self identity and entrepreneurial intention. From result of data analysis using WarpPLS 4.0 summarized result of evaluation of validity and reliability of research model instrument (outer model) in the Table 2.

Estimated evaluation of measurement instruments of validity, consisting of: convergent validity, that each construct instrument has a cross loadings value >0.6 and an Average variance extracted (AVE) value >0.5 and has met the criteria of convergent validity. For predictive validity, measured from the q-square value of the endogenous variables of the research model are: Entrepreneurial Attitude, Personal Control, Entrepreneurial Intention each valued: 0.959 is >0 (zero), thus meeting the predictive validity criteria. Discriminant validity criteria can be met if the latent variable ( $\sqrt{\text{AVE}}$ ) value is greater than the latent variable correlation coefficient. In this research model has fulfilled discriminant validity because each construct has a value of  $\sqrt{\text{AVE}}$  greater than latent variable correlation coefficient, so evaluation of measurement instrument is said to be valid. As for the criterion of reliability of measurement instrument of research indicated from value of composite reliability and value of alpha cronbach's each measuring instrument in this research model has value >0.7, so instrument measurement research is said to be reliable.

Based on the evaluation of measurement instruments (outer model) that is the validity consisting of convergent, predictive, discriminant validity and reliability of measurement instruments such as composite reliability and Reliability alpha cronbach's for the indicator block, it can be said that the indicators as a measure of the latent variables are valid and reliable gauges, so that the process of data analysis can be continued on the evaluation of structural model or inner model.

Table 1: Evaluation results of goodness of fit research model

S. No	Evaluation	Value	P value	Criterion	Description
1	APC	0.338	<0.001	Significant if < 0.05	Significant
2	ARS	0.921	<0.001	Significant if < 0.05	Significant
3	AVIF	2.478		There is no multicollinearity if the value is <5	Meet the criteria

Source: Primary data processed, 2020

Table 2: Estimation results of research measurement instrument evaluation

S.No	Evaluation	Construct	Value	Criterion	Description
1	Convergent validity	Self efficacy	0.644	AVE values > 0,50	Valid
		Self determination	0.677		Valid
		Self identity	0.776		Valid
		Entrepreneurial intention	0.621		Valid
2	Predictive validity	Entrepreneurial intention	0.921	q-square value > 0	Valid
3	Discriminant validity	Self efficacy	0.802	Latent variable ( $\sqrt{\text{AVE}}$ ) value greater than latent variable correlation coefficient	Valid
		Self determination	0.823		Valid
		Self identity	0.881		Valid
		Entrepreneurial intention	0.788		Valid
4	Composite reliability	Self efficacy	0.877	Composite reliability value > 0,70	Reliable
		Self determination	0.893		Reliable
		Self identity	0.874		Reliable
		Entrepreneurial intention	0.908		Reliable
5	Alpha cronbach's	Self efficacy	0.810	Alpha cronbach's value > 0,70	Reliable
		Self determination	0.839		Reliable
		Self identity	0.711		Reliable
		Entrepreneurial intention	0.878		Reliable

Source: Primary data processed, 2020



**Table 3: Evaluation of path coefficient and p-value structural model**

S. No	Path	Path Coef.	P-value	Decision	Description	Standard error*	Effect size**
1	Self efficacy --> entrepreneurial intention	0.492	<0.001	H1 accepted	Significant	0.058	0.451
2	Self determination --> entrepreneurial intention	0.508	<0.001	H2 accepted	Significant	0.057	0.467
3	Self identity --> entrepreneurial intention	0.014	0.282	H3 accepted	Not Significant	0.025	0.003

Source: Primary data processed, 2020. \* is the standard error value, if: Small indicates a significant model and there is no problem collinearity. \*\* is the effect size value indicating the size of the contribution and the significance of the exogenous variable to explain variation of endogenous variables, if: >0.02; >0.15; and >0.35 indicates a small category; medium; and great

### 4.3. Results of Estimated Structural Model Evaluation (Structural Model)

The result of structural model analysis of understanding entrepreneurial intention: the prediction of entrepreneurial behavior is the result of hypothesis testing of research can be seen in the following Figure 2.

From the drawing picture estimation model research understanding entrepreneurial intention: The prediction of entrepreneurial behavior above, can be summarized for analysis in testing hypothesis research in the Table 3.

Structural model estimation of the study by displaying path coefficients and P values to evaluate the magnitude of the exogenous variables predicts endogenous variables as presented in the table above. For self efficacy prediction to entrepreneurial intention with a path coefficient value of 0.492 with a significant level <0.001 indicates that the self efficacy of star hotel employees in Bali is able to predict significantly entrepreneurial intention, and the effect size value of 0.451 means the contribution of self efficacy to entrepreneurial intention is of a large category. Entrepreneurial intention of star hotel employees in Bali is also influenced by self determination with a path coefficient of 0.508 and a significance level <0.001, and an effect size value of 0.567 means that the contribution of self determination to entrepreneurial intention is a large category. Furthermore, self identity is able to predict the entrepreneurial intention of star hotel employees in Bali insignificantly with a path coefficient value of 0.014, a significance level of 0.282, and an effect size value of 0.003 means that the contribution of self identity to entrepreneurial intention is in the low category.

In addition to estimation of research model by showing path coefficient and p value to evaluate the amount of exogenous constructs predict endogenous constructs as presented in table above. The estimation result of the research model also presented R-square, Adjusted R-square and Q-square which estimates the effect of exogenous variables on variation of endogenous variables in the research model, as in the Table 4.

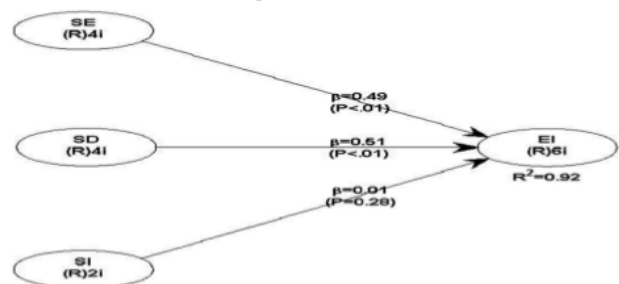
To estimate the influence of self efficacy, self determination and self identity to entrepreneurial intention variable, it can be seen from R-square = 0.921. This means that entrepreneurial intention is contributed by self efficacy, self determination and self identity of 92.1%, and includes influence in large category, while the remaining 7.1% is influenced by other factors that are not included in this study. Estimated evaluation of Q-square value in this study for entrepreneurial intention variables, each of 0.921. Given the criterion of q-square value when its value:  $Q^2 > 0$  indicates the

**Table 4: Research model estimation R-square and Q-square**

S. No	Kriteria	Entrepreneurial intention
1	R-square*	0.921
3	Q-square**	0.921

Source: Primary data processed, 2020. \*R-square, when its value: >0.70; >0.45; and >0.25 indicates a large category; medium; and small. \*\*Q-square, when its value:  $Q^2 > 0$  shows the model has a predictive relevance, and if  $Q^2 < 0$  indicates that the model has less predictive relevance

**Figure 2:** Estimated Results of research model figure of the understanding entrepreneurial intention: the prediction of entrepreneurial behavior



Source: Primary Data Processed, 2020

model has predictive relevance, and if the value of  $Q^2 < 0$  indicates that the model lacks predictive relevance. So, for entrepreneurial intention in this study have met the criteria as a model that has predictive relevance.

## 5. DISCUSSION

### 5.1. Hypothesis Testing 1: Self Efficacy has a Positive Effect on Entrepreneurial Intention

The results of testing hypothesis 1 indicate and give an illustration that self efficacy can influence and increase the entrepreneurial intention of star hotel employees in Bali significantly. Self efficacy is the strength of an entrepreneur's belief in the ability and self-competence in performing tasks (Krueger et al., 2000a; Kerr et al., 2017). The ability and competence of entrepreneurs can shape self-confidence as a guideline for evaluating the dynamics of changing business competition environments (Kirkley, 2016; Park, 2017). Self-efficacy can be in the form of entrepreneurial behavior that is carried out consistently and high persistently in solving problems and achieving business goals (Ambiel and Noronha, 2016; Farrukh et al., 2017). Entrepreneurial behavior guides entrepreneurs to understand themselves so they can adapt their abilities to work that is a task and responsibility (Drnovsek et al., 2010; Nasip et al., 2017). Entrepreneurial behavior consists of self efficacy which is formed by the characteristics and characteristics

of individual entrepreneurs. In this study, self efficacy is able to foster the interest and desires of star hotel employees in Bali to become an entrepreneur. Where in this study the dimensions of self efficacy consist of human functioning (Kirkley, 2016): efforts at overcoming substance abuse, avoiding homelessness, attaining high academic achievement, social influence, learning and mastering educational tasks, most important from the present perspective - business success (Bandura, 1999).

## 5.2. Hypothesis Testing 2: Self Determination has a Positive Effect on Entrepreneurial Intention

The results of testing hypothesis 2 indicate that the self-determination of star hotel employees in Bali can significantly influence and increase entrepreneurial intention. Self-determination refers to self-determination theory (SDT) (Ryan and Deci, 2000; Vallerand et al., 2008) is a motivational theory with a focus on motivation within an entrepreneur (intrinsic motivation). Intrinsic motivation is an entrepreneur's capacity as an impetus in increasing the competence of achieving goals and creating superior performance (Kuvaas, 2006). Need-based intrinsic motivation consists of competency, autonomy and correlation as the impact of the importance of interaction between entrepreneur behavior and the social environment (Grouzet et al., 2004; Ahn and Back, 2019). So that self-determination is intrinsic motivation to conduct business actions (entrepreneurial behavior) or it can be said that entrepreneurial behavior is formed as an impact of an entrepreneur's self-determination. With self-determination an entrepreneur shows the motivational power of the process of achieving business goals by always identifying and evaluating knowledge and abilities and business decision-making activities (Dubnjakovic, 2017; Gilbert and Kelloway, 2018). Thus in this study self-determination contributed and inspired employees of star hotels in Bali in increasing entrepreneurial intention. In this study self-determination consists of dimensions (Kirkley, 2016): the individual acts autonomously; their behavior (s) are self-regulated; the individual initiates and responds to event (s) in a psychologically empowered way; the individual acts in a self-realization manner.

## 5.3. Testing of Hypothesis 3: Self-identity has a Significant Positive Effect on Entrepreneurial Intention

The results of testing hypothesis 3 illustrate that the self-identity of star hotel employees in Bali was able but not significantly accumulate an increase in entrepreneurial intention. Self identity can actually play an important role in explaining entrepreneurial intention (Falck et al., 2012; Lewis et al., 2016), but in this study this opinion cannot be proven. Though the process of the formation of self-identity when individuals develop trust (self-confidence), self-autonomy (autonomy), a sense of initiative (initiative) and the ability to produce something (industry) (Erickson, 1995; Donnellon et al., 2014). So that actually self identity is able to create interest in star hotel employees in Bali being an entrepreneur. Because self identity will increase the ability of employees to recognize and appreciate themselves as individuals themselves and there is no connection with the role of other individuals. In this case, self identity is an ability that involves entrepreneur freedom in expressing opinions and feelings that are different from other

individuals (Mcpherson, 2016; Fernandes and Mota-ribeiro, 2017). Self identity arises when employees choose value and loyalty so that they have the authority to determine desired career choices in the future (Stewart and Hoell, 2016; Zhang and Chun, 2017). In this study the dimensions of self identity used refer to research (Kirkley, 2016) which consists of: individual's thoughts, feelings, beliefs (values) and imaginations. So an effort is needed to uncover other dimensions of self identity such as physical, cognitive, emotional, social, individual moral, individuality, togetherness, sensitivity, openness to criticism and accepting other people's opinions (Erickson, 1995).

## 6. CONCLUSION

The results of testing hypothesis 1 indicate and illustrate that self efficacy of star hotel employees in Bali can significantly influence and increase entrepreneurial intention. The results of testing hypothesis 2 show the self determination of star hotel employees in Bali can significantly increase entrepreneurial intention. Testing of hypothesis 3 indicates that the self identity of star hotel employees in Bali was affect entrepreneurial intention but not significantly.

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