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SPECIFIC QUALITIES FOR THE ENTREPRENEURIAL SUCCESS OF INDONESIAN STUDENTS: THE UNIQUENESS OF THE QUALIFICATIONS THAT DETERMINE STUDENT ENTREPRENEURIAL SUCCESS AS FUTURE ENTREPRENEURS

**Nugroho J. Setiadi, BINUS Business School Bina Nusantara University
Jakarta, Indonesia**

**Harry Sutanto, BINUS Business School Bina Nusantara University Jakarta,
Indonesia**

**Lilies Surlenty, School of Management, Universiti Sains Malaysia, Pulau
Pinang, Malaysia**

ABSTRACT

Purpose: *The aim of the study, which continues with the preparation of this paper, is to examine the criteria and qualifications needed by Indonesian students to become successful entrepreneurs in the future by using data from students of a private university in Jakarta, Indonesia*

Design/Methodology/Approach: *Using a survey method of 129 respondents with data analyzed the Kruskal-Wallis H test as a rank-based nonparametric to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable.*

Findings: *The study results show that although there is entrepreneurial intention among respondents, the female respondent shows a higher entrepreneurial intention. Besides, the sensitive characteristics of respondents show the lowest percentage compared to the determinants of the characteristics of entrepreneurial success. And only father's occupation factor has the same effect on the twelve determinants of entrepreneurial success, while gender factors and desire to start a business show different impacts in terms of characteristics of determination and persistence, creativity and ability and honesty.*

Research Limitations/Implications: *Although this research may have limited sampling and also that the suitability of the model is limited to one private university in Jakarta, Indonesia, the resulting estimation model is quite reasonable and has the potential to be continued in the form of further studies with a wider number of respondents and variables.*

Originality/Value: *The main contribution of this research is to supply a framework to examine factors that reflect the special qualities of being a successful entrepreneur as a result of relevant literature studies and then compare it with surveys conducted on students as prospective*

entrepreneurs in the future. Therefore, this study provides a thorough and detailed analysis to understand one of the determinants of success in becoming an entrepreneur.

Keywords: Entrepreneur Readiness, Intention of Entrepreneurship, Key Factors Determining Entrepreneurial Characteristics.

INTRODUCTION

Entrepreneurship as a Solution to the Increase Number of Unemployment

Unemployment has become a complex problem for almost all countries in the world, especially because of the disruption of various crises that continuously disrupt the main socio-economic joints and reduce the ability to provide formal employment. Under "normal" conditions, even though there has actually been an imbalance between the needs and availability of jobs, in Indonesia, which has been exacerbated by the increase in the number of educated unemployed, an increase in the quantity of Indonesian people who have received university education, without being accompanied by adequate capabilities to work in the informal sector (Darmanto & Wahyudi, 2020) became a factor triggering the tendency of university graduates to look for and not create jobs. Small businesses, including startups initiated by entrepreneurs, are actually engines of a country's economic activity. Therefore, it is appropriate that attention to research in the field of entrepreneurship, how to understand entrepreneurial behavior, and how to find potential entrepreneurs should continue to be developed (Santoso & Oetomo, 2016).

Although entrepreneurship has been widely recognized as one of the most important mechanisms for accelerating the country's economic growth, through innovation, employment and welfare improvement (Patricia & Silangen, 2016) to create added value by combining the potential and diverse resources, technology, knowledge, services and strategies to become something new, unique, different and beneficial to compete in the market (Syam et al., 2018), but a strategic step is needed to make the behavior in accordance with the needs of being an entrepreneur. In a business perspective, specifically an entrepreneurial perspective, every individual involved must believe and fulfill the preconditions of entrepreneurship, every individual involved must believe and fulfill the prerequisite skills and abilities to succeed in the business he does (Patricia & Silangen, 2016) and then reflected in the form of behavior and intensity of actions that are in line (Darmanto & Wahyudi, 2020).

Although the success rate of entrepreneurs is very subjective and objective in nature because of the parameter to success in highly continuous and there is a misinterpretation of what constitute success sometimes among scholars (Genty et al., 2015) Success Entrepreneurs are important things to study because they are a motivation for students, as the forerunner of potential entrepreneurs in the future. In this regard, the strategic step to realize the entrepreneurial success becomes very relevant since until now the development of entrepreneurship in Indonesia is still very limited so that entrepreneurship promotion and education is needed to increase the entrepreneurial intentions and interests of the community (Patricia & Silangen, 2016). This lag is related to cultural and economic factors (Indarti et al., 2010), for example financial support, infrastructure, policy and capital (Indarti et al., 2010) as well as environmental influences and contextual factors (friends peers, family and community) that reduce entrepreneurial intentions because of the perseverance of failure and competition in business (Bignoti & Roux, 2020). So that a comprehensive transformation is needed in fostering

an innovative and entrepreneurial culture (Setiadi & Puspitasari, 2014), especially in young people as potential resources for the creation of quality entrepreneurs in the future, who will later be recognized as individuals with high ability and response and optimize opportunities into forms entrepreneurs (Shaheen & Haddad, 2018) who are able to provide personal benefits and provide higher benefits to customers and the wider community.

Study and Paper Written

The study followed by a written paper is to examine and measure the readiness of students through self-assessment of important factors in shaping the readiness and behavior of a person to become an entrepreneur in the future. In addition, it is hoped that it can complement research on entrepreneurship which is still very little and not much done at the university level.

THEORETICAL REVIEW

Intention of Entrepreneurship

As with business initiation in general, entrepreneurship comes from a strong intention to encourage individuals to create new businesses based on high confidence that the business initiatives undertaken will be able to encourage healthy competition, differentiation and innovation across products and business sectors and the economy, creating the field new work (Kaijun & Sholihah, 2015), improving the quality of life and economy in the future (Setiadi & Puspitasari, 2014).

Basically, the pattern of intention of entrepreneurship refers to the theory of planned behavior (Santoso & Oetomo, 2016) which states that a person's interest is influenced by the attitude concerned about an object activity and behavior control. Meanwhile, interest itself is built by three basic things, namely thinking and understanding something (cognitive), feeling happy (affective) and the desire to act (conative) (Santoso & Oetomo, 2016).

Intention of entrepreneurship are related to entrepreneurial desires, which are supported by great innovation and curiosity from the relevant entrepreneur (Syed et al., 2019) resulting from the situation of thinking which consists of concentration, experience and individual behavior towards certain goals or behaviors. (Kaijun & Sholihah, 2015), at the same time is a cognitive representation of actions to be carried out by individuals to build new independent businesses or create new values in existing companies (Kusmintarti et al., 2016). The intention to behave is the best predictor for determining the reality of a person's actions based on his intention from the beginning (Santoso & Oetomo, 2016).

In general, entrepreneurial intentions are centered on three different things, namely personality characteristics, demographic characteristics and environmental characteristics (Indarti, 2004) which are interrelated to form strong entrepreneurial intentions.

Determinants of Entrepreneurial Intentions and Formers of Entrepreneurial Characteristics

Some factors that determine entrepreneurial intentions are: a) personality factors include the need for achievement and self-efficacy; b) environmental factors consist of access to capital, information and social networks; and c) demographic factors including gender, age, educational

background and work experience. These determinants further shape entrepreneurial characteristics including a) internal locus of control; b) the need for achievement; c) risk taking; d) creativity; e) social networking; and f) tolerance for ambiguity (Yusof et al., 2007 cited by (Kusmintarti et al., 2016).

The willingness in becoming entrepreneurship are determined by some factors such as family, motivation, risk taking propensity or the courage to take a risk, and self-concept as individual factor. And entrepreneurs consider expertise, responsibility and perseverance to be the most important personal characteristics, skills, propensity to risk and decisiveness (Herdjiono, 2017).

Key Factors Determining Entrepreneurial Characteristics

Self-Efficacy

Self-efficacy is the level of a person's confidence in his ability to complete a task or job (Indarti & Rostiani, 2008) or self-action (Utami, 2017), which is closely related to the execution (and not the outcome) of intentions someone has (Shaheen & Haddad, 2018) who is based more on individual subjective beliefs and norms (Utami, 2017) and not objective truth (Indarti & Rostiani, 2008). Nevertheless, self-efficacy becomes an important factor in the decision-making process in a career journey (Indarti & Rostiani, 2008) which significantly determines a person's performance (Shaheen & Haddad, 2018).

Locus of Control

Locus of control is a psychological, social learning theory that refers to the extent to which individuals perceive control of their lives, and environment (April et al., 2012). Locus of control is another personality characteristic that shows a feeling of control as an attribute that shows the level of a person's feelings of control over his life specifically related to the concern in general of individuals in forming a business new, to what extent the "*existence*" of drive and energy will be consistent in dealing with challenges in building, managing and making related businesses successful (Indarti, 2004).

Rotter (1966) cited by April et al., (2012) by using the empirical law of effect which states that people are inherently motivated to seek positive stimulation, or reinforcement, and avoid unpleasant stimulation.

Environment and Personality

Characteristics that include environmental and personality factors include cultural characteristics, social relations, economic and political conditions, physical and institutional infrastructure, perspectives in studying entrepreneurship (Indarti, 2004).

Related to the profile of research respondents (students), the most influential environment in the formation of entrepreneurial intention is the family environment, especially the strong role of father or mother. Family profiles that will determine and encourage students to live their lives in the future include the way parents educate, the intensity of relationships among family members, the state of home and family finances, the quality of parents' understanding and cultural background. There is also a framework based on the perspective of family engagement

on the creation of new businesses, which emphasizes how the characteristics of the entrepreneur's family system (i.e. transition, resources, norms, attitudes and values) can influence the process involved in enterprise creation (i.e. recognition of opportunities, launch decisions, mobilization of resources, and implementation of business start-up strategies, processes and structures) (Herdjiono, 2017).

Demographics, Psychological and Situation

Some of the main demographic characteristics include age, gender, educational background and previous employment, where it is believed that men are more likely to become new business founders, entrepreneur's successful ones are generally relatively young (Indarti, 2004) and entrepreneurial success is significantly correlated with the age of the implementers (Kristiansen et al., 2003). In addition, educational background is crucial in the formation of entrepreneurial intentions, especially those with higher education background, and individuals with prior entrepreneurial experience are more it is possible to start a new business compared to those experienced in government work (Indarti, 2004).

Need for Achievement

The high need factor for achievement significantly determines business success (Setiadi & Puspitasari, 2014; and Indarti & Rostiani, 2008). High need for achievement is a unity of character that motivates someone to face challenges in achieving success and excellence (Indarti & Rostiani, 2008), which is based on character excellence in the form of respecting personal responsibility, confidence, active in researching their environment, concretely measuring their efforts and performance, and being open in accepting feedback (Indarti, 2004) all of which will increase the ability to take decisions quickly and accurately (Indarti & Rostiani, 2008).

Creativity

Creativity is the process of developing original and new responses, which have no precedent before, but are appropriate for a particular problem, the ability to develop new ideas and find new ways to look at problems and opportunities (Kusmintarti et al., 2016). Creativity which is considered as one of the main prerequisites for someone who chooses a career as an entrepreneur (Kusmintarti et al., 2016) allows one to jump from one coherence regime to another coherence regime (Arrechi, 2010). Creativity, together with innovation, is useful for creating unique, interesting and useful ideas to improve the welfare and independence of the community (Setiadi, 2007b) which is also based on extrinsic motivation (Benedek, 2019) and not solely by intrinsic motivation.

In general, creative people have a paradox or antinomy personality so that one of the characteristics of a creative person is the ability to resolve antinomy or to accommodate the traits which seems contradictory or contradictory in one's self-concept, and finally, a strong sense of self as creative (Runco, 2014).

Risk Taking

Entrepreneurship is associated with taking certain risks because entrepreneurial activities are associated with the decision-making process in uncertain conditions. The risk-taking

tendency itself is described as one's orientation to take chances in decision-making situations i.e. the probability that an activity is successful is less than 100 percent. Even though the tendency of risk mitigation is a distinguishing trait between founders and not business founders, but actually entrepreneurs always take calculated risk in each of their actions (Kusmintarti et al., 2016).

Social Networking

Social networking is the ability to manage relationships and drive success as a reflection of human tendencies to always be connected and interact with each other and fulfillment of important psychological needs (Kusmintarti et al., 2016). Social networking consists of informal social networking (family, friends, colleagues and previous employers) as well as formal networks (accountants, bankers, sales agents, government source attorneys) (Kerrick et al., 2016). Person with high social networking will tend to ask for help or advice to support its success (Kusmintarti et al., 2016) and will increase the level of relational trust and positive expectations from the community (Kerrick et al., 2016).

Tolerance for Ambiguity

Tolerance for ambiguity is a personality characteristic that influences the way a person organizes information about ambiguous situations which are seen as a continuum, and are considered as a) threat and potentially cause stress; b) challenges to solve problems using limited information; and c) desired and challenging goals. Individuals with high tolerance for ambiguity tend to look for as much information as the basis for decision making in an effort to reduce the impact of existing ambiguous conditions (Kusmintarti et al., 2016)

Tolerance for ambiguity allows individuals to deal with things that are unclear and have creative potential so that they are open to feedback or options that must be considered so that they are seen as the most important trait for a creative work or effort and positively correlated with the index of creativity style. Tolerance for ambiguity is also a prediction of ideational fluency, namely the tendency to produce a large number of ideas, and reflects openness and tolerance for various choices or feedback to improve the next step (Runco, 2014).

Key Success Factors to be Entrepreneur

Based on the summary of the results of the research above, we can describe some of the keys to success as an entrepreneur (Table 1)

S No.	Specific Qualities	Descriptive
1	Determination and persistence	A combination of characteristics between an unwavering attitude to adherence to a purpose or use (determination) and a continuation of action consistent with that purpose or utility (persistence)
2	Confidence	A feeling of self-assurance arising from one's appreciation of one's own abilities or qualities
3	Being good with people	The attitude to always friendly and always pleasant and helpful towards other people
4	Interest and	The combination of the feeling of wanting to know or learn about something or

	energy	someone with the enthusiasm and ability to realize the interest that has been declared.
5	Creativity and ability	An attitude that reflects the use of the imagination or original ideas, especially in the production of an artistic ability to realize that creativity
6	Willingness to take risks	Personal willingness to take risks that will be faced in carrying out their daily activities and business
7	Intelligence	The ability to acquire and apply knowledge and skills
8	Honesty	A facet of moral character that connotes positive and virtuous attributes such as integrity, truthfulness, straightforwardness, including straightforwardness of conduct, along with the absence of lying, cheating, theft, etc.
9	Sensitivity	An ability to understand what other people need, and be helpful to kind to them
10	Commitment	Willingness to give time and energy to a job, activity, or something that we believe in
11	Acts according plans	Patterned and systematic action in accordance with the plan that was originally announced
12	Openness to feedback	Be positive and pay attention to feedback given by others and use it for future improvement

Hypotheses Development

Following up on the details of specific qualities that are critical to entrepreneurship success, this research is further focused on examining respondents' responses to specific qualities associated with:

1. Family factors, especially father's occupation, with reference to the research results of Lidquist et al., (2015) and Fatoki (2015) cited by Herdjiono (2017) which conclude that the family environment, especially parental support, has a positive effect on entrepreneurial will;
2. Types of gender, with reference to the results of Setyawan's (2016) research that the role of gender moderation looks real and meaningful on the influence of entrepreneurial knowledge on entrepreneurial interest as well as moderating the influence of entrepreneurial subjective norms on entrepreneurial interest; and
3. Desire to start a business, with reference to The Theory of Entrepreneurial Event/TEE (Setyawan, 2016) that interest in entrepreneurship is described from entrepreneurial desire and the tendency to act on existing opportunities. Entrepreneurial desire is an interest in starting a business, as a combination of personal attitudes towards behavior and subjective norms about entrepreneurship. Successful leaders (also persons) are endowed with a high internal locus control; however, less successful ones typically have a low internal locus of control (April et al., 2012).

Based on the explanation of the theoretical study and the results of the above research, the researcher proposes the following research hypothesis:

H1: The distribution of determination and persistence is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H2: The distribution of confidence is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H3: The distribution of being good with people is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H4: The distribution of interest and energy is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H5: The distribution of creativity and ability is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H6: The distribution of willingness to take risk is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H7: The distribution of intelligence is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H8: The distribution of honesty is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H9: The distribution of sensitivity is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H10: The distribution of commitment is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H11: The distribution of acts according plan is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

H12: The distribution of openness to feedback is the same categories of a) father's occupation; b) types of gender; and c) desire to start a business

METHODS

Data Collection

- Respondents as the sample of this study are 129 students at a private university in Jakarta, Indonesia, who are pursuing bachelor/undergraduate education;
- Respondents are selective by using a purposive or judgment sampling; and
- Sampling process was done by using google forms, until the end of February 2020, where each respondent asked to provide a choice based on a Likert scale with five scales, each in the form of a) the importance responses of each selected specific quality; and b) self-assessment of specific qualities to become an entrepreneur.

Statistical Analysis

Statistical analysis of the data obtained uses the Kruskal-Wallis H test (sometimes also called the "one-way ANOVA on ranks") is a rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable.

RESULTS AND DISCUSSION

Respondent's Profile

Respondent's Profile Based on Gender

As shown in Table 2 below, the percentage of respondents based on gender is as follows:

Gender	Percentage (%)
Female	36.43
Male	62,80

Blank	0.77
Total	100.00

Sources: Data calculated by researcher

Entrepreneurial Intentions according to Gender

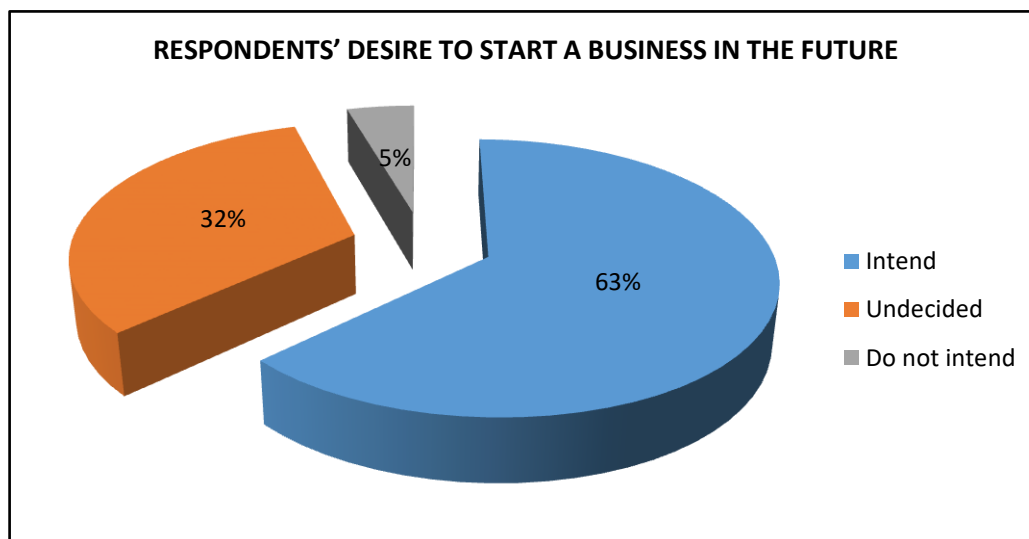
The distribution of entrepreneurial intentions according to the gender of the respondents is as presented in Table 3 below:

Gender	Intend (%)	Undecided (%)	Total (%)
Female	47.17	26.42	73.59
Male	18.86	7.55	26.41
Total	66.03	33.97	100.00

Sources: Data calculated by researcher

Desire to Start a Business in the Future

The distribution of desire to start a business in the future from respondents is as presented in Figure 1 below:



Source: Data analysis by researcher

FIGURE 1
DESIRE TO START A BUSINESS IN THE FUTURE

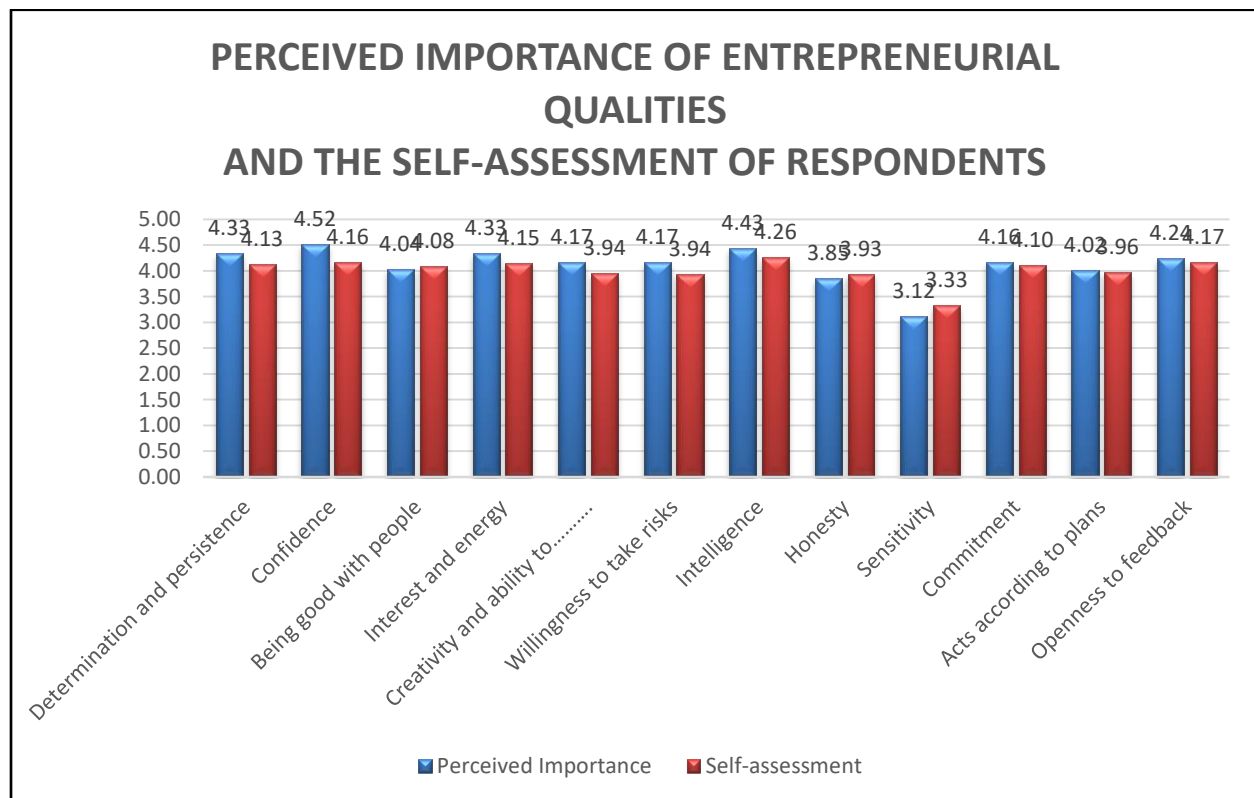
Based on the results of the research presented in Table 2 and the table above, it turns out that female respondents who, although with a smaller percentage (36.43%) than male respondents (62.80%), actually have higher entrepreneurial intentions (47.17%) compared to male respondents (18.86%). These results confirm the results of Setyawan's (2016) research that female respondents show a stronger response to entrepreneurship than male respondents.

But in general, the results of the research presented in Table 2 show those entrepreneurial intentions, as indicated by the percentage of respondents who chose the "intend" option of the

respondents were higher than respondents who had not made their choice. These results are in line with the respondents' desire to start a business in the future, as shown in Figure 1 or reflect the respondents' desire to do their own business in the future, or become entrepreneurs.

Entrepreneurial Qualities

Perceived importance and self-assessment of respondents on entrepreneurial qualities are as presented in Figure 2 below.



Source: Data analysis by researcher

FIGURE 2
PERCEIVED IMPORTANCE AND SELF-ASSESSMENT OF RESPONDENTS
CONCERNING ENTREPRENEURIAL QUALITIES

Of the twelve entrepreneurial qualities, it turns out that the respondent shows the lowest response to sensitivity which reflects a lack of ability or willingness to be empathetic to the situation and surrounding conditions. This condition is quite contrary to the needs of an entrepreneur who must be sensitive and be able to grasp various opportunities and challenges. Especially because life and business today are truly intertwined and dependent on one another, without knowing boundaries and sovereignty.

Hypothesis Testing

Specific Qualities that are Critical to Entrepreneurial Success across Categories of Father's Occupation

The results of hypothesis testing are as shown in Table 4 below

Sr. No.	Specific Qualities	Test	Sig	Decision
1	The distribution of determination and persistence is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.236	Retain the null hypothesis
2	The distribution of confidence is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.058	Retain the null hypothesis
3	The distribution of being good with people is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.273	Retain the null hypothesis
4	The distribution of interest and energy is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.302	Retain the null hypothesis
5	The distribution of creativity and ability is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.027	Reject the null hypothesis
6	The distribution of willingness to take risk is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.120	Retain the null hypothesis
7	The distribution of intelligence is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.138	Retain the null hypothesis
8	The distribution of honesty is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.223	Retain the null hypothesis
9	The distribution of sensitivity is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.331	Retain the null hypothesis
10	The distribution of commitment is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.139	Retain the null hypothesis
11	The distribution of acts according plan is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.261	Retain the null hypothesis
12	The distribution of openness to feedback is the same across categories of father's occupation	Independent-Samples Kruskal-Wallis Test	0.148	Retain the null hypothesis
<i>Notes: Asymptotic significances are displayed. The significance level is 0.05.</i>				

Source: Researcher's calculation

From the research results listed in Table 4, it is evident that father's occupation really determines the formation of basic characteristics or qualities that determine the success of an entrepreneur. It is believed that the characteristics of the job and the insight of the father greatly affect the intention and readiness of students to become entrepreneurs in the future. On the other hand, it turns out that the father plays an important role in determining the perceptions of students to be able to act independently in determining the type of profession in the future.

Specific Qualities that are Critical to Entrepreneurial Success across Categories of Gender

The results of hypothesis testing are as shown in Table 5

Sr. No.	Specific Qualities	Test	Sig	Decision
1	The distribution of determination and persistence is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.049	Reject the null hypothesis
2	The distribution of confidence is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.162	Retain the null hypothesis
3	The distribution of being good with people is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.217	Retain the null hypothesis
4	The distribution of interest and energy is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.170	Retain the null hypothesis
5	The distribution of creativity and ability is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.084	Reject the null hypothesis
6	The distribution of willingness to take risk is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.120	Retain the null hypothesis
7	The distribution of intelligence is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.166	Retain the null hypothesis
8	The distribution of honesty is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.040	Reject the null hypothesis
9	The distribution of sensitivity is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.280	Retain the null hypothesis
10	The distribution of commitment is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.192	Retain the null hypothesis
11	The distribution of acts according plan is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.105	Retain the null hypothesis
12	The distribution of openness to feedback is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.163	Retain the null hypothesis

Notes: Asymptotic significances are displayed. The significance level is 0.05.

Source: Researcher's calculation

From the research results listed in Table 5, it is evident that there is a deviation between respondents' gender in perceiving the characteristics of determination and persistence, creativity and ability and honesty as critical factors that determine the success of entrepreneurship in the future. These results are relevant to the research results listed in Tables 4 & 5 above, which reflect differences in acceptance of entrepreneurship between different genders.

On the other hand, the differences in characteristics between the genders need to be considered, because students as potential future entrepreneurs should meet the qualifications needed to become successful entrepreneurs in the future, regardless of gender. In this case, entrepreneurship education that is given in the university environment, it is also necessary to instill the importance of forming the main intrinsic values for these entrepreneurs.

Specific Qualities that are Critical to Entrepreneurial Success across Desire to Start a Business

The results of hypothesis testing are as shown in Table 6

S. No.	Specific Qualities	Test	Sig	Decision
1	The distribution of determination and persistence is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.089	Reject the null hypothesis
2	The distribution of confidence is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.194	Retain the null hypothesis
3	The distribution of being good with people is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.310	Retain the null hypothesis
4	The distribution of interest and energy is the same across categories of gender	Independent-Samples Kruskal-Wallis Test	0.095	Retain the null hypothesis
5	The distribution of creativity and ability is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.083	Reject the null hypothesis
6	The distribution of willingness to take risk is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.247	Retain the null hypothesis
7	The distribution of intelligence is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.184	Retain the null hypothesis
8	The distribution of honesty is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.218	Reject the null hypothesis
9	The distribution of sensitivity is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.302	Retain the null hypothesis
10	The distribution of commitment is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.155	Retain the null hypothesis
11	The distribution of acts according plan is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.226	Retain the null hypothesis
12	The distribution of openness to feedback is the same across categories of desire to start a business	Independent-Samples Kruskal-Wallis Test	0.203	Retain the null hypothesis

Notes: Asymptotic significances are displayed. The significance level is 0.05.

Source: Researcher's calculation

The results of the research listed in table 6 are the same as in Table 5, namely there is a deviation in the perception of the characteristics of determination and persistence, creativity and ability and honesty as critical factors that determine the success of entrepreneurship in the future, but from the perspective of desire to start a business.

And the same as the response to the research results listed in Table 5, the difference in characteristics between the desire to start a business needs to be a concern because it becomes

the basis of motivation and intention of students to become entrepreneurs in the future. Again, entrepreneurship education must be able to instill value and produce qualifications of students who truly meet the qualifications as entrepreneurs who are tough, have character and are able to make their business sustained.

CONCLUSION

Research Results and Benefits

Research Results

Some of the main things that became the research results are as follows:

1. Although in general all research respondents showed intent and sincerity to become entrepreneurs and run their own businesses, it turned out those female respondents even with smaller percentages, showed higher entrepreneurial intentions than male respondents. The results are in line with the findings of Low and MacMillan (1988) and Segal et al., (2005) cited by Ismail et al., (2012) that women are more tolerant of business risks which is a key prerequisite for entrepreneurial success. It also confirms the findings from McClelland (1961) and Rotter (1966) cited by Ismail et al., (2012) that women have a need for achievement, self-confidence, tendency to take risks and self-reliance as motivating factors as other important requirements for entrepreneurship, which are higher than men's;
2. The sensitivity of respondents to the surrounding conditions and dynamics of business development shows the lowest level compared to eleven characteristics of entrepreneurial success determinants. This needs to be taken into account more seriously because it goes against the principle of business wellness which describes the health of a firm as an outcome of management processes measured against nominated corporate goals or compared to the health of competing firms who also strive in the same business conditions (Ateke, 2012). And a business organization, as well as entrepreneurship, is categorized as healthy if it is able to cope, survive and make progress (Amah et al., 2013 cited by Ateke, 2012) amidst the competitive pressure and demands of the business-scape as a reflection and reflection of the dynamic conditions that businesspeople must face;
3. Of the twelve determining factors of entrepreneurial success, it turns out that the father's educational factors produce the same impact but gender and desire to start a business produce different impacts in determining the success of such entrepreneurship; especially in characteristics of determination, tenacity, creativity, ability and honesty. The gender difference is in line with Robb's (2009) discovery that the success rate of businesses owned by women is lower than in businesses owned by men. This is because the business owned by the woman has both the initial capital and the venture capital from the previous job, in a lower amount; experience in the same business is also lower, fewer working hours and fewer business preferences. While the difference in the level of desire to start a business, or entrepreneurial intention will certainly have a different impact on business success as Radipere & Ladzani (2014) findings clearly confirm the positive impact of entrepreneurial intention on business performance.

Taking into account the findings of the above research, and the status of respondents as students, the entrepreneurial education programs provided in higher education institutions have an important and significant role to solidified the foundation of primary values and produce graduates with qualified readiness and qualifications as resilient entrepreneurs of character and able to create sustainable businesses.

Research Benefits

The aim of the study, which continues with the preparation of this paper, is to examine the criteria and qualifications needed by Indonesian students to become successful entrepreneurs in the future by using data from students of a private university in Jakarta, Indonesia.

Research Excellence: The main contribution of this research is to supply a model to examine factors that reflect the special qualities of being a successful entrepreneur as a result of relevant literature studies and then compare it with surveys conducted on students as prospective entrepreneurs in the future. Therefore, this study provides a thorough and detailed analysis to understand one of the determinants of success in becoming an entrepreneur.

Implications for Future Research: Although this research may have limited sampling and also that the suitability of the model is limited to one private university in Jakarta, Indonesia, the resulting estimation model is quite reasonable and has the potential to be continued in the form of further studies with a wider number of respondents and variables.

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