

THE INFLUENCE OF ADVERSITY QUOTIENT, ENTREPRENEURIAL ENVIRONMENT, AND ENTREPRENEURIAL ATTITUDES ON ENTREPRENEURIAL INTENTIONS ON STUDENTS IN MALANG

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ABSTRACT

Entrepreneurship intention is a person's commitment to launching a new business, and is the central issue that needs to be considered in the process of understanding entrepreneurship. A person's intentions display the behavior demonstrated by one's rank (subjective probability). This study aims to examine the direct and indirect effects. Adversity Quotient, Entrepreneurial Environment, Entrepreneurial Attitudes towards Entrepreneurial Intentions. The sample in this study is students who do not have a business and are members of the Sukses Berkat Community (SBC) community at UM, UB, and STIE Asia totaling 168 students. The data analysis technique used is descriptive statistical analysis, multiple linear regression analysis and path analysis. The results of the study found that there was a direct effect of Adversity Quotient and, Entrepreneurial Environment on Entrepreneurial Attitudes. Adversity Quotient, Entrepreneurial Environment, Entrepreneurial Attitudes towards Entrepreneurial Intentions. There is an indirect effect of Adversity Quotient on Entrepreneurial Intention through Entrepreneurial Attitudes. There is an indirect effect of the Entrepreneurial Environment on Entrepreneurial Intentions through Entrepreneurial Attitudes.

Keywords: Entrepreneurial Intention, Adversity Quotient, Entrepreneurial Environment, Entrepreneurial Attitudes

INTRODUCTION

Indonesia is a country that has a dense population level, recorded on Wikipedia in June 2019 Indonesia is in the 4th rank of a country with a large population in the world, namely 268.074600 inhabitants. With a very dense population, the unemployment rate in Indonesia is also very high. In February 2020, data from the BPS (Central Statistics Agency) noted that the unemployment rate increased by 60 thousand people.

The problem of unemployment in Indonesia is the biggest challenge for the government and the people of Indonesia (Annalia, 2020). The existence of a lot of unemployment will have an impact on other problems such as poverty, economy and social inequality. Unemployment occurs because the ratio of the number of job offers is not proportional to the number of graduates. Absorption of labor by agencies is very limited so that the number of educated unemployed will increase every year.

The current unemployment problem is also caused by the 2019 corona virus disease or better known as COVID-19. According to the Indonesian Ministry of Health (2020) Covid-19 is a disease caused by the severe acute respiratory syndrome coronavirus 2 (SARS-Cov-2) virus. Covid-19 causes respiratory system disorders, ranging from mild symptoms such as flu to lung infections such as pneumonia. The first case of the disease occurred in Wuhan, China at the end of December 2019. Since then, Covid-19 spread rapidly from person to person, and within a few months, it spread to dozens of countries including Indonesia. The rapid proliferation caused several countries to implement blockade policies to prevent the spread of Covid-19. In Indonesia, the government implemented a large-scale social restriction (PSBB) policy to curb the spread of this virus.

With the existence of social restrictions, many jobs have laid off their employees, so that the unemployment rate in Indonesia has increased. Meanwhile, viewed from the other side, people must still be able to finance their lives in the midst of a pandemic like this. One way to overcome problems like this is by doing entrepreneurship, where a person can open a new business for himself or others.

Suryana (2013: 2)'s definition of entrepreneurship pointed out that entrepreneurship (entrepreneurship) is a discipline that studies the value, ability and behavior of people in the face of life challenges, and how to face various risks Given the opportunity. Entrepreneurship itself is a discipline, it has a systematic process, and can be applied in the form of creativity and innovation.

Entrepreneurs are people who develop new products or new ideas and build businesses with new concepts. In this case, it needs a certain amount of creativity and ability to understand the patterns and trends that apply to becoming an entrepreneur. Creative and courageous to take risks is an entrepreneurial personality. Several other entrepreneurial personalities, such as self-confidence, result-oriented, leadership, hard work, and many more, will support the formation of intentions that encourage human resources who are able to manage the business.

A person's entrepreneurial intention is affected by several factors, which can be seen in an overall framework that includes various internal factors, external factors and environmental factors (Johnson, 1990; Stewart et al., 1998). Ajzen (2005) pointed out that intention is a powerful predictor of people's behavior under certain circumstances, and almost every human behavior is based on their behavioral intentions. A person's intentions display the behavior demonstrated by one's rank (subjective probability). Intention is measured by asking a person to place himself or herself on a continuum whose subjective dimension includes the relationship between individual behavior.

Entrepreneurs must have attitudes toward entrepreneurship. According to Rahayu (2012) attitudes are expectations and beliefs about personal impacts resulting from certain behaviors. According to Untarini (2014), a person's behavioral beliefs and knowledge will shape attitudes toward entrepreneurship. Entrepreneurship attitudes include aspects that can help individuals take action, including taking responsibility for their own studies, career, and life (Shepherd & Patzelt, 2011). Ajiwibawani & Subroto (2017) saw that a person with a positive attitude towards entrepreneurs has a greater chance of becoming an entrepreneur, and believes that entrepreneurs are not only for survival, but also a way to achieve self-realization. Therefore, in order to become an

entrepreneur, it must be supported by adversity quotient, entrepreneurial environment, entrepreneurial intention, attitudes toward entrepreneurship.

Adversity quotient is a form of endurance intelligence that is the background for a person's success in facing a challenge when there is difficulty or failure (Aprilia, 2019). Individuals who experience this because of self-control, origin and self-recognition, reach, and lack of resistance in facing difficulties and problems that are considered quite difficult in their life, usually end in failure so that they become individuals who are not creative and less productive. *Adversity quotient*, part of the ability a person has in overcoming various life problems and one's ability to survive. To find out a person's endurance, it can be seen to what extent the person is able to overcome life's problems no matter how hard they are, without giving up. This was confirmed by Stlot (1997), who stated that if a person has endurance he will be able to face obstacles or obstacles that stand in his way.

Entrepreneurs must not only be able to face the obstacles that will come in their way when doing entrepreneurship, the entrepreneurial environment must also be able to support the birth of new entrepreneurs and at the same time be able to develop existing entrepreneurs. In general, the environment is everything that is around the object and can influence or be influenced by the subject. As an effort to give birth to new entrepreneurs and develop existing ones. an environment that supports the development of creativity and innovation of aspiring entrepreneurs is needed, an environment that gives them the opportunity to develop even better. An environment that accepts the entrepreneurial profession as a profession that is not only beneficial for oneself but also for others. Therefore, the entrepreneurial environment greatly influences the development of entrepreneurial spirit, the more the entrepreneurial environment supports, the more motivated the spirit of entrepreneurial creativity will be.

Higher education is an educational institution that is also responsible for producing graduates who can immediately work. The concept of working here is working with other people (being an employee) or working for himself (being an entrepreneur). Zimmerer (2002: 12) pointed out that one of the factors that promote the growth of entrepreneurship in a country lies in the role of universities in implementing entrepreneurship education. The university is responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to dare to choose entrepreneurship as their career. Higher education institutions need to implement specific entrepreneurial learning models based on experience input and provide students with meaningful knowledge to stimulate their entrepreneurial enthusiasm (Yohnson 2003, Wu & Wu, 2008).

People think that cultivating the entrepreneurial spirit of college students is another way to reduce the unemployment rate, because people hope that scholars can become educated young entrepreneurs and can start their own businesses. According to data from Yulianto (2017), the number of young entrepreneurs in Indonesia only accounts for about 0.18% of the total population, which is still far behind developed countries (such as the United States) to reach 11.5%, and Singapore (7.2%) is in accordance with the consensus of the total population. For a country, the ideal situation is that its number of entrepreneurs account for 5% of its total population, which can be a competitive advantage for the country. In addition, in order to cope with the current and future business world competition that is more dependent on knowledge and intellectual capital, so that it can become a country's competitiveness, the development of young entrepreneurs needs to target well-educated young people.

LITERATURE REVIEW

Entrepreneurship intention can be explained as a series of motivational factors that affect entrepreneurial behavior, indicating the extent to which a person is willing to participate in entrepreneurship and the efforts they have made to plan and mobilize entrepreneurship (Schul, 2017). Hutagalung (2017) Entrepreneurship intention is a person's commitment to starting a new business, and it is a core issue that needs to be considered when understanding the entrepreneurial process. Linan and Chen (2006) pointed out that to measure the intention of an entrepreneur, a person can use a certain method to state statements such as desire (I want), self-prediction (how likely) and behavioral intention (I intend). Personal prediction refers to the possibility of doing business and the picture of the business behavior that the individual can see (Hermawan, 2016; Handayati, 2020; Prastaningtyas, 2019).

Adversity Quotient can be interpreted as an assessment that measures how a person's response to problems can be empowered into opportunities, Nelda (2019). Ghofar (2014) pointed out that the ability of self-defense is the ability to think, manage and guide behaviors. These behaviors form a pattern of cognitive and behavioral responses to life events in the form of challenges or difficulties. Khusna (2017) explains that the ability to defend itself consists of four dimensions which include control (C), endurance (E), reach (R), ownership / origin, and ownership (O2). Regarding entrepreneurial intentions, endurance determines a person's ability to survive and face difficulties, and achieve success (Handaru, 2015).

Entrepreneurial Environment. The environment is an atmosphere / situation or a place where social interaction occurs and has an influence on both the mindset, views and directly or indirectly on the development of the individual's soul and attitude (Rasyid & Ratumbusyang, 2015). Malik (2017) Entrepreneurial skills can be formally provided through education and training provided by educational institutions and training institutions. Gnyawali and Fogel (1994) divided the entrepreneurial environment into five (5) categories, namely, government policies and procedures, social and economic conditions, entrepreneurial and business skills, financial assistance and non-financial assistance. Entrepreneurship and business skills improvement programs are tailored to the problems faced by entrepreneurs, so that they can help solve problems faced and increase motivation for aspiring entrepreneurs to start new businesses.

Entrepreneurship attitude is defined as the tendency to learn to react to things or categories of things that are constantly liked and disliked (Jaya, 2016). At the same time, according to Bahrudin & Zuhro (2016), attitude is an emotion or feeling for stimulation. Entrepreneur attitude is a trend that effectively responds to risks faced by enterprises. Entrepreneur's attitude is measured by indicators of effort, business innovation and control level.

RESEARCH METHOD

This study uses quantitative methods. The research method uses descriptive research methods and explanatory research. Descriptive research is a kind of research that describes variables and the description of the research object. At the same time, explanatory research is a research that uses hypothesis testing to explain the causal relationship between variables to obtain conclusions. This study aims to determine how much influence self-defense ability, entrepreneurial environment, and interest in entrepreneurship have on entrepreneurial intentions. The research design can be described as follows:

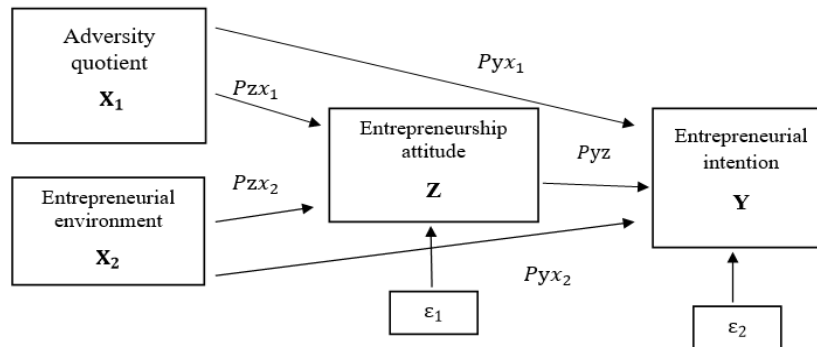


Figure 1 Research Design

Based on figure 1. The independent variables in this study are adversity quotient (X₁), entrepreneurial environment (X₂), intervening variable entrepreneurship attitude (Z), and entrepreneurial intention (Y). The population in this study are students who do not have a business and are members of the Sukses Berkat Community (SBC) community at Universitas Negeri Malang (UM), Universitas Brawijaya (UB), and STIE Asia Malang. The sample size in this study was calculated using the infinite population formula from Daniel and Terrel with a calculation result of 168 respondents. In this study, sampling using probability sampling, so the technique used in sampling is systematic random sampling, namely the technique of determining the sample by taking from a population that is done randomly. Data analysis techniques use descriptive statistical analysis, multiple linear regression and path analysis. Hypothesis testing uses t-test to determine direct effects, while Sobel test determines indirect effects.

DATA ANALYSIS RESULTS

According to the descriptive statistical analysis results of the interviewees, it is known that there are 168 interviewees who have answered the questionnaire. The number of men was 38.7% and the number of women was 61.3%. UM Higher Education is 44%, UB is 30.4%, and STIE Asia is 25.6%. Class 2017 was 32.7%, Class 2018 was 14.35, Class 2019 was 27.4%, and Class 2020 was 20.8%. The types of business sectors that were most in demand were services at 45.8%, culinary at 27.4% and fashion at 26.8%.

Based on the linear regression output in the first equation, The effective value of the known resistance variable (X₁) is 0.000 less than 0.05 (sig ≤ 0.05) and shows the t count value of 8,056 > t table 1.974. The entrepreneurial environment variable (X₂) is 0.001 less than 0.05 (sig ≤ 0.05) and shows the t count value of 3.243 > t table 1.974. These results indicate that the regression in the first equation, namely, X₁, X₂ has a direct effect on Z. The effect of error $\rho_{z\epsilon 1} = 0.863$

Based on the linear regression output in the second equation, The effective value of the known resistance variable (X₁) is 0.000 less than 0.05 (sig ≤ 0.05) and shows the t count value of 3.914 > t table 1.974. The entrepreneurial environment variable (X₂) is 0.000 less than 0.05 (sig ≤ 0.05), which indicates the t value of 11.256 > t table 1.974. The entrepreneurial attitude variable (Z) is 0.000 less than 0.05 (sig ≤ 0.05) and shows the t value of 6.681 > t table 1.974. These results indicate that the regression in the second equation, namely, X₁, X₂, Z has a direct effect on Y. The effect of error $\rho_{y\epsilon 2} = 0.796$.

Based on the results of the sobel test calculation, the effect of Adversity Quotient on entrepreneurial intentions through entrepreneurial attitudes shows the t value of 5,138 > t table 1.974. So it can be concluded that in this study the variable of endurance has an indirect effect on entrepreneurial intentions through intervening entrepreneurial attitudes, and the variable of entrepreneurial attitudes is able to mediate resistance to entrepreneurial intentions. The Influence of Entrepreneurial Environment through Entrepreneurial Attitudes on Entrepreneurial Attitudes t count 2.920 > t table 1.974. So it can be concluded that in this study the Entrepreneurial Environment variable has an indirect influence on Entrepreneurial Intention through the intervening of Entrepreneurial Attitudes and the Entrepreneurial Attitude variable is able to mediate the Entrepreneurial Environment on Entrepreneurial Intentions.

DISCUSSION

According to the analysis result of the positive and significant influence of adversity quotient on entrepreneurs' attitude, the hypothesis test has reached the predetermined standard. This means that the variable adversity quotient and the entrepreneurial attitude variable have a positive and significant impact. The results of this study are consistent with previous studies conducted by Ajiwibawani et al. (2017), Rahayu (2012) and Maharani et al. (2020).

Adversity quotient shows the attitude and ability to deal with stressors. People who encounter difficulties at this stage of development can become independent and tend to view entrepreneurship as an attractive option. Ajiwibawani et al. (2017). People who can face adversity can create opportunities from the difficulties they face to get better results. These people are said to have high intelligence, Maharani et al. (2020). Entrepreneur attitude is a trend that effectively responds to risks faced by enterprises.

Defending one's ability with an entrepreneurial attitude is a description of a person's performance in facing challenges and solving problems in business development (Firmansyah et al., 2016). The misfortune of someone encourages individuals to try to adapt to various difficulties and require a flexible attitude so that they can survive the unexpected circumstances of their business.

The results of this study reveal that Adversity Quotient and entrepreneurial attitudes are categorized as good. Students who are members of the SBC community spread across several campuses in Malang, are always tough in facing complex difficulties and challenges. If there are problems in their business, these students are ready to become problem solvers and can make decisions quickly. Student Adversity Quotient shown by an entrepreneurial attitude includes a strong will to achieve something desired and will not stop trying before achieving better work results than before.

According to the analysis result of the positive and significant influence of entrepreneurial environment on entrepreneurial attitude, hypothesis testing has reached the predetermined standard. In other words, there is a positive and significant impact between entrepreneurial environment variables and entrepreneurial attitude variables. The results of this study reject previous research conducted by Lestari & Yulianto (2017).

Entrepreneurial skills can be provided formally through education and training provided by educational institutions and training institutions. Entrepreneurship and business skills improvement programs are tailored to the problems faced by entrepreneurs, so that they can help solve problems faced and increase motivation for prospective entrepreneurs to start new businesses (Malik, 2017). An entrepreneurial environment that has a good influence will affect attitudes in entrepreneurship because attitudes in entrepreneurial readiness will be positive so that they can face any situation when doing entrepreneurship (Ratumbusyang, 2015).

Research by Lestari & Yulianto (2017) found that the negative view of society towards the world of business and entrepreneurship makes them reluctant to start new businesses and prefer to become regular employees or civil servants. Students are more idealistic and open with their own perceptions in choosing what kind of work they want to do and put aside the influence of their environment.

In contrast to the results of this study which revealed that the entrepreneurial environment and entrepreneurial attitudes were categorized as good. Students who are members of the SBC community which are spread across several campuses in Malang have an entrepreneurial environment that influences entrepreneurial attitudes. This is demonstrated by providing a motivating environment to open my own business and giving me planning and strategy assignments in different disciplines, helping to develop my ability to plan. With a supportive environment for entrepreneurship, students are willing to work under uncertainty as long as there is the maximum possible profit. Because they have made plans for what to do.

According to the analysis result of the positive and significant influence of adversity quotient on entrepreneurial intention, the hypothesis test has reached the predetermined standard. In other words, the variable adversity quotient and entrepreneurial intention variable have a positive and significant impact. The results of this study are consistent with previous studies conducted by Handaru et al. (2015), Maulia (2019), Tarmedi et al. (2016), Hutagalung et al. (2017), and Muchtar et al. (2018).

Handaru et al. (2015) the majority of students studied come from relatively well-off families from an economic perspective, so that they have easy access to fulfill their various wants and needs. This condition indirectly "spoils" them so that they tend not to be trained to face difficulties. On the other hand, they understand that being an entrepreneur will entail many difficulties and challenges so they tend to be less interested in the profession. The low adversity quotient of students is caused by their social life and environmental conditions which are instantaneous and tend to be materialistic. This condition makes students want to immediately achieve success or want to get rich soon with as little struggle as possible. This contradiction has lowered their enthusiasm and desire to become entrepreneurs, which of course will require a hard struggle to achieve success.

In contrast to previous findings, Hutagalung et al (2017) show that the higher the resilience it has is to increase entrepreneurial intentions. People with high intelligence in adversity can reduce negative thoughts, such as thinking that they cannot overcome obstacles and thinking about bad things that will happen, so that people can decide to become entrepreneurs without hesitation. The results of these previous researchers were confirmed by Stoltz (2007) adding that individuals who have the ability to survive and continue to struggle persistently when faced with a problematic life, full of motivation, enthusiasm, drive, ambition, enthusiasm, and high persistence, are seen as figures who have high adversity intelligence, while individuals who give up easily, just surrender to fate, are pessimistic and have a tendency to always be negative, can be said to be individuals who have a low level of adversity intelligence.

In this study, it is revealed that the Adversity Quotient and entrepreneurial intentions are categorized as good. Students who are members of the SBC community spread across several campuses in Malang have the best performance and maintain a high work ethic, are always authentically optimistic, take the necessary risks, and learn so that the business that is built always grows and develops well. Students in implementing entrepreneurial intentions also make preparations for everything to become an entrepreneur rather than an employee.

According to the analysis result of the positive and significant impact of the entrepreneurial environment on entrepreneurial intentions, the hypothesis test has reached the predetermined standard. This means that there is a positive and significant influence between entrepreneurial environment variables and entrepreneurial intention variables. The results of this study are consistent with previous studies conducted by Sulistyawati & Sumadi (2017), Indarti et al. (2016), Khuong & An (2016), Moraes et al (2018), Abdullahi & Zainol (2016) and Ibrahim (Ibrahim) & Mas'ud (2016).

Indarti et al (2016) generally, entrepreneurs not only interact with others inside the organization, but also interact with others outside the organization. Entrepreneurs develop and use (social) networks to access resources such as money, expertise, encouragement, information and environmental feedback. The Internet can be used as a tool to reduce risk, reduce transaction costs, and enhance access to business ideas, information, and capital. In addition, social networks consist of formal and informal relationships between participants in interconnected circles, and provide entrepreneurs with access to the resources needed to establish, develop, and succeed in a business.

Khong & An (2016) social and cultural factors can enter into the formation of entrepreneurial value by directly influencing the formation of individual value systems. In a social system that prioritizes the role of entrepreneurship, more individuals will choose the path to become entrepreneurs. This statement is also true in social systems that encourage more innovation, risk-taking, and independence created in entrepreneurial activity than in systems with contrasting norms.

Gnyawali and Fogel (1994) divided the entrepreneurial environment into five (5) categories, namely, government policies and procedures, social and economic conditions, entrepreneurship and business skills, financial assistance and non-financial assistance. Linan and Chen (2006) pointed out that to measure the intention of an entrepreneur, a person can use a certain method to state statements such as desire (I want), self-prediction (how likely) and behavioral intention (I intend). From this intention, a good entrepreneurial environment is needed, such as creating innovative entrepreneurial skills. As entrepreneurs develop their skills in entrepreneurial capabilities, the entrepreneur's intentions will be revealed in him (Sulistiywati, 2017).

In this study, it is revealed that the entrepreneurial environment and entrepreneurial intentions are categorized as good. Students who are members of the SBC community spread across several campuses in Malang have an environment that provides opportunities for personal and professional relationships between individuals, increases their creativity and ability to innovate, and helps identify existing business opportunities. The entrepreneurial environment in the SBC community really has a significant impact on individual changes in viewing the entrepreneurial profession. This is evidenced by the enthusiasm of SBC members to seek information to become entrepreneurs and the actions that lead to their career selection as entrepreneurs.

According to the analysis result of the positive and significant influence of entrepreneurial attitude on entrepreneurial intention, the hypothesis test has reached the predetermined standard. In other words, the entrepreneurial attitude variable and entrepreneurial intention variable have a positive and significant impact. The results of this study are consistent with previous studies conducted by Ferreira et al. (2012), Ermawati et al. (2013), Do and Dadvari (2017), Kusmintarti et al (2017), Anggadwita and Dhewanto (2016), Daliman et al (2019), Miranda et al (2017) and Law & Breznik (2016).

Personal attitudes are derived from beliefs about the consequences of actions, which are called behavioral beliefs. In other words, if a person believes that actions can produce positive results, then that person will have a positive attitude, and vice versa. Attitude is an assessment conducted by an individual to evaluate certain objects, people, institutions, events, behaviors or intentions positively or negatively (Anggadwita & Dhewanto, 2016). Entrepreneurship is the process of a person looking for opportunities to execute their business plan. It is the talent that transforms ideas into small businesses. Entrepreneurship is a process of vision, change and creation. This process requires energetic ideas and dedication to achieve creative solutions (Daliman et al., 2019).

Entrepreneurship intention is a series of motivational factors that affect entrepreneurial behavior, indicating a person's willingness to participate in entrepreneurship and their efforts to plan and mobilize entrepreneurship (Schul, 2017). Those who intend to start a business will be better prepared to work because entrepreneurial intention is a reliable predictor of entrepreneurial behavior (Hutagalung, 2017). Those who intend to start a business are better prepared for work, because the intention of starting a business is a reliable predictor of entrepreneurial behavior (Hutagalung, 2017).

In this study, it is revealed that endurance and entrepreneurial attitudes are categorized as good. Students who are members of the SBC community spread across several campuses in Malang always learn to innovate and be creative in entrepreneurship, have the freedom to develop business through entrepreneurship, and strive to do entrepreneurship well. This entrepreneurial attitude is a member of the SBC community which has various innovations in running a business. They will try to combine various business methods to create new products and start using gusto to operate their business.

According to the analysis result of entrepreneurial attitude on the positive influence of adversity quotient on entrepreneurial intention, hypothesis testing has reached the predetermined standard. In other words, there is a positive effect between the variable adversity quotient and the entrepreneurial willingness variable, which is mediated by the entrepreneurial attitude variable.

Regarding entrepreneurial intentions, endurance determines a person's ability to survive and face difficulties, and achieve success (Handaru, 2015). Still according to Handaru (2015), an individual who has the ability to defend himself is thought to find it easier to undergo the profession as an entrepreneur because he has the ability to turn obstacles into opportunities. In other writings, individuals who have the intelligence to face obstacles will have the ability to seize business opportunities because they have the ability to take risks, are oriented towards opportunities / initiatives, have creativity, independence, and the ability to mobilize resources (Handaru, 2014). Based on the description above, it can be said that the ability to defend itself is a person's ability to respond to obstacles and difficulties through his intelligence in managing resources and taking certain actions.

Attitude is the basis for forming intentions (Ernawati, 2017). According to the theory of planned behavior (Ajzen 2005), the entrepreneurial attitude is one of the factors that shape a person's intention, and then it will directly affect the behavior to understand a person's intention to become an entrepreneur. Those planning to start a new company will be better prepared because entrepreneurial willingness is a reliable predictor of entrepreneurial behavior (Hutagalung, 2017).

In this study, students in the SBC community across multiple campuses in Malang are diligent in entrepreneurship, innovative in finding solutions to problems, and can develop rapidly. Students who are members of the SBC community are also free to develop their business through entrepreneurship, try everything and start running my business.

Based on the results of the analysis of the positive influence of the entrepreneurial environment on entrepreneurial intentions through entrepreneurial attitudes, hypothesis testing has met the predetermined criteria. That is, there is a positive influence between the entrepreneurial environment variable and the entrepreneurial intention variable, which is mediated by the entrepreneurial attitude variable.

Rasyid & Ratumbusyung (2015) Environment is an atmosphere / situation or place where social interaction occurs and it influences both thought patterns, views and directly or indirectly on the development of the soul and individual attitudes. According to the research of Gnyawali and Fogel (1994), the entrepreneurial environment is divided into five (5) categories, namely, government policies and procedures, social and economic conditions, entrepreneurial and business skills, financial assistance and non-financial assistance.

Attitude itself is a person's tendency to accept something and respond in both positive and negative ways. Attitudes themselves have several objects, among others, certain people, places, things, events, activities, mental concepts, cognitive orientation, lifestyle, or even a combination of these categories (Robinson et. Al., 1991). There is an approach in attitude theory which is commonly called tripartite capital (Robinson et. Al., 1991). The first is the cognitive component which is a person's beliefs and thoughts about something. The second is the affective component, which is a positive and negative feeling towards something. Lastly is the behavioral component in a particular way. From the above opinion, it can be said that attitude is someone's response to something with certain behavior. From a certain attitude, an intention to behave will be formed.

Entrepreneurial intention is A series of motivational factors influencing entrepreneurial behavior indicate the extent to which a person is willing to participate in entrepreneurship and the amount of effort they plan and mobilize entrepreneurship (Schul, 2017). Sulistywati (2017) From this intention, a good entrepreneurial environment is needed, such as creating creative and innovative entrepreneurial skills. With the entrepreneur doing his entrepreneurial skills, the entrepreneur's intention will appear to him.

In this study, students who are members of the SBC community spread across several campuses in Malang have an entrepreneurial environment that enables them to connect and analyze problems, increasing my ability to take calculated risks. That way, students who are members of the SBC community also do something, I will try to do well.

CONCLUSION

Adversity quotient has a direct effect on entrepreneurial attitudes. Entrepreneurial environment has a direct effect on entrepreneurial attitudes. Adversity quotient has a direct effect on entrepreneurial intentions. Entrepreneurial Environment has a direct effect on Entrepreneurial Intentions. Entrepreneurial Attitude has a direct effect on Entrepreneurial Intention. Adversity quotient has an indirect effect on Entrepreneurial Intention through Entrepreneurial Attitudes. Entrepreneurial environment has an indirect effect on entrepreneurial intentions through entrepreneurial attitudes.

The results of this study are suggested for the SBC business community to bring in business experts or coaching not only to focus on providing guidance but to share experiences, motivate and inspire students to increase self-confidence and have a great determination to run a business. Students who are members of the SBC community, be more intensive in conducting gatherings or workshops by exchanging information and experiences related to being an entrepreneur with other students who are members of the SBC community and as a reference for students in Malang in the stages of becoming entrepreneurs who are able to withstand difficulties and achievements. towards an achievement and provide education about entrepreneurship. For other researchers, it is hoped that it can become a reference for similar research in the future.

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