

## MULTI FACTOR ENTREPRENEURIAL SPIRIT OF FOOD ENTREPRENEURS: BEFORE AND AFTER THE COVID-19 PANDEMIC

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**Abstract:** Entrepreneurship has become a sector considered by the government in creating jobs for the community. Entrepreneurs are the focus of the entrepreneurial process that must receive special attention in increasing interest in entrepreneurship among the younger generation. Efforts to develop entrepreneurship have been carried out by the government and private agencies through coaching programs, especially for novice entrepreneurs who are just starting their business as food entrepreneurs. In this research, the authors would like to examine if there are differences in the variables of self-efficacy, motivation, competence, and creativity with factors that differentiate based on age, geographic area, gender, parental background as entrepreneurs, having other jobs, having businesses after and before the COVID-19 pandemic. and opinions about the impact of the COVID-19 pandemic on them. By using Mann Whitney that is used to decide the difference in the median of the 2 independent groups. The results displayed that based on of age, geographical area, having another job, having a business after and before the COVID-19 pandemic, and the impact of the pandemic there was no difference in self-efficacy, motivation, competence, and creativity. Differences happen in the variables of motivation, competence and creativity based on gender. In the competence and creativity variables, there are differences based on parents who have entrepreneurial backgrounds. The managerial contribution in this research is that universities must take different approaches to male and female students and students who have family backgrounds as entrepreneurs.

**Keywords:** self-efficacy, competence, motivation, creativity, food entrepreneur

**Abstrak:** Kewirausahaan telah menjadi sektor yang dipertimbangkan oleh pemerintah dalam menciptakan lapangan pekerjaan bagi masyarakat. Wirausahawan merupakan fokus proses wirausaha yang harus mendapat perhatian khusus dalam meningkatkan minat berwirausaha di kalangan generasi muda. Upaya pengembangan kewirausahaan telah dilakukan oleh instansi pemerintah maupun swasta melalui program pembinaan khususnya bagi pengusaha pemula yang baru memulai usahanya sebagai pengusaha makanan. Pada penelitian ini, penulis ingin mengkaji apakah terdapat perbedaan pada variabel efikasi diri, motivasi, kompetensi dan kreativitas dengan faktor pembeda berdasarkan usia, wilayah geografis, jenis kelamin, latar belakang orang tua sebagai wirausaha, memiliki pekerjaan lain, memiliki usaha setelah dan sebelum pandemi COVID-19 dan opini tentang dampak pandemi COVID-19 bagi mereka, dengan memakai Mann Whitney yang digunakan untuk mengetahui perbedaan median 2 kelompok bebas. Hasil penelitian memperlihatkan bahwa berdasarkan usia, wilayah geografis, memiliki pekerjaan lain, memiliki usaha setelah dan sebelum pandemi COVID-19, dan dampak pandemik tidak terdapat perbedaan pada efikasi diri, motivasi, kompetensi, dan kreativitas. Perbedaan terjadi pada variabel motivasi, kompetensi dan kreativitas berdasarkan gender. Pada Variabel kompetensi dan kreativitas terdapat perbedaan berdasarkan orangtua yang memiliki latar belakang kewirausahaan. Kontribusi manajerial dalam penelitian ini adalah perguruan tinggi harus melakukan pendekatan yang berbeda-beda kepada mahasiswa laki-laki dan perempuan serta mahasiswa yang memiliki latar belakang keluarga sebagai wirausahawan.

**Kata kunci:** efikasi diri, kompetensi, motivasi, kreativitas, pengusaha makanan

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## INTRODUCTION

Entrepreneurship can be considered as a process of setting a vision, making changes and creating something new that requires energy and passion and its implementation (Hashim et al. 2022). Many factors motivate a person to become an entrepreneur, like becoming an entrepreneur because of an inner drive or because of an opportunity or opportunity (Eckhardt et al. 2006). To be successful in their business, entrepreneurs should have an entrepreneurial spirit and entrepreneurial orientation because someone who opens and develops new businesses and shows entrepreneurial nature can then be said to be an entrepreneur (Wickham, 2001).

Opportunities to begin a business can arise without expectation. Since the pandemic occurred, many entrepreneurs have been forced to close their businesses, but some have also started their businesses. From a business perspective, a pandemic is not always regarded a negative thing because there are businesses that are experiencing rapid development during the pandemic, one of which is the online culinary business by utilizing social media and online delivery. The phenomenon of society about entrepreneurs has changed along with the development of technology in marketing the products produced. The social media that is used as a marketing tool has encouraged the emergence of new entrepreneurs. The use of social media together with the mobile application of entrepreneurial marketing will have effect on the success of the business (Rafiana et al. 2021). The food business is one type of business that many new entrepreneurs do because it tends to be easier to do by using their expertise and developing online marketing. Digitalization gives many opportunities for entrepreneurs to start their businesses (Ramaswamy and Ozcan, 2018). Food entrepreneurs are growing during the period of the COVID-19 pandemic as many people lose their occupations because of the pandemic. Becoming a new entrepreneur in the food sector is a choice taken to survive during the pandemic. But being an entrepreneur is not an easy thing because there are many challenges faced. An entrepreneurial spirit is needed to meet the challenges of doing business. A spirit which is entrepreneurial is described as behavior of business marked by proactiveness, risk-taking and innovation (Miller, 1983). Previous research on entrepreneurial spirit found three factors that affect entrepreneurial spirit: awareness which is entrepreneurial, entrepreneurial self-efficacy and opportunity (Huang et al. 2021).

Many factors affect entrepreneurial spirit of an entrepreneur. In this study, researchers developed different variables from previous studies by analysing the variables of self-efficacy, motivation, competence, and creativity. Self-efficacy is the belief that someone has got in his capacity to get the success in achieving the expected results (Hechavarría et al. 2012). Knowledge is needed as an entrepreneur, but it is not sufficient to lead them to be successful entrepreneurs. Knowledge is used as a source in making strategic decisions (Wickham, 2001). Self-efficacy is needed for an entrepreneur to start his business, as stated by Newman et al. (2019). In the context of entrepreneurship, self-efficacy is referring to the trust in running and beginning a new business. Gibson also conveys that Self-efficacy is the trust that one can provide good performance in every situation (Gibson and Dembo, 1984). The rise of entrepreneurs' self-efficacy is due to the knowledge they already gained in conducting entrepreneurship. Self-efficacy makes them able to be ready to face all competition challenges.

Self-efficacy is related to someone's trust in his or her competence (Bandura, 1997). Competence refers to a collaboration of skills, personality attributes and knowledge of everyone to improve their performance. Competence is not something that comes suddenly, and competence is obtained through learning, training as well as practice (Volery et al. 2015). Competence is recognized from a person's style of acting and thinking as a combination of knowledge and expertise. Gonzi & Hager say that competence in understanding is skills, attitudes and abilities displayed in a carefully picked out set of practical tasks that are professional of a right generality level (Hager and Gonczi, 1996). Comprehending with competence holistically is understood as fulfilling complicated needs (Mulder et al. 2007). Competence is an essential factor that entrepreneurs have to possess to predict entrepreneurship and characteristics that allow entrepreneurs to meet their risks of business (Kyndt and Baert, 2015). It has great significance for the survival and performance of SMMEs (Zizile and Tendai, 2018). competencies owned by entrepreneurs involve how to take initiative, creativity, take risks, self-confidence, lead, empathize, interpersonal in managing a business (Lenka and Agarwal, 2017). Entrepreneurs will reach success if they have the capacity and willingness to study in the face of new challenges and the development of technology and innovation which develop rapidly and keep on developing themselves.

Motivation can be defined as a feeling that arises from within to be able to do something that can change the state of oneself and the environment (Maslow, 1943). Motivation is also defined as the driving point that leads us to conduct or not to conduct something (Broussard and Garrison, 2004). Every entrepreneur has a different motivation to start his business. However, their motivation refers to a change in a positive direction. A person's motivation can be influenced from within and outside himself. Sometimes the impulse from within is greater than the impulse from the outside and vice versa. Intrinsic motivation can be divided into mastery approach, value beliefs, and interest of the individual (de Barba et al. 2016). Motivation which is extrinsic is the satisfaction gained from external factors of individual (Ryan and Deci, 2000). Motivation in entrepreneurship is various, and affects pursue entrepreneurial chances that exist or carry out processes in business (Shane et al. 2003). Creativity is created through a combination of entrepreneurial cognition as well as motivation (Amabile, 2013). Wickham (2001) mentions three cognitive aspects of entrepreneurship: perception process, problem-solving process, and task process.

Creativity is a measure that can be used to show whether someone can become an entrepreneur (Teixeira, 2011). Creativity takes the effort to create new, original, unpredicted, and pieces of work which are valuable (Sternberg and Lubart, 2014). The same statement was stated by Lee and Seo that creativity features are originality, thinking and ability to solve problem (Lee and Seo, 2006). Creativity is explained as an interaction among environment, talent and process in creating a product (Plucker et al. 2004). To begin a new business, entrepreneurs require an idea (Davidsson, 2017). Creativity which is entrepreneurial can be the means of expression of via creative thinking to generate thing which needs hard work, concentration, and perseverance. A creative climate is formed in an educational environment that emphasizes a creative climate. Creative climate provides opportunities for students to innovate, be proactive and brave in expressing and developing ideas so that their creativity can be formed well (Sanjaya et al. 2021)

Ideas created by students can develop and be implemented by the support of culture and the environment, in this case, the help of the campus environment where they obtain knowledge as explained by Monte & Pennacchio that creativity is decided by an entrepreneurial and a supportive culture and

environment of the social (Del Monte and Pennacchio, 2020). The more creative people utilize the chances that exist, the results which are better of the business will be.

This study has the purpose of finding out whether there are differences between the four variables that influence the proposed entrepreneurial spirit, namely self-efficacy, competence, motivation, and creativity based on the characteristics of entrepreneurs based on gender, age, geographical area, parental background as an entrepreneur, having a job other than being a businessman. entrepreneurs, time to start entrepreneurship, entrepreneurship before or after the pandemic, and views on the COVID pandemic.

## METHODS

The research's population is students from several universities in Jakarta, Bogor, and Bandung. Sampling only part of the population is taken and used to determine a population's desired properties and characteristics. The sampling technique in this study used a purposive sampling technique (Siregar, 2013). Purposive sampling determines the research sample to ensure that the data obtained later can be more representative (Sugiyono, 2017).

The questions of the questionnaire are created in two parts: the profile of respondents and questions about variables. The assessment of indicator will utilize a Likert scale of one to five (1= strongly disagree and 5=strongly agree). This research used an online questionnaire whose reliability and validity were tested prior to distributing to target respondents. The questionnaires were delivered to 450 respondents, and 396 delivered them back (response rate: 87.7%). This survey was conducted from March 2021 until May 2021. The variables in this study are self-efficacy, motivation, competency, and creativity.

The method used in a study is a technique of quantitative descriptive and qualitative descriptive. The quantitative descriptive method is data analysis based on numbers, percentages, frequencies, averages, diagrams, or graphs where descriptive statistics can be used. At the similar moment, the descriptive method of Qualitative analysis is an analysis based on a state statement. The analytical method used is a different test using Mann Whitney. The Mann-Whitney test (U-test) is utilized to test the

difference between two groups or to test ordinal data from two independent samples (two independent sample tests) in which the data to be tested is non-parametric data or data that is not normally distributed.

In the conceptual model in Figure 1. The expected results of this study are to describe of what characteristics distinguish the entrepreneurial spirit in running their business. From the above description, the authors propose the following hypotheses:

- H1: There is a difference in self-efficacy based on gender
- H2: There is a difference in self-efficacy by age
- H3: There are differences in self-efficacy by geographic area
- H4: There is a difference in self-efficacy based on the parents' background as entrepreneurs
- H5: There is a difference in self-efficacy based on having a job other than being an entrepreneur
- H6: There is a difference in self-efficacy based on the time to start a business before or after the pandemic
- H7: There is a difference in self-efficacy based on how a pandemic is viewed
- H8: There is a difference in competence based on gender
- H9: There is a difference in competence based on age
- H10: There are differences in competence based on geographic area
- H11: There is a difference in competence based on the background of parents as entrepreneurs
- H12: There is a difference in competence based on having a job other than being an entrepreneur

- H13: There is a difference in competence based on the time to start a business before or after the pandemic
- H14: There is a difference in competence based on views on the pandemic
- H15: There are differences in motivation based on gender
- H16: There is a difference in motivation based on age
- H17: There are differences in motivation based on geographic area
- H18: There are differences in motivation based on parents' background as entrepreneurs
- H19: There is a difference in motivation based on having a job other than being an entrepreneur
- H20: There is a difference in motivation based on the time to start a business before or after the pandemic
- H21: There are differences in motivation based on views on the pandemic
- H22: There is a difference in creativity by gender
- H23: There is a difference in creativity based on age
- H24: There are differences in creativity by geographical area
- H25: There is a difference in creativity based on the background of parents as entrepreneurs
- H26: There is a difference in creativity based on having a job other than being an entrepreneur
- H27: There is a difference in creativity based on the time of starting a business before or after the pandemic
- H28: There is a difference in creativity based on views about the pandemic.

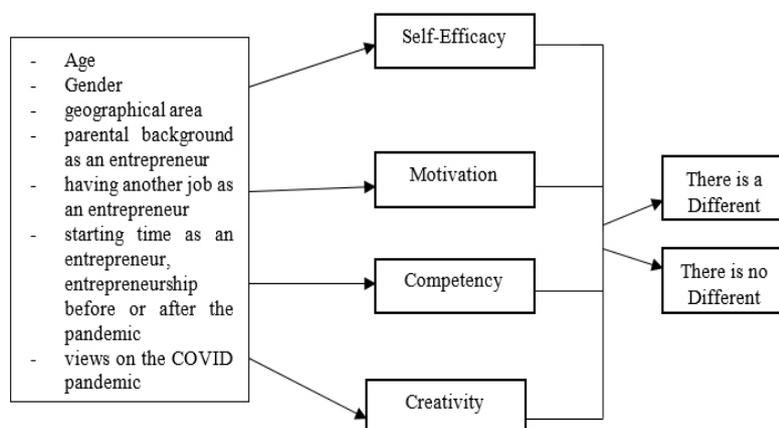


Figure 1. Conceptual model

## RESULTS

### Food Entrepreneur Profile

Table 1 indicates the profile of 396 respondents in several categories. The respondents profile show that the majority of respondents are male, 64.56%. 71.90% of respondents' age above 20 years old and 56.71% of the students live in Jakarta. 52.91% respondents come from entrepreneurial families; it means that they have already learned become entrepreneur. Most of the respondents do not have any other jobs except as entrepreneurs 63.80% and 50.38% become an entrepreneur after pandemic COVID 19 then 58.99% think that pandemic give a positive impact for them.

Table 1. Description of respondents

Categories	Frequency	Percentage
<b>Male</b>	255	64.56
<b>Female</b>	141	35.70
<b>Age</b>		
< 20	112	28.35
>20	284	71.90
<b>Residence</b>		
Jakarta	224	56.71
Bogor	26	6.58
Depok	93	23.54
Bekasi	31	7.85
Bandung	22	5.57
<b>Parents' occupation</b>		
Entrepreneur	187	47.34
Non- entrepreneur	209	52.91
<b>Having Other/Side-Job</b>		
Yes	144	36.46
No	252	63.80
<b>Starting time being an entrepreneur</b>		
after the pandemic	199	50.38
Before the pandemic	197	49.87
<b>Pandemic's effect on entrepreneurship</b>		
Positive	233	58.99
Negative	163	41.27

Based on Table 2 of the 395-food entrepreneur, obtained the average value (mean) for the variable of self-efficacy is 20.49 and standard deviation is 2.564. For motivation has an average value (mean) 19.40 with standard deviation is 2.741. The means of competency is 20.21 and standard deviation is 2.644. Meanwhile, creativity has the mean value is 19.65 and standard deviation is 2.800. The result show that the data is less varied because the standard value deviation is smaller than mean.

### Normality test

In Table 3, it is known that the value of Sig. on the variables of self-efficacy, competence, motivation, and creativity <0.05, it can be concluded that the data are not normally distributed. Therefore, to calculate the difference, the Mann Whitney difference test was utilized.

### Comparison of Entrepreneurial Spirit in Food Entrepreneurs

The result of Mann Whitney test based on age (Table 4), the results obtained a significance value above 0.05 (>0.05) for the four variables tested, namely self-efficacy, motivation, competence, and creativity so that it can be concluded that based on of age, no difference is found in self-efficacy, motivation, competence and creative entrepreneurs.

The result of Mann Whitney test based on geographic area (Table 5), the results obtained a significance value above 0.05 (>0.05) for the four variables tested, namely self-efficacy, motivation, competence, and creativity, so that it can be concluded that based on geographic area, no difference is found in motivation, self-efficacy, competence, as well as creative entrepreneurs

The result of the Mann Whitney test-based on gender (Table 6). Results obtained a significant value below 0.05 (<0.05) for the four variables tested, namely self-efficacy, motivation, competence, and creativity, so that it can be concluded that based on of gender, a difference is found in motivation, self-efficacy, competence, and creativity entrepreneurs. It shows that males and females have differences in self-efficacy, motivation, competence, and creativity.

Table 2. Descriptive statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Self-Efficacy	395	11	25	20.49	2.564
Motivation	395	11	25	19.40	2.741
Competency	395	10	25	20.21	2.644
Creativity	395	11	25	19.65	2.800
Valid N (listwise)	395				

Table 3. Normality test results

One-Sample Kolmogorov-Smirnov Test					
		Self-Efficacy	Competency	Motivation	Creativity
N		395	395	395	395
Normal Parameters <sup>a,b</sup>	Mean	20.48	19.49	20.23	19.70
	Std. Deviation	2.544	2.643	2.586	2.768
Most Extreme Differences	Absolute	.127	.110	.151	.166
	Positive	.127	.110	.151	.166
	Negative	-.083	-.085	-.109	-.107
Test Statistic	.127	.110	.151	.166	
Asymp. Sig. (2-tailed)	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 4. Mann whitney test based on age

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	15666.000	15554.500	15464.500	14716.000
Wilcoxon W	55852.000	55740.500	55650.500	20932.000
Z	-.040	-.151	-.240	-.985
Asymp. Sig. (2-tailed)	.968	.880	.810	.325

a. Grouping Variable: age

Table 5. Mann whitney test based on geographic area

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	2440.500	2204.000	2430.500	2155.000
Wilcoxon W	2693.500	27404.000	2683.500	27355.000
Z	-.074	-.823	-.106	-.979
Asymp. Sig. (2-tailed)	.941	.411	.915	.327

a. Grouping Variable: geographic area

Table 6. Mann whitney test based on gender

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	13072.000	14177.000	15389.000	14025.000
Wilcoxon W	45457.000	46562.000	47774.000	46410.000
Z	-4.487	-3.458	-2.340	-3.612
Asymp. Sig. (2-tailed)	.000	.001	.019	.000

a. Grouping Variable: Gender

The result of the Mann Whitney test based on family background obtained a significance value below 0.05 (<0.05) (Table 7) for competency and creativity so that it can be concluded that based on family background, there is a difference in entrepreneur competence and creativity. For motivation and self-efficacy show there is no difference between entrepreneurs who come from parents who are entrepreneurs or non-entrepreneurs.

The result of the Mann Whitney test based on having another job (Table 8). The results obtained a significance value above 0.05 (>0.05) for the four variables tested, namely self-efficacy, motivation, competency, and creativity, so that it can be concluded that based on having another job, no difference is found in motivation, self-efficacy, competence, as well as creativity entrepreneurs.

The result of the Mann Whitney test based on being an entrepreneur after or before the pandemic (Table 9). The results obtained a significance value above 0.05 (>0.05) for the four variables tested, namely self-efficacy, motivation, competency, and creativity, so that it can be concluded that based on being an entrepreneur after or before pandemic no difference is found in motivation, self-efficacy, competence, as well as creativity entrepreneurs.

The result of the Mann Whitney test based on the effect of a pandemic (Table 10). The results obtained a significance value above 0.05 (>0.05) for the four variables tested, namely self-efficacy, motivation, competency, and creativity, so that it can be concluded that based on the effect of pandemic no difference is found in motivation, self-efficacy, competence, as well as creativity entrepreneurs.

The findings showed that there was no age difference in self-efficacy, competence, motivation, or entrepreneurial creativity. This demonstrates that age is not a barrier to the effort of becoming an entrepreneur. Starting a business can be done by anyone, young or old, if they believe they have the courage and ability to do so. Age does not affect a person's self-efficacy. Young and old people will both have confidence in their abilities (London, 2016). Self-efficacy is a person's belief in his own ability to do something or overcome a situation that he will succeed. Entrepreneurs' self-efficacy will help them achieve their success goals (To et al. 2020). Meanwhile, competence is defined as a person's ability to overcome obstacles. Competencies can increase motivation to create something new and different, regardless of the age of the business actor.

Table 7. Mann whitney test based on family background

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	17770.000	18895.000	17050.500	15979.500
Wilcoxon W	35161.000	36286.000	34441.500	33370.500
Z	-1.485	-.482	-2.128	-3.087
Asymp. Sig. (2-tailed)	.138	.630	.033	.002

a. Grouping Variable: Family Background

Table 8. Mann whitney test based on having another job

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	17564.000	16831.500	16934.500	17445.000
Wilcoxon W	27860.000	48709.500	27230.500	49323.000
Z	-.420	-1.096	-1.004	-.531
Asymp. Sig. (2-tailed)	.674	.273	.316	.595

a. Grouping Variable: having another job

Table 9. Mann whitney test based on being entrepreneur after or before the pandemic

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	14639.500	14967.000	14511.500	17445.000
Wilcoxon W	57417.500	20323.000	57289.500	49323.000
Z	-.404	-.072	-.534	-.531
Asymp. Sig. (2-tailed)	.687	.943	.593	.595

a. Grouping Variable: Being an entrepreneur after or before the pandemic

Table 10. Mann whitney test based on effect of pandemic COVID 19

	Self-Efficacy	Motivation	Competency	Creativity
Mann-Whitney U	16648.000	16981.000	16177.000	17150.500
Wilcoxon W	25828.000	26161.000	25357.000	26330.500
Z	-.846	-.533	-1.289	-.375
Asymp. Sig. (2-tailed)	.398	.594	.197	.707

a. Grouping Variable: Effect of pandemic COVID 19

There was no difference in self-efficacy, competence, motivation, or entrepreneurial creativity based on where people lived. This demonstrates that entrepreneurs can run business wherever they live by taking advantage of the opportunities that are available to them. Entrepreneurs face many challenges in running their businesses and staying competitive. Surviving requires tenacity and faith in one's own abilities. Entrepreneurial motivation can range from pursuing existing entrepreneurial opportunities to carrying out business processes (Shane et al. 2003). Competence is the mixture of a person's skills, knowledge, and personality traits to improve their performance. Competence can be identified as a combination of knowledge and expertise based on how a person acts and thinks. Competence can be formulated as a collection of knowledge and skills possessed by a person, with entrepreneurial competence distinguished based on knowledge and skills rather than place of residence. According to Hager and Gonczi (1996), competence with knowledge is the skills, abilities, and attitudes demonstrated in a series of practical tasks picked out wisely and professionally with the appropriate general level.

Gender differences occur in entrepreneur self-efficacy, competence, motivation, and creativity. This shows that men and women differ in terms of efficacy, competence, motivation, and creativity. This finding is consistent with previous research that show that men have higher creativity variance scores than women. Gender differences in creativity exist (Abraham, 2016; He and Wong, 2021). Other research has discovered no difference in competence between men and women

(Tomal and Jones, 2015), but this study discovered differences in competence between men and women. According to Kyndt and Baert (2015), competence is an important factor that entrepreneurs should have to predict entrepreneurship and the characteristics that allow entrepreneurs to face their business risks. Men and women have different perspectives on how to deal with the risks of running a business.

There is no difference in competence and creativity based on family background, while there is a difference in self-efficacy and motivation. Having a family background as an entrepreneur, as well as having parents who are entrepreneurs, results in different types of creativity. Parents have expectations for their children, who must be coached (Sanjaya, Kurniawan and Virlia, 2021). Previous research has found that family background values personality traits related to creativity, and the environment provided is thought to help fostering creativity. His entrepreneurial family background directly instils knowledge and an entrepreneurial environment for entrepreneurs who are embedded in his mind. The interaction between the environment, talent, and the process of producing a product is defined as creativity (Plucker et al. 2004). Creativity, a measure of whether a person can become an entrepreneur, is a predictor of becoming an entrepreneur (Teixeira, 2011). Tomal and Jones (2015) discovered that differences in entrepreneurial competencies are caused by an entrepreneur's family background. Having entrepreneurial parents will provide knowledge that can be absorbed directly from the daily environment through communication. Family communication schemes determine what is important

knowledge for other family members to say and do (Worthington and Fitch-Hauser, 2018). Entrepreneurs must have initiative, self-confidence, creativity, risk-taking, leadership, interpersonal skills, and empathy when running a business (Lenka and Agarwal, 2017).

There were no differences in self-efficacy, competence, motivation, or creativity of entrepreneurs based on whether they had a job other than being an entrepreneur or not. The entrepreneurial spirit emerges from within a person, uninfluenced by previous employment, but by the belief in one's ability to start one. Self-efficacy is important in human behavior because it connects virtually everything in people's lives and serves as the foundation for human motivation, personal achievement, and well-being (Schunk and Pajares, 2002). The greater the entrepreneur's self-efficacy or self-confidence, the greater his or her courage to start a business (Igwe et al. 2020). The skills acquired can serve as an impetus to become an entrepreneur (Siemon and Robra-Bissantz, 2018). Starting with an idea (Davidsson, 2017), using self-efficacy (Rama and Sarada, 2017), and demonstrating the competencies you have acquired so far motivates (Kremer et al. 2013) to build creativity in building your own business (entrepreneurship) (Wegner et al. 2020). According to Voleri et al. (2015), competencies can be trained, and there is a need for recognition that someone has acquired these competencies. Self-assurance that we are capable or capable is required to actualize competence.

It was discovered that there was no difference in self-efficacy, competence, motivation, and creativity of entrepreneurs after and before the pandemic. Self-efficacy in the context of entrepreneurship refers to the belief in one's ability to start and run a new business (Newman et al. 2019). The knowledge gained from running a business causes the emergence of entrepreneurial self-efficacy. Self-efficacy prepares them to face any challenge in the competition. According to Gibson and Dembo (1984), self-efficacy is because confidence is formed to be ready to face any conditions and situations encountered, it is unaffected by conditions before and after the pandemic. Motivated trust will strengthen one's intentions even more. Maslow's (1943) hierarchy of needs will shape one's entrepreneurship orientation and intentions. Davidson (2017) agrees, stating that entrepreneurs require ideas to start or expand their businesses. To remain competitive and grow, an entrepreneur must be creative. The collaboration of cognition and entrepreneurial

motivation produces creativity (Amabile, 2013) is the belief that a person can perform well in any situations (Gibson and Dembo, 1984).

### **Managerial Implications**

This research was conducted on students from several universities in Jakarta, Bogor and Bandung and the results obtained showed that the majority of students' self-efficacy, motivation, competence, and creativity were not different. Differences occur when they were distinguished by gender and family background. The managerial implication of the research is that the entrepreneurship program at the tertiary level must be comprehensively given and integrated for all students, but in practice it is necessary to have a different approach to male and female students as well as whether the students come from entrepreneurial families or not.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

The findings revealed that there was no difference in self-efficacy, competence, motivation, and creativity of entrepreneurs based on age, place of residence, having a job other than being an entrepreneur or not, and being an entrepreneur after and before the pandemic. Differences in self-efficacy, competence, motivation, and creativity of entrepreneurs were found based on gender, and differences in competence and creativity were found based on a family background having a business, but there was no difference in self-efficacy and motivation.

### **Recommendations**

Further research could investigate other factors that influence entrepreneurial intent, such as age or education.

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