



Paradigm of Post-Covid-19 entrepreneurship mindsets

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ABSTRACT

It is undeniable that the consequences of the pandemic that has hit the whole world, including Indonesia, have had an extraordinary impact, especially on the wheels of the economy. Both large-scale companies are affected, in small and medium-sized companies. Life must be constant and entrepreneurs must still be able to run the economy. Mental surrender must stop the effort. However, with a different mindset, this pandemic can be used as a business opportunity. The respondents of this study were students at Widyatama University. The purpose of this research is to find out the mindset of business actors after the impact of Covid-19, using a descriptive analysis method to verify the research shows that the entrepreneurial mindset influences the intention to do entrepreneurship, besides that creativity is also found to have an influence on the intention to do entrepreneurship. With a change in mindset, the perpetrators began to increase their sales. Along with the end of the Covid-19 pandemic, there is a little enthusiasm for entrepreneurs to return to running it so that students who have businesses return to running their businesses accompanied by the start of face-to-face lectures so that they are more enthusiastic about running their businesses again.

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INTRODUCTION

The emergence of the Covid-19 virus began in Wuhan, one of the regions in China, and has spread to many countries in the world, including Indonesia. Corona 19 situation that hit many countries in the world is a global problem that negatively affects the economic downturn of the people who experienced a sharp decline (Colombelli, 2022; Liao, 2022). Since March 2020 until now, including Indonesia, the Corona 19 situation has negatively impacted the savings of many people's lives, including the economic and tourism sectors. The retail sales sector also showed a significant decline (Jackson, 2022; Sørensen, 2022).

In the industrial sector there are also people who work as workers and workers in industrial companies. The decline in the company's sales due to the weakening of people's purchasing power due to Covid 19 resulted in job cuts (Kwapisz, 2022). The government imposes large-scale social restrictions and practices physical distance. To break the public chain of Covid-19, business actors must lay off some of their workers, even in the business world must fire workers unilaterally because

they can no longer carry out their duties in accordance with the provisions of the employment contract (Al-Ghazali, 2022; Alexander, 2022; Hassan, 2022)

As a result of the Covid-19 outbreak, many companies are unilaterally cutting jobs. In the labor code, a company cannot unilaterally disconnect if the worker meets the obligations stipulated in the employment contract, employment contract, company rules (Jiatong, 2021; Kuratko, 2021b; Pidduck, 2021). However, during the Covid-19 pandemic, many businesses made job cuts (layoffs) because they could not fulfill the rights of their workers (Lynch, 2021; Pidduck, 2021)

Many think that when an entrepreneur has lost his business or gone bankrupt, it will be difficult to return to running a new business (Lynch, 2021). So many turn into workers even though they are not in accordance with the level of education. But the results of this study when an entrepreneur goes bankrupt with over time and associations with positive-minded people can return to running his business (Daspit, 2021). Especially when an entrepreneur is a student who as a respondent in this study has a great impact on their mindset (Kuratko, 2021a). With face-to-face lectures, hanging out with friends, their enthusiasm grows again, including in running a business (Cui, 2021). So that the mindset of an entrepreneur is very influential on the course of the business. When thinking negatively, it is possible to have a negative impact in running a business and vice versa. So keep a positive mind (Hattenberg, 2021).

RESEARCH METHOD

This study uses a quantitative analysis approach by adopting multiple regression analysis techniques. The sample in this research is 110 consumer respondents. The sampling technique in this study was non-probability sampling with incidental sampling. According to Sekaran (2016) incidental sampling is a sampling technique based on coincidence at the time the sample is taken if there is a match as a sample. Sources of data and data methods used in this study are observation, interviews, and questionnaires or questionnaires. Meanwhile, secondary data was collected from several business publications and magazines, journals, and textbooks. The technique used to measure entrepreneurial mind set (x1) and creativity (x2), towards the intention to become an entrepreneur (Y) is a Likert scale which has five alternative answers: 1. Strongly disagree (SD) to 5. Strongly agree (SA) .

RESULTS AND DISCUSSIONS

Validity and Reliability Test

Tabel 1. Validity test

Variable	Item	r count	r critical	Information
Entrepreneurial mindset	x1	0,835	0,30	Valid
	x2	0,779	0,30	Valid
	x3	0,673	0,30	Valid
	x4	0,936	0,30	Valid
	x5	0,889	0,30	Valid
Entrepreneurial creativity	x6	0,646	0,30	Valid
	x7	0,547	0,30	Valid
	x8	0,768	0,30	Valid
	x9	0,613	0,30	Valid
	x10	0,535	0,30	Valid
Entrepreneurial intention	Y1	0,542	0,30	Valid
	Y2	0,776	0,30	Valid
	Y3	0,667	0,30	Valid

Source: Data processed, 2022

The table above shows that the statement items for each of the entrepreneurship mindset, creativity and entrepreneurial intentions variables are valid by looking at each item above r critical. The reliability test can be seen as follows:

Table 2. Reliability test

Variable	Reliability value	r-kritis	Information
Entrepreneurial mindset	0,647	0,6	Reliabel
Entrepreneurial creativity	0,741	0,6	Reliabel
Entrepreneurial intention	0,784	0,6	Reliabe

Source: Data processed, 2022

Table 2 above shows that the statement items for each entrepreneurship mindset, creativity and entrepreneurial intentions are reliable. Multicollinearity test is:

Table 3. Multikolinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Entrepreneurial mindset	.793	1.443
	Entrepreneurial creativity	.741	1.350
a. dependent variable: Entrepreneurial intention			

Source: Data processed, 2022

The calculation results in table 3 above show that there are no problems in terms of multicollinearity between independent variables in the regression model, so there are no problems. The results of the multiple linear analysis are as follows:

Table 4. Multiple regression analysis

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	2.735	2.507		1.091	.278			
Entrepreneurial mindset	.299	.120	.179	2.499	.014	.487	.222	.154
Entrepreneurial creativity	.521	.102	.379	5.098	.000	.629	.422	.315
a. Dependent Variable: Entrepreneurial intention								

Source: Data processed, 2022

The calculation results obtained in table 4 show the acquisition of a constant value (a) of 2.735 and the value of the regression coefficient on the creativity variable of 0.299 and for product innovation 0.521 the regression equation is obtained as follows:

$$Y = 2,734 + 0,299 X_1 + 0,521 X_2$$

This indicates a positive value indicating that the greater one's entrepreneurial mindset and creativity, the greater the perceived intention to become an entrepreneur. Correlation analysis can be seen as follows:

Table 5. Correlation analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.542	.530	3.79173

a. Predictors: (Constant), Entrepreneurial creativity, Entrepreneurial mindset

b. Dependent variabel: Entrepreneurial intention

Source: Data processed, 2022

The results obtained based on the calculation of table 5 show that the value of the multiple correlation coefficient (R) is 0.735. This means that the result is between 0.60 – 0.79. This shows that the relationship between entrepreneurial mindset and creativity towards the intention to become an entrepreneur has a strong relationship. The hypothesis test is as follows:

Table 6. Hypothesis testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2038.085	3	679.362	47.315	.000 ^b
	Residual	1725.262	120	14.377		
	Total	3763.347	123			

a. Dependent Variable: Entrepreneurial intention

b. Predictors: (Constant), Entrepreneurial creativity, Entrepreneurial mindset

Source: Data processed, 2022

The results obtained in the hypothesis test in table 6 above show the regression model obtained is 47.315 with a p-value = 0.000. Thus the hypothesis is acceptable and has an effect on customer satisfaction. The results of partial influence are as follows:

Tabel 7. The influence of the entrepreneurial mindset on the intention to entrepreneurship

Variable	t-count	Prob (sig)	H ₀	Information
Entrepreneurial mindset	5,368	0,000	Rejected	Significant to $\alpha = 0,05$

Source: Data processed, 2022

Table 7 shows the magnitude of the t-count value when compared to t-table, so the value obtained is greater than the t-table value at a significance level of 5% ($5.368 > t\text{-table} = 1.980$) meaning that H₀ is rejected at level = 0.05 so the H₀ test is rejected because $0.000 < 0.05$. These results indicate that the entrepreneurial mindset has a significant influence on the intention to become an entrepreneur. Testing the effect of the creativity variable on the intention to do entrepreneurship is as follows:

Table 8. The effect of creativity on the intention to entrepreneurship

Variabel	t-count	Prob (sig)	H ₀	Information
Entrepreneurial creativity	2,479	0,014	Ditolak	Significant to $\alpha = 0,05$

Source: Data processed, 2022

The results in table 8 show the magnitude of the tcount when compared to ttable, the tcount value is greater than the ttable value with a significance level of 0.05 ($2.479 > t\text{table} = 1.980$). This informs that H₀ is rejected at level = 0.05. These results indicate that the H₀ test is rejected because $0.014 < 0.05$ and this informs that there is a significant influence between the creativity variable on the intention to do entrepreneurship. The results of the coefficient of determination can be seen as follows:

Table 9. Results of the coefficient of determination

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.530	3.79173

a. Predictors: (Constant), Entrepreneurial creativity, entrepreneurial mindset

Source: Data processed, 2022

The results of the acquisition coefficient of determination (R²) in table 9 is 0.542. These results indicate that simultaneously this value has an effect of 54.2%. Meanwhile, 45.8% is influenced by other factors that are not included in the variables studied.

Table 10. Recapitulation

No.	Hipotesis	Statistic	koef reg β_i	T _{hit}	Sig.	α	Test Decision	Great Influence
1.	The influence of the entrepreneurial mindset on entrepreneurial intentions	H ₀ : $\beta_2 = 0$ H ₁ : $\beta_2 \neq 0$	0,520	5,098	0,000	0,05	H0 rejected X1 has a direct effect on Y	23,8%
2.	The effect of creativity on entrepreneurial intentions	H ₀ : $\beta_1 = 0$ H ₁ : $\beta_1 \neq 0$	0,120	2,499	0,014	0,05	H0 rejected X2 has a direct effect on Y	8,7%
Total influence								54,2%

Source: processed data, 2022

CONCLUSION

Based on the research explanation above, the results of this study concluded that there was a positive influence between entrepreneurial mindset and creativity on the intention to do business in the city of Bandung, West Java. These results and findings are supported by research which states that a person's way of thinking or mindset can have an influence on the intention to do entrepreneurship, as well as creativity can influence the intention to do entrepreneurship. This finding also reinforces the need to shape one's character in increasing the intention to do entrepreneurship where currently the development of SMEs is increasing and emerging. In addition, in order for someone to remain productive in doing business, creativity is needed so that business can be competitive in the face of competition.

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