

# Individual Self-Confidence, Failure Concern, and Entrepreneurship Positioning

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**Abstract.** Student entrepreneurship positioning is very important especially on the issues of graduate employability. However, knowledge on the factors affecting this dependent variable is still scarce especially from the context of universities. Therefore, we conducted a quantitative study to investigate the interrelationship between Individual Self-Confidence, Failure Concern, and Its Effect on Entrepreneurship Positioning by adopting to the previous studies. A survey conducted online using Google Forms yielded a total of 203 responses, which were quantitatively analysed. The Statistical Package for Social Sciences (SPSS) version 26 was used to investigate the research hypotheses. This study provides information about the students' level of skills and capabilities in relation to their entrepreneurship positioning.

**Keywords:** Individual Effect, Entrepreneurship, Fear Concern, and Impacts.

## Introduction

Entrepreneurship is important activities throughout the years [1-3]. It has been viewed as an indicator of progress either economically or societal [1]. Entrepreneurship allow individual or organization to make selection of from variety of products offered by the entrepreneur either via individual entrepreneur, group, or association [4]. On top of that, the concept of entrepreneurship also highlights the importance of education as part of the driving factors [5-8].

As known, graduate employability is closely related to the probability of students of getting a suitable job after graduation. Henceforth, due to difficulty of securing good payment scheme and competitive job, many universities turned into entrepreneurship activities to further enhance the potential of securing appropriate job opportunities especially among degree and diploma holders. However, studies show that many individuals are reluctance to dive into entrepreneurship due to several hardship and unsuccessfully venture story [1, 9-11]. Thus, there is a need to identify the factors that influence or discourage the entrepreneurship positioning among universities students. Thus, extending the work of [1], this study looks upon the issues from the perspective of individual self-confidence and failure concern as the predictors of entrepreneurship positioning among universities student in Malaysia.

## Research Model

The following Figure 1 shows the conceptual research model of the study. There are a total of three variables altogether. Two independent variables were selected: namely Individual Self-Confidence (ISC) and Failure Concern (FaC). On the other hand, Entrepreneurial Positioning (EP) was conceptualized as the study's dependent variable.

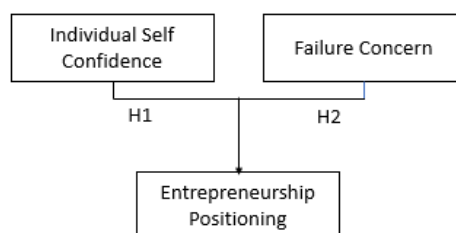


Fig. 1. Research Model

Individual Self-Confidence is the extent of self-belief that an individual must have to pursue entrepreneurship path as their future job positioning. Individual self-confidence helps to reduce risk and inferiority, as well as complexity of making a decision. Moreover, a confident individual has the capability to influence others, encourage their own self, as well as making a decision that they never imagine before. Universities via multiple departments and units are all working together to boost students' individual self-confidence as a preparation for them to venture into entrepreneurship once they have completed their study. Therefore, it can be hypothesized that:

H1: Individual Self-confidence has a positive and significant relationship with Entrepreneurship Positioning.

On the other hand, Failure Concern is operationalized as the belief on one's ability to overcome failure and challenge in venturing in entrepreneurship. It may involve multiple dimensions such as cognitive, affective, and behavioural [12-13]. Failure concern may encourage other positive traits such as making early preparation, performing market research, individualism, etc. Therefore, it can be hypothesized that:

H2: Failure Concern has a positive and significant relationship with Entrepreneurship Positioning.

### Methodology

The conduct of this study is quantitative using questionnaire. The item of the instrument was adopted from the previous study of [1]. The main objective of the data gathering is to get in-depth knowledge on the issues of entrepreneurship positioning among universities students. In relation to sampling, a purposive sampling method was adopted due to researcher easy access to the sampling frame. Then, using a Google Form, an online survey was created and distributed to the targeted respondents via Email, WhatsApp and Telegram based on the inclusion criteria; (1) universities students with an active status, (2) have experience in entrepreneurship course, seminar, or training, and (3) willingness to participate in the study. The instrument was divided into four main sections. The first section collects information on the demographic of the respondents. The second and third sections concern on the two main independent variables which are Individual Self-Confidence and Failure Concern, whilst the last section focus on the dependent variable which is Entrepreneurship Positioning. The instrument was first tested for reliability using Cronbach's Alpha coefficient. The following Table 1 shows the result of Cronbach's Alpha coefficient of the study. Based on the Table 1, the Cronbach's Alpha coefficient reported between 0.813 to 0.868 shows that it meets the minimum value of 0.7, indicating that the instrument is reliable, as suggested by [14].

Table 1. Reliability Analysis

Construct	Items	Cronbach's Alpha	Source
Individual Self-Confidence (SC)	4	0.868	
Failure Concern (FaC)	5	0.813	[1] [8] [13]
Entrepreneurial Positioning (EP)	5	0.813	

### Findings

The following subsection highlights the finding of the study in relation to demographic, descriptive, correlation, and multiple regression.

#### Demographic

Table 2 shows the demographic analysis of the respondents. As we can see, mostly the age of 21-24 are the respondents (52.7% or N = 107) while for age 18-20 (44.3% or N = 90) and 25-30 (3.0% or N = 6). Next, more than half of the respondents are female (58.6% or N = 119), while male respondents are represented by 84 individuals (41.4%). In relation to faculty, the total count indicated that most students enrolled for the Faculty of Information Management (N = 116 or 57.1%), followed by Faculty of Accountancy (N = 87 or 42.9%). The high number of respondents from the Faculty of Information Management is due to the researcher's easy access to the respondents compared to other faculties. In terms of level of study, most of the respondents enrol for a degree (N = 113 or 55.7%) and the rest enrol for a diploma (N = 90 or 44.3%).

Table 2. Demographic

Item	Sub-Items	Frequency	%
Age	18-20	90	44.3
	21-24	107	52.7
	25-30	6	3.0
Gender	Female	119	58.6
	Male	84	41.4
Education	Diploma	90	44.3
	Degree	113	55.7
Faculty	Accountancy	87	42.9
	Information Management	116	57.1

### Descriptive

Table 3 shows the descriptive analysis for Individual Self-Confidence. The mean for ISC1 (M = 5, SD 0.7) is 4.54. The mean for ISC2 (M = 5, SD 0.8) is 4.27. The mean for ISC3 (M = 5, SD 0.68) is 4.5. The mean for ISC4 (M = 5, SD 0.7) is 4.36. The total mean value of 4.42 indicates a tendency towards positive responses.

Table 3. Individual Self-Confidence

Item	Sub-Items	Mean	Std. Dev.
ISC1	I could complete a job or task if there was no one around to tell me what to do.	4.54	0.70
ISC2	I feel very confident representing my team in class.	4.27	0.80
ISC3	I could complete a job or task if I had seen someone else doing it before trying it myself.	4.5	0.68
ISC4	I am very proud of my skills and abilities.	4.36	0.70

Table 4 shows the descriptive analysis for fear of Failure Concern. The mean for FaC1 (M = 5, SD 0.51) is 4.75. The mean for FaC2 (M = 5, SD 0.76) is 4.36. The mean for FaC3 (M = 5, SD 1.12) is 3.85. The mean for FaC4 (M = 5, SD 1.13) is 3.92 and the mean for FaC5 (M = 5, SD 1.08) is 3.92. The total mean value of 4.16 indicates a tendency towards positive responses.

Table 4. Failure Concern

Item	Sub-Items	Mean	Std. Dev.
FaC1	It is okay to make mistakes when trying something new.	4.75	0.51
FaC2	My major goal in studies right now is to avoid becoming an academic failure.	4.36	0.76
FaC3	When I'm in a group, I usually don't talk much because I'm afraid of saying the wrong words.	3.85	1.12
FaC4	It takes me a long time to get over a failure that I have experienced.	3.92	1.13
FaC5	When I am given new responsibilities, I am afraid to take risks and may not be able to do what is expected of me.	3.92	1.08

Table 5 shows the descriptive analysis for Entrepreneurship Positioning. The mean for EP1 (M = 5, SD 0.79) is 4.44. The mean for EP2 (M = 5, SD 0.88) is 4.08. The mean for EP3 (M = 5, SD 0.98) is 3.97. The mean for EP4 (M = 5, SD 0.88) is 4.32 and the mean for EP5 (M = 5, SD 0.73) is 4.48. The total mean value of 4.25 indicates a tendency towards positive responses.

Table 5. Entrepreneurship Positioning

Item	Sub-Items	Mean	Std. Dev.
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EP1	I am interested in starting a small business.	4.44	0.79
EP2	I am able to identify opportunities in a business.	4.08	0.88
EP3	I have got many ideas and can create new products easily.	3.97	0.98
EP4	I am able to communicate effectively and influence others.	4.32	0.88
EP5	I like to take the initiative in almost everything I do.	4.48	0.73

### Correlation

Pearson's Correlation analysis was conducted to determine the correlation among variables. The test was conducted on three variables: individual self-confidence, failure concern, and entrepreneurship positioning. The results of the Pearson's Correlation of this study are interpreted as follow: (1) there is a positive and strong correlation between individual self-confidence and entrepreneurship positioning ( $r = 0.725$ ,  $n = 203$ ,  $p = 0.00$ ), and (2) there is a positive and strong correlation between failure concern and entrepreneurship positioning ( $r = 0.560$ ,  $n = 203$ ,  $p = 0.00$ ).

### Multiple Regression

Next, a multiple regression analysis was conducted to determine the predictive power of the independent variables (individual self-confidence, failure concern) on the dependent variable (entrepreneurship positioning). A multiple regression analysis was conducted using SPSS version 26. Table 6 shows the result of the study. The resulted Adjusted R Square of 0.602 indicates that the combine variable of individual self-confidence and failure concern can predict at least 60% of the variances in the dependent variable. Moreover, all hypothesis of the study were also supported.

Table 6. Multiple Regression

Hypothesis	Path	Coefficient	t-value	p-value	Result
H1	Individual Self-Confidence → Entrepreneurship Positioning	0.596	12.20	< 0.01	Supported
H2	Failure Concern → Entrepreneurship Positioning	0.3111	6.37	< 0.01	Supported

### Discussion and Conclusion

Result of the study provide empirical evidence of the relationship between individual self-confidence, failure concern, and entrepreneurship positioning. The result indicate that failure concern does has a significant relationship with entrepreneurship positioning. Similar with the finding of [1], our study indicate that universities students may need to take a long time to recover themselves from certain failure. Besides, subjective norms or peer influence also one of the factors that can encourage entrepreneurship positioning

On the other hand, individual self-confidence also has a positive and significant relationship to entrepreneurship positioning; meaning that enhancing individual self-confidence may encourage universities student to pursue career as entrepreneur after completing their studies.

This research is not without limitation. First, we collected data from a single source. Future study may test the model on wider audience and diverse respondent. Second, we analyse the data using Pearson's Correlation and Multiple Regression. Future study may advance the study by utilising more complex technique such as Partial Least Square Structural Equation Modelling (PLS-SEM).

**Acknowledgments.** The researcher would like to thank the Faculty of Information Management, Universiti Teknologi MARA (UiTM) Kelantan Branch and all the respondents that participate in this study. The paper is an extension of manuscript submitted for the subject of IMS502 - Information Analysis for Decision Making.

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