

MEDIATION EFFECTS OF LIFESTYLE, PSYCHOLOGICAL CAPITAL, INDIVIDUAL TALENTS ON THE INFLUENCE OF ENVIRONMENT ON ENTREPRENEURIAL SUCCESS

(A Study of Finalists of Young Mandiri Entrepreneurs)

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ABSTRACT

The entrepreneurship process model, whether from researches or reading stories of successful entrepreneurs or people who change their professions and become rather successful entrepreneurs, many are motivated by various triggering factors. There are individual's internal and external factors which interact with each other. Entrepreneurial behaviors one can draw a similarity that the emergence of entrepreneurs emerge not only because of environmental pressure but also a number of "personality", as well as certain "talents" which are recently discovered. Many activities have been performed by the government and private parties to participate in encouraging the growth of entrepreneurial spirit. The analysis unit of this study was finalists of national level Mandiri Young Entrepreneur (WMM) from were spread in 12 regional offices of Bank Mandiri Tbk across Indonesia. This study highlighted how youth who were finalists of WMM started to become entrepreneurs viewed from their lifestyles, talents, psychological capitals (PsyCap) and how the contribution of environmental factors are perceived to reach success as entrepreneurs. The author would like to know more comprehensively the mediating effects of Lifestyle, PsyCap, Individual talents on Environmental influence on Entrepreneurial Success. The data analysis of this study could be grouped into two, which were descriptive analysis and Generalized Structured Component Analysis (GSCA). The study concluded that there was an influence of environmental factors of entrepreneurial success through high Lifestyle, good Psycap, and excellent Individual Talents. In details, to achieve high Entrepreneurial Success, high Psycap which was required, through the mediation of individual talents. On the other hand to achieve high individual talents, high lifestyle was required, through the mediation of Psycap. Finally, to achieve high Psycap, high environmental factors were required through the mediation of lifestyle.

Keywords : Environmental Influence, Lifestyle, PsyCap, Individual talents, Entrepreneurial Success

1. Introduction

National development of entrepreneurship has become a movement. Various empirical verification and academic studies have proven that entrepreneurship in SME scale can boost the economic growth of a country. (GEM 2007-2011; Sarasvathy, 2007; Hector, 2007).

Drucker (1985), Riyanti (2003) state that entrepreneurship is a behavior which can be taught and a success is determined process, the right education and supportive environment. An

environment where someone is present and interacts will have reciprocal influence, and can shape one's pattern of activities, interests, and opinions.

Based on references of entrepreneurship process model, whether from researches or reading stories of successful entrepreneurs or people who change their professions and become rather successful entrepreneurs, many are motivated by various triggering factors. There are individual's internal and external factors which interact with each other. Rajj, *et al.* (1998); Cooper & Metha (2006); Ngwenya (2007); GEM (2010-2011).

From publicized stories and several studies on entrepreneurial behaviors one can draw a similarity that the emergence of entrepreneurs emerge not only because of environmental pressure but also a number of "*personality*", as well as certain "*talents*" which are recently discovered. There are certain characteristics in someone which can be called individual traits which contribute to the emergence of entrepreneurs (Santoso, 2000; Hytti, 2003 in Primatia 2007; Amibile 1989, Holt, 1992; Drucker, 1985; Riyanti, 2003).

Instinct theory frames entrepreneurial behavior dynamic from psychological perspective on how individuals (viewed from lifestyle, individual talents and *PsyCap*) perceive certain problematic situations as opportunities; also whether they're happy in those situations and stay to keep doing adequate actions will be easier to understand with Mc Dougall's description (Raaj, *et al.* 1998). *Social Cognitive Learning theory* from Albert Bandura was used as the 'Grand Theory' of this study, where environmental factors influenced personal factors (Lifestyle, Individual Talents and *PsyCap*) and then impacted behaviors (entrepreneurial success), Weiten (2010). From the description above, a plot can be drawn that:

1. The emergence of an entrepreneur is encouraged by the formation of talents (talent theme), which the author called certain 'individual talents' which can display the success of an entrepreneur.
2. Certain lifestyles of various types of entrepreneur contribute to dominant talents (talent themes).
3. Environmental factors (social/family; educational and government institutions) will be perceived and influence Lifestyle, *PsyCap*, Individual Talents, which contribute to entrepreneurial success.
4. Psychological Capital and Individual Talents (talent theme) have important role in entrepreneurial success.

Many activities have been performed by the government and private parties to participate in encouraging the growth of entrepreneurial spirit, especially in youth. One of them, started by PT. Bank Mandiri is known as Mandiri Young Entrepreneur program. This study highlighted how youth who were finalists of Mandiri started to become entrepreneurs viewed from their lifestyles, talents, psychological capitals (*PsyCap*) and how the contribution of environmental factors are perceived to reach success as entrepreneurs.

The author would like to know more comprehensively the mediating effects of Lifestyle, Psychological Capital (*PsyCap*), Individual talents on Environmental influence on Entrepreneurial Success. Based on the background above, the author chose a research topic titled: **"Mediating Effect of Lifestyle, Psychological Capital, Individual Talents on the Influence of Environment on Entrepreneurial Success: A Study of Finalists of Mandiri Young Entrepreneurs."**

2. Research Model

2.1 Theoretical Basis

Movements to encourage entrepreneurial activities are interesting and these movements will expand if built on positive psychological basis in which the orientation is discovering 'strength within' (strengths-based). The following description will first explain the meaning and characteristics of entrepreneur which lead to the meanings of activities and roles often stated by

researchers. Despite reviewing talent using *Talents Mapping*, its overlap with the concept of 'personality traits' can't be ignored, so "Why Talent, Not Personality" will also be described, as well as explanation on the meaning of *talents*; and origin of talents from the perspective of physical growth. Description of the origin of talents is given to provide understanding that talents as framed by Gallup's discovery could be intervened from early age by in-depth training. As explained, Lifestyle, *Psychological Capital* influence the dynamics of entrepreneurial behaviors, so the descriptions and relations with individual talents will be explained. The explanation of instinct theory of McDouggle was to be the basis of the explanation of the relations of lifestyle, *PsyCap* and individual talents as elements of personal entrepreneur. This study used cognitive social learning by Albert Bandura as a grand theory which framed the relations between personal elements, environment (discussing social, educational and government environments) and behaviors, in this case entrepreneurial success.

Measurement of entrepreneurial success is viewed from the discoveries of Bosma, *et al.* (2010) and Anthony & Bhattachryya (2010). Previous discoveries were given in the description of relations between variables which would be studied to map the newness of this study.

Several experts state that entrepreneurs are always committed in performing their duties until they're finished and succeed. Thus, they are diligent, tenacious, persevere before works succeed. Their actions aren't based on speculation but careful calculations in making every decision, instead. In Suryana's (2004) description there are main characteristics an entrepreneur must have, including confidence, job-orientation, risk-taking, leadership, originality, future-orientation, creativity. It's also said that an entrepreneur always has new ideas for products/services, always ready and looks for new opportunities in business as well as organization, like to dream of something different/new (Nancy, *et al.* 2006).

Discussion of environmental factors in this study refers various discoveries which support the preparation to support early intervention model for more development of young entrepreneurs. Therefore, environmental factors revealed were the environment of the institution considered to give strong influence on the behavioral aspects of an entrepreneur, in this entrepreneurial success.

Definitions of lifestyle are given by many experts, including Mowen (1987). He states that lifestyle is a pattern of a living person, pattern of using money and time. Lifestyle is the way someone reacts in realizing his/her behaviors. Although generally used in consumer segmentation, the use of lifestyle concept is still relevant to connect '*talents*' factor to entrepreneurial success, in which in Bandura's social learning theory-someone will make decisions based on his/her preferences, where someone can be shaped by and shape the environment s/he wants. Lifestyle contains elements of AIO (Activities, Interest and Opinion), defined by Reynold & Darden (Engel, *et al.*, 1996, pp.344-345).

Referring to Envick's (2004) discovery that Psychological Capital (*PsyCap*) is important for all businesspeople to have, an entrepreneur should have tenacity and positive view. Psychological Capital (*PsyCap*) construct of Fred Luthans built upon Bandura's theory, positive psychology and various researches, have been proven to be valid measurement. Independently, Psychological Capital (*PsyCap*) can be framed with the following definition: individual's positive psychological state marked by confidence to face challenging tasks, optimism in future success, diligence and constant hope to succeed, as well as ability to recover to achieve success when hit by problems.

While the definition of 'talent' according to Chaplin (1975) is 'a special form of ability, such as musical ability, which is inherited and which enables the individual to profit from a high degree of training. In another source the definition of talent is also framed as ability attached to someone which is inherent since birth and related to brain structure (in Rizema P, 2013). In Rizema P (2013), Renzulli (1981) defines talent as a combination of 3 essential elements which

are equally important in determining someone's talented, i.e. intelligence, creativity and responsibility. Tedjasaputra (2003) describes talent as someone's condition which with education and training may reach special proficiency, knowledge and skill.

Entrepreneurial success can have broad meaning. The word successful comes from the word success, meaning triumphant. Hendro (2011) describes entrepreneurial success to contain 2 things, which are attitude and behavior. In developing a business, successful entrepreneur shows appreciative attitude and behaviors, meaning always wanting to achieve positive maximum results and there is progress of his/her every thought and action. Attitude is defines as a reaction on something outside of the entrepreneur and is based on his/her mindset. While behavior refers to action of doing a routine from his/her mindset on the correct perception on the external or internal world. Entrepreneurial success requires positive attitudes and behaviors. Furthermore, Hendro (2011) states that a successful entrepreneur always think positively, respond positively to information, criticism or words to him/herself. Successful entrepreneurs are oriented to the future, don't fear competition, have high curiosity, want to give the best, full of spirit and hard-working, and have high commitment and integrity (principled). Successful behavior of an entrepreneur shows entrepreneur's behaviors individually, entrepreneur's behaviors to the society and environment, entrepreneur's behaviors at work, entrepreneur's behaviors in facing risks, and entrepreneur's behaviors in leading.

Similar to Hendro (2011), the author defines the success of an entrepreneur as perceptual of what s/he feels, does, and anticipates from the environment to develop his/her business in which s/he reacts in attitudes and behaviors as in '*a little thing, the big impact*'.

Based on several previous studies, there are similarities in the relations between research variables:

1. Characters, related postures, activities and personality types in an entrepreneur are a combination was equal to the definitions of several talent theme by Gallup/Individual talents, but some refers to Lifestyle and explains the HERO element of Psychological Capital.
2. There are research gaps stating that the perceptual relation of Environmental factors (social, education, government) influence personal factors aspects (individual talents, lifestyle as well as *PsyCap*) directly as well as indirectly to entrepreneurial success.
3. There is enough evidence that lifestyle influence *PsyCap*. and Individual Talents, also implied as well as explicit relations between lifestyle, Psychological Capital and Individual Talents and entrepreneurial success.
4. Measuring individual talents using talents mapping has been proven to be valid and reliable.
5. Measuring entrepreneurial success can be performed based on perceptual response using 7 indicators of organizational performance.

2.2 Hypothesis

Hypothesis is an estimation of the relation between dependent variable and one independent variable or more. Hypothesis serves as temporary answer on all relations studied.

From the description above, estimation can be made, which is a model: Environmental Factors (Social, Education, Government) influence Personal Factor (Lifestyle, Psychological Capital, Individual Talents) predicting Entrepreneurial Success. This study consisted of 5 latent variables, which consisted of 1 exogenous variable and 4 endogenous variables. Exogenous latent variable X1 was Environmental Factors, which consisted of 3 reflective elements, i.e. Social environment, educational environment, government environment. Endogenous latent variable Y1 was Lifestyle, which consisted of 3 reflective elements AIO (Activity, Interest, Opinion). Endogenous variable Y2 was Psychological Capital/*PsyCap*, which contained 4 reflective elements: Hope, Efficacy, Resilience, Optimism. Endogenous latent variable Y3 was Individual Talents, which contained 34 reflective talent themes. Endogenous latent variable Y4

was Entrepreneurial success which contained 7 reflective perceptual indicators which were innovativeness, creativeness, competitiveness, efficiency, effectiveness, productivity and profitability.

Descriptions of previous studies which support relations between variables, whether directly or indirectly, support the following research hypotheses:

- H1 : There is mediating effect of lifestyle on the influence of environment on to psychological capital
- H2 : There is mediating effect of psychological capital on the influence of lifestyle on to individual talents
- H3 : There is mediating effect of individual talents on the influence of psychological capital on to entrepreneurial success

3. Analysis Result

3.1 Data Collection Method and Data analysis Methods

This study aimed to test the mediating effects of lifestyle, psychological capital, individual talents on the influence of environment of entrepreneurial success. The data type in this study was primary data which is research data obtained directly from respondents. Primary data was collected using questionnaires containing questions related to the current study. The analysis unit of this study was business people called Mandiri young entrepreneurs, who were finalists of national level Mandiri Young Entrepreneur (WMM). WMM from were spread in 12 regional offices of bank Mandiri Tbk across Indonesia, from Aceh (Medan Regional Office) to Papua (Jayapura Regional Office). Data collection technique was used during boot camp and via emails (in excel attachment and google doc), correspondence (sending files), and face-to-face on the way to the businesses in January, April-May 2014. Total population, which was all national level WMM finalists since 2007 – 2013 : 359 people. The sampling technique used in this study was simple random sampling, including all periods of WMM. Using Slovin's equation, this study used error level 0.062, so total samples was 150,4864 and rounded to 151 (Sevilla, *et al.* 2007).

The data analysis of this study could be grouped into two, which were descriptive analysis and Generalized Structured Component Analysis (GSCA). Descriptive analysis was used to yield various information which could give addition, support or limitation on the interaction result of research variables discovered by inferential analysis. The respondent profiles refer to the number of distributions, average value of measurement scale on variable indicators. GSCA was selected considering the research model had 5 latent variables, which contained reflective indicators and questioned causality relations. GSCA doesn't require large sample. It means the number of samples have met the requirement for data testing.

Generally, standard steps in using GSCA according to Solimun, 2012 are: 1) designing structural model (relations between latent variables); 2) designing measurement model (reflective and formative); 3) constructing path diagram; 4) converting path diagram into equation system; 5) estimating: weight, loading and path coefficient; 6) evaluating goodness of fit criteria and 7) interpreting and modifying model.

3.2 Research Instrument Test

This study performed validity and reliability re-tests to compress question items without reducing the validity and reliability, these were performed in October 2013 and had compressed and categorised 93 question items (AIO) for Life Style into caring and learner, passionate and trendy and up-date. Rama Royani's measurement which was selected was combined with the discovery of Umami, K, 2008 and Resty, 2010 who have specifically test Gallup's talent instrument as a comparison. The testing of individual talents measurement was performed on

finalists of WMM of 2013 period, with 180 items. The result of testing individual talents instrument produced fewer items which were applied on finalists of WMM of 2007-2012 period, with 95 items. Individual Talents measurement in this study was patented measurement scale *Talents Mapping* which have been changed from interval scale 1- 5 into 1-6 interval scale. Royani changes the patented measurement because her empirical study shows higher accuracy. (Communication between Royani and the Author, April-June 2014)

Recapitulation of the results of validity and reliability tests of research instruments conducted on 151 respondents, is presented in the table below.

Table 1. Results of Validity and Reliability Tests of Research Instruments

Instrument / Variable	Indicator	Item	Item-Total Correlation	Alpha Cronbach	Note
Environmental Factors	Education Environment, Social Environment, Government Environment	29	0.4 –0.6	0.845	All Valid and Reliable
Lifestyle	Caring &Learner, Passionate, Trendy & Up Date	11	04 –0.6	0.807	All Valid and Reliable
<i>PsyCap</i>	Hope, Efficacy, Resilience,Optimism	11	0.5 – 0.7	0.992	All Valid and Reliable
Individual Talents	34 Talent Themes	95	05 – 0.8	0.925	All Valid and Reliable
Entrepreneurial Success	Innovativeness, Creativeness, Competitiveness, Effectiveness, Efficient, Productiveness dan Profitability	29	04 – 0.7	0.931	All Valid and Reliable

Table 1 shows that the indicators of all variables in this study were reflective and the variables of all instruments had been tested for validity and reliability using Alpha Cronbach. Fit measurement model test was performed through *internal consistency reliability*, coefficient was good if alpha \geq 0.6. (Solimun, 2012). It's valid if total item correlation coefficient \geq 0.3.

3.3 The Result of Generalized Structured Component Analysis (GSCA)

3.3.1 The Result of Goodness of Fit

GSCA is a structural equation model (SEM) based on components or variants. Evaluation on GSCA model in this model started with measure of fit to test whether

research instrument was yang valid or reliable in explaining latent variables. Checking measure of fit in overall model was goodness of fit measurement which combination of measurement model and structural model using FIT, AFIT, GFI, and SRMS tests.

Table 2 shows that, based on tests and evaluation of GSCA model, this study had a value of FIT of 0.539 so the proportion of variant variables which could be explained by the model was 53.9%. The value of GFI as 0.997, bigger than 0.90 so the model was fit / good and the value of SRMR was 0.073. Explained parameters were 122. The description of Goodness Of Fit above explained that structural conceptual model in this study could be tested.

Table 2. The Result of Goodness Of Fit Test of Overall Model on GSCA

Number	Model Fit	
1	FIT	0.539
2	AFIT	0.532
3	GFI	0.997
4	SRMR	0.073
5	NPAR	112

Source: Attachment (Processed Data, 2014)

3.3.2 Structural Model

Based on the result of Goodness of Fit test of the, the proposed conceptual framework met the requirements or could be sued as measurement model in this study. Then the result of testing full structural model is shown in Table 3.3, and shown in a diagram in Figure 3.1. There were four insignificant relations, which were (X1→Y2), (X1→Y4) , (Y1→Y3) and (Y1→Y4); so there were 4 rejected hypotheses at a level =5%, which were H10, H13, and H14.

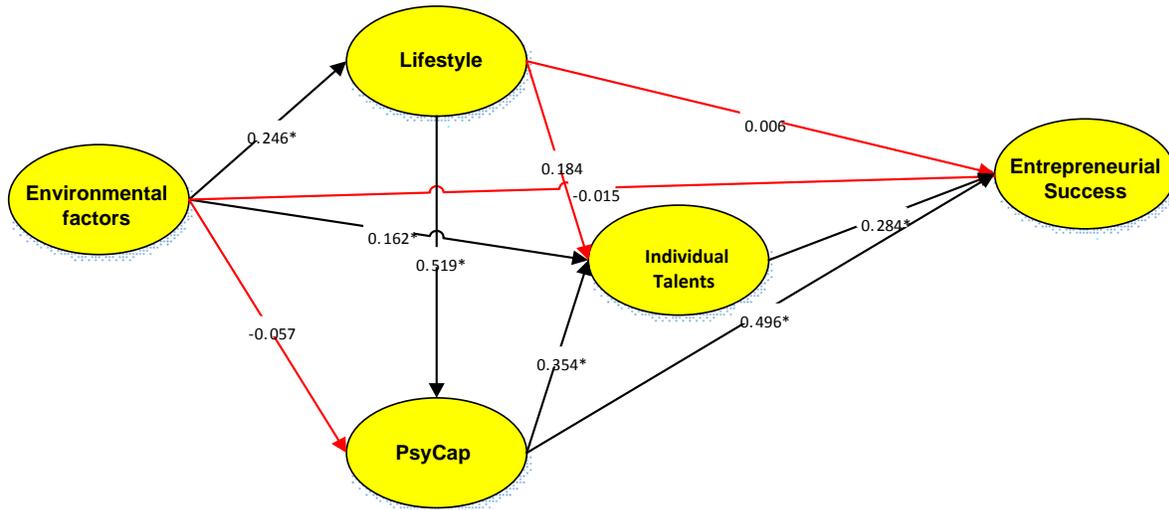
Table 3. The Result Of Test Of Direct Influence Between Variables

Influence Between Variables	Estimate	SE	CR	P-Value	Note
X1 → Y1	0.246	0.08	3.06	0.003	Significant
X1 → Y2	-0.057	0.069	0.83	0.408	Insignificant
X1 → Y3	0.162	0.044	3.67	0.000	Significant
X1 → Y4	-0.015	0.069	0.22	0.826	Insignificant
Y1 → Y2	0.519	0.098	5.31	0.000	Significant
Y1 → Y3	0.184	0.106	1.74	0.084	Insignificant
Y1 → Y4	0.006	0.116	0.05	0.960	Insignificant
Y2 → Y3	0.354	0.075	4.73	0.000	Significant
Y2 → Y4	0.496	0.102	4.86	0.000	Significant
Y3 → Y4	0.284	0.122	2.32	0.021	Significant

Note: X1 = Environmental factors; Y1 = Lifestyle; Y2 = PsyCap ; Y3 = Individual Talents ; Y4 = Entrepreneurial Success

Source: Attachment (Processed Data, 2014)

Based on the data in table 3 above, the result of test of direct influence between variables above could be plotted into structural model as follows:



Note:
 Red Arrow : Insignificant
 Black Arrow : Significant

Source: Attachment (Processed Data, 2014)

Figure 1 : The Result Of Test Of Direct Influence Between Variables

The result of the structural model in this study showed all variables were significant at 5% level. Based on the Figure and Table above, Environmental factors directly influenced Lifestyle, and Individual Talent, Lifestyle influenced Psychological Capital, Psychological Capital influenced Individual Talent and Entrepreneurial Success, and Individual Talent influenced Entrepreneurial Success. Details of the results of mediating effect between variables are presented in the table 4 below:

Table 4. The Results Of Mediating Effect Between Variables

Mediating Effect	Influence Between Variables		Coefficient	SE	CR	P-value	Note
X1 → Y1 → Y2	X1 → Y1 = 0.246 (SE = 0.08)	Y1 → Y2 = 0.519 (SE = 0.098)	0.128	0.042	3.048	0.002	Significant
Y1 → Y2 → Y3	Y1 → Y2 = 0.519 (SE = 0.098)	Y2 → Y3 = 0.354 (SE = 0.075)	0.184	0.036	5.111	0.000	Significant
Y2 → Y3 → Y4	Y2 → Y3 = 0.354 (SE = 0.075)	Y3 → Y4 = 0.284 (SE = 0.122)	0.101	0.023	4.391	0.000	Significant

Note: X1 = Environmental factors; Y1 = Lifestyle; Y2 = PsyCap ; Y3 = Individual Talents ; Y4 = Entrepreneurial Success

Based on Table 4 and Figure 1, there were 3 indirect influences. The detailed results are below:

1. Coefficient of the influence of Environmental Factors on PsyCap, through the mediation of Lifestyle was 0.128, with standard error 0.042 so the values of critical ratio and p-value were 3.048 and 0.002, respectively. Because p-value (0.002) < 0.05 it's concluded that the influence of Environmental Factors of PsyCap, through the mediation of Lifestyle was positive significant, meaning the higher the Environmental Factor, the higher the PsyCap, if the value of Lifestyle was high.

2. Coefficient of the influence of Lifestyle on Individual Talents, through the mediation of PsyCap was 0.184, with standard error 0.036 so the values of critical ratio and p-value were 5.111 and 0.000, respectively. Because p-value (0.000) < 0.05 it's concluded that the influence of Lifestyle on Individual Talents through the mediation of PsyCap was positive significant, meaning the higher the Lifestyle, the higher the Individual Talents, if the value of PsyCap was high.
3. Coefficient of the influence of PsyCap on Entrepreneurial Success, through the mediation of Individual Talents was 0.101, with standard error 0.023 so the values of critical ratio and p-value were 4.391 and 0.000, respectively. Because p-value (0.000) < 0.05 it's concluded that the influence of PsyCap on Entrepreneurial success through the mediation of Individual Talents was positive significant, meaning the higher the PsyCap, the higher the Entrepreneurial Success if the value of Individual Talents was high.

The result showed that to achieve high Entrepreneurial Success, high PsyCap was required, through the mediation of individual talents. On the other hand to achieve high individual talents, high lifestyle was required, through the mediation of PsyCap. Finally, to achieve high PsyCap, high environmental factors were required through the mediation of lifestyle. The results above showed that there was influence of environmental factors on entrepreneurial success though high lifestyle, good psyCap, and excellent individual talents.

In running a business, an entrepreneur will find difficult problems and face one temptation after another. Therefore, preparing toughness, durability, fighting power as well as attractiveness to encourage SME businesspeople to grown into successful businesspeople, as well as encouraging new business people require clarity on how to encourage significantly. Seeing the conclusion of the study above, this study answered the question that the influence of environmental factors influenced the dynamics of personal factors which could predict entrepreneurial success. Macro and micro environmental conditions around one would bring success if certain lifestyles interacted with PsyCap and Individual Talents.

In this study the intervention of environmental factor which indicated large contribution was educational environment, then government environment and finally social environment, so the stakeholders could play their roles.

Entrepreneurial success could be encouraged through lifestyles oriented toward caring and learner, and also to "passionate", or "trendy & up date" to strengthen current Individual Talents. In another path, entrepreneurial success could also be indicated by habits as lifestyle which encouraged strong PsyCap. Potential to be a successful entrepreneur could be intervened early because with trainings and efforts since in school/college, starting business activities of any kind honed "recurring pattern" of talent into power.

Macro condition will undeniably influence lackluster economic activities, however, this study recommended that environmental factors, especially educational institutions, government through policies and family/social institutions could play their own role, encouraging someone to perform activities, especially economic activities as an entrepreneur. This discovery confirmed that entrepreneurs could be educated from early age, through environment, especially the education world. The result of this study confirmed that intervention, especially from educational environment, could leverage one's personal factors, which could push toward certain lifestyles (through enlightenment in activities, interests and opinions) as well as encouraging recurring pattern or according to Buckingham (2001) "recurring pattern of thought, feeling, or behavior that can productively applied..." which could grow talents as power (individual talents owned). Environmental factors which consisted of 3 spheres which were education, government and social, for entrepreneurs interacted with each other, although the education world contributed significantly. The significant/strong influence of educational world meant curriculum was expected to expand frame of mind, available organizational activities, presentative teaching

model, visionary teachers and network of alumnae. While government environment factors included regulations, trainings, local wisdom, and in the fields of economy and tax. Social environment factors also contained family factor. This study explored the support of closest people/people with the same profession, network and access to required resources.

Entrepreneurial success could be prepared early by parties who wanted to help this country to make SME businesspeople be successful, grow in number, and be excellent and cover more than 10% of Indonesian population. Intervention pattern could be done depending on the Subjects. This discovery showed that the combination of any talent had the potential to succeed, depending on the collaboration with lifestyle and PsyCap.

Entrepreneurial success was predicted from how the influence of environmental factors which consisted of educational, government and social/family environment was perceived, which then shaped life style (Caring and learner, 'passionate', trend & up date lifestyles) would leverage PsyCap (which contained Hope, Efficacy, Resilience, Optimism), which could further develop individual talents which consisted of 34 talent themes which then grew into power of choosing fitting business until eventually achieving success because one's bound to 4 Es (Enjoy, Easy, Excellence and Earning). Environmental factor could also directly develop Individual Talents when there was positive perception form in-depth training which strengthened talent themes in which there would be collaboration as power which was harmonious with the selected business type. It's that power which directed success as a businessperson. Another path which directed success could also mean strengthening by having strong PsyCap in HERO elements (Hope, Efficacy, Resilience dan Optimism) in running businesses. Confirming the discovery of Luthans, et al (2010) PsyCap with strong HERO elements was the capital for achieving entrepreneurial success.

4 Conclusion and Suggestion

The study concluded that there was an influence of environmental factors of entrepreneurial success through high lifestyle, good psycap, and excellent individual talents. In details, to achieve high Entrepreneurial Success, high Psycap was required, through the mediation of individual talents. On the other hand to achieve high individual talents, high lifestyle was required, through the mediation of Psycap. Finally, to achieve high Psycap, high environmental factors were required through the mediation of lifestyle. On the other hand, high Psycap can stand alone for entrepreneurial success.

The result of this study provide implication for policies and intervention patterns can be done dynamically.

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