



RELATIONSHIP BETWEEN ENTREPRENEURIAL PASSION AND CREATIVITY TO ENTREPRENEURIAL INTENTION: THE ROLE OF SELF EFFICACY AS MEDIATOR AND PERCEIVED RISK AS MODERATOR

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Submitted: 24 November 2021

Revised: 29 December 2021

Accepted: 06 January 2022

Peer-review under responsibility of 7th Asia International Conference 2021 (Online) Scientific Committee

<http://connectingasia.org/scientific-committee/>

© 2022 Published by Readers Insight Publisher,

Office # 6, First Floor, A & K Plaza, Near D Watson, F-10 Markaz, Islamabad, Pakistan,

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ABSTRACT

The economic situation with the Covid-19 pandemic has made individuals have an interest in entrepreneurship in order to meet their daily needs. The purpose of this study was to examine the mediating effect of self-efficacy and to examine the moderation of perceived risk on the relationship between entrepreneurial passion, creativity, self-efficacy, and entrepreneurial intention. Sample selection using purposive sampling. The number of samples is 204 respondents, and the respondents' criteria are those who have attended entrepreneurship education. The results of the study show the following. First, entrepreneurial passion, creativity, self-efficacy have a positive effect on entrepreneurial intention. Second, entrepreneurial passion and creativity are able to influence entrepreneurial intention through the mediation of self-efficacy. Third, perceived risk is unable to moderate the effect of entrepreneurial passion on self-efficacy and is unable to moderate the effect of self-efficacy on entrepreneurial intention. However, the effect of creativity on self-efficacy can be moderated by perceived risk

Keywords: *Entrepreneurial Passion; Creativity; Self Efficacy; Perceived Risk; Entrepreneurial Intention*