

## ABSTRACT

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### **CREATIVITY, PROACTIVE PERSONALITY, AND ENTREPRENEURIAL INTENTION: THE ROLE OF ENTREPRENEURIAL ALERTNESS (A STUDY OF UNIVERSITY STUDENTS IN INDONESIA)**

(85 pages + appendix)

*Millions of people are now facing uncertainty due to the COVID-19 pandemic. Therefore, creativity, proactive personality, entrepreneurial alertness, and entrepreneurial intention are required to reach break-even point or gain business opportunity during the pandemic. The purpose of this research is to analyze the effects of university student's creativity and proactive personality towards entrepreneurial intention through a mediating role of entrepreneurial alertness in Indonesia. The research is quantitative, and its sampling technique is non-probability sampling. The measurement scale for this research is 5-Point Likert Scale. The population of this research is university students in Indonesia consisting of 370 respondents. The data was gathered from a questionnaire and the data from the respondents will be tested using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4.0 by conducting validity, reliability, and hypothesis testing. Based on the hypothesis testing, the research shows that creativity has a positive effect towards entrepreneurial alertness, proactive personality has a positive effect towards entrepreneurial alertness, entrepreneurial alertness has a positive effect towards entrepreneurial intention, creativity has a positive effect towards entrepreneurial intention through a mediating role of entrepreneurial alertness, and proactive personality has a positive effect towards entrepreneurial intention through a mediating role of entrepreneurial alertness*

**Keywords:** Creativity, Proactive Personality, Entrepreneurial Alertness, Entrepreneurial Intention, Mediating Role

**Reference:** 68 (2001-2021)