"All the ways of a man are pure in his own eyes, but the Lord weighs the spirits." - Psalm 16:2
"For they being ignorant of God's righteousness, and seeking to establish their own righteousness, have not submitted to the righteousness of God." - Romans 10:3
Every unsaved man is righteous is his own eyes. Hence hardly the thought of repentance even come to their mind. Jesus said this to the religious leaders "Brood of vipers! How can you, being evil, speak good things? For out of the abundance of the heart the mouth speaks". (Matt 12:34). All the ways of a man are pure in his own eyes but God knows our heart. When we draw near to God that's when we see the wretched state of our soul in light of His holiness. But God has offered us His righteousness to us through His Son that whosoever believes in the Son will appear righteous before Him.
Praise the Lord!