

The Influence of Attitude, Subjective Norm and Self Efficacy on The Intention of Students Entrepreneuers

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Abstract— This study aims to influence the attitudes, subjective norms and partial self-efficacy and simultaneous to the intense entrepreneurship of Undiksha Faculty of Economics students. This type of research is comparative causal research. The data collected by questionnaire method and analyzed using the "t" test ; "F" test ; and multiple regression. The results showed that there were partial and simultaneous influences between attitudes, subjective norms and self efficacy on the entrepreneurship intensity of the Undiksha Faculty of Economics students. This is indicated by the results of the "t" test are attitude test towards entrepreneurial intensity 2,960 with p- value 0.003<0.005; subjective norms on the intensity of entrepreneurship 5,915 with p-value 0,000<0,005; self efficacy on entrepreneurial intensity 4,492 with p- value 0,000<0,005. The results of the "F" test are 100,344 with a p-value of 0,000 0,000<0.00. The results of the multiple regression analysis showed that the magnitude of the influence of attitudes, subjective norms and self efficacy on entrepreneurial intensity was $Y = 3,430 + 0.191X1 + 0.357X2 + 0.277 X3$

Keywords— *attitude, subjective norm, self efficacy, intense entrepreneurship*

I. INTRODUCTION

College is the place where students learn and get the adequate intellectual abilities and skills as a provision for their future. With the intellectual abilities and skills that students are expected to become agents of change and renewal of society. Indeed, college has a very strategic role in setting the nation's human resources development drive. Superior human resources will drive the nation's growth both in the fields of science, technology and economic sectors. The growth of the economy is sustained by a climate that is conducive to the development of business or self-employment in the midst of society. For that college need to prepare graduates who are able to create these opportunities.

Limitations absorb college graduates the opportunity to work in the government sector caused them to turn to the private sector. But the opportunity to work in the private sector is also increasingly limited. Thus the only one that is still very big opportunity is entrepreneurship. But the rare scholar who wants to start his career after graduating from college into an entrepreneur. According to Alma (2005: 6) "with the provision of college obtained in college and idealism formed, college graduates are expected to develop to become an entrepreneur."

Entrepreneurship is the central pillar to improve the quality of economic activity. Development can be done with an entrepreneurial cause of entrepreneurship is one of the innovations that can enhance economic development (Rajasa, 2013). The work done by providing knowledge of entrepreneurship, both by introducing entrepreneurship education into the core curriculum or by providing entrepreneurial education-education.

Ganesha Education University as one of the universities in Indonesia were trying to participate in creating entrepreneurs among the younger generation. Through entrepreneurial subjects in addition to discussing the theory is expected to encourage students have the intention to become entrepreneurs. After they graduated, the study found that the academic resources and support in the student milieu positive effect in improving the entrepreneurial intentions of students (Fayolle and Gailly, 2004). Moreover, self-employment among the students themselves gave the role as an example so that other students are encouraged entrepreneurship through social learning process so that there is a correlation between the proportion of entrepreneurs in the campus with the intention of entrepreneurship (Fayolle and Gailly, 2004). It is better when there is a community that specifically accommodate students who have entrepreneurial intentions.

Indeed, not easy to know how much of students of the Faculty of Economics towards entrepreneurship intention. This is because of differences in motivation, character, ideals and others owned by each student. With these individual differences led to the desire and intention of entrepreneurship for students of the Faculty of Economics is different. Differences may occur because the intention is allegedly the many factors that impact students' entrepreneurial intentions include attitude, subjective norm and self-efficacy. attitudes, subjective norms and self-efficacy impact the entrepreneurial intentions (Wijaya, 2008). Seeing the problem, it needs to be examined Impact Attitudes, Subjective Norms and Self Efficacy Against the intention of Entrepreneurship Faculty of Economics Undiksha

Entrepreneurship is an innovator who are able to utilize and transform opportunities into ideas that can be sold or marketed, adds value by leveraging the effort, time, money, skills in order to get an advantage. Courage is an entrepreneur to create a business making them become independent who had the courage to different backgrounds in various matters of a general nature. Basrowi (2014), Kashmir (2006), Suryana and Bayu (2011), stated entrepreneurs are the ones who have the ability to see and assess business opportunities, gathering resources-resources needed to take advantage and appropriate action in order to ensure success.

Entrepreneurial intention is nothing but the subjective of entrepreneur probability. In short, entrepreneurial intention is the intention to create new jobs or a new company (De Pillis and DeWitt, 2008). When there is a trigger event, the intention will soon manifest into entrepreneurial behavior (Singh et al, 2012).

Entrepreneurial intention, as part of the theory of planned behavior, should be limited to internal factors, outside the institutional and dispositional factors. Wang et al (2011) noted that the intention of entrepreneurship is impacted by three factors: the tendency to act, the perception of desire, and the perception of eligibility. Three of these factors is none other than the factors of planned behavior are the attitude, subjective norm, and perceived behavioral control (Self Efficacy).

Attitudes towards entrepreneurship means the degree of acceptance of a person towards entrepreneurship. attitude may come from the rational mindset that considers the advantages and disadvantages of being an entrepreneur, both from the economic, personal, social, employment, and so on. That is, in determining the attitude, someone looking at the background factors, both institutional and dispositional, and then use it to predicting the occupation as entrepreneurs. Attitude is the most influential factor in shaping the entrepreneurial intentions than the social norms of behavior or perception of control (Linan, 2005) found that individual skills in the form of technical skills, procedural, and managerial positive effect on entrepreneurial attitudes.

The intensity of someone in the act is based on the perception of each individual about his understanding of self, social desire to behave and self perceptions about their ability

to succeed. What is the attitude representing the feelings of an individual is to behave or not behave depends on the attitude held by the individual, how they feel happy or unhappy about something that exists around it either object or subject that is, with the growing interest prior attitudes and behavior like or interested in an object?

Subjective norm is the individual's perception of social pressure to choose to become entrepreneurs or not. As well as attitudes, subjective norms also highlighted the background factors, but in particular on factors such socio-cultural rather than other institutional or dispositional factors. The spotlight focused on the important people in the individual's life such as family, friends, colleagues, or a (Linan and Chen, 2006: 20). If individuals are not or less agree on the selection of entrepreneurs, individuals can be deterred despite having a positive attitude towards entrepreneurship. Feisbein and Ajzen (2008) states that subjective norms are beliefs that affect Subjective norms if there is confidence that the normative behavior in accordance with the expectations of others, and their motivation to act in accordance with the expectations of others. Both of these will form a belief subjective norm normative (normative belief) and conviction to follow (motivation to comply). Usually these subjective norms as a result of the impact of those closest around that individual, such as family, local community or peers. This subjective norm is a driving factor an individual's interest in an object or event and a particular subject is affected by how these individuals to follow the opinions of others to behave. Compared attitudes and behavior control, subjective norms are the weakest impact on entrepreneurial intentions (Fini et al, 2009; Linan, 2005). Even so, subjective norms have an impact on the attitude (Linan, 2005). In other words, the subjective norm actual indirect effect on entrepreneurial intention through attitude. Linan studies and Santos (2007) found that a family of entrepreneurs, valuation environment to entrepreneurship, self-employment non-family, and consent to the surrounding environment to entrepreneurship, affect the subjektifindividu norm.

Self-efficacy is a person's belief in their ability to do things on their own ability and events in lingkungan form of control over one's own functions and events in the environment. (Bandura 2007). Bandura also illustrates that self-efficacy as a determinant of how people feel, think, motivate themselves and behave. Self-efficacy is one aspect of self-knowledge or knowledge self most influential in everyday human life. This is due to the self-efficacy dimiki individual impact in determining the measures to be taken to achieve a goal which includes estimates of the events that will be encountered. A similar sentiment was expressed by Santrock (2007) (Alwisol 2009). The experience of success is their previous achievements in the past is past. The experience of success will increase the efficacy of the individual, while the experience of failure will decrease the efficacy of self. Self-efficacy is very important role in influencing the work done, how strong his efforts, how strong efforts in predicting the success to be achieved Schunk; Woolfok (Anwar, 2009);

If someone wants to be successful in a job, a person needs to have the readiness to everything that is required by the job whether it be physical readiness, mental readiness, cognitive readiness and so forth. Readiness can be defined as a situation where all matters relating to the requirement that a person to perform an activity has been provided or fulfilled, just do it.

II. METHODOLOGY

Causal comparative research design. According Gay (cited on Emzir, 2010: 119) argues that "a causal study of comparative or ex post facto research trying to determine the cause or reason for the existence of differences in behavior or status in a group of individuals". The data in this study using primary data obtained using questionnaires.

Causal comparative research in this study is a study conducted with the main objective to explain the impact attitudes, subjective norms and self-efficacy to the intensity of entrepreneurial students of Faculty of Economy Undiksha

The study population were students of the Faculty of Economics Prodal Management, Accounting and Economics Education sebanyak 654 people who have to take a course in entrepreneurship. The type of data in a predicament research is qualitative. Data was analyzed using "t" test, "F" test and linear regression.

III. FINDING AND DISCUSSION

Based on the analysis of the data impact attitudes, subjective norms and self-efficacy (self-efficacy) partially towards entrepreneurship intention of students, the results as shown in Table 1 the following:

Table 1. The analysis results attitude , subjective norm of self-efficacy (self-efficacy) partially to the intention Air entrepreneurship

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.439	1.082		3.177	.002
Efikasi Diri	.277	.062	.290	4.492	.000
Norma Subyektif	.357	.060	.346	5.915	.000
Sikap Kewirausahaan	.191	.064	.200	2.960	.003

a. Dependent Variable: Intensi Kewirausahaan

Based on table 1 . shows a) the impact of self-efficacy (self-efficacy) to the intention of entrepreneurship students. It is shown the results of "t" test of 4492 with a p-value 0.000 < 0.005. Therefore, it can be concluded that there is an impact of self-efficacy to the intention entrepreneurship students. b) the impact of subjective norms towards entrepreneurship intention of students. It is shown the results of "t" test of 5.915 with a p-value of 0.000 < 0.005. Therefore, it can be concluded that there is the impact of subjective norm on intention entrepreneurial students. c). the impact student attitudes towards entrepreneurship intentions. It is shown the results of "t" test of 2960 with p-value 0.003 < 0.005. Therefore, it can be concluded that there is impact of attitudes, subjective norms, partially self efficacy towards the intention of entrepreneurship students. d) the impact of student attitudes towards entrepreneurial intentions. It is shown the results of "t" test of 2.960 with p-value 0.003 < 0.005. Therefore, it can be concluded that there is impact of attitudes, subjective norms and self-efficacy to the intention entrepreneurial students. The amount of impact attitudes, subjective norms

and self-efficacy can be shown on the multiple linear regression equation $Y = 3.439 + 0.191X_1 + 0.367 X_2 + 0.277X_3$. The regression equation can be interpreted a Y value of 3.439 is a constant value (a) which shows that if there is no increase in the value of X1, 2, 3 (Attitude, Subjective Norm and Self Efficacy), then the value of Y (intention entrepreneurship students) will reach a value of 3.439. The value X1 for 0.191 is the regression coefficient which shows that every additional 1 point for X, then there will be a rise in the value of Y at 0.284. value X2 for 0.367 is the regression coefficient which shows that every additional 1 point to the value of X2 then there will be a rise in the value of Y at 0.3674. value X3 for 0.277 is the regression coefficient which shows that every additional 1 point to a value X3 then there will be a rise in the value of Y at 0.277.

Based on the results of data analysis of the impact of attitudes, subjective norms and self-efficacy simultaneously towards entrepreneurship intention of students, shows the results as shown in Table 2. following:

Table 2 . The analysis results of attitude, subjective norm , self-efficacy (self-efficacy) partially to the intention Air entrepreneurship

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1018.884	3	339.628	100.344	.000 ^a
	Residual	852.925	252	3.385		
	Total	1871.809	255			

a. Predictors: (Constant), Sikap Kewirausahaan, Norma Subyektif, Efikasi Diri

b. Dependent Variable: Intensi Berwirausaha

According to the table 2 The simultaneous shows the impact of between attitudes, subjective norms and self-efficacy simultaneously to the intention of entrepreneurship students. It is shown from the calculation results show that the values to F amounted to 100 344 with p-Value 0.000 < 0.005. Therefore it can be concluded that there is a simultaneous impact attitudes, subjective norms and self-efficacy (self-efficacy) to the intention of entrepreneurship students.

IV. CONCLUSION

Based on research results indicate that there are significant and simultaneous partial between attitudes, subjective norms and self efficacy towards student entrepreneurship. This proves that entrepreneurship intentions begin to be focused on entrepreneurship study because the intention is the most decisive factor and entrepreneurial is a form of behavior. This focus began to develop in the 1980s, but rather is based on social learning theory of Bandura (Klyver and Schott, 2011). This theory states that a person will learn by the experience of others in the act. It introduces the strong social impact on a person's intentions. By looking at the experiences of others, the individual can be encouraged to carry out entrepreneurship. Individuals with higher entrepreneurial intentions will be ready to run all the things that need to be entrepreneurs, aiming to become entrepreneurs as a profession, will strive wholeheartedly to start and run their own businesses, have decided to make their own business in the future, think seriously about starting a business, and have a strong intention to become an entrepreneur in the future (Linan and Chen, 2006: 20).

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