

# Impact of Attitudes Towards Entrepreneurship, Subjective Norms and Perceived Behavioral Control in Creating Entrepreneurial Intention

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**Abstract**—Many studies have discussed entrepreneurial intentions, but only a little research can be used as a reference in measuring the overall university in creating student entrepreneurial intentions in Indonesia. This research is focused on examining attitude toward entrepreneurship, subjective norms and perceived behavioral control by students in creating entrepreneurial intentions in the non-exact faculty of Brawijaya University. The data for this study were taken from 3 faculties, namely the Faculty of Administration, the Faculty of Social and Political Sciences and the Faculty of Economics and Business which are in Brawijaya University. The sample used in this study was 141 students. The results showed that attitudes towards entrepreneurship, and perceived behavioral control have a positive effect on entrepreneurial intentions. Only subjective norms have a not significant effect on entrepreneurial intentions.

**Keywords**—attitudes toward entrepreneurship, subjective norms, perceived behavior control and entrepreneurship intentions

## I. INTRODUCTION

Increasing population of people will likely become a potential for a country. The growth in population is reviewed not only in terms of addition, but also in terms of changes in the age structure of the population. Changes in the age structure of the population are the result of a demographic transition, while population growth is one of the factors that can result in an accelerated demographic transition. The statement was expressed by the International Conference on Population and Development's (ICPD) in the Central Statistics Agency Indonesia [1] which argues that, population growth has a positive impact on economic growth and supports the acceleration of the demographic transition. Conversely, if a country cannot make good use of population growth, the number of unemployed will increase.

Entrepreneurship will assist students who have graduated from college in determining their own careers and expanding the job market to solve the current unemployment problem [2].

Entrepreneurship, according to some researchers, is a solution to solve the problem of unemployed graduates [3]. Many universities are now starting to offer formal entrepreneurship education, and include it as one of the curriculum subjects in their education curriculum for students [4]. Intention is still considered the best as a single predictor in creating a human behavior [5]. According to Theory of Planned Behavior (TPB), intention is determined by subjective norm (SN) and personal attitude (PA) and perceived behavioral control (PBC) in Krueger [6] This model was first used to measure Entrepreneur Intention by Krueger and Carsrud [7].

In accordance with the explanation above, expected the future every student who will carry out entrepreneurial activities must prepare himself to face any challenges. Learning (attitude) and other external factors such as family and friends (subjective norms) and perceived behavioral control will make students better prepared to face competition in carrying out entrepreneurial activities going forward. Based on the background above, the researcher intends to examine the influence of attitudes toward entrepreneurship, subjective norms and behavioral control that are felt in creating student entrepreneurial intentions at Brawijaya University.

### A. Theory Planned of Behaviour (TPB)

TPB is actually an extension to Theory of Planned Behavior, theory that has been developed by Ajzen [5]. The theory of planned behavior controls three predictors in shaping one's intention. First, the attitude towards entrepreneurship is the extent to which a person has an evaluation or assessment that is favorable or unfavorable from the behavior carried out. Another opinion regarding attitude towards entrepreneurship is the level of individual evaluation in assessing entrepreneurial behavior [5]. Second, subjective norms that refer to perceived social pressure to do or not do a behavior. Third, perceived behavioral control is a perceived ease or difficulty in carrying out a behavior.

B. Entrepreneurial Intentions

Entrepreneurial intentions according to Mandasari and Nurcaya [9] is defined as a process in establishing a business. Another definition also said by Krueger [6] explains that, entrepreneurial intentions are used to reflect a person's behavior in starting a new business. This research intends to develop a research model that examines the effect of using theory of planned behavior in creating student entrepreneurial intentions. The research framework show in figure 1.

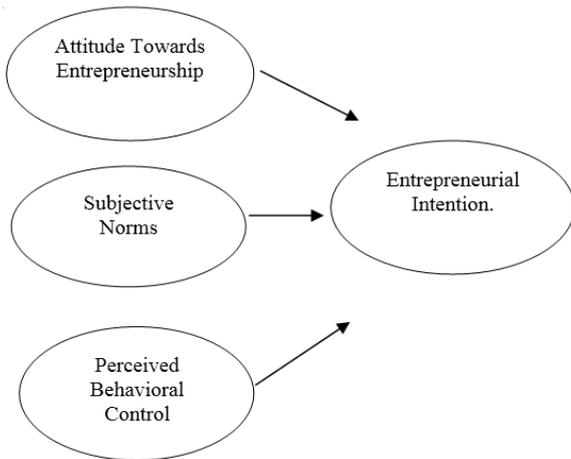


Fig. 1. Research framework.

II. RELATED WORK

Hussain [8] in his research has examined what a factors to considers determine students' entrepreneurial intentions. The results of research by Hussain [8] have supported the entrepreneurial intention model based on planned behavior theory. Further results show a significant effect of entrepreneurship education on students' entrepreneurial intentions. Roselina and Nurcahya [9] have also conducted a study that uses subjective norms and intentions. The results of his research indicate that, subjective norms can significantly influence intention.

Rastini [10] explains that, subjective attitudes and norms simultaneously have an influence on intentions. Another study by Cheng et al. [11] subjective norms tend to have a strong influence on determining the intentions of one's behavior. Research by Hussain [8] states that perceived behavioral control can significantly affect student entrepreneurial intentions.

III. METHODOLOGY

This research uses a quantitative approach. Based on the purpose of the study, researchers intend to use explanatory research. This research was conducted to look for patterns of relationship between the use theory of planned behavior in influencing entrepreneurial intentions. This research was

conducted at Brawijaya University which consisted of 3 non-exacta faculty. The 3 faculties are the Faculty Administration Science, Faculty Social and Political Sciences and Faculty Economics and Business.

The number of samples used was 141 samples. Data was collected through questionnaires distributed to students in 3 non-exacta faculties. Data analysis technique used to analyze is using multiple linear regression analysis test, which is a model to test the effect of two or more independent variables on the dependent variable.

IV. RESULTS AND DISCUSSION

Respondents used in this research is 141 students. There 54 male respondents while the remaining 87 respondents were female. This research shown that, the level of participation in filling out the e-questionnaire of this study is dominated by women. The respondents as many as 135 students expressed to interested in becoming entrepreneurs, while the remaining 6 respondents stated that they were not interested in becoming entrepreneurs.

TABLE I. RELIABILITY TEST

No.	Variable	Cronbach's Alpha
1.	Attitude Towards Entrepreneurship	0,724
2.	Subjective Norms	0,640
3.	Perceived Behavioral Control	0,696
4.	Entrepreneurial Intention.	0,811

Source : SPSS, 2019

Table 1 has shown that, Attitude Toward Entrepreneurship, Subjective Norms, Perceived Behavior Control and Entrepreneur Intentions have values > 0.6, these variables are reliable. The results of the validity test on all instruments in this research variables have also shown valid results, because all items have a value of  $r \geq 0.30$ . The results of data processing with SPSS in table 2 as follows.

TABLE II. VALIDITY TEST

No.	Variable	Item	r Item	Information
1.	Attitude Towards Entrepreneurship (X1)	X11	0,659	Valid
		X12	0,753	Valid
		X13	0,529	Valid
		X14	0,746	Valid
		X15	0,754	Valid
2.	Subjective Norms (X2)	X21	0,740	Valid
		X22	0,755	Valid
		X23	0,794	Valid
3.	Perceived Behavioral Control (X3)	X31	0,516	Valid
		X32	0,558	Valid
		X33	0,665	Valid
		X34	0,640	Valid
		X35	0,706	Valid
4.	Entrepreneurial Intention. (Y)	X36	0,704	Valid
		Y11	0,661	Valid
		Y12	0,683	Valid
		Y13	0,648	Valid
		Y14	0,793	Valid
		Y15	0,766	Valid
Y16	0,749	Valid		

Source : SPSS, 2019

**TABLE III. REGRESSION ANALYSIS TEST**

No.	Hypothesis	T Statistic	P Value	Information
1.	Attitude Toward Entrepreneurship has effect on Entrepreneurial Intentions	8,161	0,000	Significant
2.	Subjective Norms has effect on Entrepreneurial Intentions	0,937	0,351	Not Significant
3.	Perceived behavioral control has effect on entrepreneurial intentions	4,521	0,000	Significant

Source : SPSS, 2019

Based on table 3 regarding his results to multiple linear regression analysis partially a significance value of the variable must be below 0.05. The results of multiple linear regression analysis using SPSS, overall only 2 hypothesis have an effect on significant or have a value <0.05. Only hypothesis, Subjective Norms influence to entrepreneurial intention which has not significant value. This hypothesis has a value of 0.351 and the value is above 0.05, so the hypothesis produces insignificant information.

The first hypothesis which states that, Attitude Toward Entrepreneurship has effect on entrepreneurial intentions. The results on this research shown, Attitude Toward Entrepreneurship to entrepreneurial intentions of Brawijaya University students in 3 Faculties non exacta have a significant influence. In line with the results of research conducted by Hussain [8], the result shows Attitude Toward Entrepreneurship on students' entrepreneurial intentions has an effect significant.

The second hypothesis which states that, Subjective Norms has effect on entrepreneurial intentions. The results on this research shown, Subjective Norms have insignificant influence on the entrepreneurial intentions on Brawijaya University students in 3 Faculties non-exacta. These results are different from the research conducted by Roselina and Nurcahya [9]. The results of his research shown, subjective norms can significantly affect on entrepreneurial intentions. Rastini [11] also conducts research and the results subjective norms have a simultaneously to influence entrepreneurial intentions.

The third hypothesis has states, perceived behavioral control influences entrepreneurial intentions. Results on this research shown, Perceived Behavioral Control to entrepreneurial intentions on Brawijaya University students in 3 Faculties non-exacta has a significant influence. This research are in line with research conducted by Hussain [8] In his research shown that, perceived behavioral control can significantly affect on entrepreneurial intentions student.

## V. CONCLUSION AND FUTURE SCOPE

Based results of testing the hypothesis in this research has shown, attitudes toward entrepreneurship and perceived behavioral control have a significant influence on the entrepreneurial intentions at Brawijaya University students in 3 Faculties non-exacta. The 3 faculty are, Faculty Administrative Sciences, Faculty Social and Political Sciences and Faculty Economics and Business. The better or more positive attitudes toward entrepreneurship and perceived behavioral control on students in the 3 Faculties non-exacta Brawijaya University, will further enhance their entrepreneurial intentions.

Other hypothesis results are Subjective Norms. Inversely proportional to the testing of 2 other hypotheses. The results of the hypothesis have shown, Subjective Norms have insignificant influence on entrepreneurial intentions at Brawijaya University students in 3 Faculties non-exacta. This result shown, Subjective Norms are not able to insignificantly influence the entrepreneurial intentions in Brawijaya University students in Faculty Administrative Sciences, Faculty Social and Political Sciences and Faculty Economics and Business.

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