

Conference Paper

Theory Planned of Behavior Perspective in Entrepreneurship Intense Study

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Abstract

The difficulty of getting job results in high levels of unemployment and poverty. This is due to a large number of people who find it difficult to get a decent job. The high rate of unemployment is actually created by educated groups so that it can be said that higher education does not guarantee a person gets a decent job. One effort that can reduce the unemployment rate is by entrepreneurship. Entrepreneurship is important for a country as a supporter of an increase in the economic level, entrepreneurs can create new creative industries that stimulate the interest of other candidates to join and even be able to provide new jobs for others and able to absorb more workers with the aim of reducing unemployment problems. The purpose of this study was to see how much influence subjectivity norms, personal attitude, perceived behavior, and motivation toward student entrepreneurial intentions. This research was conducted at the Faculty of Economics and Business and took a sample of 156 UPN Veteran East Java students. The technique of collecting data through a questionnaire. Processing data obtained using PLS (Partial Least Square). The test results from the study show that there is a positive and significant influence between the variables of subjective norms, personal attitude, perceived behavior and motivation towards the intention of student entrepreneurship. This can be recommended, to the management of the Faculty of Economics and Business in order to convince the mindset of students so that they have an interest in entrepreneurship, instill talent and explore the potential of students to become students. In addition, faculties in the future will be able to expand their study programs that focus on entrepreneurship.

Keywords: Motivation, subjective norms, personal attitude, perceived behavior

INTRODUCTION

The difficulty of getting a job raises a lot of unemployment in Indonesia (Yenny et al., 2016). Unemployment and poverty are some things that are still a problem in the country of Indonesia, especially our country is ranked 4th which has the highest population in the world. From year to year, the government is faced with the problem of unemployment that is still relatively high, this is due to the large number of Indonesian population which has an impact on the difficulty of getting decent jobs.

According to Jaya & Seminari (2016), states that a large population with increasing purchasing power is a potential market, while a large population with the quality of human resources that continues to improve is an extraordinary competitiveness potential.

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To reduce the unemployment rate can be done by way of entrepreneurship and becoming an entrepreneur is the right alternative choice to overcome unemployment. Alma (2011: 11) in Ardiyani & Kusuma (2016), states that the more advanced a country is, the more educated and important the entrepreneurial world will be.

For this reason, the government must begin to seriously pay attention to the problem of entrepreneurship in Indonesia both in terms of quantity and quality. A concrete role for the government is needed through the creation of entrepreneurship education programs for youth to provide opportunities for them to gain knowledge, skills, and develop an entrepreneurial spirit (Charismardani, 2016).

The term entrepreneurship is a translation of the word entrepreneur which is defined as the activity of an individual or group that opens a new business with the intention of gaining profit and raising business in the field of production and distribution of economic goods and services. Talking about entrepreneurship cannot be separated from the question of national independence. Both of them affect each other. If the quantity and quality of entrepreneurship of a country are good, then it can be ascertained that the independence of the country concerned is good too. The presence of entrepreneurs is important to sustain the socio-economic life of the nation, such as improving welfare and reducing unemployment. (Yustina, 2016).

Pertiwi & Wardana (2016), states that entrepreneurship is the process of creating something new in value using the time and effort needed, bearing financial, physical, and social risks that accompany, receiving monetary rewards generated, as well as satisfaction and personal freedom. Entrepreneurship is important for a country as a supporter of increasing the level of the economy, entrepreneurs can create new creative industries that stimulate the interest of other candidates to join and even be able to provide new jobs for others and be able to absorb more workers with the aim of reducing unemployment.

From the results of an interview survey conducted for students of three Faculty of Economics and Business study programs conducted randomly, it can be said that the entrepreneurial intention in students is relatively low. It can be seen that there are still a few students who decide to open a business. Of the several reasons, the student is not confident, afraid of loss. In response to problems with the formation needs of new entrepreneurs, the University provides entrepreneurship courses. Especially at the Faculty of Economics and Business, the three study programs open and provide entrepreneurship courses with the aim of shaping entrepreneurial spirit in students.

With this course, it is expected that entrepreneurial interest in students will be formed. There have been many studies on student entrepreneurial intentions that reveal the factors that shape the interest in entrepreneurship (Chrismardani, 2016).

According to Darmawan & Warmika (2016), states that individuals tend to have an interest first to bring up behavior towards what is in demand, so it is important to increase interest or intention in Indonesian society.

The interest in entrepreneurship will make someone more active in seeking and utilizing business opportunities by optimizing their potential. Interest is needed for students who are entrepreneurial in order to be able to identify business opportunities, then utilize business opportunities to create new employment opportunities. The interest of every student in entrepreneurship will certainly be different. (Uswaturrasul & Sisilia, 2015).

The intention is based on the action of how individuals have perceptions about themselves, social desires for their behavior and individual perceptions of their ability to succeed (Darmawan & Warmika, 2016).

Other factors that influence entrepreneurial interest subjective norms are factors outside the individual that contain a person's perception of whether other people will approve or disagree with a displayed behavior (Baron & Byrne, 200 in I Made Yudi Darmawan, 2016). Subjective norms are determined by the existence of normative beliefs and the desire to follow (motivation to comply) (Darmawan & Warmika, 2016).

Another factor is a personal attitude which consists of age, gender, personal experience and experiences that change some attitudes (Darmawan & Warmika, 2016).

Behavior Control Factors are factors that describe the abilities of individuals in behaving. According to Ajzen (in Ismail & Zain, 2008) quoted from (Darmawan & Warmika, 2016). explained that a person's behavior is not only

controlled by himself but also requires control, for example in the form of availability of resources and opportunities and even certain skills.

Motivation is an impulse that has been related to a goal, many theories to understand the motivation. One of the highlights is the process, which seeks to explain the process of the emergence of one's desire to display certain behaviors. This theory, trying to describe the process that occurs in the mind of someone who eventually someone is displaying certain behavior .

According to Uswaterrasul & Sisilia (2015), states that interest is not taken from birth but grows and develops according to the factors that influence it. In addition to the factors above the interest in entrepreneurship is also influenced by motivation. The motivation of each student will certainly be different. In a study conducted in Yahya to Uswaterrasul & Sisilia (2015), it was explained that there were many motivations that influenced the interest in entrepreneurship.

Formulation of the Problem

Based on the explanation above, a problem statement can be taken as research material, as follows:

1. Does subjective norm influence entrepreneurial intentions?
2. Does the attitude influence the entrepreneurial intention?
3. Does behavioral control affect entrepreneurial intentions?
4. Does motivation affect entrepreneurial intentions?

Theoretical basis

Subjective norms and entrepreneurial intention

Pertiwi & Wardana (2016), argues that behavior theory cannot be separated from the interest in entrepreneurship or entrepreneurial intentions, because in this theory it is stated that the formation of entrepreneurial behavior is based on beliefs and evaluations to foster attitudes (subjective attitude). norms), and control is done (behavioral control).

Islami (2015), who also concluded that entrepreneurial intentions are influenced by subjective norms where the effect is positive. And research conducted by Dwijayanti (2012) in Novita (2015), which also concluded that subjective norms have a significant effect on the intention of student entrepreneurship.

Subjective social norms spur on the perception of certain groups "reference people" who approve or not someone's decision to become an entrepreneur (Ajzen in Linan and Chen, 2006 quoted from Ida Farida, 2015).

stated that subjective norms have a positive influence on entrepreneurial intentions and have similarities to the statements of Alvarez and Rodrigues (2011) in I Putu Bayu (2016) in their research found that entrepreneurial intentions can be influenced by subjective norms.

Perceived behavioral control is how individuals have confidence in one particular thing because of the factors of support and availability of resources and supporting facilities, which affect individual entrepreneurial interests. According to Darmawan & Warmika (2016), in his research found that educational programs have a positive influence on attributes in entrepreneurship.

According to Tjahjono et al., (2013), empirical results show that entrepreneurship is a behavior with high involvement by using Theory of Planned Behavior (TPB) which plays a role in explaining the intention of students to become entrepreneurs.

Entrepreneurial attitude and intention

The intention is based on the action of how individuals have perceptions about themselves, social desires for their behavior and individual perceptions of their ability to succeed (Darmawan & Warmika, 2016).

In the theory of the planned behavior of attitudes directly influence intention. A person's desire to do something is influenced by whether someone has a positive judgment (useful, important, fun, comfortable, etc.) or has a negative judgment (annoying, insignificant, bad, etc.).

According to Chrismardanni (2016) has the intention to entrepreneurship. The more positive the attitude of the individual, the higher the intention of entrepreneurship.

Entrepreneurial motivation and intention

According to Aidha (2016), motivation is formulated as an impulse, both due to factors from inside and outside the employee, to achieve certain goals in order to fulfill or satisfy a need for smooth business. The role of motivation in entrepreneurship can be analogous to engine fuel. Adequate entrepreneurial motivation will encourage active behavior in entrepreneurship, but too strong motivation can actually negatively affect the effectiveness of the business. Motivation also functions to influence the interest in entrepreneurship. A person's interest in an object starts from someone's attention to the object.

Entrepreneurial motivation carried out in various universities and other parties have been empirically proven to be able to shape students' mental entrepreneurship (Aidha, 2016).

One's motivation influences the emergence of entrepreneurial spirit (Indradi et al., 2014 in Made Wirananda, 2016). The research conducted states that motivation for entrepreneurship has a significant positive effect on entrepreneurial intentions.

which states that entrepreneurial motivation significantly influences entrepreneurial intentions, entrepreneurial motivation is significantly influential positive towards entrepreneurial intentions. The higher education institutions are responsible for educating their students as well as providing motivation so that they dare to become entrepreneurs.

Uswaturrasul & Sisilia (2015), defines motivation as an incentive, drive, or stimulus to act where motivation is all verbal, physical or psychological things that make someone do something in response. Motivation in entrepreneurship is also defined as something underlying or encouraging someone to do activities and energize which leads to achieving needs, giving satisfaction or reducing imbalances by opening a business or business.

Entrepreneurial intention

Interest is an attitude that makes people happy with certain objects, situations or ideas. This is followed by feelings of pleasure and tendency to look for that object. Patterns of someone's interest is one of the factors that determine the suitability of people with their work. People's interest in the type of work varies. A person's level of achievement is determined by a combination of talent and interest (Uswaturrasul & Sisilia, 2015).

According to Chrismardani (2016), entrepreneurial intentions are the ability to take courage in fulfilling life needs and solving life problems, advancing business or creating new businesses with strengths that are in themselves.

Behavior theory cannot be separated from the interest in entrepreneurship or entrepreneurial intentions, because in this theory it is stated that the assisted entrepreneurial behavior is based on beliefs and evaluations to foster attitudes (subjective attitude), subjective norms, and perceived behavior. Entrepreneurial decision is an entrepreneurial decision behavior is a behavior with high involvement (High involvement), because in making decisions will involve

internal factors such as personality, perception, motivation, learning (attitude), external factors such as family, friends, neighbors and so forth (subjective norms) Then measuring perceived behavioral control (self-efficacy) is a condition that people believe that action is easy or difficult to do by understanding the various risks or obstacles that exist when taking such actions.

Uswaturrasul & Sisilia (2015) defines motivation as an incentive, drive, or stimulus to act where motivation is all things verbal, physical or psychological that make someone do something in response (Mahesa, 2012: 14) in Yahya (1015). Entrepreneurial motivation is defined as something that motivates or encourages someone to do activities and energize which leads to achieving needs, giving satisfaction or reducing imbalances by opening a business or business (Zimmerer in Budiati, 2012: 91 in Yahya, 2015).

Research hypothesis

The hypothesis proposed in the study are:

1. Subjective Norms affect entrepreneurial intentions.
2. The attitude influences entrepreneurial intentions.
3. Behavioral control influences entrepreneurial intentions.
4. Motivation influences entrepreneurial intentions.

METHODS

Population

The population is an area consisting of objects/subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions are drawn (Sugiyono, 2010). The object of the population in this study are S1 students of management, accounting, and economic development study programs, the Faculty of Economics and Business class of 2015 and 2016 and have taken or programmed entrepreneurship courses as many as 686 students.

Sample

Samples are part of the number and characteristics possessed by the population (Sugiyono, 2010: 62). Sampling in this study using a probability sampling technique is proportionate stratified random sampling using the Slovin formula. According to Sugiyono, 2010: 63), the sample is part of the number and characteristics possessed by the population (Sugiyono, 2010: 62).

The sampling technique is probability sampling using the proportionate stratifies random sampling. According to Sugiyono (2010), proportionate stratified random sampling is a technique that is used if the population has members or elements that are not homogeneous and have proportional strata. the total number of respondents in this study was 156 people.

Analysis method

In this study data analysis used the Partial Least Square (PLS) approach. PLS is a model of Structural Equation Modeling (SEM) based on components or variants. PLS is an alternative approach that shifts from a covariant-based SEM approach to a variant based.

Covariance-based SEM generally tests causality/theory while PLS is a more predictive model. PLS is a powerful

analytical method because it is not based on many assumptions. For example, data must be normally distributed, samples do not have to be large. Besides being used to confirm the theory, PLS can also be used to explain whether there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and formative indicators.

In the PLS method known 2 (two) evaluation models. First, the measurement model or outer model. Second, the structural model or inner model. The processing of PLS analysis in this study uses the help of SmartPLS 2.0 software.

RESULT AND DISCUSSION

The results showed that subjective norms were able to foster entrepreneurial intentions in the students of the Faculty of Economics and Business UPN "Veteran" East Java. This indicates that the stronger the support of internal and external factors, the more able to be able to foster entrepreneurial intention in students. Subjective norm is a belief that is owned by someone who is from the support of the surrounding environment, especially from the lecturer who is one that is quite influential in this case can be interpreted that the environment will also encourage someone to do something more or a positive environment will affect the people around him to be positive. Environmental, family, friends and lecturer support have a good influence in increasing the desire to do entrepreneurship.

The results of this study are in line with previous research conducted by Islami (2015), who also concluded that entrepreneurial intentions are influenced by subjective norms where the effect is positive. This result is also in accordance with the research of Islami (2015), who also concluded that subjective norms have a significant effect on the intention of student entrepreneurship.

The results of this study are also reinforced by Feldman, (1995) in Santi, Hamzah, Teti, (2017), which states that subjective norms are individual beliefs about the surrounding environment and individual motivation to follow these norms. Subjective norms can influence the intention of entrepreneurship from the external side in the form of support for the environment, both family, friends, lecturers, and successful entrepreneurs.

stated that subjective norms have a positive influence on entrepreneurial intentions and have similarities to the statements of Alvrez and in their research found that entrepreneurial intentions can be influenced by subjective norms. This is also supported who found that subjective norms significantly influence students' entrepreneurial intentions.

The results of this study are supported which states that self-efficacy, subjective norms, behavioral attitudes, and entrepreneurial education have a significant effect on entrepreneurial intentions, meaning that in order to achieve life's welfare better, it must be creative and innovative in starting entrepreneurship so that it can become a successful entrepreneur.

The results of the analysis between attitudes and entrepreneurial intentions indicate that attitudes are able to foster entrepreneurial intention in students. The results of this study are consistent with the research according to Chrismardani (2016), having the intention to become entrepreneurs. The more positive the attitude of the individual, the higher the intention of entrepreneurship.

Attitude is having authority and autonomy, wanting a job that is challenging and of high economic value, likes work that is inventive and creative and has beliefs about entrepreneurship skills.

The attitude of behavior has an important role in the level of entrepreneurial intention. attitude is a person's view of something. Attitudes also originate from a person's feelings in seeing things, whether they are considered positive or negative, which influences a person's attitude towards that matter.

This is also in accordance with the study of the theory of planned behavior, attitudes directly influence intention. A person's desire to do something is influenced by whether someone has a positive judgment (useful, important, fun, comfortable, etc.) or has a negative judgment (annoying, insignificant, bad, etc.).

The results of this study are also in finding that attitudinal factors proved to have a significant and positive effect on students' entrepreneurial intentions.

As for the results of the subsequent analysis, it shows that behavioral control is able to foster entrepreneurial intentions in the students of the Faculty of Economics and Business. The results of this study are in accordance Perception of behavioral control can influence behavior directly or indirectly through intention.

Strengthened also by the results of research from Huda et al. (2012) in Ni Made Mirawati (2016), states that behavior control has a positive and significant influence on intention variables. The perceived behavioral control significantly predicts intention to behave (Mirawati et al., 2016).

The results of the analysis for motivation towards entrepreneurial intentions indicate that the parameter coefficients for motivation variables have a positive influence on entrepreneurial intentions. So that it can be interpreted that the high motivation given to students is so high that the student's entrepreneurial intentions are also high. This is in accordance with the research conducted by Aidha (2016), Entrepreneurship motivation carried out in various universities and other parties proved empirically able to shape the mental entrepreneurship of students.

Another argument that can explain the results of this study is that one's motivation influences the emergence of entrepreneurial spirit (Indradi et al., 2014 in Made Wirananda, 2016). The research conducted states that motivation for entrepreneurship has a significant positive effect on entrepreneurial intentions. which states that entrepreneurial motivation significantly influences entrepreneurial intentions, entrepreneurial motivation is significantly influential positive towards entrepreneurial intentions.

CONCLUSION

Based on the discussion above, the conclusions that we can take are as follows:

1. Overall the entrepreneurial intention model in this study fulfills the requirements of the fit model. This shows that the model developed in this study is in accordance with existing empirical conditions.
2. Subjective norms have a contribution to the intention of student entrepreneurship. from the external side, in the form of support from the environment, both family, friends, lecturers, and others. In this case, external factors have contributed to open the students' insight into the essence of entrepreneurship both socially and economically so that students have a positive evaluation of entrepreneurship through understanding the benefits and positive aspects of entrepreneurship.
3. The attitude of entrepreneurship influences the intention of entrepreneurship significantly. So the higher the positive attitude of students in entrepreneurship will increase the intention of entrepreneurship.
4. Behavior control is known to have a positive effect in increasing entrepreneurial intentions by students of the Faculty of Economics and Business. This identifies that the higher the self-confidence in the ability to manage the business, the more the intention of entrepreneurship will increase. The better the leadership, the more entrepreneurial intention will be. And getting started with a business can spark someone's idea of being creative and increasing the entrepreneurial intention of the students of the Faculty of Economics and Business.
5. The motivation of positive influence on entrepreneurial intentions. This shows that every increase in motivation for entrepreneurship will result in increased entrepreneurial intentions in the Faculty of Economics and Business.

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