

The Effect of Attitude toward Behavior, Subjective Norm, Perceived Behavior Control on Entrepreneurial Intention Students of Surabaya University

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ABSTRACT

This research aims to determine the influence of Attitude Toward Behavior, Subjective Norm, and Perceived Behavioral Control on the Entrepreneurial Intention of University of Surabaya students who are still active students. This quantitative research uses purposive sampling as a sampling technique and uses an interval level with a Likert scale. All indicators in the questionnaire in this study have been tested for validity and reliability. This research obtained a total of 114 respondents and hypothesis testing in this research was carried out using multiple linear regression. The SPSS 25 for Windows application is used to process data with regression analysis. The findings in this study show that the attitude toward behavior variable has a positive effect on the entrepreneurial intention variable and the subjective norm and perceived behavioral control variables do not have a positive effect on the entrepreneurial intention (EI) variable.

Keywords: *Attitude Toward Behaviour, Subjective Norm Perceived Behavioural, Entrepreneurial Intention.*

1. INTRODUCTION

In the last few decades, awareness of the role of entrepreneurship has increased (Wardana et al., 2021). This makes entrepreneurship a national priority for many national governments. Farrukh et al., (2018) where entrepreneurship is one of the sources of the country's socio-economic growth. In general, the role of entrepreneurship has been recognized as an important contributor to a country's economic development through job creation, expansion of the tax revenue base, innovation, competition, and the consequent increase in choice for consumers (Mwiya et al., 2017). In this sense, entrepreneurs have the potential important for responding to crises and participating in a country's development goals Facing the uncertainty caused by the COVID-19 pandemic in the entrepreneurial sector, it is important to reconsider entrepreneurial intentions as a predictor of personal behavior and perceptions of students in the pandemic era (Krichen and Chaabouni, 2021). This is caused by changes in lifestyle and behavior in individuals which were initiated by quite drastic social and economic changes (Ratten, 2020; Winston, 2020 in Krichen and Chaabouni, 2021). With dynamic changes in conditions, all parties concerned can implement major changes to overcome this economic crisis In the conditions of the COVID-19 pandemic, Maritz et al. (2020) in Krichen and Chaabouni (2021) suggest that entrepreneurship can be a key factor during the economic crisis.

After knowing the important role of entrepreneurship, the government and universities need to understand the factors that influence entrepreneurial interest after knowing the important role of entrepreneurship (Noor & Malek, 2021). According to Ajzen (1991) there is a positive correlation between behavior and intentions in business implementation. The best predictor of entrepreneurial behavior is entrepreneurial intention. Entrepreneurial intention is a strong feeling of individual entrepreneurship and is one of the most important factors determining entrepreneurial movements (Honig, 2004 in Ali, 2021).

The study focuses on 2 (three) main variables, namely toward behaviour, subjective norm, perceived behavioral. Behavioural entrepreneurial intention is the motivation that an individual has for certain behavior (Alshebami et al., 2020; Al-Shammari & Waleed, 2017). Ajzen (1991) states intention or intention as a motivational factor that influences behavior and shows how hard a person tries and how much effort he makes to achieve that behavior. Intention can be understood as a conscious, deliberate and planned state of mind that precedes action and directing attention to a specific behavior, such as starting a business (Esfandiar et al., 2019; Alshebami et al., 2020). In the context of entrepreneurship, anyone who wants to start a business can consider entrepreneurship a "self-identified belief." Entrepreneurial intention can also be considered a state of mind, which encourages a person to choose his own work rather than working for someone else (Esfandiar et al., 2019; Karimi, et al., 2013). Therefore, intention is a key element in understanding the entrepreneurial process (Gomes, et al., 2021; Noor & Malek, 2021). Figure 1 shows the research model used.

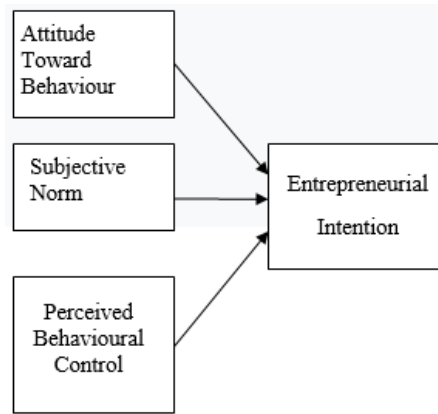


Figure 1 Research Model

1.1. Attitude toward behavior

Attitude toward behavior refers to the extent to which an individual evaluates certain behavior positively or negatively (Ajzen, 1991). Before forming an intention, a person will evaluate their attitude for or towards a certain behavior (Alshebami et al., 2020). In this case, according to the TPB (Ajzen, 1991), attitude toward behavior depends on a person's assessment of opportunities to develop entrepreneurial projects (Ruiz-Rosa et al., 2020). Attitudes towards entrepreneurial intentions can come from environmental factors, such as finance, government policies, business and legal infrastructure, cultural and social traits (Song, Thominathan, & Khalid, 2021). Attitudes do show strong predictions of entrepreneurial intentions (Alshebami et al., 2020). Several studies have also found a positive correlation between attitude toward behavior and entrepreneurial intention (Al-Shammari & Waleed, 2017; Mahmoud & Garba, 2019; Nguyen, 2017; Mwiya et al., 2017; Ali, 2021; Noor & Malek, 2021). From the explanation above, the following hypothesis can be proposed:

H1: Attitude Toward Behavior has positive effect on Entrepreneurial Intention

1.2. Subjective Norm

Subjective norms or subjective norms are social factors related to social pressure on someone to do or not do an action. They can also be interpreted as the subject's perceptions, which originate from other people's perceptions of certain behavior (Ajzen, 1991) so that these elements become the main reflection of social and cultural values. Subjective Norm analyzes the influence of a person's social environment on that individual's entrepreneurial intention (Alshebami et al., 2020). This variable focuses on the influence of parents, friends and other important parties such as role models regarding who can support or reject a person's idea of carrying out entrepreneurial activities (Al-Shammari & Waleed, 2017). In this sense, the relationship between subjective norms and entrepreneurial intention have several results although several studies have found a significant correlation between the two (Al-Shammari & Waleed, 2017; Nguyen, 2017; Ali, 2021), other studies have not found it (Nguyen, 2017; Mahmoud & Garba, 2019; Gomes et al., 2021). However, as long as it is seen that entrepreneurs are influenced by people's perceptions of their entrepreneurial intentions in the environment approximately, it can be said that there is a positive correlation between this variable and entrepreneurial intentions (2020). From the explanation above, the following hypothesis can be proposed:

H2: Subjective Norm has a positive effect on Entrepreneurial Intention

1.3. Perceived Behavioral Control

Perceived behavioral control is the perception of control over behavior which refers to the perceived ease or difficulty in carrying out a behavior and is assumed to reflect past experiences as well as obstacles and obstacles that must be anticipated (Ajzen, 1991). The theory of planned behavior states that if someone feels that they can successfully perform certain behaviors, they are more likely to engage in certain behaviors. Perceived behavioral control is a crucial trigger for entrepreneurial intentions because it determines the strength of an individual's ability to carry out entrepreneurial roles, tasks and activities (Mwiya et al., 2017; Hong et al., 2020). This is also supported by the results of previous research conducted (Nguyen, 2017; Ali, 2021a; Ali, 2021b). Thus, according to Song, Thominathan, & Khalid (2021) to support this theory, perceived behavioral control has a positive effect on the possibility of becoming an entrepreneur.

According to research by Mahmood, Zahari, Ibrahim, Jaafar, & Yaacob (2020), this broadens the view that perceived behavioral control has no impact directly on entrepreneurial intentions. In this way, the perceived behavioral control dimension must have a positive impact on students' entrepreneurial tendencies. Coupled with findings made by (Ali, 2021), it shows that perceived behavioral control is the strongest variable in influencing entrepreneurial intentions. From the explanation above, the following hypothesis can be proposed:

H3: Perceived behavioral control has positive effect on Entrepreneurial Intention.

2. RESEARCH METHOD

The research approach used is an associative research method that defines the relationship between two or more variables. The unit of analysis in this study is students who actively attend lectures at University of Surabaya. The sampling method used non-probability sampling with purposive sampling method, resulting in 114 respondents.

2.1. Definition and Measurement of Research and Variable

In this research, extra role behavior is referred to as behavior that supports the organization but that is not normally found in individual job descriptions as a dependent variable as independent variable. Each variable was measured with interval scale with with Likert scale. Extra role variable in the university context is referred of behaviors that "behaviors that support the organization but that are not normally found in an individual's job description" (Gomes et al., 2021).

2.2. Multiple Regression Analysis

As for regression equation is elaborated as follows (see Equation 1):

$$EI = a + b_1 \text{ Attitude Toward Behavior} + b_2 \text{ Subjective Norm} + b_3 \text{ Perceived Behavioral Control} + e \dots (1)$$

3. RESULTS AND DISCUSSION

3.1. Characteristic of the Respondent

The description of the respondents from Table 1. Based on this includes gender, region of origin, and origin faculty Table, the types of gender (man or woman) are almost balanced. This sample is dominated by students with a region of origin from Surabaya (61.32%) and based on origins of faculty are from Business and Economics (66.03%)

Table 1. Description of Respondents

Respondent	Number ()	{%}
Gender		
Man	56	52,83%
woman	58	47,16%
Total	114	100%
Surabaya	65	61,32%
Sidoarjo	13	4,71%
Malang	3	2,83%
Bali	3	2,83%

To test each variable used as an instrument of this study, the validity test applied was the Pearson Correlation. Overall, all variables showed a Pearson correlation value greater than 0.6. Furthermore, to test the reliability of the instrument, Cronbach's Alpha is used, and the result is that all variables show a value above 0.6, which means there is measurement reliability.

From data analysis, the value adjusted R square is 0,387. In other word that Attitude towards behavior, Subjective Norm and Perceived behavioral Control and together influence by 38.7% and the remaining 61,3 % is influenced by external factors of the research object.

Table 2. Results of Multiple Regression Analysis

Variable	Coefficient Beta	t	Signf.
Constant		5.235	0, 0000,000

Attitude toward Behavior	.524	5,1284.637	0,000 0,000
Subjective Norm	.139	11.1.031	0,005.0.305
Perceived behavioral control	.021	0.218	0.828
F	25.647		
F signif	0,000 ^b		

Based on multiple regression equation model from the Table 2 above is as follows:

$$Y = 0.524 X_1 + 0.139X_2 + 0.021X_3 + e \dots \dots \dots (2)$$

From Equation 2, Attitude toward Behavior, Subjective Norm, and Perceived behavioral control have positive influence on Entrepreneurial Intention.

From the SPSS is significant with a P-value (sig.) of 0.007 smaller than 0.05 and t count value of 5,128. With degrees of freedom (df) of 104 and a significance level of 5%, the t count value of 1.30. is output, the variable of university commitment obtained. For this variable, the t count is higher than the t table as well. Thus, Ho is rejected and Ha is accepted. This means that the influence of university commitment on extra role behavior is positive and significant.

The influence of Attitude toward control, Subjective Norm, and Perceived behavioral commitment simultaneously on Entrepreneurial Intention. With the F count value of 1.45, the degrees of freedom (df) of 104 and a significance level of 5%, the F table value obtained lower than F count Based on the calculation result, the F count is higher than F table. This Behavior implies the influence of Attitude toward Behavior, Subjective Norm, and Perceived behavioral control have positive influence on Entrepreneurial Intention

4. CONCLUSION

Based on the analysis and discussion, the following conclusions were drawn:

From the data analysis result, the first hypothesis testing confirms that attitude toward behavior has a positive and significant effect on entrepreneurial intention. The second hypothesis testing shows that subjective has a positive and significant effect of Surabaya on entrepreneurial intention. The third hypothesis testing shows that perceived behavioral control a positive and significant effect of Surabaya on entrepreneurial.

The limitations of this research as it is taken only from one university even though they come from various regions of origin, thus the generalization is still categorized as weak. Therefore, the expansion of the sampling frame is deemed appropriate for the future research.

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