



The Effects of Attitude, Subjective Norm, and Perceived Behavioral Control on Student Entrepreneurial Intentions at Trisakti University

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Abstract :

Purpose. The purpose of this paper is to report the result of a study aimed at the entrepreneurial intentions of Indonesia's student. As an engine of economic (Audretsch, 2001) that create a new jobs, spur innovation, and grow local economy (Frederick et al., 2006, Minitti M. 2008), entrepreneurs are expected to overcome the problem regarding with 8.7 million of unemployment in Indonesia (BPS, 2013). Since Indonesia has many natural resources, Indonesia requires a lot of entrepreneurs expected to process raw material becoming a new product which then finally absorb employment. These entrepreneurs are expected to come from the university as they have been given knowledge in terms of business problem.

Design/methodology/approach. Data were collected from 500 students of Trisakti University. It is the leading private university in which the students are come from throughout Indonesia even from foreign countries. The data is supposed to be the representative of the whole Indonesia adult in term of their thought about entrepreneur. Multiple regression is used to analysis the effects of attitude, subjective Norm, and perceived behavioral Control on the entrepreneur intentions, as is defined by Ajzen.

Findings. The result of the study indicates that the three variables taken into consideration are significant as determinants of entrepreneurial intentions but in moderate condition. Multiple regression of those variables showed that coefficient determinant $R^2 = 24.8$ which reflects that just 24.8 % of total variation can be explained by regression model. This value is relatively small and unexpected,

Research Limitation/implications. The study based on the data collected within one university might be less representative to reflect the young intention throughout Indonesia. Atough the data collected within nine faculties but it might be small in number to make a general conclusion.

Originally/value. This study has contributed to develop entrepreneurial education within universities throughout Indonesia.

Keywords. Entrepreneur, attitude, subjective norm, and perceived behavioral Control, Intentions.

INTRODUCTION

Background of the study



The importance of entrepreneurs when in the tough economy, the young adults are trying and starting a new business, and then create jobs, spur innovation, and grow local economy (Frederick et al., 2006). So, it is proper if entrepreneurs are recognized as an “engine of economic and social development throughout the world. Indonesia requires a lot of entrepreneurs related to process its natural resources which is now just explored as raw material than creating a higher value product. These entrepreneurs are also expected to overcome the complicated problem regarding with 8.7 million of unemployment (BPS, 2013). On the other side, universities expected to be an agent of development by way of resulting the output that will be able to create job, 60% of them are unemployment (Fasli Jalal, Dirjen Dikti, 2010). The objective of this research is aimed at Trisakti students in regard to their entrepreneurial intense. For this propose we will focus on the theory of planned behaviour by Ajzen (1991).

Entrepreneur

The term entrepreneur or is called “wirausaha” in Indonesia, was introduced for the first time by French economist, Jean Baptiste Say, as an individual activity who operates a business (Alfonso, 2012). David McClelland (1961) then views entrepreneur as an energetic person and risk taker to achieve his objective, while Peter Drucker views entrepreneur as a searcher for change, and responds it to exploits economic opportunities (Drucker, 1985). Scientists generally view entrepreneur as an innovator (Bird, 2002), a generator of new ideas (Audretsch et al. 2001), and business processes (Cooper A. 2003). Everyone who is willing and has an ability to convert new idea becoming invention then transform it into a successful innovation, he/she can be viewed as an entrepreneur.

Many organizations exist to support entrepreneurs including specialized government agencies, business incubators, and some NGOs (Busenitz et al; 2003.). The term entrepreneurship so far has been extended to include conceptualizations of a specific mindset resulting in entrepreneurial initiatives e.g. in the form of social entrepreneurship, political entrepreneurship, or knowledge entrepreneurship (Debackere, 2005). An entrepreneurial idea as well as the long-term survival and success of the entrepreneurial venture are influenced by (among many other things) the motivations, ambitions and competences of the individual entrepreneurs behind them. Thus, entrepreneurship is a very complex and multifaceted phenomenon (Audretsch 2003). The government even compaign and push any education institutions in order to give entrepreneurship matter to rise up entrepreneurship intentions. A lot of students are interested in studying entrepreneurship and want to know how becoming a successful entrepreneur. Entrepreneur even has been sought as main problem solving in regard to overcome unemployment (Krabel, 2009).



Entrepreneurial Intention

In term of intention to create a venture will not take place unless some propensity to act. It appears when one has a set of events during his/her lives which positively or negatively predispose to establishing a venture (Shapero, 2012; Ajzen, 1991). According to Shafero, entrepreneurship education can have an indirect effect on students' intentions to start a new business.

Anyone who becomes entrepreneur will be influenced by his/her perception of desirability, propensity to act, and perception of feasibility (shapero, 1982). Entrepreneur is the actual behavior that will be determined by intention (Ajzen, 1991). It then can be explained by (1) subject's attitude toward the behavior; (2) subjective norms; and (3) the subject's perception of behavioral control.

A study has found that formal learning from entrepreneurship-related courses had the strongest positive relationship with intentions (Zhao et al, 2005. By encouraging students to become active in their learning and giving them the opportunity to have hand-on experiences in realistic situations will enable them to learn for competency building. Intention is determined by three things e.g. attitude toward the specific behaviour, subjective norms and perceived behavioural control (Ajzen, 2012).

Attitude Toward Behavior

Attitude refers to a person feeling on an object such as goods, method, personal, performance, pet animal, activity, sport, music, equipment, work, action, and so on.. Attitude refers to the degree to which a person takes into consideration a special behaviour as favourable, and is composed by both cognitive and affective elements experienced by the individual throughout his life (Manstead & Van Eekelen, 1998). Attitude toward a behavior is the degree to which performance of the behavior is positively or negatively valued (Ajzen, 1991). Attitudes, in fact, are influenced by internal dimensions (inside the individual), such as psychological characteristics and abilities (Ajzen, 1991).

In terms of entrepreneurial, the attitude toward the behavior can be studied to explain the entrepreneurship phenomenon (Drucker, 1985; Phan et al., 2002). Attitude is relevant in influencing innovative that has to be owned by entrepreneurial behavior. To form attitudes toward performing a certain behavior, there must be a belief that performing the behavior will result in certain consequences both positive and negative result (Ajzen, 1991)

Attitude towards entrepreneurial behavior was particularly important in determining the entrepreneurial intention had been investigated by many scientists



(Autio et al., 1997). Their study showed that students who have the desire to be entrepreneurs will tend to choose to set up new business in the future. It has been confirmed that general attitude towards change is a significant predictor of intention to be entrepreneur. Therefore, the following hypothesis will be tested:

H1: The attitudes towards entrepreneurship has positive effect to the entrepreneurial intention to be an entrepreneur.

Subjective norm

Subjective norms refer to one's perceptions or assumptions about others' expectations of certain behaviors that one will or will not perform (Edgar, 2008). Since this perception is very subjective in nature, this dimension is referred to subjective norms. The perception of the individual about people's opinion from his/her social environment with regard to this behaviour, for example the opinion from family, friends, or the consultants. Similar with the attitudes towards behavior, subjective norms are also influenced by beliefs. It is the perceived social pressure to perform or not to perform the behavior (Ajzen, 1991). Subjective norm is usually defined more precisely as an individual's perception or opinion about what is the important others believe the individual should do.

Subjective Norms can be viewed as a persons own estimate of the social pressure to perform the target behaviour. These perception or opinion has been labeled as that individual's normative belief, which is often then multiplied by motivation to comply, as represented in the equation (Ajzen & Fishbein, 1991).

An number of studies have found that attitude and subjective norms, together, influencing behavioral intention, which then directly influences behavior. It then can be predictive variable of behavior (Fishbein & Ajzen, 1991). Attitudes towards behavior are a function of belief in the behavior (behavioral belief) that will be performed, while subjective norms are a function of one's beliefs that are formed by others in one's life. As the above analysis, the following hypothesis will be tested:

H2: The subjective norm has a positive effect to the entrepreneurial intention to be an entrepreneur.

Perceived behavioral control

Perceived behavioral control refers to individual beliefs about his/her ability to perform the action regarding with the access to resources and opportunities needed (behavior) (Ajzen, 1991). The access to the resources reflect the availability of resources needed to engage in the action. This may include access to money, information, technology, and other resources. The opportunity needed reflects the focal person's self-confidence in the ability to conduct the action (behavior). Perceived



behavioral control or simply behavioral control is one's perceived ease or difficulty in performing one particular behavior (Ajzen, 2012). It refers to people's perceptions of their ability to perform a given action. It is assumed that perceived behavioral control is a belief about the presence of factors that may facilitate or impede performance of the behavior. Perceived behavioural control has been related to entrepreneurial behaviour very often as it represents a very distinctive trait that distinguishes entrepreneurs from the general population.

The concept of perceived behavioral control is most compatible with Bandura's (1986) concept of perceived self-efficacy which is concerned with judgement of how well one can execute required actions to deal with specific situations. People's behaviors are strongly influenced by their confidence in their ability to perform them. The theory of planned behavior (TPB) places the construct of self-efficacy within a more general framework of the relations among attitude, subjective norm, and behavioral intention. Ajzen (1991) reviewed the theory of reasoned action later and included a new determining factor of the intention, which is called perceived behavioral control and reflects the individual's perception concerning his/her own capacity to achieve the specific result (successfully perform the behaviour).

H3: The Perceived behavioral control has a positive effect to the entrepreneurial intention to be an entrepreneur.

CONCEPTUAL FRAMEWORK

As described above, some scholars hold that individual skills and its competencies play a role in the determination of attitudes. This attitude is going to mediate relationship between skills and entrepreneurial intention (Kolvereid, 1996). Ajzen within the theory of planned behavior (TPB) stated that the attitude, subjective norm, and perceived behavioral control can be used to predict the intention (Ajzen, 1991). The theory proposed that behavior is affected by behavioral intentions which, in turn, are affected by attitudes toward the act and by subjective norm. Ajzen and Fishbein (1980), who have argued that developed competencies have only an indirect impact on specific intentions, by influencing some of the factors that are more closely linked to them (e.g. attitudes). Also Shapero and Sokol (1982), reinforce this position, clearly stating that individual skills directly impact on attitudes and indirectly on intentions.

The first component, attitude toward the act, is a function of the perceived consequences people associate with the behavior/action. The second component, subjective norm, is a function of beliefs about the expectations of important referent others, and his/her motivation of complying with these referents. The model received a lot of support in empirical studies of behavior and social psychology related

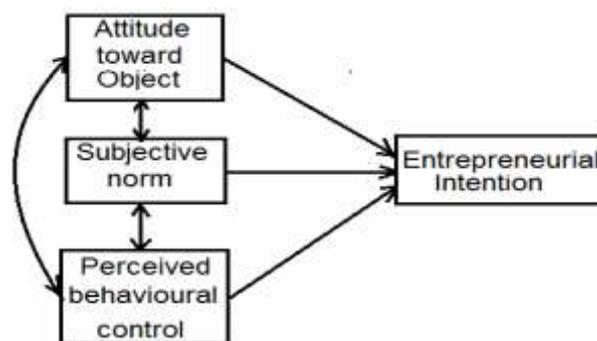


literature. The theory of planned behavior proposes that perceived behavioral control of the focal person in a decision making situation may affect his/her behavioral intentions. Perceived behavioral control is more important in influencing a person's behavioral intention particularly when the behavior is not wholly under volitional control.

Entrepreneurial intention arise in this context can predict the entrepreneurial behavior/action of individuals. According to authors, entrepreneurial intentions are essential to understand the entrepreneurial process as they precede any attempt in entrepreneurial behavior (Bird, 1988, Huang et al. 2010). The higher the attitudes towards entrepreneurship, the higher the entrepreneurial intention to be an entrepreneur.

- H4: The higher the subjective norm, the higher the entrepreneurial intention to be an entrepreneur.**
- H5: The higher the perceived behavioral control, the higher the entrepreneurial intention to be an entrepreneur.**
- H6: The higher the attitudes towards entrepreneurship, subjective norm, and perceived behavioral control, the higher the entrepreneurial intention to be an entrepreneur.**

RESEARCH FRAMEWORK



RESEARCH METHODOLOGY

Research Design

Questionnaires are distributed to the students within nine faculties of Trisakti University. It is the famous private university in Indonesia in which its students are come from throughout Indonesia even some of them are foreign students. Because of that, it is supposed that the data collected will be the representatives of the whole Indonesian young men.



VARIABLE AND MEASUREMENT

Attitudes toward entrepreneurial.

It is commonly accepted that attitude takes into account for affective, cognitive, and behavioral components toward the object which could be a person, thing, place, event, life style, and so on which point out that it becomes multidimensional instrument. The variable attitude toward entrepreneurial will be measured by instruments:

1. I feel that I have no problem with my future as I am used to study and hard-working.
2. I am always interested to the people who are doing business.
3. I am always challenged to become the best in many things.
4. According to me, the art activity is more interested than the routine activity.
5. I always look for favorable opportunity at any environmental change

Subjective norm

Subjective norm is defined as an individual's perception of whether the important people (role model) support individual to think and takes action. This variable will be measured by instruments:

1. My parent always support me if I try to do any business.
2. I am interested in entrepreneur since I have read a lot of book about successful people.
3. I study at a major that give me a business knowledge.
4. My teacher always tell me about the people wo has a good business.
5. I live in the environment in which both businessmen/women stay and they have been inspiring me to do business.

Perceived behavioral control

Perceived behavioral control is the extent to which a person feels able to enact or to perform the action. It was measured by:

1. I my opinion, competition to make something will drive everyone to improve their productivity.
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2. In term of achieving objectives, I am going to do my best to get it whatever the risks appear ahead.
3. In terms of doing thing, I always calculate about the cause and effect of my action.
4. I term of making decision, I always use my logic and intuition becoming a harmony.
5. I will be refusing to do any job if I could not be able to finish it well.

Entrepreneurial intentions.

To measure the students' intentions, the instrument will be developed by means of unveiling the respondents' intentions to start their own businesses in the future. These are instruments:

1. I feel I could be successful if I was a businessman/business woman than becoming a worker in a firm.
2. Before I make my own business, I have to have a technical skill related to the business conducted.
3. I imagine that one day I will have to make my own business.
4. I hope that one day I can be able to give many people a job

Data Processing

The objective of this research, as it was pointed out previously, is to know the entrepreneurial intention of Indonesian young men, especially in the circle of student. This study is focused on the theory of planned behaviour by Ajzen (1991) to reveal the entrepreneurial intention of the student. In term of data processing, many statisticians recommend if the measurement were in interval or ratio scales, and the sample size in large, parametric technique would be appropriate (Sarantakos, 1998). These techniques are based upon an assumption that the data drawn from populations is normal distribution (Kume, 1985). As more than two variables, developed into continuous variables, drawn from the large number, these characteristics. Regression technique with least square method is carried out in this study.



RESEARCH FINDING

Data collection

Of 500 questionnaires distributed to nine faculties within Trisakti University 448 was turned back, but 6 of them can't be used as was not answered completely (See table). Ten students who have finished their study were asked to collect data and guided the respondent who felt difficulties in term of answering the questionnaires. The data collected show that 11,11% of the student's population in each faculty became a respondent of this research.

Table 1. Faculties within Trisakti University

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ekonomi	57	12.9	12.9	12.9
Teknik Industri	54	12.2	12.2	25.1
Hukum	55	12.4	12.4	37.6
FALTL	41	9.3	9.3	46.8
FSRD	58	13.1	13.1	60.0
FK	46	10.4	10.4	70.4
FTSP	39	8.8	8.8	79.2
FKG	43	9.7	9.7	88.9
FTKE	49	11.1	11.1	100.0
Total	442	100.0	100.0	

Descriptive Statistics

Respondent answers the questionnaires range from neutral (3) to very agree (5) with centre point of 4.30 in average. The variation of respondent answering on the questionnaire indicates that each respondent has a different perception about the meaning of questionnaire, yet the range of respondent's perception is almost in the same substantial.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Diligent to learn and hard-working	442	3	5	4.26	.616
Interested in doing business	442	3	5	4.48	.540
Interested in looking for busniess opportunity	442	3	5	4.45	.570
Intersted in art than routine activity	442	3	5	4.46	.606
Support from parent	442	3	5	4.64	.529



Reading books of successful people	442	3	5	4.33	.625
Awareness of competition	442	3	5	4.23	.647
Brave of facing the risks	442	3	5	4.27	.612
Cause and effect judgement	442	3	5	4.31	.604
Logic and intuition judgement	442	3	5	4.16	.593
believeness in business success	442	3	5	4.42	.606
Becoming an expert	442	3	5	4.40	.614
Imagine to have a firm	442	3	5	4.15	.668
Want to give a job	442	3	5	4.54	.575
Valid N (listwise)	442				

Sumber : Data diolah

Test of Instrument

Before testing of regression model, some previous tests are conducted to assure that the data collected are fit to the regression model. Those testing are validity, reliability, normality, homogeneity, and co-linearity diagnostics. Normality testing is conducted by Kolmogorov-Smirnov to know if the data are dispersed normally or not. Homogeneity can be seen at the analysis of variance (ANOVA), co-linearity can be tested by *variance inflation factor*, while autocorrelation can be conducted by Durbin Watson method (sarantakos, 1998).

Table 3. Validity test

		Total
Attitude Toward Entrepreneur	Pearson Correlation	.766**
	Sig. (2-tailed)	.000
	N	442
Subjective Norm	Pearson Correlation	.449**
	Sig. (2-tailed)	.000
	N	442
Perceived Behavioral Control	Pearson Correlation	.764**
	Sig. (2-tailed)	.000
	N	442
Entrepreneurial Intense	Pearson Correlation	.771**
	Sig. (2-tailed)	.000
	N	442
Total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	



Correlation between attitude toward entrepreneurial intense so does with the other variables indicate positive correlation by *Pearson Product Moment*. Although all variables have positive correlation yet if the score of relationship are classified becoming very high (0,81-1,00), high enough (0,61-0,80), moderate (0,41-0,60), weak (0,21-0,40) and very weak (0,00-0,20), so the relationship between attitude and subjective norm is very weak as it is equal to 0.170. The other variables perceived behavioral control and entrepreneurial intense are moderate as each of them are 0.445 and 0.460. Subjective norm and perceived behavioral control to entrepreneurial intense are equal to 0.280 and 0.201 respectively. Those score are strengthened by p-value 0.000 less than $\alpha = 0,01$ which points out that $H_0 : \rho = 0$ is rejected which is also mean that there are a linear relationship between them significantly.

Table 4. Correlation

Correlations

		Attitude Toward Entrepreneur	Subjective Norm	Perceived Behavioral Control	Entrepreneurial Intense
Attitude Toward Entrepreneur	Pearson Correlation	1	.170**	.445**	.460**
	Sig. (2-tailed)		.000	.000	.000
	N	442	442	442	442
Subjective Norm	Pearson Correlation	.170**	1	.208**	.201**
	Sig. (2-tailed)	.000		.000	.000
	N	442	442	442	442
Perceived Behavioral Control	Pearson Correlation	.445**	.208**	1	.375**
	Sig. (2-tailed)	.000	.000		.000
	N	442	442	442	442
Entrepreneurial Intense	Pearson Correlation	.460**	.201**	.375**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	442	442	442	442

** . Correlation is significant at the 0.01 level (2-tailed).

Those correlations are also tried by reliability testing using Alpha Cronbach, According to Nunally (1978) an instrument can be stated reliable if the measurement scale has Alpha Cronbach $\geq 0,70$. The other expert stated that by Alpha Cronbach ≥ 0.60 the instrument has been reliable (Suppranto, 2013). Based on Nunally the



instrument used in this research has been reliable. For the first time testing by Alpha Cronbach pointed out of less than 0.70 but after two questionnaires were deleted since Item-Total Correlation indicates have low coefficient, reliability testing produces 0.712 Alpha Cronbach.

Table 5. Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.712	.712	14

Testing of multicollinearity is conducted by way of inspecting variance inflation factor (VIF). If the variance is more than 10, it indicate that there is multicollinearity in which correlation between independent variable is appear. The result of *collinearity diagnostics* indicate that all independent variables have VIF < 10 which its means that there is no multicollineariti. Autocorrelation is tested by Durbin Watson to reveal the residuals of regression model has independent characteristic or not, can be indicated by statistical testing of Durbin Watson DM <1 or DW >3. The statistical testing show that all variables have DW = 1,955 or <1 DW >3 which indicate that there is no autocorrelation.

Table 6. Multikolienarity Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.360	1.039		5.158	.000		
Attitude Toward Entrepreneur	.405	.052	.356	7.717	.000	.795	1.257
Subjective Norm	.184	.078	.099	2.351	.019	.949	1.054
Perceived Behavioral Control	.198	.047	.195	4.201	.000	.784	1.276

a. Dependent Variable: Entrepreneurial Intense



Table 7. Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.498 ^a	.248	.246	1.840	1.955

a. Predictors: (Constant), Total Control, Total Norm, Total Attitude

b. Dependent Variable: Total Intense

Test of regression model

Value of R^2 (*R Square*) of the model summary shows that 24.8 % of Attitudes, Subjective norm, and perceived behavioral control are able to account for entrepreneurial intense. The effect is also showed by F-test 136.859 significantly is more than 10.000 and p-value = 0.000 is less than $\alpha = 0,05$. This test is conducted for hypothetical of $H_0 : \beta_1 = \beta_2 = \beta_3 = 0$ and it is rejected significantly since *p – value* = 0,000 less than F-table. It means that regression coefficient $H_1 : \beta_1 = \beta_2 = \beta_3 \neq 0$ or attitude toward entrepreneurship, subjective norm, and perceived behavioral control have effect to entrepreneurial intense and that is supported by statistical tested.

Table 8. Analysis of varianve

ANOVA^b

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	1390.109	3	463.370	136.859	.000 ^a
	Residual	4211.878	1244	3.386		
	Total	5601.987	1247			

a. Predictors: (Constant), Total Control, Total Norm, Total Attitude

b. Dependent Variable: Total Intense

In addition to F-test, t-test is also conducted to each independent variable individually to know its effect on dependent variable. By degree of freedom $n - k - 1 = 442 - 3 - 1 = 438$, and p-value = 0,000 is less than $\alpha = 0,05$ point out that each independent variable. Hypothetical testing for Attitude toward behavior $H_0 : \beta_1 = 0$ toward $H_1 \neq 0$, its t-test = 7.717 with p-value 0,000 is less than 0,05 which rejects $H_0 : \beta_1 = 0$. Subjective norm $H_0 : \beta_2 = 0$ toward $H_1 : \beta_2 \neq 0$ has t-test 2.351 with p-value 0,019 is less than 0,05 which rejects $H_0 : \beta_2 = 0$, so does with Perceived behavioral control which reject $H_0 : \beta_3 = 0$. Those rejections mean that all independent variables have no zero coefficients which also mean that all Attitude, subjective norm, and perceived behavioral control effect on entrepreneurial intense.



Table 9. T-test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.360	1.039		5.158	.000		
Attitude Toward Entrepreneur	.405	.052	.356	7.717	.000	.795	1.257
Subjective Norm	.184	.078	.099	2.351	.019	.949	1.054
Perceived Behavioral Control	.198	.047	.195	4.201	.000	.784	1.276

a. Dependent Variable: Entrepreneurial Intense

CONCLUSION / IMPLICATIONS/ LIMITATION

Conclusion

This research tried to implement the model of Ajzen (1991) about entrepreneurial intention that is determined by three variables e.g. (1) subject's attitude toward the behavior; (2) subjective norms; and (3) the subject's perception of behavioral control. This model has also been implemented by many experts in many countries such as in Latin America, Europe, and also in Asia (Moi, 2012; Edgar izquierdo; Marc Buelens, 2008). All the researchers support the model that there are a positive relationship between attitudes toward entrepreneurial acts and intentions to start a new business.

This research has also given evidence that those three variables have positive relationship to entrepreneurial intense, but in a weak relationship. This points out that the result of this research is very similar with the others research which show the weak relationship especially subjective norm variable.

Implications

The research has found that attitudes accounted for the students' intentions. It is the same result found by the previous studies about entrepreneurial intense. All the research results pointed out that attitudes toward entrepreneurial acts positively affect intentions regardless of how this influence is exerted. The problem is how to suggest the more confident students become in their capabilities for entrepreneurship? The better attitudes toward entrepreneurial activity should be improved in regard to entrepreneurial intense.



Since the study has evidence that those student's entrepreneurial intense is a result of participation in entrepreneurship programs, or enterprise education tend to increase in the students' desirability to start a business. Thus, providing the students to entrepreneurship training is expected to mobilize their attitudes which, in turn, can have a positive effect on intentions to start a new business. Therefore, a practical implication is that an attitude change should be considered as a crucial part of entrepreneurship education.

Limitations of the Study

1. object of the research which just only one university.
2. associated to subjectivity because all the instruments were only based on perceptual measures. This choice can be subject to criticism in that perceptions are likely to differ from what is to be in reality. It can also be criticized because the use of self-reported measures can be a source of common method variance and the tendency to agree with items independent of content (Spector, 2006).

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