

Boost Student Entrepreneurship Intention: An Overview Theory of Planned Behavior

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ABSTRACT

This study examines increasing entrepreneurial student intentions in a Theory of Planned Behavior (TPB) review. A review of entrepreneurial intention is the intention that exists in a person to take entrepreneurial actions that can be measured using TPB, through 3 (three) aspects of behavior, namely: attitudes towards behavior, aspects of subjective norms, and aspects of Perceived Behavioral entrepreneurial intentions which concerns aspects of one's personality, Sociological which concerns the relationships problem with family Control. This study uses a descriptive qualitative method by finding studies that show 3 (three) factors forming the personal and other social relationships and environmental which concerns the relationship with the environment. The study recommendations among others are to increase student entrepreneurship intentions to do research on student intentions by using TPB and to obtain novelty Theory of Planned Behavior in analyzing entrepreneurial intentions, it is necessary to do research with more complex variables.

Keywords:

Increase student intentions, entrepreneurship, Theory of Planned Behavior

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1 Introduction

Study entrepreneurship intention take us on some important words that are closely related to the intention of entrepreneurship spirit and entrepreneurship competence students. The complete some research that makes the intention of students to entrepreneurship as a dependent variable of research putting variables entrepreneurship education, provision of venture capital and entrepreneurship practices as independent variables of research and supported by an intermediate variable that is the particular spirit of students. Such research is still lacking, hence the need in the future to design a complete proposal to conduct the study variables.

Through this, an article scientific literature

review was undertaken intentions of the variable student entrepreneurship, how to increase and the factors that influence student entrepreneurship intentions.

2 Intention Overview on Entrepreneurship

Entrepreneurial action is often done intentionally. The entrepreneur intends to pursue specific opportunities, enter new markets and offer new products and this is rarely a process of an unintended behavior. Next, we describe the intention of entrepreneurship, ranging from understanding the intentions of entrepreneurship, the factors that influence the entrepreneurial intentions and how to measure the intentions of entrepreneurship by *Theory of Planned Behavior*.

3 Understanding the intention

Intention show motivational factors that influence the behavior and the indications about how hard people are willing to try, and how much effort they want to use in carrying out such behavior. In general, the stronger the intention to engage in a behavior, the more likely it is implemented. Individuals have intentions are more powerful to act when taking action is felt decent and pleasant. The intentions of entrepreneurship (entrepreneurial intentions) can be explained in the same way.

Teo and Lee (2010) proposed definition of intention that is an indication of how strong the belief someone will try a behavior, and how entrepreneurship that will be used to perform a behavior. Have a correlation high intention to behavior, therefore it can be used to predict behavior (Ajzen, 2005). More KruegerJR et al. (2000) that intention states have proven to be the best predictors for the behavior entrepreneurship. Choo and Wong (2006) stated that the intention may serve as basic approach that makes sense to understand anyone who will become entrepreneurs.

In social learning theory the intention is a determination to do certain or activities generate a specific situation in the future. In the other word intention is a vital part of self-regulation that has been overshadowed individual motivation to act.

Intentions relating to the indication of how hard one tries to understand, how much effort someone plan something, to perform a specific behavior (Hisrich, Peters and Shepherd, 2008). Also (Van Gelderen, 2006) the intention is represented by four factors: desires, preferences, plans and behavior expectancies. Desires are something inside a person who is a desire to start a business. Preferences is one in a person who shows that entrepreneurship is a needs to be achieved. Plans is a hope that is in yourself to start a business our

future. While behavior expectancies is a possibility for entrepreneurship to be followed by target start effort. Base on some of these opinions, it can be concluded that intense is an important indicator that can be used to predict future behavior a change because the intention is very close relationship with the desired behavior.

4 Theory of Planned Behavior (TPB)

Theory of planned behavior theory developed by (Ajzen, 1991) a refinement of the theory of reasoned action that be explained by Fishbein and Ajzen. The main focus of this same theory of planned behavior reasoned action, namely the intention of the individual to perform the behavior considered certain. Intention can see the motivating factors that affect behavior. Intention is an indication of how hard people are willing to attempt to try and much effort will be issued an individual to perform behavior.

Theory of reasoned action says there are two determinants of individual that is attitude intention to behavior and subjective norm. A negative attitude evaluation positive or individuals against certain behavior as subjective norm is a person's perception of social pressure to do or not perform certain behaviors. However the argues that the theory of reasoned action can not explain the behavior that is not entirely under the control of a person. Therefore in theory of planned behavior determined intention add one factor that is perceived behavioral control. Perceived behavioral control is perception individual against its control with respect to certain behavior. This factos are refers to a perception individual about easy or difficult and is assumed raises certain behavior is a reflection of past experience and also barriers anticipated. The three factors are attitude, subjective norm, and perceived behavioral control can be predicted the intentions of individual in perform certain behaviors (Ajzen, 1991).

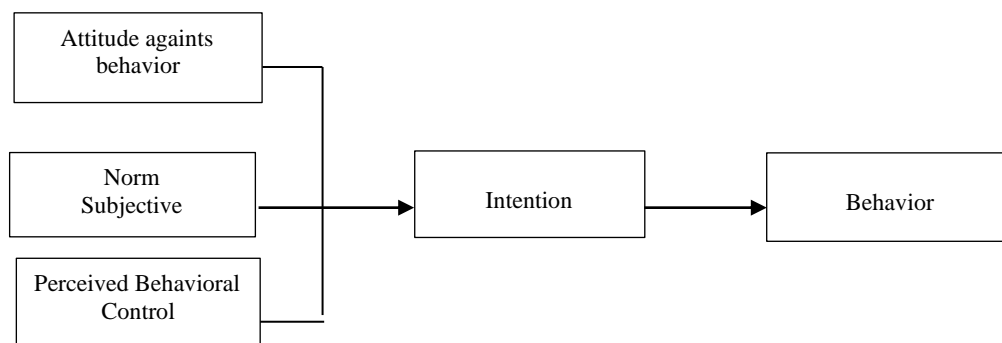


Fig 1. Theory of planned behavior (Ajzen, 1991)

5 Aspects of Intention

Aspects intentions are aspects that drive the intention individuals behave as confidence and self-control. The formation of the theory of planned behavior can be explained with behavior that has been described previously. This theory mention that the intention is a function of three basic determinants (Ajzen, 2012), namely: First, the attitude toward the behavior meets the definition of the degree of positive or negative assessment of the individual against certain behavior. Attitudes toward behavior is determined by a combination of behavioral belief and outcome evaluation. Behavioral belief is belief individual regarding positive or negative consequences of certain behaviors and outcome evaluation an individual evaluation of the consequences that will he got of a behavior. The formula is as follows:

$$AB = \sum b\beta$$

(1)

Source: Azjen (2012)

Based on the above formula attitudes toward behavior (AB) of addition obtained the product of the belief of the outcomes generated (bi) with an evaluation of the outcome (ei) (Ajzen, 2012). Can it was concluded that individuals who trust and evaluation of positive to outcome or the consequences of a behavior then the individual will have a positive attitude toward the behavior, as well as the opposite is getting people believe

and have an evaluation negative to outcome or the consequences of a behavior then the individual will have negative attitude against a such behavior.

Second, Subjective norm. Ajzen (2012) said subjective norm is based by the belief that function called normative beliefs and motivation to comply. Normative belief that belief regarding or disagreement consent to and from the referent or influential for individuals and groups (significant others), such as parents, spouses, close friends, co-workers or others to behavior. While the motivation to comply is the motivation for someone to follow the group someone or reference subjective. Norma defined as the individual's perception of social about pressure to perform or not perform a behavior. Subjective norm is determined by a combination of individual normative belief and motivation to comply.

$$SN = \sum n_i m_i$$

(2)

Source: Azjen (2012)

Based on the above formula subjective norm (SN) obtained of addition product of normative belief (ni) with motivation to comply (mi). (Ajzen, 2012). It can be concluded, individuals who believe that referent will support and motivation to do a behavior will feel social pressure to perform the behavior, and vice versa.

Third, *Perceived Behavioral Control*, Describing the feelings of self efficacy, or the

ability of the individual to perform a behavior. Perceived behavioral control is the individual's perception about the ease or difficulty to perform certain behaviors (Ajzen, 2005). Azjen (2012) explains that perceived behavioral control is determined by a combination between control beliefs and perceived power control. Control belief is an individual belief regarding supporting or inhibiting factor to bring a behavior. This belief is based on the previous experience of the individual about a behavior, an individual has information about a behavior that is obtained by carrying out observations on the knowledge of self and others known individuals, and also by many other factors that can increase or decrease the individual feelings about the degree of difficulty in performing a behavior. While the perceived power control is the individual's perception of the power of each of the factors supporting or inhibiting them. The relationship between control beliefs and perceived power control can be seen in the following formula:

$$CPB = \sum c_i p_i$$

3)

Source: Azjen (2012)

Perceived behavioral control (PBC) obtained from the sum product control belief (c_i) with perceived power control (p_i) (Azjen, 2012). The greater the perception regarding opportunity and resources of the individual, the more big Perceived Behavioral Control owned by the person.

From the above definition and understanding of the definition of the previous as well as entrepreneur intention can be inferred that the intention of entrepreneurship (entrepreneurial intention) is the intention of one self to do entrepreneurial action.

6 Factors Shaping intention of Entrepreneurship

Alma (2007) states there are three critical factors that contribute to entrepreneurship in

intention namely: First, Personal. That is concerning aspects of one's personality. McClelland (1961) in his book *The Achieving Society* states that an entrepreneur is someone who has the desire which is very achievement than those who do not entrepreneurship. Also Alma (2009) said in a research in English stated that interest and motivation for someone to open a business is 50% want to have freedom with their own business, only 18% said want to obtain money and 10% said the answer open for business for pleasure, hobby, challenge or personal satisfaction and do creativity.

Second, Sociological. That is a matter of relationships with family and relationship other social. Family relationships can be seen from people elderly, employment, and social status. Social factors that influence entrepreneurship to intention is the problem of family responsibilities. In addition to the work of parents that to often seen that there is the influence of the parents who work alone, and tend to his own business so businessman anyway. This situation often inspires in young children (Alma, 2009).

Environment in the form of a "role model" also affect intention entrepreneurship. Role models typically look to parents, siblings, other that family (grandparents, uncles, aunts, children), friends, couples or businessmen successful ones idolized. Encouragement enough to affect the spirit of entrepreneurship friends, because we can discuss freely than other people, just friends, encouragement, understanding, and even help, no need afraid of criticism, in addition to this there is another more influential social factors.

Third, Environmental. Namely concerning the relationship with the environment. Suryana (2008) stating that comes from environmental factors among which are the role models, opportunities, activities, besides influenced also by competitors, resources, and policy government. As in demonstrated by Alma (2009) that there are some location or area that many entrepreneurial, such as in Silicon Valley in the United States where many entrepreneurs found a large, entrepreneurial activity encountered in the area to buy and sell

goods, transportation, warehousing, banking, and various consulting services. This kind of atmosphere is very influential to the public to foster intention entrepreneurship. Other than that Tjahjono (2008) also explained that explains that for decision to self employed people are with involvement behavior (high involvement) which will involve several factors in which is: 1) Internal factors such as personality, perception, motivation and learning (attitude), 2) External factors such as family, friends, neighbors and others.

According to Mclelland (1985) suggests that entrepreneurship is determined by achievement motivation, optimism, attitude or value and status entrepreneurial success. By using the Theory of Planned Behavior (TPB) through three (3) behavioral aspects: Firstly, the attitude toward the behavior aspect. Second, aspects of subjective norm. Third, aspects *Perceived Behavioral Control* we can measure the intentions of student entrepreneurship on the overall factors forming the intention of entrepreneurship, namely: personal factors, sociological and environmental factors.

7 Conclusion & Recommendation

From the study of literature relating to the intention of entrepreneurship students an overview Theory of Planned Behavior (TPB) and the factors that influence the entrepreneurial intentions of forming a number of conclusions and recommendations.

Conclusion

Studies entrepreneurship intention of student overview of the Theory of Planned Behavior (TPB) can be summarized as follows:

1. Of the various definitions of intention and the intention of understanding of the definition can be concluded that the intention of entrepreneurship (entrepreneurial intention) is the intention of one self to do entrepreneurial action.
2. Intention (intention) entrepreneurship can be measured using the Theory of Planned Behavior (TPB) through three (3) behavioral aspects: Firstly, the attitude toward the behavior

aspect. Second, aspects of subjective norm. Third, aspects *Perceived Behavioral Control*.

3. There are three (3) of the determining factors in entrepreneurship intentions First, Personal, That is concerning aspects of one's personality. Second, Sociological. That is a matter of relationships with family and relationship other social. Third, Environmental. Namely concerning the relationship with the environment.

Recommendation

Studies entrepreneurship intention of student overview of the Theory of Planned Behavior (TPB) this gives the following recommendations:

1. To increase the intention of entrepreneurship students need to do research about the intentions of the students using the Theory of Planned Behavior to the three aspects of the factors forming the intention to entrepreneurship are personal factors, sociological and environmental students that found a new methodology to improve the intentions of students through entrepreneurship education, provision of capital and practices entrepreneurship that had been practiced in college.
2. To get novelty Theory of Planned Behavior in analyzing entrepreneurial intentions is necessary to study the more complex variables such as by studies using intermediate variable, namely entrepreneurship and entrepreneurial competencies and entrepreneurial education independent variables, venture capital and entrepreneurship practices. Thus, in addition to the new methodology will be found in improving the entrepreneurial intentions will also be able to formulate a more complete curriculum and comprehensive for entrepreneurship education in college.

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