

THE INFLUENCE OF ATTITUDES, SUBJECTIVE NORMS AND BEHAVIORAL CONTROLS ON ENTREPRENEURIAL INTENTIONS OF ELEMENTARY SCHOOL TEACHER EDUCATION STUDENTS, JAKARTA STATE UNIVERSITY

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Abstract

The purpose of this study was to determine the effect of attitudes, subjective norms and behavioral control on entrepreneurial intentions in Primary School Teacher Education students, Faculty of Education, UNJ 2017. The research method used was a survey method with a descriptive approach, the population used was all teacher education students. Elementary School, Faculty of Education UNJ. The model in this study uses a path analysis model. The analytical technique used in this study uses SEM (Structural Equation Modeling) which is operated with the SmartPLS version 3.0 program for hypothesis testing. The analysis technique carried out in PLS includes three stages, namely external model analysis, internal model analysis, and hypothesis testing. The results obtained are attitudes have a positive and significant effect on entrepreneurial intentions, subjective norms have a positive and significant effect on entrepreneurial intentions, behavioral control has a positive and significant effect on entrepreneurial intentions, and attitudes, subjective norms and behavioral controls have a positive and significant effect on entrepreneurial intentions.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh sikap, norma subjektif dan kontrol perilaku terhadap intensi berwirausaha pada mahasiswa Pendidikan Guru Sekolah Dasar Fakultas Ilmu Pendidikan UNJ 2017. Metode penelitian yang peneliti gunakan adalah metode survei dengan Pendekatan deskriptif, populasi yang digunakan adalah semua mahasiswa Pendidikan Guru Sekolah Dasar, Fakultas Ilmu Pendidikan UNJ. Model dalam penelitian ini menggunakan model analisis jalur. Teknik analisis yang digunakan dalam penelitian ini menggunakan SEM (Structural Equation Modeling) yang dioperasikan dengan program SmartPLS versi 3.0 untuk pengujian hipotesis. Teknik analisis yang dilakukan dalam PLS meliputi tiga tahap, yaitu analisis model luar, analisis model dalam, dan pengujian hipotesis. Hasil penelitian yang didapatkan adalah sikap berpengaruh positif dan signifikan terhadap intensi berwirausaha, norma subjektif berpengaruh positif dan signifikan terhadap intensi berwirausaha, kontrol perilaku berpengaruh positif dan signifikan terhadap intensi berwirausaha, dan sikap, norma subjektif dan kontrol perilaku berpengaruh positif dan signifikan terhadap intensi berwirausaha.

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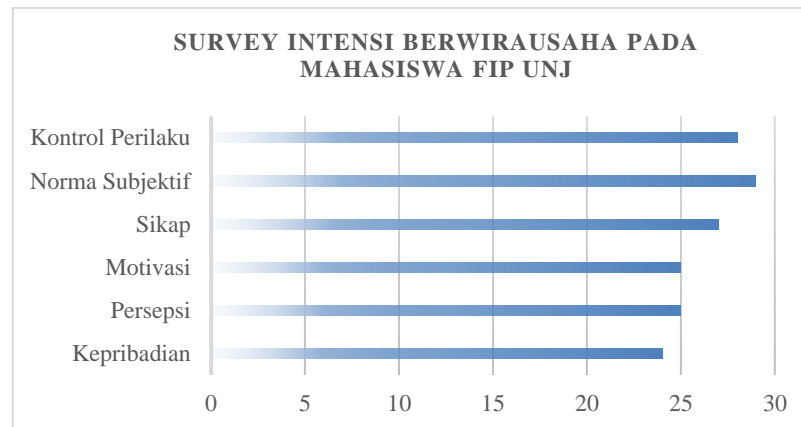
INTRODUCTION

Indonesia is a country that has more than 200 thousand inhabitants. Every year the population in Indonesia continues to grow even though many government programs have been planned and implemented to reduce population density. The dense population in Indonesia results in the uneven distribution of the population. The denser the population of a country, if it is not balanced with a stable economy, the problem of poverty will arise. The uneven distribution of the population causes the unemployment rate to appear high in only one area.

The problem of unemployment is a problem that has not been completely resolved by the Indonesian government. What's more, for 2020, the virus has spread which has made the number of unemployed people increase drastically. The difficulty of finding a new job in 2020 and the number of companies going out of business, caused employees to be laid off by the company which led to an increase in the number of unemployed. Of the total working age of 203.97 million people, the percentage of the working age population affected by Covid-19 is 14.28 percent and the Open Unemployment Rate (TPT) in Indonesia has increased to 7.07 percent as of August 2020 ([www. bps.go.id](http://www.bps.go.id), 2020). The National Development Planning Agency or BAPPENAS also estimates that the unemployment rate in Indonesia for 2020 will be 11 million unemployed (Kompas.com, 2020).

In research conducted by Chrismardani (2016) explains that the intention to entrepreneurship is high involvement behavior (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 on (subjective norms) and measure perceived behavioral control.

Following up on the research and the data found, the researcher has conducted a pre-research related to the percentage of factors that influence entrepreneurial intentions in students of the Faculty of Education, UNJ. The results obtained by researchers are as follows:



Researchers conducted pre-research on 30 respondents who were students of the Faculty of Education, State University of Jakarta. In Figure 1.3 it can be seen that the most powerful factor in influencing entrepreneurial intentions is subjective norms. Of the 30 respondents, 29 people think that subjective norms can influence students to become entrepreneurs. In addition to the subjective norm factor, another factor that has a strong influence is behavioral control. Of the 30 students, 28 of them indicated that behavioral control can affect their entrepreneurial intentions. The attitude factor also has a large enough influence on the entrepreneurial intention at FIP UNJ, which is 27 people who think that the attitude factor can affect their entrepreneurial intention. While the factors that are considered weak are personality, perception and motivation factors.

Based on the background of the problem and the pre-research that has been done, the researchers are interested in conducting research on "The Influence of Attitudes, Subjective Norms and Behavioral Control on Entrepreneurial Intentions of Students of the Elementary School Teacher Education Study Program (PGSD), Faculty of Education, State University of Jakarta, Class of 2017".

RESEARCH THEORETICAL

Attitude

Attitudes tend to make positive or negative evaluations in appropriate cases or entities (DINC & BUDIC, 2016). In addition, Utami (2017) related to the Theory of Planned Behavior also states that attitudes towards behavior are positive or negative evaluations of individual performance on certain behaviors. Attitudes are related to general objects or targets (Martin & Ajzen, 2011). Attitude is also

defined as a learned tendency to respond to an object or class of objects consistently, both in a state of liking or disliking (Santy et al., 2017). This agrees with the opinion of Putra & Juniariani (2018) which defines attitude as a learned tendency to respond to objects or classes of objects consistently both in liking and disliking.

From some of the explanations above, it can be concluded that attitude is the behavior/action of an individual in giving a reaction or response to the object it faces.

Subjective Norms

Subjective norms are a function of individual citizenship obtained from other people's views of attitude objects related to individuals (normative belief) (Suleman et al., 2020). Subjective norms are usually measured by asking participants how far they think. Family members, friends and co-workers, support them to be interested in entrepreneurial activities (DINC & BUDIC, 2016). Subjective norms can influence entrepreneurial intentions from the external side in the form of environmental support, both family, friends, lecturers and successful entrepreneurs (Hartono & Puspitowati, 2019).

From some of the opinions above, it can be concluded that subjective norms are views, support or individual beliefs in activities, which are obtained from the individual himself or the support or belief of the people around him such as friends, family, co-workers, lecturers, entrepreneurs. success and people who are considered important, which can influence individual actions to do or not to do something at hand.

Behavior Control

Perceived behavioral control refers to the perceived ease or difficulty in carrying out the behavior and the amount of control a person has over achieving the goals of the behavior (Teo & Lee, 2010). In addition, perceived behavioral control is considered a reflection experience of the individual's past (Irwan, 2018). Behavioral control refers to the ease or difficulty felt through behavior and assumptions, to reflect on past experiences and anticipate obstacles after obstacles (Utami, 2017).

From the opinions of several experts that have been described, it can be concluded that behavioral control is an individual's perception of

something that can make it easier or difficult for individuals to behave.

Entrepreneurial Intention

Intention is a determination or state of mind that guides one's focus on a particular problem to achieve certain goals (DINC & BUDIC, 2016). Mirawati et al. (2016) adds that intention is the seriousness of a person's intention to perform an act or bring up a certain behavior.

The term entrepreneurship is the equivalent of entrepreneur in English (Suryana, 2012). Suryana added, entrepreneurship is the ability to create something new and different (create new and different) through creative thinking and acting innovatively to create opportunities. Sanawiri & Iqbal (2018) strengthen the opinion above that entrepreneurship is the application of creativity and innovation to solve problems and take advantage of opportunities that are faced every day.

Based on the explanations of some of these experts, it can be concluded that entrepreneurial intention is the desire of individuals to display their behavior in carrying out entrepreneurial actions by opening new businesses or creating new products through existing business opportunities and taking risks.

Theoretical Framework

The Influence of Attitude on Entrepreneurial Intentions

Pratana and Margunani added that the entrepreneurial attitude which is included in the personal factor is one of the factors that influence the intention. If someone has a positive response to an object related to entrepreneurship, it will foster entrepreneurial intentions in that person (Pratana & Margunani, 2019). This opinion is reinforced by Hartono & Puspitowati (2019) who explain that the more positive the attitude of students to entrepreneurship, the higher their level of intention to become entrepreneurs.

The Influence of Subjective Norms on Entrepreneurial Intentions

Subjective norms are individual beliefs to comply with directions or suggestions from people around to participate in entrepreneurial activities (Utami, 2017). Subjective norms are individual beliefs to obey

the directions or suggestions of those around them to participate in entrepreneurial activities (Hartono & Puspitowati, 2019).

The Effect of Behavioral Control on Entrepreneurial Intentions

Behavioral control relates to beliefs about the availability of support and resources or barriers to carrying out an entrepreneurial behavior (Sun et al., 2016). Behavioral control can influence behavior directly or indirectly through intentions (Mirawati et al., 2016). In research conducted by DINC & BUDIC (2016), if women have high beliefs about their own personal attitudes/attitudes and the ability to control the process of creating and running a company, their entrepreneurial intentions will increase.

The Influence of Attitudes, Subjective Norms and Behavioral Controls on Entrepreneurial Intentions

In general, it can be said that the better the subjective attitudes and norms towards a buying behavior and the greater the perceived behavioral control, the stronger the consumer's intention to make the intended purchase (Listyawati, 2017). Based on research by DINC & BUDIC (2016), subjective norms have a positive effect on attitudes and behavioral control, but do not directly affect entrepreneurial intentions.

Hypotesis

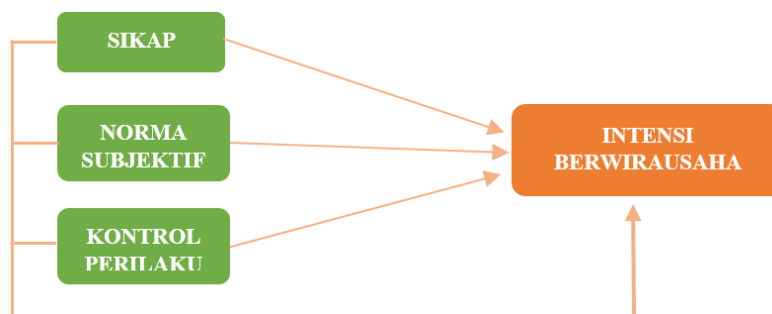


Figure 2. Constellation of Effects Between Variables

Based on the theories that have been discussed previously, the following hypotheses can be formulated:

H1 : There is a significant influence between attitude and entrepreneurial intention on 2017 UNJ PGSD Study Program students

H2 : There is a significant influence between subjective norms and entrepreneurial intentions in the 2017 UNJ PGSD Study Program

H3 : There is a significant effect between behavioral control and entrepreneurial intentions on 2017 UNJ PGSD Study Program students

H4 : There is a significant influence between attitudes, subjective norms and behavioral control with Entrepreneurial intentions in the 2017 PGSD UNJ Study Program students

RESEARCH METHODOLOGY

Sample

The sample is part of the subjects in the population studied, which of course are able to represent the population (Nurdin & Hartati, 2019). This opinion is reinforced by the opinion of Yusuf (2016) which states that the sample is part of the selected population and represents the population. The sampling method in this study is probability sampling with a simple random sampling technique where students of the PGSD Study Program, Faculty of Education, UNJ class of 2017 are used as research samples.

Based on the affordable population above, the researchers used the Slovin formula to determine the number of samples. With a degree of 95%, the error rate is 5%, so the researcher can determine that the margin of error requirement is 5% by entering it into the formula and obtained from 269 PGSD UNJ students producing 169 samples.

Method

In this study, the method used is a quantitative method with a descriptive approach that describes the state of the object and subject of research, it can be a group of people, a certain situation or condition, a system of thought or an event in the present based on the facts.

The measuring instrument in this study is a research questionnaire, the data obtained are answers from students of the PGSD Study Program, FIP UNJ to the statements submitted.

The researcher used the Partial Least Square Structural Equation Model (PLS-SEM) model in this study with probability sampling technique using simple random sampling method. The data used in this study is primary data for all variables, including the independent variable (independent) namely attitude (X1), subjective

norm (X2) and behavioral control (X3) and the dependent variable (dependent) namely entrepreneurial intention (Y).

Discussion result

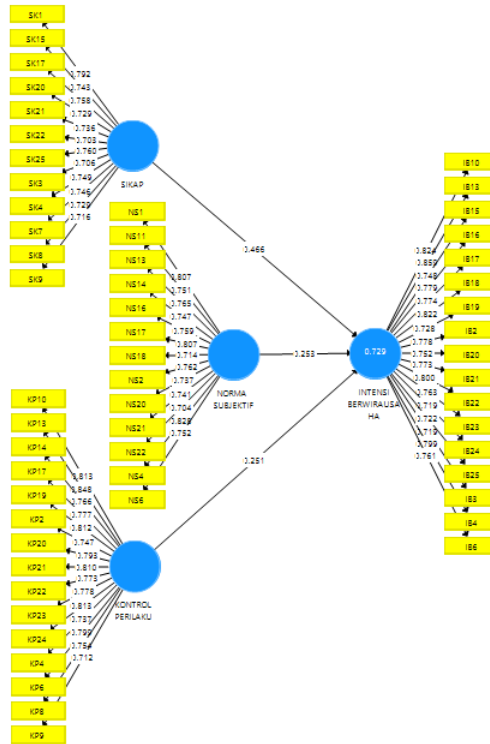


Figure 3. Outer Research Model

Convergent Validity

Table 1. Outer Loading Factor

	INTENSI BERWIRUSAHA	KONTROL PERILAKU	NORMA SUBJEKTIF	SIKAP
IB10	0.824			
IB13	0.859			
IB15	0.748			
IB16	0.779			
IB17	0.774			
IB18	0.822			
IB19	0.728			
IB2	0.778			
IB20	0.752			
IB21	0.773			
IB22	0.800			
IB23	0.763			
IB24	0.719			
IB25	0.722			
IB3	0.719			

IB4	0.799			
IB6	0.761			
KP10		0.813		
KP13		0.848		
KP14		0.766		
KP17		0.777		
KP19		0.812		
KP2		0.747		
KP20		0.793		
KP21		0.810		
KP22		0.773		
KP23		0.778		
KP24		0.813		
KP4		0.737		
KP6		0.799		
KP8		0.754		
KP9		0.712		
NS1			0.807	
NS11			0.751	
NS13			0.765	
NS14			0.747	
NS16			0.759	
NS17			0.807	
NS18			0.714	
NS2			0.762	
NS20			0.737	
NS21			0.741	
NS22			0.704	
NS4			0.828	
NS6			0.752	
SK1				0.792
SK15				0.743
SK17				0.758
SK20				0.729
SK21				0.736
SK22				0.703
SK25				0.760
SK3				0.706
SK4				0.749
SK7				0.746
SK8				0.729
SK9				0.716

Based on the results of the outer loading factor in the table above, it can be concluded that all indicators in the variable constructs of entrepreneurial intention (IB), attitude (SK), subjective norm (NS) and behavioral control (KP) have a value > 0.7 which fulfills the requirements validity.

Composite Reliability

Tabel 2. Composite Reliability dan Average Variance Extracted

	Composite Reliability	Average Variance Extracted (AVE)
INTENSI BERWIRUSAHA	0.962	0.597
KONTROL PERILAKU	0.960	0.613
NORMA SUBJEKTIF	0.947	0.578
SIKAP	0.935	0.547

Source: Data processed by researchers using SmartPLS 3.0 (2021)

The table above shows that the Cronbach's Alpha value for the attitude variable is 0.925, the subjective norm is 0.939, the behavioral control is 0.955 and the entrepreneurial intention is 0.958, where the four variables have Cronbach's Alpha values > 0.7. So it can be said that all constructs in this research variable are valid.

Inner Model Analysis

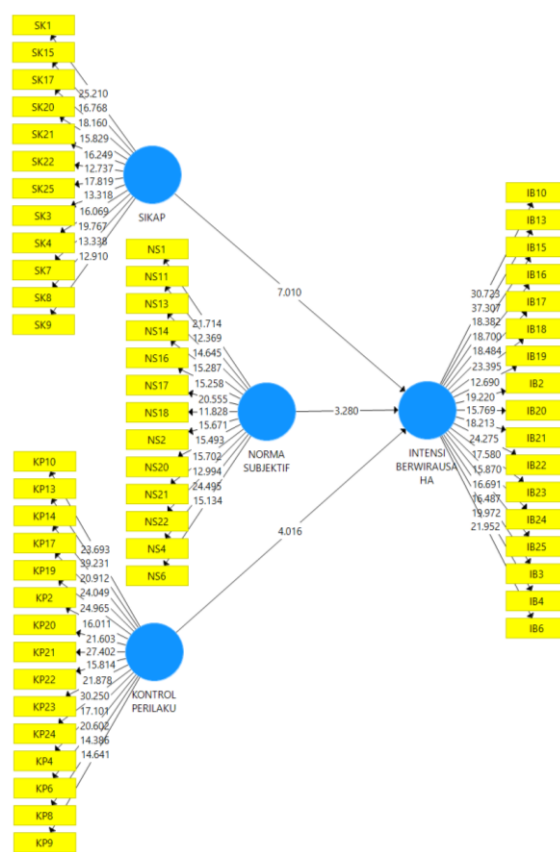


Figure 4. Inner Bootstrapping Research Model

R-Square (R²)

Tabel 4.14 R-Square (R²)

	R Square
INTENSI BERWIRAUUSAHA	0.729

Source: Data processed by researchers using SmartPLS 3.0 (2021)

Based on the R-Square (R²) table above, it can be seen that the R-Square value = 0.729, meaning that the ability to construct attitudes, subjective norms and behavioral control variables in explaining the construct of entrepreneurial intention is 0.729 or 72.9% (strong).

F-Square (f²)

Tabel 4.15 F-Square (f²)

	INTENSI BERWIRAUUSAHA	KONTROL PERILAKU	NORMA SUBJEKTIF	SIKAP
INTENSI BERWIRAUUSAHA				
KONTROL PERILAKU	0.120			
NORMA SUBJEKTIF	0.150			
SIKAP	0.338			

Source: Data processed by researchers using SmartPLS 3.0 (2021)

From the f-square table above, it can be seen that the influence between the attitude variable construct and the entrepreneurial intention construct is 0.338 which means that both have a moderate relationship, the influence between the subjective norm variable construct and the entrepreneurial intention variable construct is 0.150 which means that both have a moderate relationship and the influence between the behavioral control variable construct and the entrepreneurial intention variable construct is 0.120, which means that both have a weak relationship.

Variance Inflation Factor (VIF)

Tabel 4.16 Variance Inflation Factor (VIF)

Variabel	VIF	Variabel	VIF	Variabel	VIF	Variabel	VIF
IB10	7.376	KP10	8.439	NS1	5.464	SK1	4.772
IB13	8.090	KP13	6.510	NS11	3.555	SK15	7.850
IB15	5.491	KP14	2.226	NS13	4.186	SK17	8.343
IB16	8.020	KP17	3.045	NS14	8.330	SK20	8.255
IB17	8.050	KP19	3.196	NS16	4.370	SK21	8.874
IB18	9.793	KP2	6.858	NS17	7.460	SK22	7.294
IB19	4.612	KP20	7.343	NS18	4.408	SK25	8.335

IB2	7.646	KP21	2.937	NS2	8.853	SK3	1.960
IB20	7.552	KP22	2.663	NS20	7.838	SK4	5.840
IB21	5.668	KP23	2.272	NS21	3.726	SK7	4.525
IB22	6.061	KP24	7.701	NS22	7.285	SK8	1.966
IB23	5.656	KP4	2.414	NS4	8.463	SK9	5.593
IB24	4.801	KP6	2.935	NS6	4.647		
IB25	6.363	KP8	4.560				
IB3	2.512	KP9	2.542				
IB4	8.866						
IB6	2.381						

Source: Data processed by researchers using SmartPLS 3.0 (2021)

Based on the data in the table above, it can be concluded that all indicators of the attitude variable (SK), subjective norm (NS), behavioral control (KP) and entrepreneurial intention (IB) have a VIF value < 10.0 which means that there is no multicollinearity problem in correlation model in this study.

Hypothesis test

Path Coefficients

Table 4.17 Path Coefficient

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
KONTROL PERILAKU -> INTENSI BERWIRSAUSAHA	0.251	0.254	0.062	4.016	0.000
NORMA SUBJEKTIF -> INTENSI BERWIRSAUSAHA	0.253	0.252	0.077	3.280	0.001
SIKAP -> INTENSI BERWIRSAUSAHA	0.466	0.468	0.067	7.010	0.000

Source: Data processed by researchers using SmartPLS 3.0 (2021)

H1: Attitudes have a positive effect on entrepreneurial intentions

Based on the results of the path coefficient test in the table above, the attitude variable has a positive effect on entrepreneurial intentions directly seen from the original sample value of 0.466 and t-statistics > 1.96 which is 7.01 and the p-values are 0.000 < 0.05, then H1 in this study is accepted.

H2: Subjective Norms Have a Positive Effect on Entrepreneurial Intentions

Based on the results of the path coefficient test, the subjective norm variable has a positive and significant effect on entrepreneurial intentions directly seen from the original sample of 0.253 and t-statistics > 1.96 which is

3.280 and the p-values are $0.000 < 0.05$, then H2 is accepted.

H3: Behavioral Control has a Positive Effect on Entrepreneurial Intentions

Based on the results of the path coefficient test, behavioral control variables have a positive effect on entrepreneurial intentions directly seen from the original sample of 0.251 and t-statistics > 1.96 which is 4.061 and the p-values are $0.000 < 0.05$, then H3 in this study was accepted.

H4: Attitudes, Subjective Norms and Behavioral Controls Have a Positive Effect on Entrepreneurial Intentions

According to Wiyono & Ruyani (2019), to determine the effect of the independent variables together on the dependent variable, it can be seen on the value of F or F Count. If the FCount $>$ FTable, then attitudes, subjective norms and behavioral control have an effect on entrepreneurial intentions. On the other hand, if the FCount $<$ FT table, then attitudes, subjective norms and behavioral control have no effect on entrepreneurial intentions.

The value in FCount can be obtained by the formula $(R^2 (n-k-1))/(1-R^2) k$, so that the calculation for the value of F is as follows:

$$\begin{aligned} \text{FCount} &= (R^2 (n-k-1))/(1-R^2) k \\ &= (0.729 (161-3-1))/(1-0.7299)3 \\ &= 140.77 \end{aligned}$$

Based on the results of the above calculations, it can be seen that the Fcount is $140.77 >$ FTable 2.66. Therefore, it can be concluded that attitudes, subjective norms and behavioral control have an effect on entrepreneurial intentions.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the research that has been done, empirical conclusions can be drawn through descriptions, statistical data processing, interpretation and data analysis described in the previous chapter. Researchers conclude the following:

1. The results of the first hypothesis test show that there is a positive and significant direct effect between attitudes towards entrepreneurial intentions with the original sample value of 0.466 and t-statistics > 1.96 , namely 7.010. This shows that the higher the individual's response and reaction in showing his attitude to the object he faces, the higher the motivation in himself to carry out entrepreneurial activities. On the other hand, if the individual does not respond well to the object he or she encounters, then someone tends to feel uninterested in starting or entering the world of entrepreneurship.
2. The results of the second hypothesis test show that there is a positive and significant direct influence between subjective norms on entrepreneurial intentions. This is indicated by the original sample value of 0.253 and t-statistics > 1.96 which is 3.280. This means that if the level of confidence given by the people around (family, friends, successful entrepreneurs and people who are

considered important) is high, it can help individuals to start entrepreneurship. Conversely, if the confidence given by the people around the individual is low, the level of starting entrepreneurship is also low.

3. The results of the third hypothesis test indicate that there is a positive and significant direct effect between behavioral control on entrepreneurial intentions, indicated by the original sample value of the behavioral control variable, which is 0.251 and t-statistics > 1.96 , which is 4.061. This means that the easier it is for individuals to control their behavior, the easier it will be to start a business. Conversely, if the individual has difficulty controlling his behavior, then the individual will feel difficulty in running his business so that not many dare to become entrepreneurs.

4. The results of the fourth hypothesis test indicate that there is a positive and significant direct influence between attitudes, subjective norms and behavioral control on entrepreneurial intentions, as indicated by the results of the calculation of F Count of 140.77 $>$ FTable 2.66. This means that if the individual's attitude is more responsive to an object, then the higher the influence of beliefs from people around in starting a business and the easier it is for individuals to control their behavior, it can help individuals to start entrepreneurship.

SUGGESTION

Based on the conclusions, implications, and limitations of the research above, the researchers provide recommendations for further researchers as useful input, as follows:

1. From the results of the study it was found that entrepreneurial intentions are not only influenced by attitudes, subjective norms and behavioral control, there are several variables that affect entrepreneurial intentions. Other researchers who are interested in conducting a similar study are advised to analyze the effect of other variables that are predicted to affect entrepreneurial intentions such as entrepreneurship education, self-efficacy, family environment, and so on.
2. If other researchers want to take the same variable, it is recommended to improve the quality of further research by improving the results of this study and previous research. By way of increasing the number of variables and replacing the object of research that could affect the results of the study. This can be done so that the results of further research will be more varied and varied.

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