

The Effect of Attitude, Subjective Norms, and Achievement Needs on Entrepreneurship Intention (Study on Management S1 Students for the 2018 Beginning)

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Abstract

In the 2018 Tidar University Management S1 Study Program, there are only 22 students who are entrepreneurs, while 82 students do not yet have businesses. Students who want to start entrepreneurship need strong intentions so they need to be researched. The influence of attitude variables, subjective norms and achievement needs on entrepreneurial intentions in 2018 undergraduate students management. This study is a quantitative study, the analytical technique used in this study uses IBM SPSS version 25.0. In this study using the saturated sample method with 104 students from the 2018 class as respondents. Collection data techniques in this study using a questionnaire. Outcome of the study partially show that attitude variable affects the entrepreneurial intention, subjective norms affect the entrepreneurial intention, and achievement needs affect the entrepreneurial intention, while simultaneously the independent variable can affect the dependent variable. Suggestions are give for further research by deepen the variables study, for universities by involving and support entrepreneurship activities, for students by attending seminars, workshops, and entrepreneurship training.

Keywords: attitude, subjective norms, achievement needs, entrepreneurship intention

1. Introduction

The problem in developing countries is high unemployment, one of which is happening in Indonesia. This unemployment problem occurs because of the abundance of labor that is not matched by sufficient employment opportunities, the number of workers who prefer to be a worker than to set up their own business. This unemployment requires efforts to overcome it many ways, one of which is the existence of high employment opportunities so as to create a high working climate and reduce the unemployment rate. Unemployment in Indonesia has reached 9.10 million people with a total workforce of 140.15 million people and 131.05 million people working. From BPS data, it is known that in February 2021, the unemployment rate reached 6.26 million people, there was an increase in August 2021 an increase of 0.23 million people.

In 2022, The number of Indonesian entrepreneurs has only reached 3.4%, although the ratio of entrepreneurs in Indonesia has exceeded the international standard of 2%. However, to become a developed country is still lacking because developed countries need 12% to 14% according to the general of (HIPMI) Mardani H Maming. According to Mardani H Maming, involving young people in improving and creating superior human resources (HR). By becoming an entrepreneur so that they can open job vacancies so that they can advance advanced regions. With the development of human resources, hope to be able to create better generations.

For students Management Study Program of Tidar University. Entrepreneurship education is a

compulsory subject in the Bachelor of Management study program at Tidar University, in the entrepreneurship course itself there are two courses, namely entrepreneurship I and entrepreneurship II courses, this entrepreneurship course is to support the creation of entrepreneurs among students. With this course, students are expected to have the intention to open a business and not look for work. In the 2018 class of management study program, there are 104 students who have taken entrepreneurship courses which are mandatory courses in management study programs.

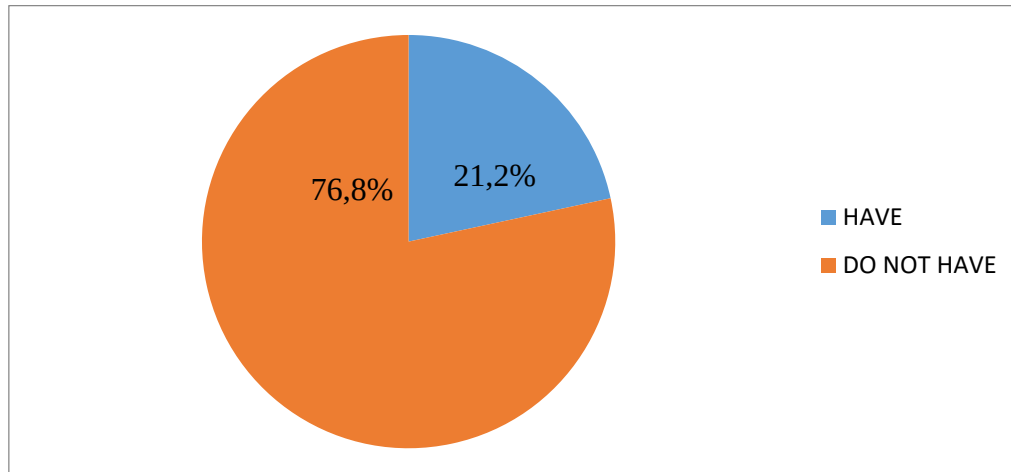


Figure 1. Business

Source: Researcher, 2022 (processed)

From Figure 1, it can be seen that out of the total 104 respondents. It was found that 22 people already have businesses. While the rest who do not have a business as many as 82 people. So that the majority of respondents do not have a business with 76.8% while the minority who already have a business are 21.2%. So it can be said that in the 2018 S1 Management study program there are still few who have businesses.

From the results on the questionnaire of students who have passed Management study S1 program. It was found that out of 104 students, 43 students had graduated. And distributed questionnaires to students who have graduated. It was found that of all the students who had graduated with the result that 40 people had the intention to be entrepreneurship while 3 people did not have the intention to be entrepreneurship. In this case, it is found that many graduates have the intention to become entrepreneurs.

The definition of entrepreneur is an individual who dares to do business independently by mobilizing all resources and efforts, including the ability to recognize new products, determine new production methods, manage operations to purchase new products, market them and manage working capital to produce something higher. Entrepreneurs are the main actors of economic development and their function is to innovate or create new combinations for an innovation according to Firmansyah and Rosmawarni, (2019). Entrepreneurship is a potential to be developed, both in number and quality of these entrepreneurs. Currently we are faced with the fact the number of Indonesian entrepreneurs is small and quality is not yet fully good so that it becomes a problem in the development of Indonesian entrepreneurship which is an urgent issue for the success of development according to Rusydi and Rafida (2016).

According to Chen and Yang, (2019) The theory of planned behavior is an extension of the

theory of reasoned action according to Ajzen and Fishbein, (1980) created because of the lack of the original model to overcome the behavior of someone who has incomplete control over his will. In the TPB according to Ajzen (2020) an intention arises through three things, namely: attitude towards behavior, subjective norms, perception of control over behavior.

Entrepreneurial intention is a tendency for individuals to want to carry out entrepreneurial activities with the presence of new products through business and take risks Irene (2013). Opinion of Tung et al., (2017), Entrepreneurial intention areresult of a behavior to get a business opportunity with the existence of entrepreneurship education and innovation. Meanwhile, according to Izedoni et al., (2017) entrepreneurial intentions is related to a person's behavior in carrying out a business activity in a certain time.

Attitude is a core formation in entrepreneurial intentions and is a component that can influence formation of entrepreneurial intentions on the Theory Planned Behavior (TPB), Kristiadi (2016), in this case agreed by Toni Wijaya (2008) stating attitudes in behaving, are a concept of the formation of intentions (intentions). Attitudes of behavior underlie the interest in business opportunities, have a positive view of business failure, able to face challenges and risks according to Toni Wijaya (2008). Someone who practices tips for developing an independent attitude will be able to understand the characteristics of an independent attitude in entrepreneurship cognitively, affectively, and can practice it later in the world of work and have an independent attitude and entrepreneurial behavior at work according to Irene (2013). So it can be concluded that attitude is a component that can form intentions, in the form of real actions taken by individuals.

Subjective norms are one of the factors is the (TPB) that affect entrepreneurial intentions, and subjective norms follow the instructions or suggestions of people around them who carry out entrepreneurial activities Toni Wijaya (2008). According to Binalay et al., (2016) subjective norms is trends in environmental convinced related to certain behaviors of an individual. According to Mustaqim (2017), subjective norms are beliefs about what behavior is normative (expected by others), and the motivation to act in accordance with those normative expectations is the norm.

The need for achievement is the achievement of something that is difficult to be able to manipulate, master, or organize physical, human, or ideas that can be done quickly and independently, to compete with or exceed others and to improve things related to the target according to Dwijayanti (2012). According to Mustaqim (2017) the need for achievement is one of the motives behind a person's behavior, in general, humans have a need to be better, to achieve, to be a winner, to be rich and so on.

2. Literature Review

Table 1. Previous research

researcher	Title	Source	Results	Population and Sample
Islami (2014)	The influence of entrepreneurial attitudes, subjective norms and self-efficacy on entrepreneurial behavior through student entrepreneurship intentions	Jurnal Ekonomi Pendidikan & Kewirausahaan	In this study it was found that entrepreneurial attitudes and self-efficacy significantly influence entrepreneurial behavior while subjective norms have no effect on entrepreneurial behavior and entrepreneurial intentions, entrepreneurial intentions do not directly affect entrepreneurial behavior.	In this study, the population was undergraduate students from 2010 and 2011 batches of Economic Education Study Program, FKIP University of Jember in the 2013/2014 academic year, amounting to 174 people, for the sample as many as 121 people.
Ma'sumah, & Pujiarti (2018)	The influence of attitudes, subjective norms and behavioral control on students' entrepreneurial intentions	Economic Education Analysis Journal	Attitudes, subjective norms, and behavioral control effect entrepreneurial intentions	In this study the population is class X11 students of SMKN 2 Wonosobo with total of 35 respondents.
Jaya Seminari (2016)	The influence of subjective norms, self-efficacy, and attitudes on the entrepreneurial intentions, of high school	E-Jurnal Manajemen Unud	In this study, that it was found subjective norms, and attitudes had a positive and significant effect on entrepreneurial intentions in SMKN students in Denpasar.	The population on this study all 3rd grade students of SMKN in Denpasar, then the sample amounted to 120 respondents.

researcher	Title	Source	Results	Population and Sample
	students in Denpasar			
Supeni <i>et al.</i> , (2021)	Empirical study of achievement needs, subjective norms, self-efficacy on the entrepreneurial intention of students in each faculty at the University of Muhammadiyah Jember	Proceedings of the 2021 National Seminar on Economics & Business at the University of Muhammad iyah Jember	In this study, found the variable that significantly affects the entrepreneurial intention at UM Jember is the subjective norm, while the achievement needs and self-efficacy variables have no significant effect on the entrepreneurial intention.	Are known the population in this study is all students in each faculty at UM Jember totaling 10.421 people, for the sample amounting to 385 students.

3. Research Method

This study uses quantitative methods. In this study using mathematical models, theories or hypotheses related to using mathematical models. In this study, the researcher will examine the effect of attitude variables, subjective norms, and achievement needs on entrepreneurial intentions. This research was conducted at Tidar University. The population in this study S1 Management students, batch 2018. In the 2018 batch, there were 104 students. Analysis of the sample in this study the saturated sample method. It is discovered the population (N) of this study is 105, which is the number of Management students in the 2018 batch, in the study, the research set a minimum of 104 students as respondents.

Questionnaire techniques are distributed to correspondents who are students who have taken entrepreneurship courses. Likert scale is used to measure the opinion of a group of people. By using a Likert scale with a score of strongly agree 5, agree 4, undecided 3, disagree 2 and strongly disagree 1 is only a code to find out which one is higher and which one is lower. The validity test said to be valid if r count value is greater than r table. A construct or variable is stated reliably if Crobach Alpha > 0.60 , a questionnaire is reliable if it is stable from time to time according to Ghazali (2018).

4. Findings and Discussions

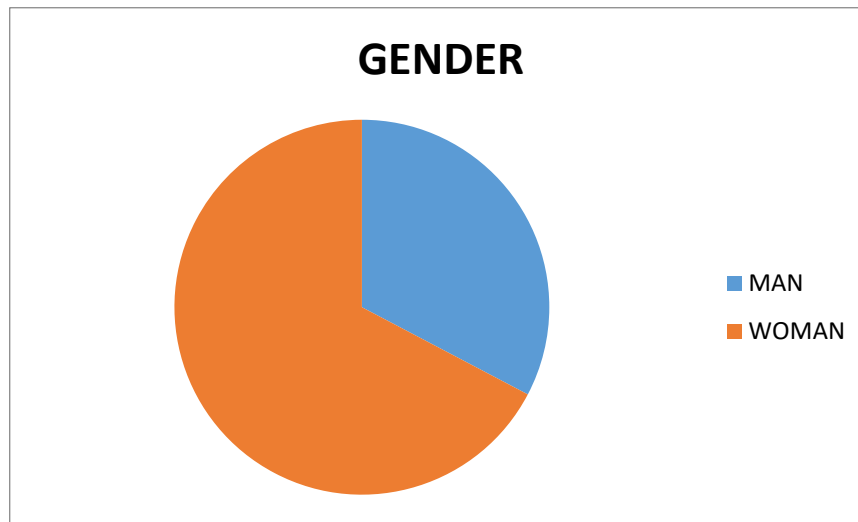


Figure 2. Respondents by type

Source: Author, 2022 (processed)

From the results of the study, it found the number of genders in man respondents was 34 while women of respondents were 70. This indicates that male respondents became the minority of respondents by 32.7% while female respondents became the majority of 67.3%.

Validity test

From the data that has been processed so that it becomes a table with a significance of 5%, it is found that in each variable, it is can concluded that the statement in each variable is declared valid. Which can be seen from the number of r-count is value is greater than r-table.

Table 2. Validity test

Variable	r count	r table	Description
Attitude			
X _{1.1}	0,802	0,195	Valid
X _{1.2}	0,823	0,195	Valid
X _{1.3}	0,753	0,195	Valid
X _{1.4}	0,686	0,195	Valid
Subjektif Norm			
X _{2.1}	0,726	0,195	Valid
X _{2.2}	0,749	0,195	Valid
X _{2.3}	0,818	0,195	Valid
X _{2.4}	0,805	0,195	Valid
X _{2.5}	0,692	0,195	Valid
X _{2.6}	0,614	0,195	Valid

Achievement Needs			
X _{3.1}	0,686	0,195	Valid
X _{3.2}	0,824	0,195	Valid
X _{3.3}	0,686	0,195	Valid
X _{3.4}	0,861	0,195	Valid
Entrepreneurial Intention			
Y _{1.1}	0,757	0,195	Valid
Y _{1.2}	0,789	0,195	Valid
Y _{1.3}	0,807	0,195	Valid
Y _{1.4}	0,706	0,195	Valid
Y _{1.5}	0,879	0,195	Valid
Y _{1.6}	0,792	0,195	Valid

Reliability Test

Reliability test is used to test variables or constructs, declared reliable if the statement is consistent from time to time. A construct or variable is stated reliably if Cronbach Alpha > 0.60. The following of the result is reliability data:

Table 3. Reliability test

Variable	Cronbach Alpha	Description
Attitude	0,754	Reliable
subjective norm	0,830	Reliable
Achievement Needs	0,766	Reliable
Entrepreneurial Intention	0,875	Reliable

Source: Author, 2022 (processed)

From from the table above, it is found that Cronbach Alpha value in each calculation is greater than the Cronbach Alpha, which can be see from the Cronbach Alpha value in each variable more than 0.60.

Multiple Linear Regression Analysis

Table 4. Multiple linear regression

Model	B	Std.Error
1. (Constant)	8,174	1,928
Attitude	0,270	0,155
Subjective Norms	0,194	0,114
Achievement Needs	0,484	0,124

Source: Author, 2022 (processed)

Multiple Linear Regression Equation :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 8,174 + 0,270X_1 + 0,194X_2 + 0,484X_3 + e$$

From the results of the data in the table, it is obtained that a constant of 8.174 is obtained. If the value of X1 is equal to zero, then Y is 8.174. The results of the output can be obtained attitude variable coefficients of 0.270 meaning that if there is an increase of one constant of the attitude variable, it will affect an increase of 0.270 the entrepreneurial intention variable. Then the subjective norm variable has a coefficient of 0.194 which means that if there is an increase in one constant of the subjective norm variable, it will affect an increase of 0.194 in the entrepreneurial intention variable. The last is the need for achievement with a coefficient of 0.484, which means that if there is an increase in one constant, the entrepreneurial of intention will also increase by 0.484.

Coefficient of Determination Analysis (R²)

Table 5. Coefficient of determination

Model	R	R Squire	Adjusted R Square	Std. Error of the Estimate
1	0,684 ^a	0,468	0,452	2,040

a. Predictors: (Constant), Need for achievement, Attitudes, Subjective Norms

b. Dependent Variable: Entrepreneurial Intention

Source: Author, 2022(processed)

According to the results of regression research, (R) of 0.684 means that there is a strong the relationship between independent variable and dependent variable because the results are close to 1. Then from the Adjusted R Square with the results of 0.452 or 45.2% which means the independent variable has a value of 45.2% to give effect to the dependent variable, while the remaining 54.8 is influenced by other variables outside of the model.

1. Attitude has a significant positive effect on the intensity of entrepreneurship in 2018 undergraduate Management students. Thus, attitudes are able to influence someone to make intentions, if someone has a desire to become an entrepreneur, they have an attitude of being interested in existing business opportunities, having a positive outlook on failure of a business and dare to face business risks.

2. Subjective norms has a positive and significant effect on intensity of entrepreneurship in 2018 undergraduate Management students, with the subjective norm it will be easy to achieve intentions/intentions because in the norm there are family, friends and colleagues who can encourage the intention/intensity to be entrepreneurship.

3. The need for positive achievement is significant to the intensity of entrepreneurship in 2018 undergraduate Management students, because the needs needed to foster entrepreneurial intentions can be with the achievement need having the principle of doing difficult tasks well enough, trying hard to improve work performance, daring to make decisions Risks can develop responsibilities well and do better than others so that they have high intentions for

entrepreneurship.

4. Attitudes, subjective attitudes, achievement needs to the intensity of entrepreneurship in 2018 undergraduate Management students, play an important role in entrepreneurial intentions because with the attitude students can be interested in business opportunities, have a positive outlook on failure and are able to face risks. With the subjective norm, students will be pressured to do something with the closest people so that subjective norms affect the intensity of entrepreneurship. The need for achievement affects the intensity of entrepreneurship with the need for achievement, students will be more active in trying because they want to be superior to others.

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