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LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP

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ABSTRACT

This study is aimed to examine the relationship between Attitudes, perceived desirability, subjective norm, and the role of self-efficacy as a moderating variable on the intention to become entrepreneurs. The research method was in a survey design involving sample of 200 student of economics faculties of universities in Jogjakarta. The results showed that the perceived desirability, attitude, subjective norm had a positive effect on intention to entrepreneurship, self-efficacy variable as a variable moderating influence of subjective norms on intentions to become entrepreneurs

KEYWORDS

perceived desirability, attitude, subjective norm, self-efficacy, intention of entrepreneurship.

INTRODUCTION

Entrepreneurial growth in Indonesia is very slow compared to other countries (www.Smecda.com). Based on data from the General entrepreneur Monitoring (GEM) 2009, the number of entrepreneurs in Indonesia is around 0.24 percent of the total population, to build a developed economy takes a minimum of 2 percent or 4.8 million entrepreneurs from Indonesia's current population. As a comparison, Singapore has 7.2 percent of entrepreneurs; Malaysia 2.1 percent; Thailand 4.1 percent; South Korea 4.0 percent; and the United States 11.5 percent of its population. As an illustration of the economic progress of the country such as Singapore, Malaysia, Thailand, South Korea and the United States are determined by the number wirausahawannya ranging from 2.1 percent to 11.5 percent of the country's population (Ministry of Cooperatives and SMEs of the Republic of Indonesia)

It is necessary to accelerate the creation of new entrepreneurs increase employment opportunities and to encourage long-term economic growth. The efforts made by the Indonesian government to encourage entrepreneurship in an effort emergence of creative and innovative businesses that are competitive in the global market (Ministry of Cooperatives and SMEs in the Republic of Indonesia). Therefore, the government launched the National Entrepreneurship Movement (GKN) in order to achieve a number of entrepreneurs at least 2 percent of the population in Indonesia in 2014 (Ministry of Cooperatives and SMEs of the Republic of Indonesia)

GKN shows the government's commitment to reduce unemployment and poverty. It's also the government's efforts to achieve performance targets Second United Indonesia Cabinet, which targets the decrease of unemployment from 7 percent in 2011 to 5-6 percent in 2014, then economic growth of 6.5 percent in 2011 to 7.7 percent in 2014 and poverty fell from 12.5 percent to 8-10 percent in 2014 (Ministry of Cooperatives and SMEs of the Republic of Indonesia). The government made some efforts to increase the number of new entrepreneurs through stages of increasing motivation, spirit and intention of entrepreneurship. Some one with a spirit and intention to start a business, will have the readiness and progress better in carrying out a business rather than someone with no intention to start a business (Indarti and Rosiana, 2008). Bird (1988) stated that the intention of entrepreneurship is essential for business success.

REVIEW OF LITERATURE

A theory most often used to estimate an intention to behave is the theory of planned behavior (TPB) (Ajzen, 1991; Segal, Borgia and Schoenfeld (2005). Ajzen (1991) expressed the intention as a desire within the individual that refers to the desire to do certain behaviors. Boyd and Vozikis (1994) stated that the intention to behave influenced by three variables: (1) attitude toward the behavior (2) subjective norms (3) perceived behavioral control. However, according to Shapero Entrepreneur Event (SEE) developed by Shapero and Sokol (1982), not all entrepreneurs are born and developed following the path of systematic and planned from the beginning. The intention of entrepreneurs emerges due to changes in the lives of individuals for example: being fired from a job, just getting out of prison, dropping out of school, divorced, retirement, or the influence of other parties, for example partners, customers, and mentors (Kruger, Reilly, dan Casrud (2000)). Kruger et al. (2000) said that the intention of entrepreneurship is influenced by the perceived desirability, perceived feasibility and propensity to act.

Kruger, Reilly, and Casrud (2000) conducted a comparison between TPB model and SEE model and found that the model was better in explaining intention of entrepreneurship. Furthermore Kruger et al. (2000) concluded that one of the TPB variables, SEE models and models of perceived behavioral control and perceived feasibility, these two variables are the same variables with self-efficacy variables defined by Bandura (1982). Bandura (1982) defines self-efficacy as a perception of a person's ability to perform a behavior (Prasad and Raud, 2000); Segal, et al. (2005); Farzier and Niehm (2008)

NEED/IMPORTANCE OF THE STUDY

This study presents a theoretical approach by combining behavioral approaches Shapero Entrepreneurial Event model and the Theory of Planned Behavior.

STATEMENT OF THE PROBLEM

Formulation of the problem is to be answered in a study (Sekaran, 2010). Statement formulation of the problem in this research is that there are still low gap phenomenon growth of entrepreneurship in Indonesia. Problems in this study is whether Attitude, Perceived desirability And Intention Of Subjective Norm influence Entrepreneurship. Is Self Efficacy As A Moderating Variable Of Subjective Norm On Intention Of Entrepreneurship

OBJECTIVES

This study aimed to test the intentions of entrepreneurs using Theory of Planned Behavior approach by combining existing variables in enterpreuner Shapero Event Model (seem)

HYPOTHESIS DEVELOPMENT

Krueger et al. (1993) stated that the events of entrepreneurship is the result of interaction of situational, social and cultural factors. Entrepreneurship occurs as a result of a dynamic process that provides a situational momentum that has an influence on individual perceptions and values are determined by the influence of social, cultural and previous experience. The model proposed by Krueger et al. (1993) focuses on the model and the model TPB SEE models and focuses on the factors that shape entrepreneurship. According to Krueger (1993) attitude affects the perceived desire on the perception of the consequences of behavioral outcomes. The results of the behavior of the possibility that being an entrepreneur is an action that is beneficial or detrimental (Krueger, 1993)

A previous research of Scott and Twomey (1988) reported that 24.6 percent of students in America are interested in self-employment because of the financial benefits. Doh et al. (1996) conducted a survey of post-year undergraduate students and found that 61.8 percent of the 359 students was interested in starting a business as a career option. Ghazali et al. (1995) conducted a survey on 2,486 graduates in Singapore and found 8.6 percent of them were interested in becoming self-employed. Similarly, research conducted by Volery et al. (1997) who studied entrepreneurship intention of a number of students in Australia. The research result showed that students were interested in becoming entrepreneurs as a promising career option. One research conducted by Wong and Wang (2002) to a number of students in Singapore showed that entrepreneurship is influenced by ethnic and regarded as a career option. A survey conducted by Chow and Wong (2004) for military retirees in Singapore, the results showed that retirees are interested in becoming entrepreneurs because of the financial benefits, the satisfaction of autonomy, and entrepreneurship as a next career option. Based on the aforementioned descriptions, some hypothesizes can be formulated as follows:

Hypothesis 1: attitude has positive effect on the perceived desirability for entrepreneurship

Kruger (2003) said that the intention of entrepreneurship arise due to changes in the lives of individuals such as being fired from a job, divorce, boredom during work, just releasing out of prison, fresh graduate from school. This situation makes them seemed to be in a new environment and the middle of a different world, but they still have to fight to maintain the continuity of his life, they come out to be an entrepreneur because they are working with self-reliant (Kruger, 2000).

Fitzsimmons and Douglas (2011) explored the perceived feasibility of an interaction effect between perception and perceived desirability in the formation of individual entrepreneurial intentions. Krueger et al (2000) comparing TPB SEE models and models and found a perceived desirability to explain more than half of the variance in entrepreneurial intentions. Krueger, (2000) found a positive relationship between the perception perceived desirability intention to start a business, this is due to factors to meet the needs of family.

Regulatory focus theory says that people will bring harmony in their intentions (Brockner, Higgins, Murray, 2004). This theory discusses the importance of two focus orientations on various stages of entrepreneurial process, namely the promotion focus and prevention focus (Brockner et al., 2004). Based on the regulatory focus theory, Fitzsimmons and Douglas (2011) found an evidence of a positive impact on the interaction between perception perceived desire in their intention to become self-employed. Promotion focus is more profitable during the initial stage in which individuals tend to seek an easier solutions to problems. In a Prevention focus, individuals are induced to filter business idea or to form an entrepreneurship. This happened because of their attention to the risks associated with entrepreneurship and thus they act in a way more careful.

A research of carsul et al. (2007) stated that the intention of being an entrepreneur because entrepreneurship may become as an attractive career choice in financial gain. Ngugi, Gakure, Waithaka, Kiwara (2012) conducted a Shapero model on a number of business students in Kenya, and found a positive relationship between the desire for entrepreneurship to entrepreneurial intentions. Furthermore, the results of the study concluded that the economic opportunities and autonomy are very important in making choices for entrepreneurship. The results also suggested that educational institutions and government may develop entrepreneurship programs so that learners have knowledge of entrepreneurial activity. Based on these descriptions, some hypotheses can be formulated as follows:

Hypothesis 2: The perceived desirability on entrepreneurship has positive effect on entrepreneurial intentions

Segal et al. (2005) stated that the most important determinant of a person's behavior is the intention to behave. Individual intention to show a behavior is influenced by attitudes to display such behavior. Individual attitudes toward behaviors include evaluation of behavioral outcomes. In the context of entrepreneurial attitude as favorable or unfavorable evaluation of the self-employed (Yang, 2013). Thus, the attitude towards entrepreneurship intentions will show a specific response that the intention of entrepreneurship as a favorable or adverse action (Yang, 2013).

Previous research found that every intention of entrepreneurship as measured greatly influenced the attitude of entrepreneurs (gird and Bagraim 2008) this was due to financial gain factor, autonomy and lifestyle. Similar results were also found by Gelderen et al. (2008) .Venesaar, Urve, Ene Kolbre, and Toomas Piliiste (2006) conducting a study on student attitudes to entrepreneurship intention in Tallin University of Technology. The attitude of the students towards entrepreneurship was assessed through their motivation to start a business. This research reveals ambitions for autonomy to seek opportunities to earn better income influencing entrepreneurial intentions. Veciana, José Aponte, and Urbano (2005) compared the attitudes of students towards entrepreneurship in Catalonia and Puerto Rico, using, each sample of 837 and 435 students. The survey revealed that students both in Puerto Rico and in Catalonia has a positive attitude perception toward entrepreneurship intention (92.2% in Puerto Rico and 74,0% in Catalonia). Further research revealed each sample 28.7% in Puerto Rico and 12,1% considering entrepreneurship as a career option. Based on these descriptions, a hypothesis can be formulated as follows:

Hypothesis 3: entrepreneurship Attitude has a positive effect on entrepreneurial intentions

Subjective norm is a function of the perceived importance of normative beliefs derived from the opinions of others, such as family, friends, and coworkers (Hartono, 2007). Subjective norm reflects the influence of organizational culture or society and provides guidance to decide whether an act of support for the other side (Yang, 2013). The norms and social culture is emphasized as the main force of entrepreneurial intentions and as a differentiating factor that increases the activity of entrepreneurship in different country (Minniti and Bygrave, 2000). Entrepreneurial activity is influenced by cultural and social (Reynolds, 1992). The closest environment of an individual has ability to shape their perceptions through encouragement and support (Giagtzis 2013) .Engle et al. (2010) evaluated the Ajzen models of planned behavior to predict entrepreneurial intention in twelve countries. The finding showed that social norms were proven be a significant predictor of intention in all countries.

Scott and Twomey (1988) reported that students whose parents had a small business showed the highest preference to become entrepreneurs. Brown (1990) also observed a similar phenomenon in the UK. Furthermore, Brown (1990) conducted a training program to help students start their own business and found 38 percent of students who came from businessmen families were very interested in starting their own business. Ghazali et al. (1995), conducted a research in Singapore, by comparing student residence. Students who lived within the urban business were intending to entrepreneurship than those who lived within private housing. Ghazali et al. (1995) reported similar observations on the choice of graduate entrepreneurship in Singapore.

The most detailed analysis conducted by Matthews and Moser (1996) which used a longitudinal investigation for graduate students in the United States. They found the family background factors to be significant in the two surveys, the first one was conducted after graduation and, two years after graduation, but it was not significant within 5 years after graduation. Kickul and Krueger (2004) revealed one of the problems during measuring the effect of subjective norm that is subjective norms tend to vary. Davidsson and Wiklund (1997) found that in the United States, being an entrepreneur is a measure of achievement and personal

success. Carsrud et al. (2007) revealed that in Finland found to be entrepreneurs generate more diverse reactions, being an entrepreneur is considered personal success, and cause admiration and envy. Yang (2013), examining the theory of planned behavior to predict entrepreneurial intentions to 1,300 students in China. The results showed that subjective norm had an effect on entrepreneurial intentions. In Chinese culture places a great emphasis on collectivism (Hofstede, 2001). Therefore, people see the important things of an individual will have a strong impact on individuals for entrepreneurship. If the people who are important for Chinese students, as teachers and their parents, believe that students must build a new business, or if these people support the entrepreneurial process of students, then students will increase entrepreneurial motivation (Yang 2013). Based on these descriptions can be formulated hypotheses as follows:

Hypothesis 4: Subjective Norms positive effect on entrepreneurial intentions

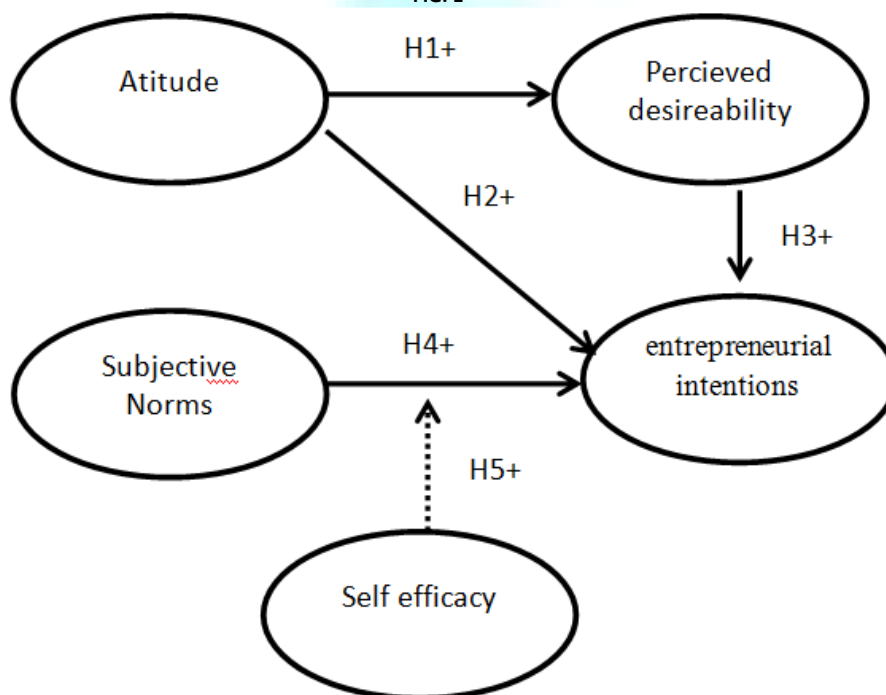
According to Clement and Wang, (2002), there are two models to explain the influence of family roles: role of parents and family support. The role of parents asserted that an entrepreneur who comes from a family of entrepreneurs will become entrepreneurs because of the example of their parents. Another challenge while measuring the social norm is to identify group reference. Group Reference for potential employers is not only family and friends, but also co-workers and business partners (Carsrud et al., 2007).

A research conducted by Gird and Bagraim (2008); Joao, et al. (2012); Marina, et al. (2012), Renner, et al. (1991) finding that subjective norm was found has no support to intention of entrepreneurship. Prabhu et al. (2012) proposed that the relationship of subjective norms on entrepreneurial intentions can be moderated by self-efficacy variable. In the case of a family company Hadjimanolis and Poutziouris (2011) said that the previous generation when it will choose his successor is not based on order of oldest child, but choosing based on high self efficacy owned by child to run business founded by his parents, it is for the company's survival who have high self-efficacy, the support for entrepreneurship is also high (Schunk, 2001). Based on the description, a hypothesis can be formulated as follows:

Hypothesis 5: Self-efficacy as a variable moderating subjective norms on entrepreneurial intentions

RESEARCH MODEL

FIG. 1



RESEARCH RESULT

Questionnaires distributed were 200 copies. This questionnaires were directly spread to facilitate researchers to explain respondents if there is a list of questions that are less understood. In this research, respondents addressed by the researcher were students of economic faculty bachelor program obtained from a variety of existing campus in Yogyakarta. Total questionnaire distributed directly was 200. The profile of respondents can be seen in Table 1

TABLE 1: PROFILE OF RESPONDENTS

Profile	category	total	Percentage
Gender	-Man	160	80%
	- Woman	40	40%
Age	17	2	1%
	18	6	3%
	19	59	29.5%
	20	80	40%
	21	20	10%
	22	19	9%
	23	10	5%
	24	2	1%
	27	2	1%

Reliability testing is conducted by using Cronbach's alpha. Cronbach's alpha coefficient of more than 0.60 is acceptable (Nuanlly., 1978). The results of reliability testing Cronbah's Alpha on all the larger construct was 0.60 because each construct Alpha value was above 0.60 it means that all constructs have met the reliability test. In other words, the internal consistency of the items in the questionnaire questions are acceptable.

RESULTS AND DISCUSSION

To answer this hypothesis, a hierarchical regression analysis method was used. In the first section, it will discuss testing hypotheses related to influence of attitudes towards desire. In the second part, it will discuss the influence of hypothesis testing attitudes, desires and subjetiif norm on intention to entrepreneurship. The third section will discuss the influence of self-efficacy hypothesis testing as moderating variable relationship of subjective norm on intention of entrepreneurship. Moderated regression analysis (MRA) is a test that is designed in a hierarchical regression to determine the relationship between the two variables moderated by a third variable (Hair et al. , 1998). Significant moderating influence will be seen from the increase of R^2 value.

TABLE 2: RESULTS

Hypothesis	Result				
	β	t	R^2	P-Val	Result
Attitude to entrepreneurship has an effect on entrepreneurship desirability	0.291	9.825	0.192	0.000	support
Perceived desirability of entrepreneurship has an effect on intention of entrepreneurship	0.391	8.462	0.467	0.000	support
Attitude to entrepreneurship has an effect on intention of entrepreneurship	0.229	2.569		0.010	support
Subjective norm has an effect on entrepreneurial intentions	0.348	5.143		0.000	support
Self-efficacy as a moderating variable of subjective norms on entrepreneurial intentions	0.226	6.150	0.536	0.000	support

Hypothesis 1: attitude affects the desire of entrepreneurship: Regression Test results obtained value of 0.291 and the regression coefficient t value for 9825 > t table 1.98, and the value of R^2 of 0.272, and a p-value of 0.000. It can be concluded that hypothesis 1 is supported. The results of this study are consistent with previous studies conducted by Kruger et al., 2000, Carmen and Joaquin, 2010, Jessica et al., 2003. An individual will intend to show a certain behavior when s/he judge it positively (Ajzen 1991).

Attitude toward the behavior, there are two main aspects, namely: a belief that an individual display or not certain behaviors will result in consequences or certain outcomes, and an aspect of the individual's knowledge about an object. Attitude can be either individual opinions that do not necessarily correspond to reality. Attitude is the evaluation of trust (belief) or feeling (Affect) positive or negative on the individual if they have to perform certain behaviors desired. The more positive the individual belief as the result of an object, individual attitudes toward the object will be positive too, and vice versa (Fishbein and Ajzen, 1975).

Hypothesis 2: The desire of entrepreneurship effects on intention to entrepreneurship. Results of regression test was coefficient value 0.391 and t value of 8462, and the p-value 0.000. It can be concluded that hypothesis 2 is supported. This study is consistent with the previous studies conducted by Kolvereid, 1996, Marina et al., 2008, Gery et al., 2010, showing the perceived desire has positive effect on intention of entrepreneurship. Fishbein and Ajzen (1975) expressed the intention as a component within the individual that refers to the desire to do a particular thing. Theory of planned behavior and entrepreneurial intention models are widely used to predict intentions and entrepreneurial behavior

Hypothesis 3: Attitudes have positive effect on entrepreneurial intentions. The value of regression coefficient was 0.391 and the regression coefficient t value was 8462, and p-value was 0.010. It is concluded that hypothesis 3 is supported. In the case of entrepreneurship, attitudes towards entrepreneurship refers to the personal judgment whether being an entrepreneur is an action that is beneficial or detrimental (Kolvereid, 1996). Therefore, high expectations and their confidence reflect a favorable attitude towards entrepreneurship. It depends on the expectations and beliefs about the personal impact of the results generated from the behavior. Conversely, if the low expectations and confidence reflects a negative attitude to entrepreneurship.

Hypothesis 4: subjective norm has positive effect on intention of entrepreneurship. The regression coefficient value was 0.348 and t value was 5143, and the p-value was 0.000. The inferential hypothesis 4 is supported. Subjective norm refers to the individual's perception of social pressure to perform or not perform the behavior (Ajzen, 1987). It is called as subjective norms since it is related to perceived normative prescriptions, namely the perception or perceptions of social pressure (trust the opinions of others) which will affect the intention to perform or not perform the behavior.

In the subjective norm, there are two main aspects, namely: belief in hope, hope of referents norms, the belief in hope was the views of others that are considered to be important by individuals who advise people to show or not to show a certain behavior and motivation to comply with the normative expectations referent is the willingness of individuals to implement or not implement or opinion of others that are considered important that individuals should or should not perform certain behaviors.

Research conducted by Carr and Sqerra (2006) discussing the previous business experience will expose his business experience to the next generation. Davidson (2003), which conducted a research on family social capital among business beginners, a new research has shown that 75% of a businessman who comes from a family of entrepreneurs will get the support of the family to do business than non-family businesses, in the form of support, access to capital, access to raw materials, the potential market information, and information resources.

Hypothesis 5. Self-efficacy as a moderating variable has an effect of subjective norm intention to entrepreneurship. The change of R^2 0.563, concluded that Hypothesis 5 is supported. According to Schunk (2001) self-efficacy affects a person in choosing activities. Individuals with low self-efficacy may avoid things that involve many tasks, especially for challenging tasks, while individuals with high self-efficacy has a great desire to motivate him to perform tasks that are considered challenging.

Bandura (1997) promoted, that the individual in self-efficacy beliefs also influences the selection task, effort, perseverance, endurance, and achievement. Perception of feasibility consistently predict where the goal is directed to problematic control (Ajzen 1991). The most important, related feasibility perception of journey of options career, including self-employment as an entrepreneur. For instance gender and ethnic differences in career preferences seems entirely are fully moderated by differences in self-efficacy

Individuals who have high self-efficacy will race more on the obstacles they face and consider the failure made is as the result of a lack of effort made (Schunk, 2001). On the other hand, individuals with low self-efficacy tend to face difficulty and heavy to carry out a task (Schunk, 2001). This assumption causes stress and inhibit the use of self ability optimally so that the obtained failure is the result of the low ability owned.

FINDINGS

The role of self-efficacy as one moderating relationship variable of subjective norm on intention of entrepreneurship was proven to be successful. This can be seen in the analysis result. This result is based on measurement and representative evaluation of relation of the constructions. Entrepreneurship education in families or in educational institutions like college is important to emerge a positive attitude toward entrepreneurship. It is important to increase self-efficacy in entrepreneurship in families or colleges.

CONCLUSION

This study presents a theoretical approach by combining behavioral approach Theory of Planned Behavior and Entrepreneurial Event Shapero models. The study found that the theory of planned behavior models and Shapero Entrepreneurial Event models interconnected both models when applied to the study of entrepreneurship.

LIMITATIONS AND RESEARCH SUGGESTION FOR FUTURE RESEARCH

This study has methodological limitations such as presented in the previous section. They are:

1. The number of samples collected at several universities are deemed to be small in number so it is considered not reflect the real condition. Therefore, for the next study, the amount of samples collected at each college can be added so that the large sample would approach the real situation
2. Samples were taken only from student of bachelor program of economic faculty, so it resulted a high homogeneity. It is necessary for future study to take samples from other faculties, such as the faculty of engineering, fisheries, and agriculture, so that the data collected will be more varied.
3. This experiment tries to present a comprehensive model. However, there are some weakness therein, especially on the subjective norm variable, the real form of family support which is in the only form of moral support. The future research should observe the real form of family support, such as capital support, support of raw material resources and potential market information, and this research can also be developed by using theory of family social capital.

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