

Conference Paper

Analysis of Attitude factors Toward Entrepreneurial Intention in Indonesian

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Abstract

Entrepreneurship not only reduces unemployment, but also improves national economies. This study aims to determine whether the attitude factor influences the entrepreneurial intentions of students in the city of Pekanbaru, Indonesia. The research uses a quantitative approach with SPSS 23 software as a data analysis tool. There were 224 respondents, comprised of students from three tertiary institutions. The results suggest that Perceived Confidence correlated with entrepreneurial intent means strong, meaningful and unidirectional while the Security and Work Load implies less strong, and not unidirectional.

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1. Introduction

Research on students' intentions to choose an entrepreneurial career is important for Indonesia to help the country in providing unemployment solutions. Educated young entrepreneurs can also help the country in economic improvement 1. The aim of this research is to analyze the attitude factors, which consist of Perceptions of Trust and safety and workload on entrepreneurial intentions of university students. Growing the entrepreneurial spirit of young people is an alternative way to encourage being an entrepreneur who is able to start his own business 2,3.

Competition in industry is getting harder today. An entrepreneur not only enthuses but also has sufficient analytical skills. According to Khan et al. (2019) an entrepreneur wants intellectual property. Youth entrepreneur growth needs to be aimed at trained youth groups. Young people who are prospective college graduates need to be motivated and creative aspirations need to be promoted, is still a issue which requires further research 4.

One of the factors driving an entrepreneurial development in a nation is the introduction of entrepreneurial education 5. The university is responsible for training its

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students and supplying them with entrepreneurial skills and the ability to choose entrepreneurship as their profession 6. Based onto the analysis that higher education has motivated graduates to become businessmen, as higher education offers the opportunity to build industry conceptually in addition to the supportive factors. 7.

According to universities, specific curriculum strategies for entrepreneurship based on academic feedback need to be applied to empower young people with expertise that can help inspire the enthusiasm of young people to become entrepreneurs. The question of how to promote entrepreneurial motivation among young people and what factors affect young people's motivation or decision to choose a business career after graduation is still a problem and needs further research (Parvaneh Gelard, 2011).

2. Review of Literatur

The entrepreneurial purpose can be viewed as an initial phase in the typically long-term cycle of developing a company (Lee & Wong, 2004). According to Krueger (1993), entrepreneurial intent represents one's commitment to beginning a new company and is a key topic that needs to be addressed when considering the entrepreneurship phase of setting up a new company. Entrepreneurial motives have recently begun to be questioned because a behaviour-related intention was assumed to be a result of the actual behavior. It is assumed in the expected behavior hypothesis (Fishbein & Ajzen, 1985) that influences such as beliefs, social expectations can affect one's actions and then directly influence behaviour. Hence an idea of one's intention to enterprise (entrepreneurial purpose) may reflect people's propensity to create a company in real terms (Jenkins & Johnson, 1997).

entrepreneurial intentions as a state of mind which directs a person's attention and action towards self-employment rather than being an employee (Bird, 1988). Per this concept, entrepreneurial ambitions are very important as they can be a powerful indicator not just of entrepreneurial behavior, such as being a self-employed individual or beginning a firm, but also of client results. According to Krueger & Brazeal (1994), entrepreneurial intent represents one's dedication to beginning a new company and when addressing the strategic cycle of starting a business. Planned behavioral theory Ajzen (1991) suggests that variables such as perceptions, social expectations can influence one's actions and therefore impact behavior directly. Some of the theories

of attitudes needed in Ajzen's theory of planning actions are linked to young people's entrepreneurial intentions. The attitude elements found in TPB include autonomy/authority, economic difficulties, self-realization, and presumed trust, protection & workload, commitment avoidance, and social profession.

Internal influences coming from inside entrepreneurs can be in the form of personal traits, personalities, motivation and unique abilities that can provide additional power to entrepreneurship while external factors come from beyond the entrepreneur, and can be in the form of elements from the local world such as family climate, business atmosphere, physical environment, and others (Delmar, 1996). Many studies have also shown that socio-demographic influences will promote the emergence of one's purpose to business. The analyzed socio-demographic factors include class, aged 8,11 and family history 11,12. In philosophy it is assumed that supplying people from an early age with knowledge and business opportunities will improve one's capacity for being an entrepreneur. Various tests have shown evidence confirming this assertion (Gerry et al., 2008; Mohamed, Rezai, Nasir Shamsudin, & Mu'az Mahmud, 2012). In parallel to schooling and entrepreneurship expertise, funding for academic support (financial assistance), social welfare and the business climate 2,13

According to Kozubíková, Belás, Bilan, & Bartoš, (2015) For personality traits such as the need for success, the locus of influence, imagination and ingenuity, the engagement in the development of entrepreneurial intentions. Refer to 14 (2005) and 15 Risk appetite, viability, and desirability expected significant entrepreneurial intentions. Community history has been discovered to have beneficial impact, self-efficacy and entrepreneurial aims. while, study by Singh & Prasad (2016) Find the entrepreneurial goals were not differentiated from the background of a family company or the employee. Sensitivity, extroversion and open-mindedness are also closely related to entrepreneurial intentions 11. Found by Ali (2016) That mindset toward an entrepreneur; assumed regulation of behavior and arbitrary expectations is positively related to entrepreneurial intent.

Gelard & Saleh (2011) claimed that the institutional, scientific, formal and informal networks supported entrepreneurial intent. Santoso & Oetomo's (2016) Studies have found that self-efficacy has little effect on entrepreneurship, but that entrepreneurship and information technology have an impact on entrepreneurship. While the contextual factors which have received adequate attention from researchers are academic support, social support and circumstances of market climate 19. Sex, academic achievement and family background among contextual variables have a major impact on career intention; people with an entrepreneurial family background are more likely to have business

career intention (Kothari, 2013; Mohamed, Rezai, Nasir Shamsudin, & Mu'az Mahmud, 2012).

In a Cruz (2015) research it was found that behavioral factors that affect entrepreneurial intentions. Krueger and Brazeal further clarified that entrepreneurial intent represents a person's dedication to beginning a company based on the presence of a personal driving force, namely mindset, social atmosphere that influences normative standards, and one's sociology in managing actions towards an case. Thus an awareness of entrepreneurial purpose may represent the propensity of a person to have entrepreneurial intentions and start up a real company.

3. Research Framework

This model was shown in Figure 1. To know the connection between Attitude toward Entrepreneur Intention.

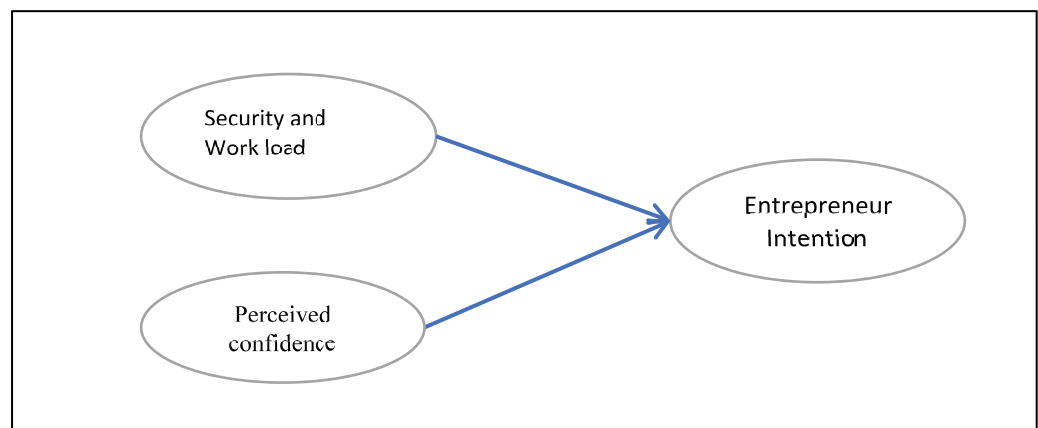


Figure 1: Framework of research.

4. Methodologi

This research used quantitative method and used SPSS 23 to analyze the data. The population of this research is university student in the city of Pekanbaru, Indonesia. It are from the Riau College of Economics (Sekolah Tinggi Ilmu Ekonomi Riau), Prakarti Mulia College of Economics (Sekolah Tinggi Ilmu Ekonomi Prakarti Mulia), Pelita Indonesi College of Economics (Sekolah Tinggi Ilmu Ekonomi Prakarti Mulia). The young people are young people at the Degree level. The distribution of the questionnaire in the study was selected by using a simple random sampling technique. The number of respondents successfully gathered was 224.

5. Result and Discussion

5.1. Data Responden

respondents' identity in Table 1 below indicates that there were 93 or 42.9 percent male participants and 124 or 57.1 percent female participants. While for the most of ages participant between of 18 years and 28 years as many as 95.4%, while the age between 29 years and 39 years is only 10 or 4.6%.

TABLE 1: Demography.

Variable	Frequency	Percent	Cumulative Percent
Men	93	42,9	42,9
Women	124	57,1	100,0
18<s/d<28	207	95,4	95,4
29<s/d<39	10	4,6	100,0
Total	217	100,0	

5.2. Realbility and Validity

The validity test just using the the modified item-total correlation method. It has shown that all items being used for this research are valid, which is indicated for each item by the calculated r value hinger than 0.6. And all things from analytical variables should be used in subsequent data analysis.

Table 3 bellow shows that the effects of the reliability check are dependent on the Cronbach Alpha (α) score, which suggested that all the variables tested met the Cronbach Alpha (α) reliability factor higher than 0.60 21.

5.3. Normality Test

Normality Test: Since scientists want to use inferential statistics in this research, the normality test was performed as their prerequisite) By using Kolmogorov-Smoivor statistics and Shapiro-Wilk statistics Paland (2007), it demonstrates that the information gathered were not usually distributed. The outcome is shown in Table 4 below.

The p-value ($p < 0.05$) on the Shapiro-Wilk statistics report in Table 4 indicates that the obtained information violates the hypothesis of normality distribution. Pallant (2007) suggested using non-parametric method rather than parametric method evaluation due to the breach of normality distribution. Therefore, to verify the correlation between independent variables and dependent variable, Spearman's correlation was introduced.

TABLE 2: Validity

Item	Validity	Mean	Std. Deviation
Entrepreneurial Intention			
Would rather be an entrepreneur than an employee of a company	.7778	4.172	.6989
choose a career as an entrepreneur after graduation	.7684	4.506	.6439
Make a preparations to become an entrepreneur.	.7686	4.108	.7959
Family will consider my decision to become an entrepreneur as right	.7688	4.171	.6989
Would rather be an entrepreneur than an employee of a company	.7675	4.045	.7791
Security And Work Load			
I believe I will be successful if I run an entrepreneur (start my own business)	.7681	4.366	.7425
I have the skills required to succeed as an entrepreneur	.7671	4.004	.7657
I have the skills to succeed as an entrepreneur	.7676	4.022	.8002
Perceived Confidence			
I Want a stable job	.7696	3.981	.9998
I choose a job that has definite hours	.7675	3.923	1.0738
I Want a job that does not work overtime	.7693	3.461	1.2879
I Want a job that does not cause stress	.7673	4.045	1.0607

TABLE 3: Reliability Statistics

Cronbach's Alpha	N of Items
.760	12

TABLE 4: Normality Tests

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Entrepreneur Intention	.154	217	.000	.937	217	.000
Perceived Confidence	.137	217	.000	.950	217	.000
Security And Work Load	.083	217	.001	.980	217	.004

a. Lilliefors Significance Correction

5.4. Correlation Analysis

Spearman Rank Correlation is used to identify relationships or to measure the importance of associative hypotheses if each of the linked factors is Ordinal

Spearman's assessment of correlation is capable of measuring the strength and connection between two factors. Table 5 above demonstrates the outcome of the

TABLE 5: Spearman's Correlations Result

Variable	Spearman's Correlations rho	p
Entrepreneur Intention	1	.000
Perceived Confidence	.756**	.000
Security And Work Load	-.145	.000

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

* . Correlation is significant at the 0.05 level (2-tailed).

correlation of the spearman at the rate of 1 percent meaning. Since all the correlation between 2 independent variables and single dependent variable is above 0.4, although one independent variable shows negative but the result less than (-1), this demonstrates that Perceived Confidence correlated with entrepreneurial intent means strong, meaningful and unidirectional while the Security And Work Load implies less strong, and not unidirectional. These results are consistent with the research conducted by Suharti & Sirine (2012).

6. Conclusion

From the effect of the correlation it can be seen that Perceived Confidence in Indonesia has a strong correlation with the entrepreneur's purpose. Although perceived confidence associated with entrepreneurial intention means stretchy, meaningful and unidirectional, while Security and Work Load result minus means implies less solid, meaningful and not unidirectional, means entrepreneurial intention was not satisfied with Security and Work Load.

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