

Theory of Planned Behavior for Predicting Undergraduates Entrepreneurial Intention at Widyatama University

Fauzan Akbar Widiansyah*, Ariska Jaya Permana, Artarina D. A. Samoedra
Master of Management Study Programme, Postgraduate Faculty, Widyatama University,
Bandung, Indonesia

*fauzan.akbar@widyatama.ac.id

Abstract

Indonesia is the fourth most populous country in the world. With this level of density, it is actually in line with the large contribution of society in improving the country's economy. On the contrary, the density of the population does not guarantee the welfare of society that is evenly distributed throughout Indonesia, in fact there are still many areas with high levels of open unemployment due to various factors. This study aims to analyze the theory of planned behavior in increasing student interest in becoming entrepreneurs. This study uses quantitative methods with multiple linear regression and a sample of 77 active students majoring in management at Widyatama University. Theory of planned behavior has three dimensions, each of which has its own impact. Attitude towards entrepreneurship has a positive and significant effect on interest in entrepreneurship, subjective norms have a negative effect on interest in entrepreneurship, and Perceived behavioral control has a positive and significant effect on interest in entrepreneurship. Simultaneously, there is an influence between theory of planned behavior on interest in entrepreneurship by 54.5%.

Keywords: *theory of planned behavior; attitude toward entrepreneur; subjective norms; perceived behavioral control; intention to being an entrepreneur.*

INTRODUCTION

Indonesia is a potential country with a total population of 269.6 million in 2020. This population makes Indonesia ranked fourth in the category of the most populous population in the world, behind China, India and the United States (Katadata: 2019) . With the large number of population in a country, ideally it is able to help boost the country's economy. The potential that exists in Indonesia, makes it the country with the highest GDP level in Southeast Asia. Data compiled by the World Bank 2019, shows that the GDP growth of ASEAN countries from 1960-2018 shows that Indonesia is in first place, ahead of Thailand and the Philippines (Katadata: 2019). With the various facts above, it shows that Indonesia is a strong country from an economic perspective.

Inseparable from the high economic figure of a country, the prosperity and welfare of the people are of course highly considered as one of the determinants of a country's strength. Because the prosperity of the community indicates the success of a country in managing various aspects of the resources contained in it, not only the economy alone, but the educational aspect of a country can be said to be successful if it succeeds in making its society prosperous in the majority and free from economic shackles. Community welfare can be viewed based on the low unemployment rate, because the low unemployment rate indicates that the community is able to live independently with indicators of being able to

generate wealth independently by working. The following is the data released by the Central Bureau of Statistics on the level of open unemployment (TPT) by province in Indonesia.

Table 1. Open Unemployment Rate in Indonesia by Province

Rank	Province	Percentage
1	Banten	8,01 %
2	Jawa Barat	7,69 %
3	Maluku	7,02 %
4	Kalimantan Timur	6,88 %
...
34	Bali	1,21 %

Source: Badan Pusat Statistik per February 2020

Based on the data above, the province with the highest TPT was Banten with a TPT percentage of 8.01%, followed by West Java with 7.69%, then Maluku with a TPT of 7.02%, then East Kalimantan with 6.88%, and the final rank is Bali with a TPT of 1.21% of the total population of Indonesia.

Apart from being supported by data on the open unemployment rate in Indonesia, Indonesia's economic condition is getting weaker and it is even pointed out that it is almost entering a recession phase caused by the COVID-19 pandemic. The World Bank predicts two scenarios for Indonesia's economic growth in 2020, the first scenario economic growth could reach -1.6%, while in the worst case scenario, the growth could reach -2%. (Katadata.com: 2020). With the decline in the level of the Indonesian economy in 2020, and with the outbreak of the COVID-19 pandemic which forces the government to impose social restrictions in each region, this will also have an impact on decreasing company revenues, so that not a few companies have imposed terminations on workers. employees.

Along with this phenomenon, one of the efforts that can be made by the community to be able to continue earning income at this critical time in the midst of the COVID-19 outbreak is by doing entrepreneurship. There are several potential businesses along with the outbreak of COVID-19, such as the sale of frozen food, convection of PPE and masks, medicines, and others. Even though the economic condition is unstable, behind it all, there are business opportunities that can protect themselves from economic difficulties. As for the various kinds of facts that have been described, the implementation of this study aims to determine how much interest students have in entrepreneurship.

In connection with the effort to find out a person's interest in becoming an entrepreneur, there is a method popularized by Ajzen & Fishbein called Theory of Planned Behavior (TPB). Theory of Planned Behavior is a theory that can be used to examine consumer interest. To be able to measure interest through TPB, it takes three variables that can influence interest, namely attitude toward behavior, subjective norms, and perceived behavioral control. Attitude toward behavior is explained by Ajzen and Fishbein (2005) that attitude is a function based on the beliefs of an individual regarding the positive and / or negative consequences that will be obtained from carrying out a behavior called behavioral beliefs. Then, Ajzen (2010) also states that subjective norms are defined as individual perceptions of social pressure to do or not do a behavior. Where subjective norms are determined by a combination of individual beliefs about approval or disagreement with a person or group of important individuals for a behavior (normative belief) with the individual's motivation to comply with that reference or reference (motivation to comply). And Ajzen (2010, p.44) also explains that perceptions of behavioral control are a function of beliefs about resources, opportunities, and other factors that facilitate or hinder behavioral performance. "Specifically, by each factor,

there are factors that can support or regulate behavior and awareness of the strength of these factors (control beliefs) which take into account the perceived influence of each factor in facilitating and inhibiting behavioral performance (perceived power)".

Based on three dimensions that aim to describe students' entrepreneurial interest, there is a study by (da Cruz, et al., 2015) which states that the Theory of Planned Behavior application has an effect in arousing entrepreneurial intentions or entrepreneurial intentions of students of the Unpaz Faculty of Economics, Deli Timor Leste. Based on this brief description, the researcher stated that he would carry out a case study research at one of the universities in West Java, namely Widyatama University.

LITERATURE REVIEW

Theory of Planned Behavior

Theory of planned behavior is a social psychology science which can then be adopted into various disciplines including in the field of economics (Marketing Management). This theory was put forward by Ajzen and Fishbein which can then be used as a theory to predict consumer behavior. Sepryna & Ratnasari (2013) point out that Theory of planned behavior stated that the behavior carried out by individuals arose because of the intention to behave

In the theory of planned behavior it is explained that there are three variables that affect a person's interest in behavior. According to Nurul Huda, et al. (2012) This theory describes the comprehensive integration of the components of attitude toward behavior, subjective norms, and perceived behavioral control into a structure designed to provide a better explanation and prediction of behavior.

Attitude Toward Entrepreneur

Attitude is explained by Ajzen and Fishbein (2005) that attitude is a function based on the beliefs of an individual regarding the positive and or negative consequences that will be obtained from carrying out a behavior called behavioral beliefs.

Meanwhile, in the context of entrepreneurship, attitudes towards entrepreneurship are defined as the difference between the perception of a personal desire to be self-employed and work as an organization (Souitaris, Zerbinati, & Al-Laham, 2007, p. 570).

Subjective Norms

Ajzen (2010) also states that subjective norms are defined as individual perceptions of social pressure to do or not do a behavior. Where subjective norms are determined by a combination of individual beliefs about agreement or disagreement with a person or group of important individuals for a behavior (normative beliefs) with individual motivation to comply with these references or references (motivation to comply).

Schiffman and Kanuk (2012, p. 230) state that Subjective Norms are factors that can be measured directly by assessing the various normative beliefs that individuals relate to other people or individual motivations who are able to comply with each other's references.

Perceived Behavioral Control

Perceived behavioral control is defined by Solomon and Zaichkowsky (2007, p. 222) as "the belief that one can really control the situation and can make changes. Ajzen (2010, p. 44) also explains that perceived behavioral control is a function of beliefs about resources, opportunities, and other factors that facilitate or hinder behavior performance. "Specifically, it is influenced by the existence of factors that can support or hinder behavior and awareness of the power of these factors (control beliefs) which are considered by the perceived influence of each factor in facilitating and inhibiting behavioral performance (perceived

power). Ajzen and Fishbein further explained that in some conditions, usually it can also be influenced by information from different people about behavior by observing experiences from colleagues and can also come from other factors that increase or decrease perceptions of difficulty in realizing certain behaviors.

Entrepreneurial Intentions

Ajzen (1991: 181) explains that intention is assumed to raise motivational factors that can influence a person's behavior, which are indications of how hard a person wants to try, how much effort they plan to make to turn it into a behavior. Generally, the stronger a person's intention to engage in a behavior, the more likely it is to engage in that behavior.

Ajzen's statement above shows that intention is a factor that can trigger a person's motivation which is then realized through action / deed.

Meanwhile, entrepreneurial intention can be interpreted as an intention to create a business. Johnson (in Melhem & Fuad, 2018: 628) describes a comprehensive definition of entrepreneurship and the role of entrepreneurship, namely an individual who takes responsibility and ownership in making things happen; open and able to create newness; who is able to manage the risks inherent in the process; and who has the persistence to see through some of the identified end points, even in the face of obstacles and difficulties (p. 137).

Research Framework

In this study, there are three variables which are the differentials of the theory of planned behavior (X) which function as predictors of entrepreneurial intentions (Y). The research framework is described in the following form.

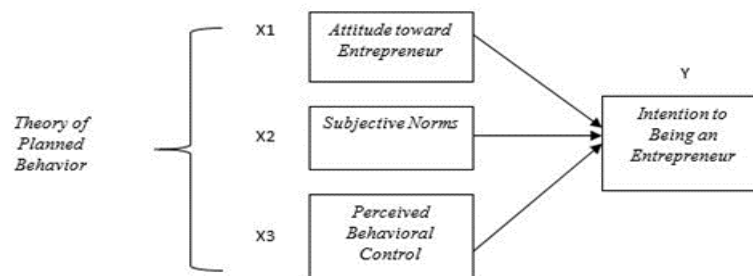


Figure 1. Research Framework

Based on the research framework, research hypotheses can be formulated by:

h1: Attitude towards entrepreneur has a positive and significant effect on student interest in entrepreneurship.

h2: Subjective Norms have a positive and significant effect on student interest in entrepreneurship

h3: Perceived Behavioral Control has a positive and significant effect on student interest in entrepreneurship

h4: Attitude towards entrepreneurs, Subjective Norms, and Perceived Behavioral Control have a positive and significant effect on student interest in entrepreneurship.

RESEARCH METHOD

The analysis of this research uses quantitative research analysis with descriptive and inferential methods. The study used a sample of 77 students with a sampling method based on automatic calculations on the raosoft.com website (Sample Calculator). In this study, several tests were carried out, including normality test, multicollinearity test, heteroscedasticity test,

multiple regression analysis, determination coefficient test, Pearson correlation analysis, t test and f test.

RESULTS AND DISCUSSIONS

Respondent Characteristics

The research respondents were 77 active students (bachelor degree) majoring in Management at Widyatama University, consisting of 54 female respondents (70.13%) and 23 male respondents. (29.87%).

Then from 77 research respondents, 33 students (42.85%) had parents who were employees, and 44 students (57.15%) whose parents were entrepreneurs. With these data, the majority of respondents are children of an entrepreneur.

And the next question is related to the respondent's experience in doing business, whether he / she is doing business or not. Of the total 77 respondents, 18 students (23.38%) had never done a business, and the rest, namely 59 students (76.62%), had / are currently running a business / business. Based on these data, the majority of respondents have / are currently running a business

Normality test

The normality test in the regression model is a data test that aims to analyze and find out whether a dependent or independent variable data consists of statement items with a normal distribution or not. A data is said to have a normal distribution, if the spread of the data follows a diagonal line from the bottom left to the top right. This research will look at the data distribution of Attitude Toward Entrepreneur (independent variable), Subjective Norms (independent variable), Perceived Behavioral Control (Independent Variable) and Intention (dependent variable). The author conducted a normality test with the help of SPSS 16 for windows software.

Based on the results of the Kolmogorov Smirnov normality test, the results of statistical data processing are shown in the following table:

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		77
Normal	.0000000	.0000000
Parameters ^{a,b}	3.48118276	3.36648596
Most Extreme	.073	.099
Differences	.073	.087
	-.059	-.099
Test Statistic		.643
Asymp. Sig. (2-tailed)		.803
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Results of Data Processing with SPSS for windows ver 16

From these results it can be seen that the significance value in this study is $0.803 > 0.05$, which means that the significance value is acceptable and indicates that this study has a normally distributed residual.

Multicollinearity Test

Table 3. Multicollinearity Test

Model		Coefficient	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Attitude Toward Entrepreneur	.637	1.570
	Subjective Norms	.677	1.477
	Perceived Behavioral Control	.834	1.199
a. Dependent Variable: Intention			

Source: Results of Data Processing with SPSS for windows ver 16

A good regression model should not have a correlation between the independent variables. Whether there is a multicollinearity problem can be seen from the tolerance value and variance inflation factor (VIF), as well as the correlation coefficient of each independent variable. If the tolerance value is more than 0.10, the VIF value is less than 10, and there is no correlation coefficient of more than 95%, then the model can be said to be free from multicollinearity.

Heteroscedasticity Test

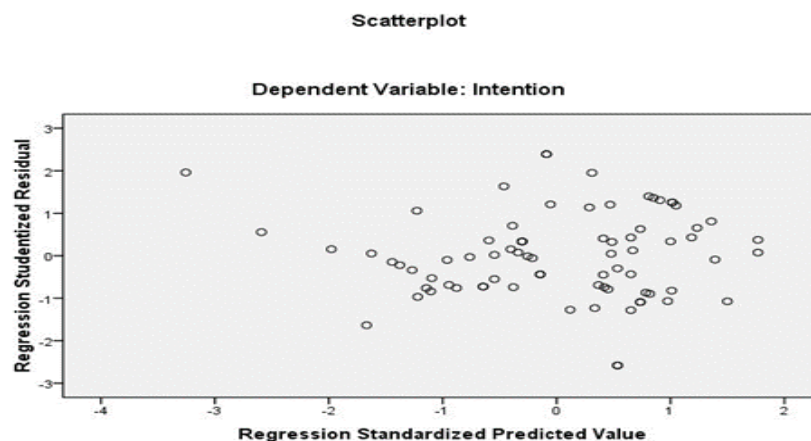


Figure 2. Heteroscedasticity Test

Based on Figure 4.1, it can be seen that the data in this study did not form a certain pattern and the point distribution occurred above and below the zero point. So based on this figure, it can be concluded that in this regression model heteroscedasticity does not occur.

Pearson Correlation Analysis

Table 4. Pearson Correlation Analysis

Correlations

		ATE	SN	PBC	Intention
ATE	Pearson Correlation	1	.559**	.390**	.683**
	Sig. (2-tailed)		.000	.000	.000
	N	77	77	77	77
SN	Pearson Correlation	.559**	1	.314**	.340**
	Sig. (2-tailed)	.000		.005	.002
	N	77	77	77	77
PBC	Pearson Correlation	.390**	.314**	1	.514**
	Sig. (2-tailed)	.000	.005		.000
	N	77	77	77	77
INTENTION	Pearson Correlation	.683**	.340**	.514**	1
	Sig. (2-tailed)	.000	.002	.000	
	N	77	77	77	77

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

Source: Results of Data Processing with SPSS for windows ver 16

Based on the data in Table 4:3 above, it can be seen the partial correlation of each variable with the following explanation:

- The partial correlation coefficient between the variables X1 and Y is 0.683. This shows that the relationship between the variables X1 and Y when the other variables are constant is strong.
- The partial correlation coefficient between variables X2 and Y is 0.340. This shows that the relationship between the variables X2 and Y when the other variables are constant is moderate.
- The partial correlation coefficient between the X3 and Y variables is 0.514. This shows that the relationship between the variables X3 and Y when the other variables are constant is strong.

Multiple Regression Analysis

Table 5. Multiple Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.360	2.306		.590	.557
	Attitude Toward Entrepreneur	.792	.126	.622	6.284	.000
	Subjective Norms	-.220	.206	-.102	-1.068	.289
	Perceived Behavioral Control	.475	.135	.303	3.509	.001

a. Dependent Variable: Intention

Source: Results of Data Processing with SPSS for windows ver 16

Based on Table 4.33, the value of B (constant) has a value of 1.360, a B1 value of 0.792, a value of B2 -0.220, and B3 of 0.475. Then the regression equation for attitude toward entrepreneur (X1), subjective norms (X2), and perceived behavioral control (X3) on interest in paying zakat through zakat management organization (Y) is as follows:

$$Y = (1.360) + 0.792X1 + (- 0.220) X2 + 0.475X3$$

From the equation it can be interpreted as follows:

If the value of attitude toward entrepreneur (X1) increases, students' interest in entrepreneurship (Y) will increase.

If the subjective norms value (X2) increases, the student's interest in entrepreneurship (Y) will decrease

If the value of perceived behavioral control (X3) increases, students' interest in entrepreneurship (Y) will increase.

Coefficient Determination Test

Table 6. Coefficient Determination Test

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.545	.526	3.552

a. Predictors: (Constant), Perceived Behavioral Control, Subjective Norms, Attitude Toward Entrepreneur
 b. Dependent Variable: Intention

Source: Results of Data Processing with SPSS for windows ver 16

Based on the data in Table 4.32, it is obtained that the correlation coefficient (R) value between the variables attitude toward entrepreneurship (X1), subjective norms (X2), and perceived behavioral control (X3) with interest (Y) is 0.738. Referring to the guideline for interpretation of the correlation coefficient interval, this shows that the relationship between the independent variables and the dependent variable is strong.

While the R-Square value shows the suitability of the regression model which is in the range of 0-1. In this study the R-Square value is 0.545, meaning that the proportion of variance in student interest in entrepreneurship is given by the independent variable of 54.5% with the remaining 45.5%. other variables outside the study.

T-Test

Table 7. T-test Result
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.360	2.306		.590	.557
	Attitude Toward Entrepreneur	.792	.126	.622	6.284	.000
	Subjective Norms	-.220	.206	-.102	-1.068	.289
	Perceived Behavioral Control	.475	.135	.303	3.509	.001

a. Dependent Variable: Intention

Source: Results of Data Processing with SPSS for windows ver 16

Based on Table 4.37 above, it is known that the t-count value of each variable includes attitude toward entrepreneur (X1) 6.284, Subjective norms (X2) -1.068, and Perceived Behavioral Control (X3) 3,509. Furthermore, the t-Table value seen with the degrees of freedom (df) of 73 is 1.293.

As for the comparison between t-count and t-table, the following decisions can be made:

- 1) H0 is rejected and H1 is accepted in Hypothesis 1. This is based on the significance value of 0.000 which is smaller than the significance value of α 0.10 as well as the t-count value of 6.284 which is greater than the t-Table 1.293. This means that attitude toward entrepreneur has a significant effect on student interest in entrepreneurship.
- 2) H0 is accepted and H1 is rejected in Hypothesis 2. This is based on the significance value of 0.289 which is greater than the significance value of α 0.10 as well as the t-count value of -1.068 which is smaller than the t-Table 1.293. That is, Subjective norms do not have a significant effect and have a negative influence on student interest in entrepreneurship.

3) H0 is accepted and H1 is rejected in Hypothesis 3. This is based on the significance value of 0.001 which is smaller than the significance value of α 0.10 as well as the t-count value of 3.509 which is greater than the t-Table 1.293. This means that perceived behavioral control has a significant effect on student interest in entrepreneurship.

F-Test

Table 8. F-Test Result

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1103.971	3	367.990	29.167	.000 ^b
	Residual	921.016	73	12.617		
	Total	2024.987	76			

a. Predictors: (Constant), Perceived Behavioral Control, Subjective Norms, Attitude Toward Entrepreneur
 b. Dependent Variable: Intention

Source: Results of Data Processing with SPSS for windows ver 16

Based on Table 4.39, it is known that the F-count value is 29.167. The F-Table value is 2.16 with the α value used in this study is 0.10 and the degree of freedom or $df_1 = 3$ and $df_2 = 73$. Referring to the F-count value of 29.167 which is greater than F-Table 2.16 and a significance value of 0.000 which is smaller than the α value used, then H0 in Hypothesis 4 is rejected. This shows that there is a simultaneous significant influence on the variable theory of planned behavior (attitude toward entrepreneurship (X1), subjective norms (X2), and perceived behavioral control (X3) on the dependent variable, namely student interest in entrepreneurship.

CONCLUSION

In the entrepreneurial interest / intention variable, the questionnaire item with the smallest value was the item related to the student's opinion that being an entrepreneur was the main career choice. One of the reasons is that there are still many student paradigms that state that after graduating from college, most people choose to work in a company rather than starting their own business because of the certainty in getting income every month, and minimal losses compared to starting their own business. Then in the Attitude Towards Entrepreneur variable, the question item with the smallest value, namely the item relating to being an entrepreneur, contains more advantages than disadvantages. This is because someone is not sure that entrepreneurship can generate many benefits compared to losses. In the Subjective Norms variable, the question item with the smallest value is the item related to support from closest friends who give confidence to the respondent to pursue a career as an entrepreneur because the biggest support felt by the respondent lies in the support of parents and influential people near. Furthermore, in the Perceived Behavioral Control variable, the question item with the smallest value is in the item related to the few conditions beyond the respondent's control that can cause him to fail to become an entrepreneur.

Attitude toward Entrepreneur has a positive and significant impact on students' interest in entrepreneurship.

Subjective Norms show a negative influence on student interest in entrepreneurship

Perceived Behavioral Control shows a positive and significant influence on student interest in entrepreneurship

Then in the end, the simultaneous influence between theory of planned behavior (the three X variables above) shows a positive and significant effect on student interest in entrepreneurship ... with a determination coefficient of 54.5% in influencing student interest in entrepreneurship.

Suggestions

Suggestions that can be given by researchers are that the career choice to become an entrepreneur is an alternative that can create independence in generating income, and can open business opportunities to other people in need. These advantages need to be considered so that interest in becoming an entrepreneur can increase one day. Next, the researchers say that entrepreneurs have sacrificed various things including large financial losses. Behind it all, there is a huge advantage that awaits. Furthermore, by increasing the intensity of making friends with people who have started a business, taking lessons from him, so that the conditions that cause someone to be pessimistic to become an entrepreneur can be eroded. In addition, to increase interest in entrepreneurship, students can attend entrepreneurship seminars / training programs as a form of provision before plunging into the world of entrepreneurship.

REFERENCES

1. Ajzen, Icek (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes* (50, 179-211)
2. Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. New York: Psychology Press (Taylor & Francis).
3. Ajzen, I., & Fishbein, M. (2005). The Influence of Attitude on Behavior. *The handbook of attitudes* (hal. 173-221). Mahwah, NJ: in D. Albarracin, B.T. Johnson, and M.P. Zanna (Eds.).
4. Al-Faruqi, Isma'il Raji. (2018). Analisis Theory Planned of Behavior dalam Meningkatkan Minat Dosen FPEB UPI untuk Membayar Zakat Melalui Organisasi Pengelola Zakat. *Jurnal Manajemen*.
5. Astuti, R. D., & Martdianty, F. (2012). Students' entrepreneurial intentions by using theory of planned behavior: The case in Indonesia. *South East Asian Journal of Management*.
6. Aziz, Farhan. (2018). Pengaruh Brand Personality terhadap Brand Emotional Bond pada Nasabah Tabungan Bank Muamalat di Kota Bandung. *Skripsi. Universitas Pendidikan Indonesia Bandung*
7. Badan Pusat Statistik Indonesia. (2020). Berita Resmi Statistik. <https://www.bps.go.id/menu/12/berita-resmi-statistik.html>.
8. C. Tsordia, D. Papadimitriou. (2015.) "The Role of Theory of Planned Behavior on Entrepreneurial Intention of Greek Business Students," *International Journal of Synergy and Research*, vol. 4, no. 1, p. 23-36,
9. Chrismardani, Y. (2016). Theory of Planned Behavior Sebagai Prediktor Intensi Berwirausaha. *Competence: Journal of Management Studies*, 10(1).
10. Creswell, John W. (2017). *Research Design (Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran)*. Yogyakarta: Pustaka Pelajar
11. da Cruz, L., Suprpti, S., & Yasa, K. (2015). Aplikasi theory of planned behavior dalam membangkitkan niat berwirausaha bagi mahasiswa fakultas ekonomi unpaz, dili Timor Leste. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*.
12. Databoks. (2020). Skenario Terburuk, Bank Dunia Prediksi Pertumbuhan Ekonomi RI - 2% pada 2020. <https://databoks.katadata.co.id/datapublish/2020/09/29/skenario-terburuk-bank-dunia-prediksi-pertumbuhan-ekonomi-ri-2-pada-2020#>.
13. Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro

14. Kim-Soon, N. G. A. R. A., Ahmad, A. R., & Ibrahim, N. N. (2016). Theory of planned behavior: undergraduates' entrepreneurial motivation and entrepreneurship career intention at a public university. *Journal of Entrepreneurship: Research & Practice*, 2016, 1-14.
15. Melhem, Yahya & al-shaikh, Fuad. (2018). Exploring Entrepreneurship Intention.
16. Rueda, S., Moriano, J. A., & Liñán, F. (2015). Validating a theory of planned behavior questionnaire to measure entrepreneurial intentions. In *Developing, shaping and growing entrepreneurship*. Edward Elgar Publishing.
17. Schiffman, L., & Kanuk, L. (2012). *Consumer Behaviour*. Essex: Pearson Education Limited.
18. Sepryna, A., & Ratnasari, N. G. (2013). Pengaruh Sikap, Norma Subjektif, dan Kontrol Perilaku yang Dirasakan Terhadap Niat, serta Pengaruh Niat terhadap Kepatuhan Membayar Zakat Penghasilan. Universitas Indonesia.
19. Solomon, M. R., & Zaichkowsky, J. L. (2007). *Consumer Behavior: Buying, Having, and Being*. Australia: Pearson.
20. Souitaris, Vangelis & Zerbinati, Stefania & Al-Laham, Andreas. (2007). Do Entrepreneurship Programmes Raise Entrepreneurial Intention of Science and Engineering Students? The Effect of Learning, Inspiration and Resources. *Journal of Business Venturing*. 22. 566-591.
21. Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
22. Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
23. Suharsimi, A. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
24. Szerb, László & Lafuente, Esteban & Márkus, Gábor & Acs, Zoltan. (2020). *Global Entrepreneurship Index 2019*.
25. Vamvaka, Vasiliki & Stoforos, Chrysostomos & Palaskas, Theodosios & Botsaris, Charalampos. (2020). Attitude toward entrepreneurship, perceived behavioral control, and entrepreneurial intention: dimensionality, structural relationships, and gender differences. *Journal of Innovation and Entrepreneurship*. 9.
26. Vemmy, C. (2012). Faktor-faktor yang mempengaruhi intensi berwirausaha siswa SMK. *Jurnal Pendidikan Vokasi*, 2(1).
27. Whidya Utami, Christina. (2017). Attitude, Subjective Norms, Perceived behavior, Entrepreneurship education and Self-efficacy toward entrepreneurial intention University student in Indonesia. *European Research Studies Journal*. 20. 475-495.
28. Yang, J. (2013). The theory of planned behavior and prediction of entrepreneurial intention among Chinese undergraduates. *Social Behavior and Personality: an international journal*, 41(3), 367-376.