

**THE EFFECT OF ENTREPRENEURSHIP ATTITUDES AND SOCIAL NORMS ON  
ENTREPRENEURIAL INTENTION: THE MEDIATION ROLE OF PERCEIVED  
DESIRABILITY**

**Olivia Meyke Putry<sup>1</sup> and Mugi Harsono<sup>2</sup>**

<sup>1</sup>Master of Management, Faculty of Economics and Business,  
Sebelas Maret University, Indonesia

<sup>2</sup>Lecturer in Faculty of Economy and Business,  
Sebelas Maret University, Indonesia

DOI: <http://dx.doi.org/10.37500/IJESSR.2021.4411>

**ABSTRACT**

The main purpose of this study is to test some of the models from Krueger that have been studied by Esfandiar et al. by modifying the EGI (Entrepreneur Goal Intention) variable into Entrepreneurial Intention. The data collection used in this study was using an online questionnaire. In this study, the questionnaire presented to the respondents was in the form of an electronic questionnaire which is one of the google docs applications that can be accessed online via the internet for undergraduate students at Sebelas Maret University. In this study, the scale used is a reflective multi-item scale with a seven-point Likert scale format. The research method used is SEM with SEM-PLS approach and questionnaire analysis using WarpPLS version 6.0. The results show that the five hypotheses have a significant and positive relationship but two hypotheses are rejected in which Perceived Desirability partially mediates the relationship between Attitudes towards Entrepreneurship and Entrepreneurial Intentions and Perceived Desirability perfectly mediates the relationship between Perceived Social Norms and Entrepreneurial Intentions.

**KEYWORDS:** Entrepreneurship, Entrepreneurial Intention, Business Economics, Human Resources

**JEL Classification:** L26, O15, M2, M21

**1. INTRODUCTION**

Globally, entrepreneurship plays an important role in driving innovation and technological progress as well as creating jobs, and contributing to the creation of new market opportunities, which develop national economies and wealth (Holmgren and From, 2005). The contribution of entrepreneurs to economic development has been discussed by Baron and Shane (2008), who refers to entrepreneurs as “engines of economic growth” (Koe et al. 2012).

In view of the assessment of the Executive Director of the Indonesian Employers' Association (Apindo) Danang Girindrawardana, the number of entrepreneurs in the country at present just arrives at 3.1 percent of the complete useful age populace. This number is genuinely insignificant contrasted

with the degree of entrepreneurship in created nations which can arrive at 14%. Accordingly, Indonesia needs something like 4 million new entrepreneurs to add to reinforcing the financial design (Agi, 2018). Albeit the pioneering proportion in Indonesia has surpassed worldwide principles, which is 2%, Indonesia actually needs to find another way to find the accomplishments of adjoining nations, for instance, Singapore has reached 7%, while Malaysia has reached 5%. When determined with the number of inhabitants in Indonesia around 260 million individuals, the quantity of national entrepreneurs reaches 8.06 million individuals (Ministry of Industry, 2018).

To ensure the availability of sustainable entrepreneurs, academics and practitioners need to know how the origin of entrepreneurial intentions (intentions) in the early stages and what factors encourage entrepreneurship (Esfandiar et al. 2019). The thing that makes someone have an entrepreneurial spirit more than others is the intention or intention. The Theory of Planned Behavior (TBP) states that a person's intention to perform a certain behavior is a variable that causes the behavior to occur (Ajzen, 1991). Intention also shows how hard someone dares to try; intention shows how much effort someone plans to do (Zamzami, 2016).

Krueger (2009) has created an integrative model that shows the flow of entrepreneurial behavior to broaden horizons in the field of developing entrepreneurial intention models. While Esfandiar et al. (2019) has empirically tested the new model by taking part in the Krueger model (2009) in explaining individual intentions to carry out entrepreneurial activities. The main purpose of this study is to test some of the models from Krueger (2009) which have been studied by Esfandiar et al. (2019) by modifying the EGI (Entrepreneur Goal Intention) variable into Entrepreneurial Intention. The research target is students at Sebelas Maret University (UNS) in Surakarta, Central Java who have not yet engaged in entrepreneurial activities. Given that the education offered by universities can serve as a motivating factor that changes students' aspirations and attitudes to become entrepreneurs (Wang & Wong, 2004), research on their business intentions can provide useful insights for policymakers (government) and scientists on how to develop students' entrepreneurial thinking through appropriate educational programs (Esfandiar et al. 2019). Based on the opinion expressed by the Secretary of the Directorate General of Higher Education of the Ministry of Education and Culture of the Republic of Indonesia, Mrs. Paristiyanti Nurwardani, that the size of an advanced campus is 8 main performance indicators (IKU), one of which is that graduates get decent jobs, such as wages above the minimum wage, become entrepreneurs, or continue to work. studies. With these indicators, it is expected to be able to spur the spirit of every state educational institution to continue to advance and develop.

One of the causes of the low level of entrepreneurship in the education system is that does not encourage students to develop into entrepreneurship. The current status of entrepreneurs is still underestimated by the community. Entrepreneurship is considered a less promising profession, it takes a long time to become a successful person (Zuraya, 2018). This is in line with the research conducted by Nguyen et al. (2019) and Shook and Bratianu (2010) which support the literature that entrepreneurial intentions are related to attitudes towards entrepreneurship.

Social norms can also influence entrepreneurial intentions. Sometimes there are complaints from parents if their children are interested in the business world. Especially if the parents are not from the business community, then the concern for children who choose the entrepreneurial world will be even greater. In contrast to children who are raised in families who have been in the business world (Afifah, 2012). Research conducted by Kolvereid and Isaksen (2006) also supports that social norm influence entrepreneurial intentions. Another factor that can influence entrepreneurial intentions is desire (desirability). Increasing the desire for entrepreneurship is very necessary because there are still many people who do not have an interest in entrepreneurship (Catriana, 2020). This is also supported by research from Esfandiar et al. (2019) which uses desire (desirability) as a mediating variable, the results of the study show that desirability is the main determinant (factor) of entrepreneurial intention.

## **2. LITERATURE REVIEW**

### **2.1. Theory Of Planned Behavioral (TPB)**

Ajzen's (1991) Theory of Planned Behavioral (TPB) has been widely used and researched in the entrepreneurial literature, helping how we can change and predict a person's behavior. This theory is the main factor determining individual interest, in performing a specific behavior. Interest is determined by 3 factors, namely; the degree to which an individual feels good or bad (attitudes); social influences that influence individuals to perform or not perform the behavior (subjective norms); and feelings of ease or difficulty in performing a behavior (perceived behavioral control).

#### **a. Attitudes Toward Entrepreneurship**

Attitude is an individual's assessment of whether or not a behavior is good (Ajzen, 1991). The individual forms an attitude based on the most likely consequences of the behavior (Shook and Bratianu, 2010). The assessment is not only effective (for example if I do something and make me in a good condition then it will be fun for me) but also through certain considerations because individuals also want the best results from the behavior that has been made (Alsos et al. 2006). In Ajzen's theory of planned behavior, attitudes toward behavior refer to the degree to which a person has an evaluation of whether the behavior is good or not good.

#### **b. Subjective Norms**

Subjective Norms are a measure of social pressure to determine whether entrepreneurial behavior is required. This type of social pressure refers to the recognition of certain groups as "reference people". This group approves or disapproves of a person's decision to become an entrepreneur, and usually, individuals try to adhere to the group's ideas (Ajzen, Krueger in Liñán and Chen, 2006). Subjective norms relate to the perception that a group of people has a major influence on the behavior of people who are considered important (Ajzen, 1991).

## **c. Perceived Behavioural Control**

Behavior is determined by the individual's intention to perform, or not to perform, the desired behavior. Meanwhile, intentions are determined by attitudes towards behavior, relationship norms, and behavioral control. If the behavior is more attractive to the individual, then the intention will be higher as well as if the social norms are more supportive, for example, if social support is more supportive, or in other words, if the people around the individual perform the target behavior, the intention will be higher. the perceived possibility of happening will be higher (Ajzen, 1991).

Perceived Behavioral Control is a person's perception of confidence in his ability to become an entrepreneur (whether it is difficult or easy). For example, a person believes that he or she is capable of carrying out a particular task (Liñán and Chen, 2006). According to Ajzen (1991), perceived behavioral control refers to feeling easy or difficult to perform a behavior and is assumed to reflect past experiences and anticipate obstacles and obstacles.

## **2.2. Saphero Model of the Entrepreneurial Event (SEE)**

Another model of intention that has been tested but is specialized in the field of entrepreneurship research is the Shapero event (SEE) entrepreneurship model (Shapero & Sokol, 1982) which was formulated nine years before the TPB (Ajzen, 1991). SEE assumes that the intention to start entrepreneurial activities such as establishing a new business requires three important antecedents (factors),

### **d. Perceived desirability**

Perceived desirability is a person's personal bias who believes that creating a new business is something interesting and desirable. This bias grows from the personal views and consequences of entrepreneurial experience, and the level of support from the environment (family, friends, relatives, colleagues, and so on). This variable reflects the personal influence on entrepreneurship.

### **e. Perceived feasibility**

Perceived feasibility indicates the level of confidence that a person believes that they have the ability to pool resources (human, social, financial) to build a new business.

### **f. Propensity to act**

Propensity to act shows that a person has an urge to behave, and the intensity of his behavior varies greatly for each individual. When the individual's propensity to act is low, the entrepreneurial intention has little possibility to develop.

## **2.3. Entrepreneurial Intention**

Fishbein and Ajzen (1975), the intention is defined as a person's position in the subjective probability dimension that involves a relationship between the self and some action. Furthermore, Krueger et al. (2000) define intention as a person's degree of commitment to the target behavior in the future.

Intentions direct behavior and enable individuals to adopt plans with the hope of achieving future goals.

Hisrich et al. (2008) argue that entrepreneurial intentions indicate motivational factors that influence behavior and are an indication of how hard people are willing to put in the effort, as well as how much effort is planned to implement entrepreneurial behavior and pursue entrepreneurial results. That is, if you want to know what someone will do, the best way to predict is to know that person's intentions.

Wijaya (2007) argues that entrepreneurial intention is the desire or intention that exists in a person to carry out an entrepreneurial action. According to Ajzen (1991), entrepreneurial intentions are individual beliefs that show positive feelings to be able to face various obstacles in starting a business.

Based on the concepts expressed by the experts, it can be concluded that entrepreneurial intentions are what entrepreneurs want to achieve and all their efforts to achieve the goal of becoming a successful entrepreneur.

## **2.4. Attitude**

According to Eagly and Chaiken (1993), the notion of attitude is "a psychological tendency expressed by an assessment of liking or disliking a particular object". The general measurement of attitudes towards entrepreneurship and entrepreneurial behavior reflects individual beliefs about how far the expected results are by the wishes or not. Furthermore, the more positive the attitude towards entrepreneurship, the more in line with the perceived desirability of establishing a business as a whole (Shook and Bratianu, 2010).

An important belief is referred to as "attitude towards a behavior". Then this attitude-behavior relationship is fully mediated by intentions and the addition of these intentions significantly increases the explanatory and predictive power.

## **2.5. Social Norms**

The theory of planned behavior (Theory Reasoned Action / TRA) includes "perceived social norms" namely the perceived support from people we consider important will increase our willingness to comply with their wishes (Ajzen et al. 1980).

Social norms here reflect the influence of cultural values attached to society and expectations to start entrepreneurial activities (Veciana et al. 2005). Similar to personal attitudes, perceived social norms influence perceived desirability by deciding to set up an entrepreneurial business. Since social norms vary from one culture to another and even within one culture itself, it is reasonable to predict that the influence of these norms on the propensity to become entrepreneurs varies according to the cultural context (Shook & Bratianu, 2010).

## 2.6. Perceived Desirability

Perceived desirability according to Shapero & Sokol (1982) can be interpreted as how attractive an idea to start a business feels for a person. Perceived desirability involves a person's assessment of the importance or not of building a business (Giagtzi, 2013). In addition, Shapero and Sokol in Schlaegel and Koenig (2014), explain that perceived desire refers to the extent to which an individual feels interested in becoming an entrepreneur and reflects the individual's tendency to entrepreneurial behavior. This adds that someone who has perceived desirability (perceived desire to become an entrepreneur) also reflects the individual's tendency to entrepreneurial behavior.

According to Schlaegel and Koenig (2013), perceived desirability is the extent to which a person finds the prospect of starting a business attractive and reflects personal preferences that lead to entrepreneurial behavior.

Hisrich et al. (2008) explain the perception of desire is the extent to which a person can assess something related to the benefits obtained in entrepreneurship. Individuals can assess something related to the benefits obtained in entrepreneurship. One example is that creative actions in entrepreneurship will not appear if a person is not able to personally assess the behavior as having positive benefits or impacts that make individuals prefer certain behaviors over others (Hisrich et al. 2008).

Based on these understandings, the researcher concludes that perceived desirability is how attractive the idea of starting a business and entrepreneurial activity is felt by a person, where the person feels that certain activities have high or valuable values.

## 3. RESEARCH HYPOTHESIS

### 3.1. Attitude toward entrepreneurship and perceived desirability

Ajzen (2002) defines attitude towards behavior as "to what extent a person has a favorable or unfavorable evaluation of the behavior in question". It also assesses that individual reporting high attitudes toward the behavior will tend to intend and perform the actions being monitored (i.e., actions to become an entrepreneur). Research Esfandiar et al. (2019) shows that the more a person has a positive attitude towards entrepreneurial behavior and the results obtained, the greater the intensity to start entrepreneurial activities such as establishing a business. Research Solesvik et al. (2012) examined the effect of attitude on perceived desire with the test results showing that students with attitudes toward behavior reported significantly higher perceived desire. Based on this influence, a hypothesis is drawn that:

H1: There is a positive relationship between Attitude towards entrepreneurship and perceived desirability.

### **3.2. Attitudes towards entrepreneurship and entrepreneurial intentions**

Nguyen et al. (2019) through a study with a sample of 1,600 youth from ten provinces in Vietnam, it was found that Attitudes towards Entrepreneurship were positively correlated with entrepreneurial intentions among Vietnamese youth. Jena (2020) who researched attitudes on entrepreneurial intentions stated that students from various business management colleges/universities in India showed a significant positive influence on entrepreneurial education attitudes on entrepreneurial intentions. Esfandiar et al. (2019) researched students majoring in tourism from several universities in Iran with the results that attitudes had a positive effect on EGI (Entrepreneur Goal Intention). Ozaralli and Rivenburgh (2016) found a positive correlation between entrepreneurial intentions and perceived behavioral attitudes towards a study conducted by comparing and contrasting the US and Turkish students. So, it can be concluded that Attitude has a positive effect on Entrepreneurial Intentions, so it is hypothesized that:

H2: There is a relationship between Attitude towards entrepreneurship and entrepreneurial intention.

### **3.3. Perceived desirability and entrepreneurial intentions**

Perceived desirability is defined as a person's level of attractiveness to create a new business (Guzmán-Alfonso and Guzmán-Cuevas, 2012). Perceptions of entrepreneurial desirability are attitudes toward entrepreneurship (Krueger et al. 2000). According to Ajzen's (1991) theory of planned behavior, desire has a significant and direct influence on intention. Krueger (1993) verified Shapero's conceptual model of entrepreneurial intention and found that perceived desirability directly and positively influences entrepreneurial intention. The results of Esfandiar et al. (2019) show that perceived desirability has the highest influence on Entrepreneurial Intentions. This description is considered sufficient as a basis for making a hypothesis:

H3: There is a relationship between perceived desirability and entrepreneurial intentions.

### **3.4. Perceived social norms and perceived desirability**

Subjective norms relate to the perceived social pressure to act being monitored. The opinions of important others (ie family members, close friends, and other influential people such as teachers, successful entrepreneurs, company advisors) are believed to shape the formation of entrepreneurial intentions (Ajzen, 2002). Research Solesvik et al. (2012) showed that the existence of a high subjective norm then the perceived desire was significantly higher. Based on this influence, it is logical if the researcher draws the following hypothesis:

H4: There is a relationship between perceived social norms and perceived desirability.

### **3.5. Perceived social norms and entrepreneurial intentions**

Zamzami's research (2016) conducted in Indonesia with a sample of 232 from Brawijaya University students stated that the Perception of Social Norms (Subjective Norms) did not significantly affect

Entrepreneurial Intentions but indirectly influenced positively through Attractiveness and Perceptions of Behavioral Control. Shook and Bratianu (2010) found that in America and Northern Europe entrepreneurship is widely accepted, but social support is not an important factor for Entrepreneurial Intentions compared to countries in Eastern Europe. In addition, based on the theory of Country Cultural Dimensions (Hofstede, 2001), it can be said that the influence of social norms is found in Asian countries. Following the findings and discussion and consistent with the findings of Omidi Najafabadi et al. (2016) who examined students in Iran, the study argued that social norms are very important to determine business opportunities. So, it can be hypothesized that:

H5: There is a positive relationship between perceived social norms and entrepreneurial intentions.

### **3.6. Perceived desirability mediates attitudes towards entrepreneurship and entrepreneurial intentions**

The results of Esfandiar et al. (2019) show that perceived desirability significantly influences attitudes towards entrepreneurship. In addition, the perception of desire has the highest influence on EGI (E-Goal Intention) followed by attitudes that have a relatively strong positive impact on desire. This phenomenon is concluded by the researcher that the important key in increasing entrepreneurial intention is to increase entrepreneurial attitudes through the role of perceived desirability. Shook and Bratianu (2010) research shows that the more positive the attitude towards entrepreneurship, the more in line with the perceived desirability of business establishment as a whole. The sixth hypothesis is:

H6: Perceived desirability mediates the relationship between attitudes towards entrepreneurship and entrepreneurial intentions.

### **3.7. Perceived desirability mediates perceived social norms and entrepreneurial intentions**

Research (Schlaegel and Koenig, 2014) and (Solesvik et al. 2012) have linked social norms to perceived desirability, while studies (Esfandiar et al. 2019) and (Krueger, 2009) have linked perceived desirability to entrepreneurial intentions. Thus, it can be concluded that perceived desirability is a mediator variable between social norms and entrepreneurial intentions. So the seventh hypothesis is:

H7: Perceived desirability mediates the relationship between perceived social norms and entrepreneurial intentions.

## **4. METHODS**

The data collection used in this study was using an online questionnaire. In this study, the questionnaire presented to the respondents was in the form of an electronic questionnaire which is one of the google docs applications that can be accessed online via the internet. The results of the questionnaire can be used to obtain data about the dimensions of the constructs being developed in this study.

In this study, the scale used is a reflective multi-item scale with a seven-point Likert scale format with a range from 1 which means "strongly disagree" to 7 which means "strongly agree". The Likert scale is a data collection technique that uses questions to measure attitudes, opinions, and perceptions of a



person or group of people about social phenomena by giving a checkmark (✓) for the answer that the respondent chooses.

Data for this study were collected from December 2020 to February 2021 using a self-reported questionnaire that was administered directly and electronically from a population of students studying at the undergraduate level. The reason behind considering this level of education is that entrepreneurship has become a subject and must be taken by all students. In accordance with the hypothesis that has been formulated, in this study the statistical data analysis was measured using the WarpPLS 6.0 software which is the latest version and was released in 2020. According to Deal (2010) states that WarpPLS is very promising for researchers.

## 5. RESULTS AND DISCUSSION

The questionnaire was created using Google Sheets and Indonesian. 190 respondents who collected data for 3 months (three months). After analyzing the data, there are 5 data containing outliers, so the data available for further analysis in this study is 185 respondents. The respondents were students, accounting for 96.32% of the total, while other jobs, accounting for 3.68% of the total, were students engaged in other occupations, namely entrepreneurs, private employees, and content creators. Among them, male respondents accounted for 29.47% and female respondents accounted for 70.53%. Most of the respondents, 62.63% have never participated in entrepreneurial activities, and 37.37% of the respondents have not conducted entrepreneurial activities. Based on the background of family work, there are 54.21% as private employees / civil servants / state-owned enterprises. followed by the background of family work as an entrepreneur by 24.74%, others 11.05% as (Laborers, Doctors, Lecturers, Kindergarten Teachers, Housewives, Retirees, Pastors, Village Officials, POLRI, odd jobs, drivers), and as a farmer 10.00%.

Based on convergent validity testing with the loading factor approach in Table 1, it is found that all indicators have a factor loading above 0.70 and it can be said that they have met the convergent validity because they have a factor loading above 0.70 so that it can be considered that the indicator is valid. The value of square roots of Average Variances Extracted (AVE) in a diagonal column is higher than the correlation between latent variables in a column other than the diagonal. This shows discriminant validity has been fulfilled and can be continued for further processing. Composite reliability (CR) results obtained from all indicators have composite reliability above 0.70 and can be said to have met composite reliability because it has composite reliability above 0,70 so it can be considered that the indicator is reliable. Cronbach's alpha (CA) results obtained from all indicators have a Cronbach's alpha above 0.50 and it can be said to have met Cronbach alpha because it has a Cronbach's alpha above 0.50 so that it can be considered that the indicator is reliable.

**Table 1. Measurement Model (convergent validity, reliability, discriminant validity).**

Construct, item, source	Factor Loading	CR	CA	AVE
<b>Attitude (Esfandiar et al. 2019 dalam Liñán &amp; Chen, 2009; Shook &amp; Bratianu, 2010)</b>		0.874	0.870	0.796
Being an entrepreneur implies more advantages than disadvantages to me.	0.844			
A career as an entrepreneur is attractive rather than unattractive for me.	0.773			
The autonomy of starting my own business is enjoyable rather than unenjoyable.	0.844			
The financial reward of starting my own business is enjoyable rather than unenjoyable.	0.841			
<b>Social norms (Esfandiar et al. 2019 dalam Shook &amp; Bratianu, 2010)</b>		0.872	0.794	0.669
If I were to start my own business, my parents would be supportive.	0.819			
If I were to start my own business, my close friends would be supportive.	0.847			
If I were to start my own business, my significant other would be supportive.	0.812			
If I were to start my own business, my parents' opinions are important to me.	0.887			
If I were to start my own business, my close friends' opinions are important to me.	0.869			
If I were to start my own business, my significant other's opinion is important to me.	0.942			
<b>Desirability (Esfandiar et al. 2019 dalam Shook &amp; Bratianu, 2010)</b>		0.886	0.743	0.892
I consider starting my own business very desirable.	1.000			
I consider an entrepreneurial career to be very desirable.	1.000			
<b>Entrepreneurial intention (Esfandiar et al. 2019 dalam Botsaris &amp; Vamvaka, 2016; Carsrud et al., 2017; Krueger, 2009; Liñán &amp; Chen, 2009)</b>		0.871	0.802	0.794
One of my professional goals is to become an entrepreneur.	0.783			
I will make every effort to start and run my own or co-owned firm.	0.820			
I want to start my own or co-owned business sometime in the future.	0.806			
My intention is to be employed by others rather than being self-employed (reversed coded).	0.883			

The results in Table 2 explain that APC has an index of 0.262 with a p-value <0.001, ARS has an index of 0.273 with a p-value <0.001, an AVIF value must also be below 5 already fulfilled because based on these data AVIF has a value of 1.165, AARS has an index of 0.263 with a p-value < 0.001, an AFVIF value of 1.347 has also been fulfilled because it is below 5.0, the Tenenhaus GoF (GoF) value of 0.414 is included in the large category, the Simpson's Paradox Ratio (SPR) value is greater than 0.7 which is 1.000, the value of R-Squared Contribution Ratio (RSCR) of 1.000 is greater than 0.90, the value of Statistical Suppression Ratio (SSR) is greater than 0.70, which is 1.000 and the value of Nonlinear Bivariate Causality Direction Ratio (NLBCDR) is greater than 0.70, which is 1.000 already meets conditions to be able to proceed to the next test.

**Table 2. Model Fit Indicator**

Model Fit Indicator	Result	Requirement
Average Path Coefficient (APC)	0.262, p<0.001	Good if p <0.05
Average R-Squared (ARS)	0.273, p<0.001	Good if p <0.05
Average Block VIF (AVIF)	1.165	AVIF <5 then good
Average Adjusted R-Square (AARS)	0.263, p<0.001	p <0.05 then good
Average Full Collinearity VIF (AFVIF)	1.347	AVIF <5 then good
Tenenhaus GoF (GoF)	0.414	0.1 – 0.24 = Small 0.25 – 0.35 = Medium GoF > 0.36 = Large
Simpson's Paradox Ratio (SPR)	1.000	SPR > 0.7 then good
R-Squared Contribution Ratio (RSCR)	1.000	RSCR > 0.9 then good
Statistical Suppression Ratio (SSR)	1.000	SSR > 0.7 then good
Nonlinier Bivariate Causality Direction Ratio (NLBCDR)	1.000	NLBCDR > 0.7 then good

In table 3 for the first hypothesis, it can be seen that the entrepreneurial attitude towards perceived desirability has a significant positive effect, this can be seen from the path coefficient value of 0.388 and the p-value of <0.001. Thus, the first hypothesis is supported. Based on the results of testing the first hypothesis in this study, it is known that the entrepreneurial attitude variable has a significant positive effect on perceived desirability, meaning that the higher the entrepreneurial attitude individually or in groups, the more students' perceived desirability will be encouraged to do entrepreneurship. The results of this study are supported by theoretical research on corporate entrepreneurship by (Shepherd and Krueger, 2002), that high entrepreneurial attitudes, either at the individual or group level can encourage high perceived desirability of entrepreneurial actions. In research (Esfandiar et al., 2019) explains that entrepreneurial attitudes have a direct influence on perceived desirability.

In the second hypothesis, it can be seen that the entrepreneurial attitude towards entrepreneurial intentions has a significant positive effect, this can be seen from the path coefficient value of 0.198

and the p-value of  $<0.001$ . Thus, the second hypothesis is supported. Based on the results of testing the second hypothesis in this study, it is known that the entrepreneurial attitude variable has a significant positive effect on entrepreneurial intentions, meaning that the more positive the students' attitudes towards entrepreneurship, the higher the level of their intentions for entrepreneurship. The results of this study are supported by research from (Esfandiar, 2019) explaining that entrepreneurial attitudes have a direct influence on entrepreneurial intentions. The entrepreneurial attitude is mainly reflected by the view that business opportunities and resources are considered sufficient, so the positive influence of attitudes on entrepreneurial intentions provides information that entrepreneurial intentions or starting a business can be strengthened if students are equipped with business knowledge and the development of mental attitudes in such a way that they are more competent. interest and positive view of entrepreneurship. One example is by filling entrepreneurship course materials with an understanding of the advantages of being an entrepreneur, and interesting seminars on entrepreneurial motivation. This finding also supports previous studies that the attitude or attractiveness of students will increase the intention or intention to entrepreneurship (Linan & Chen, 2009) and Rahayu et al. (2011).

In the third hypothesis, it can be seen that the perceived desirability of entrepreneurial intentions has a significant positive effect, this can be seen from the path coefficient value of 0.369 and p-value of  $<0.001$ . Thus, the third hypothesis is supported. Based on the results of testing the third hypothesis in this study, it is known that the perceived desirability variable has a significant positive effect on entrepreneurial intentions, meaning that the higher the perceived desirability, the higher the entrepreneurial intentions of students to do entrepreneurship. The results of this study are supported by theoretical research on the theory of planned behavior by Ajzen (1991), that high entrepreneurial attitudes, either at the individual or group level, can encourage high perceived desirability of entrepreneurial actions. Krueger (1993) tested Shapero's conceptual model of entrepreneurial intention and found that perceived desire directly and positively influences entrepreneurial intention. In addition, the results of research by Esfandiar et al. (2019) also show that perceived desirability has the highest influence on entrepreneurial intentions.

In the fourth hypothesis, it can be seen that the perception of social norms does not affect perceived desirability, this can be seen from the p-value which is greater than 0.05, which is 0.078. Thus, the fourth hypothesis is not supported. Based on the results of testing the fourth hypothesis in this study, it is known that the social norm variable does not affect perceived desirability, meaning that the higher the social norm, the higher the student's desire to do entrepreneurship. The results of this study are supported by research from (Shook & Bratianu, 2010) which shows that social norms are found not to affect entrepreneurial desires and intentions. These results partially support the research findings of Najafabadi et al. (2016) which shows that social norms have the lowest influence on the entrepreneurial intentions of Iranian students compared to independence, attitudes, and psychological traits. This result may be related to the low social legitimacy of entrepreneurship in Indonesia where the dominant culture and economy encourage people to get jobs in the public sector.

The fifth hypothesis shows that social norms on entrepreneurial intentions have a significant positive effect, this can be seen from the path coefficient value of 0.202 and p-value which is  $<0.001$ . Thus, the fifth hypothesis is accepted. Based on the results of testing the fifth hypothesis in this study, it is known that the social norm variable has a significant positive effect on entrepreneurial intentions, meaning that the higher the social norms, the more students' entrepreneurial intentions will be encouraged to do entrepreneurship. The results of the analysis of the influence of social norms on entrepreneurial intentions indicate that the fifth hypothesis is accepted. Approval or support from the social environment, especially close family, friends, and colleagues have not been proven to have a direct effect on entrepreneurial intentions or starting a business. This finding indicates that the desire of parents, friends, and colleagues for individuals to become entrepreneurs does not directly give the individual the intention to become entrepreneurs. As well as the results of research by Linan (2009) and Rahayu et al. (2011), social norms indirectly increase entrepreneurial intentions through increasing Personal Attitudes (PA) and Behavioral Control (PBC).

In the sixth hypothesis, it can be seen that perceived desirability mediates between entrepreneurial attitudes and entrepreneurial intentions with a significant effect in a positive direction, this can be seen from the path coefficient value of 0.143 and p-value of  $<0.001$ . Thus, the sixth hypothesis is supported, perceived desirability partially mediates the relationship between entrepreneurial attitudes and entrepreneurial intentions. Based on the results of testing the sixth hypothesis in this study, it is known that the perceived desirability variable partially mediates the relationship between entrepreneurial attitudes on entrepreneurial intentions, meaning that the entrepreneurial attitude variable has a significant positive effect on the perceived desirability variable, and the perceived desirability variable has a significant positive effect on the entrepreneurial intention variable.

The seventh hypothesis shows that perceived desirability mediates perfectly between social norms and entrepreneurial intentions, this can be seen from the p-value greater than 0.05, which is 0.088. Thus, the seventh hypothesis is not supported, perceived desirability perfectly mediates the relationship between social norms and entrepreneurial intentions. Based on the results of testing the seventh hypothesis in this study, it is known that the perceived desirability variable perfectly mediates the relationship between social norms on entrepreneurial intention, meaning that the social norm variable has no significant effect on the perceived desirability variable, and the perceived desirability variable has a significant positive effect on the entrepreneurial intention variable.

Table 3. Path coefficient and hypothesis testing

Dependent variable	Independent variable	Hypothesis	Path coefficient	P-Value	Hypothesis result	R <sup>2</sup>	Effect Size
Desirability	Attitude	H1	0.388	<0.001	Supported	0.204	0.165
	Social Norms	H4	0.156	0.078	Rejected		0.039
E-Intention	Attitude	H2	0.198	<0.001	Supported	0.342	0.083
	Desirability	H3	0.369	<0.001	Supported		0.184
	Social Norms	H5	0.202	<0.001	Supported		0.076
	Attitude x Desirability	H6	0.143	<0.001	Supported		
	Social Norms x Desirability	H7	0.058	0.088	Rejected		

## 6. CONCLUSIONS

Based on the results of data analysis and discussion of the hypotheses proposed in this study, several conclusions can be drawn as follows:

1. There is a significant and positive relationship between attitudes towards entrepreneurship and perceived desirability.
2. There is a significant and positive relationship between perceived social norms and entrepreneurial intentions.
3. There is a significant and positive relationship between perceived desirability and entrepreneurial intentions.
4. There is no significant and positive relationship between perceived social norms and perceived desirability.
5. There is a significant and positive relationship between perceived social norms and entrepreneurial intentions.
6. Perceived desirability partially mediates the relationship between attitudes towards entrepreneurship and entrepreneurial intentions.
7. Perceived desirability perfectly mediates the relationship between perceived social norms and entrepreneurial intentions.

## REFERENCES

- Afifah, R. (2012). *Jangan Ragu Kembangkan Minat Wirausaha Anak*. <https://health.kompas.com/> (diakses tanggal 2 Desember 2020)
- Agi. (2018). *Hanya 3,1 Persen Penduduk Produktif di RI yang Wirausaha*. <https://www.cnnindonesia.com/ekonomi/> (diakses tanggal 1 Desember 2020)
- Ajzen, I. (1987). Attitudes, traits, and actions: Dispositional prediction of behavior in personality and social psychology. *Advances in experimental social psychology* (Vol. 20, pp. 1–63). Elsevier.

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. doi:10.1016/0749-5978(91)90020-T
- Ajzen, I. (2002). Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior1. *Journal of Applied Social Psychology*., 32(4), 665–683.
- Ajzen, I., Fishbein, M., & Heilbroner, R. L. (1980). *Understanding attitudes and predicting social behavior* (Vol. 278). Prentice-hall Englewood Cliffs, NJ.
- Alsos, G. A., Isaksen, E. J., & Softing, E. (2006). Youth enterprise experience and business start-up intentions. *14th Nordic Conference on Small Business Research*, 11–13.
- Baron, R. A., & Shane, S. (2008). *Entrepreneurship : a process perspective*. Thomson/South-Western.
- Botsaris, C., & Vamvaka, V. (2016). Attitude Toward Entrepreneurship: Structure, Prediction from Behavioral Beliefs, and Relation to Entrepreneurial Intention. *Journal of the Knowledge Economy*, 7(2), 433–460. doi:10.1007/s13132-014-0227-2
- Carsrud, A., Brännback, M., Elfving, J., & Brandt, K. (2017). *Motivations: The Entrepreneurial Mind and Behavior* (pp. 185–209). Springer, Cham. doi:10.1007/978-3-319-45544-0\_13
- Catriana, E. (2020). *Lahirkan Wirausaha Baru di Indonesia, Kemenkop Siapkan Beragam Program*. <https://money.kompas.com/> (diakses 15 Juli 2020)
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt brace Jovanovich college publishers.
- Esfandiar, K., Sharifi-Tehrani, M., Pratt, S., & Altinay, L. (2019). Understanding entrepreneurial intentions: A developed integrated structural model approach. *Journal of Business Research*, 94(August 2016), 172–182. doi:10.1016/j.jbusres.2017.10.045
- Ferdinand, A. (2014). *Metode Penelitian Manajemen Buku Edisi 5*. Semarang: Badan Penerbit UNDIP (UNDIP Press).
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior Reading. MA: Addison-Wesley, 913–927.
- Fornell, C., & Bookstein, F. L. (1982). Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. *Journal of Marketing Research*. doi:10.2307/3151718
- Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural Equation Modeling and Regression: Guidelines for Research Practice. *Communications of the Association for Information Systems*, 4(October). doi:10.17705/1cais.00407
- Giagtzis, Z. (2013). How perceived feasibility and desirability of entrepreneurship influence

entrepreneurial intentions: A comparison between southern and northern European countries. *Masters Thesis*.

Guzmán-Alfonso, C., & Guzmán-Cuevas, J. (2012). Entrepreneurial intention models as applied to Latin America. *Journal of Organizational Change Management*, 25(5), 721–735. doi:10.1108/09534811211254608

Hair, Joe F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. doi:10.1007/s11747-011-0261-6

Hair, Joseph F., Ringle, C. M., & Sarstedt, M. (2014). Corrigendum to “Editorial Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance”. *Long Range Planning*, 47(6), 392. doi:10.1016/j.lrp.2013.08.016

Hair, Joseph F, Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective (Vol. 7)*. Upper Saddle River, NJ: Pearson.

Hair, Joseph F, Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate Data Analysis*. New York: Macmillan.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2008). *Entrepreneurship kewirausahaan*. Jakarta: Salemba Empat.

Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. Sage publications.

Holmgren, C., & From, J. (2005). Taylorism of the Mind: Entrepreneurship Education from a Perspective of Educational Research. *European Educational Research Journal*, 4(4), 382–390. doi:10.2304/eej.2005.4.4.4

Jena, R. K. (2020). Measuring the impact of business management Student's attitude towards entrepreneurship education on entrepreneurial intention: A case study. *Computers in Human Behavior*, 107(January), 106275. doi:10.1016/j.chb.2020.106275

Kementerian Perindustrian. (2018). *Indonesia Butuh 4 Juta Wirausaha Baru untuk Menjadi Negara Maju*. <https://kemenperin.go.id/> (diakses 10 Juli 2020)

Kock, N. (2011). Using WarpPLS in e-collaboration studies: Mediating effects, control and second order variables, and algorithm choices. *International Journal of E-Collaboration*. doi:10.4018/jec.2011070101

Koe, W.-L., Sa'ari, J. R., Majid, I. A., & Ismail, K. (2012). Determinants of Entrepreneurial Intention Among Millennial Generation. *Procedia - Social and Behavioral Sciences*, 40, 197–208.



doi:10.1016/j.sbspro.2012.03.181

Kolvereid, L., & Isaksen, E. (2006). New business start-up and subsequent entry into self-employment. *Journal of Business Venturing*, 21(6), 866–885. doi:10.1016/j.jbusvent.2005.06.008

Krueger, N. (1993). The impact of prior entrepreneurial exposure on perceptions of new venture feasibility and desirability. *Entrepreneurship Theory and Practice*, 18(1), 5–21.

Krueger, N. F. (2009). Entrepreneurial Intentions are Dead: Long Live Entrepreneurial Intentions. *Understanding the Entrepreneurial Mind*, August. doi:10.1007/978-1-4419-0443-0

Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411–432. doi:10.1016/S0883-9026(98)00033-0

Liñán, F., & Chen, Y. (2006). Testing the Entrepreneurial Intention Model on a two-country Sample. *Documents de Treball*, 06/7, 1–37.

Liñán, F., & Chen, Y. W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship: Theory and Practice*. doi:10.1111/j.1540-6520.2009.00318.x

Nguyen, A. T., Do, T. H. H., Vu, T. B. T., Dang, K. A., & Nguyen, H. L. (2019). Factors affecting entrepreneurial intentions among youths in Vietnam. *Children and Youth Services Review*, 99(November 2018), 186–193. doi:10.1016/j.childyouth.2019.01.039

Omidi Najafabadi, M., Zamani, M., & Mirdamadi, M. (2016). Designing a model for entrepreneurial intentions of agricultural students. *Journal of Education for Business*, 91(6), 338–346.

Ozaralli, N., & Rivenburgh, N. K. (2016). Entrepreneurial intention: antecedents to entrepreneurial behavior in the U.S.A. and Turkey. *Journal of Global Entrepreneurship Research*, 6(1). doi:10.1186/s40497-016-0047-x

Schlaegel, C., & Koenig, M. (2014). Determinants of Entrepreneurial Intent: A Meta-Analytic Test and Integration of Competing Models. *Entrepreneurship: Theory and Practice*. doi:10.1111/etap.12087

Sekaran, U., & Bougie, R. (2013). *Research Methods for Business*. In *United Kingdom : Jhon Wiley & Sons Ltd*.

Shapero, A., & Sokol, L. (1982). The social dimensions of entrepreneurship. *Encyclopedia of Entrepreneurship*, 72–90.

Sholihin, M., & Ratmono, D. (2013). Analisis SEM-PLS dengan WarpPLS 3.0 untuk hubungan

nonlinier dalam penelitian sosial dan bisnis. In *Yogyakarta: Penerbit Andi*.

- Shook, C. L., & Bratianu, C. (2010). Entrepreneurial intent in a transitional economy: An application of the theory of planned behavior to Romanian students. *International Entrepreneurship and Management Journal*, 6(3), 231–247. doi:10.1007/s11365-008-0091-2
- Solesvik, M. Z., Westhead, P., Kolvereid, L., & Matlay, H. (2012). Student intentions to become self-employed: The Ukrainian context. *Journal of Small Business and Enterprise Development*, 19(3), 441–460. doi:10.1108/14626001211250153
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D. In *PT Alfabet: Bandung*. doi:10.1017/CBO9781107415324.004
- Veciana, J. M., Aponte, M., & Urbano, D. (2005). University Students' Attitudes Towards Entrepreneurship: A Two Countries Comparison. *The International Entrepreneurship and Management Journal*, 1(2), 165–182. doi:10.1007/s11365-005-1127-5
- Wang, C. K., & Wong, P. K. (2004). Entrepreneurial interest of university students in Singapore. *Technovation*, 24(2), 163–172. doi:10.1016/S0166-4972(02)00016-0
- Wijaya, T. (2007). Hubungan Adversity Intelligence Dengan Intensi Berwirausaha (Studi Empiris Pada Siswa Smkn 7 Yogyakarta). *Jurnal Manajemen Dan Wirausaha*, 9(2), 117–127. doi:10.9744/jmk.9.2.pp.117-127
- Zamzami, Z. S. (2016). Analisis Faktor–Faktor Yang Memengaruhi Intensi Berwirausaha Pada Mahasiswa Universitas Brawijaya. *Jurnal Ilmiah Mahasiswa FEB*, 3(2).
- Zuraya, N. (2018). *Enggartiasto: Tingkat Kewirausahaan di Indonesia Rendah | Republika Online*. <https://www.republika.co.id/> (diakses 9 Juli 2020)