

## The Development of Entrepreneurial Intention Model Using Theory of Planned Behavior and Entrepreneurial Event

Johannes Widjaja Wahono<sup>1\*</sup>, Stefanus Rumangkit<sup>1</sup>

<sup>1</sup>Management Department, BINUS Online Learning,

Bina Nusantara University, Jakarta, Indonesia

Jl. K. H. Syahdan No. 9, Kemanggisian / Palmerah Jakarta Barat 11480, Indonesia

\*Email: [johannes.wahono@binus.ac.id](mailto:johannes.wahono@binus.ac.id)

### ABSTRACT

**Purpose** – The aim of this research is to analyze the entrepreneurial intention model based on the theory of planned behavior and entrepreneurial events.

**Methodology** – This research uses a quantitative research design with a positivism direction. The data source used is primary data, with data collection techniques namely questionnaires. The respondents of this study are 100 respondents of active students on the faculty of economics and business in Indonesia. The data analysis method used to test the hypothesis in this study is SEM (Structural Equation Modeling) with the help of SmartPLS software

**Findings** – Based on the results of the research conducted, it can be concluded that Attitude has a positive effect on entrepreneurial intention, Subjective norm has a positive effect on entrepreneurial intention, Perceived Behavioral Control has a positive effect on entrepreneurial intention, propensity to act has a positive effect on entrepreneurial intention, and Entrepreneurial intention has a positive effect on entrepreneurial goals.

**Originality/Novelty** – The novelty of this research lies in combining the factors that form entrepreneurial intention from two theories, namely the theory of planned behavior and entrepreneurial events.

**Implications** – To increase students' entrepreneurial desire or entrepreneurial Intention, it is recommended to 1) Lecturers as course supervisors must be able to motivate students to create a new business that has sustainability. In addition, lecturers must also do business, in order to be able to tell how the business processes carried out can run continuously, 2) When lectures are running, peer groups of lecturers can invite one of the speakers both on a local and national scale to motivate, share knowledge, and foster entrepreneurial desires in students, and 3) Business incubators owned by institutions must monitor after students create businesses, so that the business contiguity can run.

**Keywords:** Entrepreneurial Intention, Theory of Planned Behavior, Entrepreneurial Event

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## **INTRODUCTION**

Indonesia is among the multitude of nations boasting a considerable population on a global scale. The Republic of Indonesia confronts the formidable challenge of grappling with an elevated level of joblessness. According to the Indonesian Central Bureau of Statistics (BPS), statistics for 2019 reveal that a staggering 10.5 million individuals residing in Indonesia found themselves part of the labor force but classified as unemployed (BPS, 2019). Therefore, the government is endeavoring to discover a resolution to surmount these predicaments. The counsel to the government is to surmount unemployment in Indonesia through enhancing creative economy initiatives. Creative sectors aspire to generate youthful businesspersons who possess the capacity to fabricate pioneering commodities that furnish a means of revenue. In 2019, it is anticipated that the creative industry will bestow 100 million rupees to Indonesia's GDP, totaling 784.82 trillion. This fact shows that the creative industry contributes to improving the national economy through young entrepreneurs. Moreover, Indonesia can increase the GDP growth rate every year, which will affect Indonesia's economic growth.

A survey conducted in 2019 by the Creative Economy Agency (BEKRAF) revealed that the proportion of entrepreneurs in Indonesia amounted to only 14%, which is notably lower than the Asia-Pacific region by 43%, Europe by 26%, and North America by 16%. Consequently, it is imperative for the Indonesian government to foster an environment that promotes the growth of young entrepreneurs, as it has the potential to yield a favorable impact on the national economy. As highlighted by (Ozaralli and Rivenburgh (2016), the United States is recognized as one of the countries with a robust economic trajectory, largely due to the presence of a significant number of young entrepreneurs.

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Therefore, to increase the number of entrepreneurs in Indonesia, it is necessary to study the entrepreneurship intention model (Nakara et al., 2020). In previous literature, there are 2 theories in predicting entrepreneurial intention, namely the planned behavior

theory and the entrepreneurial event theory (Al-Mamary and Alraja, 2022; Soomro and Shah, 2021). The weakness of previous research was exploring the theory of planned behavior and the theory of entrepreneurial events on entrepreneurship intention separately (Amouri et al., 2021). Therefore, this research will try to combine these two theories to investigate entrepreneurship intention and entrepreneurship goals.

Entrepreneurship and starting a business have a significant impact on economic growth. Entrepreneurship can contribute to economic development and technological revolution through technological advancement, business expansion, and the creation of new jobs (Tang and Koveos, 2004). Entrepreneurs are drivers of prosperity and development. The establishment of a business, product, or innovative concept initiated by an entrepreneur confers numerous advantages upon both the community and the general public. Furthermore, the emergence of new enterprises serves as the breeding ground for job creation, offering alternative employment opportunities and the freedom to work autonomously. Consequently, entrepreneurship garners heightened attention from both private and governmental institutions, as it possesses the potential to foster a nation's advancement (Alves and Yang, 2022). This novel company will inject vitality into the country's economy. The dynamics at play encompass various facets of economic development, such as augmenting per capita income or reducing the rate of unemployment (Bektas, 2011).

To address the issue of unemployment in Indonesia, he proposed that the government should promote programs in the creative economy sector with the aim of nurturing young entrepreneurs who possess the ability to generate income through the development of innovative products. In the year 2018, the Minister of Cooperatives and Small and Medium Enterprises stated that the proportion of entrepreneurs in Indonesia constituted 3.1% of the entire population. Considering that the population of Indonesia amounts to approximately 260 million individuals, it is projected that this percentage will rise to 5% in 2019. The statistics on unemployment in Indonesia, which were gathered by the country's Central Bureau of Statistics in 2017, are derived from the educational attainment levels of its populace, including those with university degrees, diplomas, and higher education qualifications. Based on these findings, we may infer that there continues to be a significant number of university graduates, with an estimated 249,705 individuals holding degrees or diplomas, and approximately 606,939 individuals possessing university qualifications.

Thus, developing countries refers to Indonesia to push the students to get involved in entrepreneurship and consider entrepreneurship as a career choice. In prediction, students are an important source of new brand entrepreneurship. The efforts of the government to introduce an entrepreneurial essence among students is to make the subject of entrepreneurship compulsory for all students regardless of their field of study (Ambad & Damit, 2016). Therefore, it is very important to know the factors that influence the desire of students to launch a new business (start-up) or entrepreneurial effort.

Much attention to this phenomenon is on how to support young entrepreneurs. The initiative begins by identifying the factors that trigger an increase in young people's desire to start a business (entrepreneurial orientation). Ozaralli dan Rivenburgh (2016) assert that a comprehensive investigation was conducted by the United States in order to clarify the underlying model. Nevertheless, there remains a dearth of empirical studies focusing on models that explore the aspiration to become an entrepreneur (entrepreneurial intention), particularly within the context of Indonesia. Karimi et al (2013) emphasized that despite the recognition of entrepreneurship's significant contribution to development and economic

growth, research in this domain remains limited. Consequently, this research endeavor can furnish government agencies, scholars, entrepreneurship educators, and consultants with viable strategies to foster university entrepreneurship and its societal ramifications.

One model of entrepreneurial desire approach is a model with the Theory of Planned Behavior approach. In that model, there are three factors can influence entrepreneurial desire approach. They are personality factors, social factors, and societal factors (Ozaralli & Rivenburgh, 2016). In the study conducted by Tran et al (2018), it was discovered that subjective norms and perceived behavioral control are the underlying factors that contribute to the emergence of an entrepreneurial desire. The model proposed by Ozaralli and Rivenburgh (2016) examines the entrepreneurial desire within the United States, whereas Tran et al (2018) focuses on the entrepreneurial desire within Vietnam. However, it is important to acknowledge the limitations of this study. Tran et al (2018) suggest that further research should be conducted to explore the entrepreneurial intention in a different country, such as Indonesia, and to specifically target a sample of students in order to obtain a more accurate representation of their perceptions towards entrepreneurship. Additionally, it can be inferred from the research that the factors influencing entrepreneurial intention vary across different countries, which serves as the foundation for this study's objective of mapping the entrepreneurial intention in Indonesia.

Based on the previous studies results, it can be seen that there are empirical research gaps, namely research that proves the influence of variable attitude, subjective norms, entrepreneurial self-efficacy, perceived behavioural control, and propensity to act on the entrepreneurial intention that influences entrepreneurial goals together has never been done. In addition, this research model uses mediating variables, namely entrepreneurial self-efficacy which is still very little done in previous studies and also the novelty of the model in this study can increasingly fill empirical gaps. So, it can be concluded that the renewal of this research is the findings of this study will be the basic model for developing strategic policies and strategic plans to increase the number of entrepreneurs in Indonesia.

Another area of focus in this study is the endeavor to address the gaps that exist in theory and practice. The study aims to validate, affirm, and reinforce the models of the Theory of Planned Behavior and Shapero's Entrepreneurial Event, which are currently limited in application within Indonesia. Consequently, this research is closely associated with the methodological gap, as it seeks to evaluate the measurement tools for entrepreneurial intention used in various countries (specifically, Indonesia), thereby enabling cross-country validation. Furthermore, this study also aims to contribute in terms of context by exploring the relationship between technology and entrepreneurship, commonly referred to as technopreneurship. Hence, this research strives to fill the aforementioned empirical, contextual, theoretical, practical, and methodological research gaps.

## Hypothesis Development

Al-Mamary and Alraja (2022) defined entrepreneurship as the process of creating something new by investing the necessary effort and time. The result is income, independence, and financial satisfaction. In the United States, policy incentives, a relatively open immigration policy, and many other structural factors, combined with a culture of determination and motivation, have contributed to the success of entrepreneurs in this country. The Global Entrepreneurship Monitor (2013) reported that the United States consistently has the highest levels of entrepreneurship among developed countries in North America, Europe, and Asia (Duan and Sandhu, 2021). Efforts to promote

entrepreneurship through education and training therefore date back to his 1940s, when the first entrepreneurship course was introduced at Harvard Business School (González-López et al., 2021). In the United States, a majority (51%) say they prefer to work alone. This perspective sharply contrasts with the outlook of the majority of Europeans (58%) who express a preference for working as employees rather than embarking on the venture of starting their own businesses. According to the Eurobarometer survey on entrepreneurship, potential European entrepreneurs are discouraged by a lack of business experience, challenges in securing initial funding, bureaucratic hurdles, an unfavorable economic climate, and an inherent "fear of failure" within the European context. It is evident that various factors often impede our willingness to embrace risks. Conversely, in the United States, over 60% of individuals aged 18 to 29 express a desire to establish their own businesses (Agu & Nwachukwu, 2020). While these statistics offer encouragement, recent research indicates that students possess mixed sentiments regarding viewing entrepreneurship as a viable career path, with intentions to pursue an entrepreneurial career shortly after graduation varying significantly. Bomani et al (2021) discovered that merely a limited fraction of individuals are engaged in entrepreneurial activities. The expansion of establishing a fresh venture for both the economy and society necessitates additional investigation. To gain deeper insights into this matter, it is crucial to explore students' career endeavors and the diverse contexts within which they operate.

One model of entrepreneurial intention is the theory of planned behavior. According to La Barbera dan Ajzen (2020), there are two things he relates to the theory of planned behavior. The first is the assumption that PBC has a motivational effect on intentions. People who believe that they do not have the ability to induce behavior without resources have positive attitudes and attitudes toward behavior, and strong intentions to induce behavior, such as trusting important and important people. Therefore, the relationship between PBC and intentions is revealed without subjective attitudes or norms. As per Fishbein & Ajzen (1975), a factor present in individuals who concentrate on the inclination to engage in specific behaviors. Intensity as a dimension of individual subjective probabilities in self-healing and behaviour. Based on the previous theories, it can be stated that intention is the sincerity of one's intention to conduct a behaviour or prioritize certain behaviours. Shi et al (2020) explained that interest is something that drives someone to do something they want to do when someone is free to choose. When someone judges useful thing, it will build interest and it will bring satisfaction. Meanwhile, the satisfaction will decrease the interest but it is not permanent. It can be seen that attitude is discretion towards the intentions of entrepreneurs. Attitude is a challenge or response that is still closed from someone's stimulus or object. Manifestations of attitudes that can not be seen directly, can only be accepted in advance of closed behaviour. Attitude is a readiness to find certain objects that are distinguished from objects.

Another entrepreneurial intention model is Shapero Entrepreneurial Event model. This model focuses on the factors that influence entrepreneurial intention are situational and socio-cultural factors. Situational factors explain that entrepreneurial is formed because of a situation that requires individuals to do something, while socio-cultural factors state that entrepreneurial is formed because of past experiences. Both of these factors refer to the formation of entrepreneurial because individuals want a change in life for the better. Abbasianchavari dan Moritz (2021)states that an entrepreneurial event is a model that proves that the intention to become an entrepreneurial intention stem from perceptions and sees opportunities.



The research was conducted by Ramadani et al (2017) was to examine the entrepreneurial intention model by looking at the three dimensions of the Theory of Planned Behavior, namely attitudes, subjective norms, and perceived behavioural control on entrepreneurial intention. The same thing was done by Tran et al (2018), where they found that attitudes, subjective norms, and perceived behavioural control over the entrepreneurial intention. Abbasianchavari dan Moritz (2021) conducted a study to examine the entrepreneurial event model of entrepreneurial intention. The findings of the study are proven entrepreneurial event models that influence entrepreneurial intention. The equation of this study with previous research is using the same model approach, namely the Theory of Planned Behavior model and the Shapero's Entrepreneurial Event model. Nevertheless, previous studies have not integrated the Theory of Planned Behavior model and Shapero's Entrepreneurial Event model. Thus, distinguishing this research from earlier investigations, it aims to amalgamate these two models to examine the entrepreneurial intention model in Indonesia. Given the aforementioned explanation, the formulated hypotheses are as follows:

H<sub>1</sub>: Attitude positively effect on entrepreneurial intention

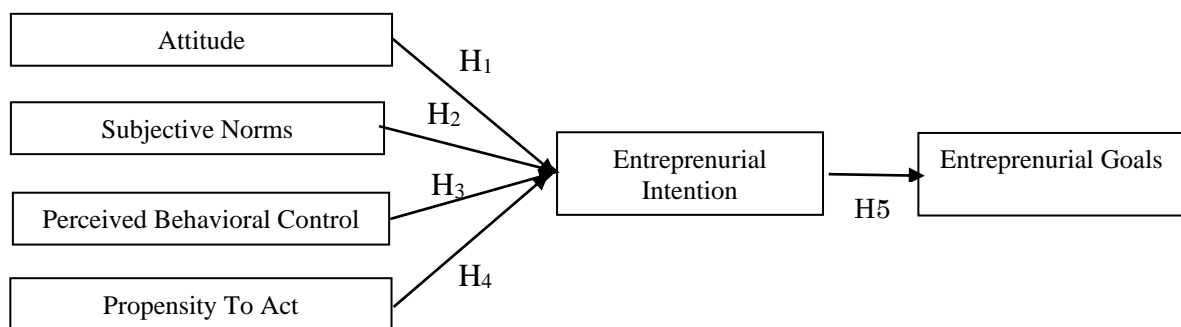
H<sub>2</sub>: Subjective norm positively effect on entrepreneurial intention

H<sub>3</sub>: Perceived Behavioral Control positively effect on entrepreneurial intention

H<sub>4</sub>: Propensity to act positively effect on entrepreneurial intention

H<sub>5</sub> : Entrepreneurial intention effect influences on entrepreneurial goal.

The figure of the research model and the proposed hypothesis can be seen in figure 1.



**Figure 1.** Research Model

## **METHOD**

This study is grounded in the positivism research philosophy, which posits that researchers aim to uncover social reality through a coherent system of interconnected facts, concepts, and definitions. The approach involves utilizing available evidence and facts to validate established theories (Neuman, 2011). Consequently, the execution of this research involves distinct phases, including the observation of social reality, formulation of hypotheses derived from established theories, collection of precise data to assess these hypotheses, and subsequent confirmation or refinement of existing models and theories based on the test results. This research adopts a quantitative approach, employing survey methods to test hypotheses. The study focuses on 100 active students from the faculty of economics and business in Indonesia as respondents. The data collection utilizes purposive sampling, and the research questionnaire is customized based on earlier studies, including

those by Tran et al. (2018), Linan and Chen (2006), Peng and Khan (2012), and Zhao and Hills (2005).

Instrument feasibility testing, carried out with validity and reliability tests. Where, the validity test is seen from the value of the loading factor, if the value of the loading factor  $\geq 0.5$  then the instrument is declared valid (Hair et al, 2010), while for the reliability testing in this study uses Cronbach's Alpha. Nunnally (1978) revealed that the instrument was declared to be reliable if the value of Corrected Item Total Correlation was 0.4 as well as the Cronbach's Alpha value  $> 0.70$ . The data analysis method used to test the hypothesis in this study is SEM (Structural Equation Modeling) with the help of SmartPLS software.

The model in this study was created and developed based on previous research findings that illustrate the factors that influence entrepreneurial intention based on the Theory of Planned Behavior (Ajzen, 1991) and Shapero's Entrepreneurial Event (Shapero, 1982) as well as adding entrepreneurial self-efficacy variables (Linan & Chen, 2006) as mediator variables and entrepreneurial goal variables (Elving et al, 2018).

## RESULTS

A total of 100 questionnaires were distributed, and it can be concluded that 100 respondents who filled out the questionnaire, can be used as data to be processed. The survey responses underwent analysis using SmartPLS 3. The data analysis encompasses assessments of validity, reliability, and hypothesis testing. Before processing the data, a descriptive statistical analysis was conducted to examine the demographic characteristics of the respondents, including gender, age, and the nature of their business. From the results of descriptive statistical analysis, it can be concluded that most of the respondents who filled out the questionnaire were female (57%), with an age range of 18 -22 years old (75%). Based on gender, respondents are dominated by men (65%) who on average have the desire to be entrepreneurial in the culinary field. The results of the demographic analysis of respondents can be seen in table 2 below:

**Tabel 2. Characteristics of the Survey Participants**

	Demographic	Frequency	Percentage
Gender	Male	75	75%
	Female	25	25%
Age	18 - 22 y.o.	18	18%
	23 - 27 y.o.	13	13%
	28 - 32 y.o.	35	35%
	33 - 37 y.o.	25	25%
	$\geq 38$ y.o.	9	9%
	High School or equivalent	18	18%
Education Level	Bachelor (S1)	47	47%
	Master (S2)	27	27%
	Doctoral (S3)	8	8%

Following the completion of descriptive statistical analysis, validity and reliability assessments were undertaken. The outcomes of the validity and reliability tests are presented in Table 3. The results indicate that all questionnaire items meet the criteria for validity and reliability, as evidenced by Cronbach's Alpha and composite reliability values  $\geq 0.7$ , and standardized factor loading values  $\geq 0.5$  (Hair et al., 2018). Subsequent to

validating and ensuring reliability, the hypothesis testing phase commenced. The results of the hypothesis testing are illustrated in Figure 1.

**Table 3.** Validity and Reliability Result

Observed Variable	Validity		Reliability	
	Standardized factor loading ≥ 0,5	Cronbach's Alpha ≥ 0,7	Composite Reliability (CR) ≥ 0,7	Average variance extracted (AVE)
<b>Attitude</b>				
AT1	0,624	0,732	0,765	0.789
AT2	0,726			
<b>Subjective Norms</b>				
SN1	0,728	0,744	0,779	0.856
SN2	0,623			
SN3	0,634			
<b>Perceived Behavioral Support</b>				
PBS1	0,657	0,732	0,816	0.752
PBS2	0,642			
PBS3	0,675			
<b>Propensity to act</b>				
PA1	0,813	0,736	0,717	0.834
PA2	0,616			
<b>Entrepreneurial Intention</b>				
EI1	0,655	0,834	0,897	0.811
EI2	0,713			
EI3	0,668			
<b>Entrepreneurial Goal</b>				
EG1	0,609	0,813	0,760	0.752
EG2	0,745			
EG3	0,794			

AT : Attitude, SN : Subjective Norms, PBS : Perceived Behavioral Support,  
PA : Propensity To Act, EI : Entrepreneurial Intention, EG : Entrepreneurial Goal

To enhance the scrutiny of validity and reliability, the research executed a discriminant validity test employing the Fornell Larcker test. This assessment aimed to ascertain whether the root of AVE (Average Variance Extracted) within each construct exceeded the correlation of that construct with other latent variables. As depicted in Table 4 above, the AVE roots (Fornell-Larcker Criterion) for each construct surpass their correlations with other variables. Consequently, this test reinforces the outcomes of the validity and reliability assessments. The Fornell Larcker results are detailed in the following Table 4.



**Table 4.** Fornell Larcker Test

	Attitude	Subjective Norms	Perceived Behavioral Support	Propensity to act	Entrepreneurial Intention	Entrepreneurial Goal
Attitude	0.871					
Subjective Norms	0.443	0.925				
Perceived Behavioral Support	0.328	0.793	0.856			
Propensity to act	0.671	0.707	0.710	0.851		
Entrepreneurial Intention	0.545	0.773	0.75	0.788	0.813	
Entrepreneurial Goal	0.477	0.72	0.718	0.628	0.662	1

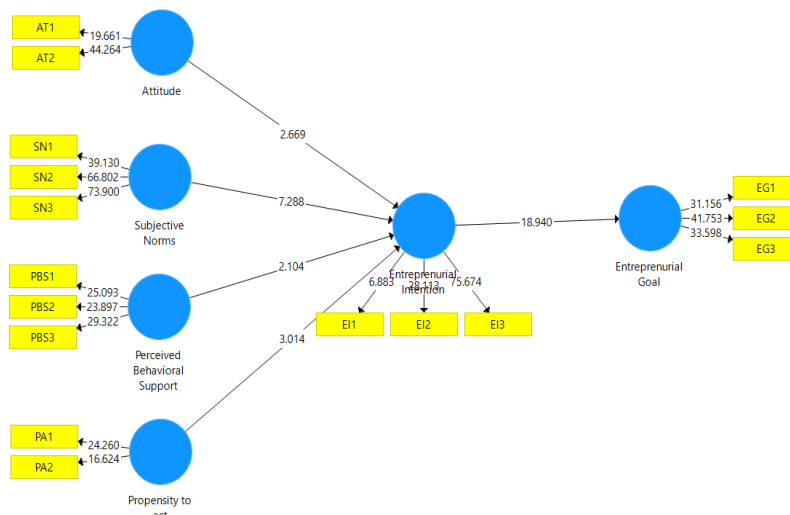
**R-Square Testing**

The results of the Q Square test can be seen in table 5 as follows:

**Tabel 5.** R square Testing

	R Square
Attitude	0,584
Subjective Norms	0,599
Perceived Behavioral Support	0,453
Propensity to act	0,566

Derived from the r Square test outcomes, it can be inferred from Table 5 that the coefficient of determination ( $R^2$ ) falls within the range of 0 to 1. According to the classification by Hair et al. (2018),  $R^2$  values from 0.25 to 0.49 are categorized as weak, those from 0.50 to 0.74 as moderate, and values exceeding 0.75 as strong. Following the validity and reliability examinations, the research proceeded with data analysis. The findings of the data analysis are illustrated in Figure 1 below.



**Figure 1.** The following table concludes from hypothesis testing:

**Table 3.** Summary of Hypotheses Testing

Hypothesis	P Value	Conclusion
H <sub>1</sub> : Attitude → entrepreneurial intention	0.008	Supported
H <sub>2</sub> : Subjective norm → entrepreneurial intention	0.000	Supported
H <sub>3</sub> : Perceived Behavioral Control → entrepreneurial intention	0.036	Supported
H <sub>4</sub> : Propensity to act → entrepreneurial intention	0.003	Supported
H <sub>5</sub> : Entrepreneurial intention → entrepreneurial goal.	0.000	Supported

## Discussion

### Attitude Positively Effect on Entrepreneurial Intention

The results showed that the Attitude variable affects entrepreneurial intention. A positive attitude towards entrepreneurship tends to produce a strong intention to start a business or become an entrepreneur. This is based on the assumption that a positive attitude reflects an individual's view that entrepreneurship is something that is valuable, interesting, and provides good opportunities for success and personal growth. Individuals with this attitude see entrepreneurship as a means to achieve their goals, both financial and non-financial, such as creating positive change in society or achieving independence (Shi et al., 2020). Furthermore, a positive attitude can also influence an individual's belief in their ability to succeed as an entrepreneur. This is referred to as perceived behavioral control in the TPB. When someone has a good attitude toward entrepreneurship, they tend to feel confident that they have the skills, knowledge, and resources necessary to overcome the challenges that may arise in running a business. Positive attitudes can also influence subjective norms, namely individuals' views of how other people important to them (such as family, friends, or mentors) view entrepreneurship (Abbasianchavari and Moritz, 2021).

If individuals find that their environment supports and rewards entrepreneurship, this can strengthen their intentions to pursue that path. In addition, a positive attitude towards entrepreneurship can reduce feelings of discomfort or fear related to the risks and uncertainties inherent in entrepreneurship. Individuals with a good attitude tend to see risks as part of the entrepreneurial journey that are challenging but can be overcome with the right strategy (Ahn et al., 2022). In the TPB, attitudes are not only seen as mere mental evaluations, but also as emotional and motivational triggers that can encourage individuals to act. A positive attitude creates a strong internal drive to turn intentions into concrete actions, such as developing a business idea, seeking funding, or starting business operations. Thus, a positive attitude towards entrepreneurship has a significant influence in forming a person's intention to become an entrepreneur. This reflects the psychological complexity of individuals in facing opportunities and challenges related to the world of entrepreneurship, as well as how their views on this influence their decisions and actions in achieving entrepreneurial goals (La Barbera and Ajzen, 2020).

### Subjective norm positively effect on entrepreneurial intention

The second finding of this study is that subjective norms positively affect entrepreneurial intention. Subjective norms play a crucial role in shaping entrepreneurial intentions by influencing individuals' perceptions of social expectations, support, and approval regarding entrepreneurship. These norms reflect the beliefs about whether significant others, such as family, friends, mentors, or society in general, encourage or

discourage entrepreneurial activities (Tang and Koveos, 2004). Understanding how subjective norms positively impact entrepreneurial intentions requires examining several key aspects. Firstly, subjective norms create a social context that either fosters or hinders entrepreneurial aspirations. When individuals perceive that their social environment supports and values entrepreneurship, they are more likely to develop positive intentions toward starting a business. This support can manifest in various forms, such as encouragement, resources, networking opportunities, and admiration for entrepreneurial success stories. Positive subjective norms thus create a conducive atmosphere for individuals to pursue their entrepreneurial goals (Ozaralli and Rivenburgh, 2016).

Secondly, subjective norms influence individuals' beliefs about the societal importance and acceptance of entrepreneurship. In societies or communities where entrepreneurship is celebrated and seen as a valuable contributor to economic growth and innovation, individuals are more inclined to view entrepreneurship as a desirable career path (Karimi et al., 2013). This positive societal attitude toward entrepreneurship enhances individuals' confidence and motivation to pursue entrepreneurial ventures, leading to stronger entrepreneurial intentions. Moreover, subjective norms can directly affect individuals' self-perception and identity as potential entrepreneurs. When individuals receive positive feedback and recognition from their social circle for their entrepreneurial aspirations, it reinforces their sense of competence and legitimacy in pursuing entrepreneurial endeavors. This validation from significant others contributes to a positive self-concept as an entrepreneur and strengthens their intentions to engage in entrepreneurial activities (Duan & Sandhu, 2021).

Furthermore, subjective norms influence the perceived social consequences of entrepreneurial behavior. Individuals consider how their decision to become an entrepreneur will be perceived by others and how it aligns with social expectations. Positive subjective norms, characterized by encouragement, support, and recognition of entrepreneurial initiatives, reduce the perceived social risks associated with entrepreneurship. This, in turn, enhances individuals' confidence in their ability to navigate the challenges of entrepreneurship and reinforces their intentions to pursue entrepreneurial ventures (Al-Mamary & Alraja, 2022).

### **Perceived Behavioral Control positively effect on entrepreneurial intention**

Perceived behavioral control refers to an individual's belief in their ability to perform a specific behavior and achieve desired outcomes. In the context of entrepreneurial intention, Perceived behavioral control plays a crucial role in shaping individuals' confidence, determination, and readiness to engage in entrepreneurial activities. Explaining how Perceived behavioral control positively affects entrepreneurial intention involves examining various dimensions of this construct (Al Mamari et al., 2022). Firstly, Perceived behavioral control influences individuals' self-efficacy beliefs regarding their entrepreneurial capabilities. When individuals perceive themselves as having high control over the necessary skills, resources, and knowledge required for entrepreneurship, they are more likely to develop strong intentions to start and sustain a business venture. This confidence stems from their belief in their capacity to overcome challenges, make informed decisions, and adapt to changing circumstances in the entrepreneurial journey (Lara-Bocanegra et al., 2022).

Secondly, Perceived behavioral control contributes to individuals' sense of autonomy and empowerment in pursuing entrepreneurial goals. Individuals with high Perceived behavioral control feel empowered to take initiative, set challenging goals, and persist in

the face of obstacles. This sense of control over their entrepreneurial endeavors motivates them to proactively seek opportunities, innovate, and create value, leading to a stronger commitment to entrepreneurial activities (Aidara et al., 2021). Moreover, Perceived behavioral control influences individuals' perception of external factors that may impact their entrepreneurial endeavors. It includes factors such as access to financial resources, support networks, market knowledge, regulatory environments, and technological capabilities. When individuals perceive these external factors as manageable and within their control, they are more likely to develop positive intentions toward entrepreneurship, as they believe they can navigate and leverage these factors to achieve success.

### **Propensity to act positively effect on entrepreneurial intention**

Propensity to act refers to an individual's inclination or natural tendency to engage in proactive behaviors, take initiative, and pursue opportunities. In the context of entrepreneurial intention, propensity to act plays a significant role in shaping individuals' readiness, motivation, and commitment to embark on entrepreneurial ventures. Explaining how propensity to act positively affects entrepreneurial intention involves exploring several key dimensions of this construct (Abbasianchavari and Moritz, 2021). Firstly, individuals with a high propensity to act exhibit proactive and initiative-taking behaviors, which are essential attributes for successful entrepreneurship. They are proactive in identifying opportunities, solving problems, and taking calculated risks to achieve their goals. This proactive mindset enables them to spot market gaps, innovate solutions, and create value, leading to a stronger intention to start and manage their own business ventures (Jhamb and John, 2022).

Secondly, propensity to act is closely linked to individuals' sense of initiative and self-motivation. Individuals with a strong propensity to act are self-driven, motivated by internal factors such as passion, curiosity, and a desire for autonomy and self-expression. This intrinsic motivation fuels their entrepreneurial aspirations and propels them to turn their ideas into reality, leading to a higher level of entrepreneurial intention and commitment (Aidara et al., 2021). Moreover, individuals with a high propensity to act demonstrate resilience and perseverance in pursuing their entrepreneurial goals. They are persistent in overcoming obstacles, learning from failures, and adapting their strategies to changing circumstances. This resilience enables them to maintain a positive outlook, stay focused on their objectives, and continue pursuing entrepreneurial opportunities despite challenges, contributing to a stronger intention to succeed as entrepreneurs (Lara-Bocanegra et al., 2022).

Furthermore, propensity to act is associated with individuals' risk-taking propensity and tolerance for ambiguity. Successful entrepreneurship often requires taking calculated risks, embracing uncertainty, and stepping out of comfort zones. Individuals with a high propensity to act are more comfortable with risk and ambiguity, making them more willing to explore innovative ideas, experiment with new approaches, and seize entrepreneurial opportunities, thereby enhancing their entrepreneurial intention (Soomro & Shah, 2021). Additionally, propensity to act influences individuals' goal-setting behaviors and action planning in pursuing entrepreneurial ventures. They are proactive in setting specific, challenging, and achievable goals related to their entrepreneurial aspirations. They develop strategic plans, allocate resources, and implement action steps to turn their intentions into concrete actions, leading to a greater alignment between entrepreneurial intentions and actual entrepreneurial behaviors (Rafiana, 2024).

## Entrepreneurial intention effect influences on entrepreneurial goal

Entrepreneurial intention refers to the cognitive state where individuals have a strong desire, motivation, and commitment to engage in entrepreneurial activities. This intention serves as a precursor to actual entrepreneurial behavior and plays a crucial role in shaping entrepreneurial goals. Explaining the effect of entrepreneurial intention on entrepreneurial goals involves understanding how intention influences goal-setting, goal specificity, goal commitment, and goal attainment in the entrepreneurial context (Ahn et al., 2022). Firstly, entrepreneurial intention serves as a catalyst for setting clear and specific entrepreneurial goals. When individuals have a strong intention to become entrepreneurs, they are more likely to define their goals with precision, clarity, and relevance to their entrepreneurial aspirations. These goals may include launching a new venture, expanding an existing business, entering new markets, developing innovative products or services, or achieving certain financial milestones (González-López et al., 2021). The clarity and specificity of these goals guide individuals' actions, decisions, and resource allocation toward achieving their entrepreneurial objectives.

Entrepreneurial intention enhances goal commitment and persistence in pursuing entrepreneurial goals. Individuals with a strong intention to succeed as entrepreneurs exhibit higher levels of commitment, determination, and resilience in overcoming challenges, setbacks, and obstacles along the entrepreneurial journey (Bektas, 2011). Their intention serves as a driving force that fuels their motivation, perseverance, and effort toward achieving their entrepreneurial goals, even in the face of adversity or uncertainty. Moreover, entrepreneurial intention influences the alignment between personal goals and entrepreneurial goals. Individuals with a clear entrepreneurial intention tend to align their personal values, interests, strengths, and aspirations with their entrepreneurial goals (Ali et al., 2016). This alignment enhances their sense of purpose, fulfillment, and satisfaction in pursuing entrepreneurial endeavors, leading to greater goal congruence and harmony in their entrepreneurial pursuits (Tran et al., 2018).

## Implications

The implications of attitude, subjective norm, perceived behavioral control, and propensity to act on entrepreneurial intention are multifaceted and have far-reaching effects on individual behavior and organizational strategies. Firstly, the positive impact of attitude towards entrepreneurship suggests that fostering a supportive and encouraging environment towards entrepreneurial activities can lead to higher intentions among individuals to pursue entrepreneurial ventures. This implies that educational institutions, policymakers, and business incubators can play a crucial role in shaping attitudes by promoting entrepreneurship as a viable and desirable career option. Secondly, the influence of subjective norms on entrepreneurial intention underscores the importance of social factors in decision-making processes. When individuals perceive strong social support and approval from their peers, family, and mentors, they are more likely to feel confident and motivated to pursue entrepreneurial goals. Organizations can leverage this insight by creating networking opportunities, mentorship programs, and supportive communities that facilitate positive social influences on entrepreneurial intentions.

Thirdly, the role of perceived behavioral control highlights the significance of self-efficacy and confidence in one's ability to overcome challenges and succeed in entrepreneurial endeavors. By providing access to resources, training programs, and mentorship that enhance individuals' skills and knowledge, organizations can empower aspiring entrepreneurs to feel more in control of their entrepreneurial journey, thereby



increasing their intentions to engage in entrepreneurial activities. Furthermore, the impact of propensity to act on entrepreneurial intention emphasizes the importance of proactive and initiative-taking behaviors in driving entrepreneurial aspirations. Individuals with a high propensity to act are more likely to identify opportunities, take calculated risks, and persevere in the face of challenges, all of which are essential traits for successful entrepreneurship. Organizations can identify and nurture these traits by creating a culture that values innovation, creativity, and strategic risk-taking.

## CONCLUSION

Drawing insights from the conducted research, it can be deduced that Attitude positively influences entrepreneurial intention, Subjective norm exerts a positive impact on entrepreneurial intention, Perceived Behavioral Control demonstrates a positive effect on entrepreneurial intention, propensity to act contributes positively to entrepreneurial intention, and Entrepreneurial intention positively affects entrepreneurial goals. Based on the results of the research conducted, it can be concluded that Attitude has a positive effect on entrepreneurial intention, Subjective norm has a positive effect on entrepreneurial intention, Perceived Behavioral Control has a positive effect on entrepreneurial intention, propensity to act has a positive effect on entrepreneurial intention, and Entrepreneurial intention has a positive effect on entrepreneurial goals. A limitation of this study is that it has too small a sample that perhaps these results cannot be generalized in the context of other countries. Therefore, future research can use a larger sample and use another theoretical perspective, namely goal setting theory.

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