

## **SURAT KETERANGAN**

Nomor: 1030/UNUSA-LPPM/Adm-I/VI/2023

Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM) Universitas Nahdlatul Ulama Surabaya menerangkan telah selesai melakukan pemeriksaan duplikasi dengan membandingkan artikel-artikel lain menggunakan perangkat lunak **Turnitin** pada tanggal 15 Juni 2023.

Judul : *Entrepreneur Intention: Education Knowledge, Attitude  
Entrepreneur And Self-Efficacy*

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No. Pemeriksaan : 2023.06.16.324

Dengan Hasil sebagai Berikut:

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# Paper 9

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**Submission date:** 15-Jun-2023 02:13PM (UTC+0700)

**Submission ID:** 2116480461

**File name:** 9.pdf (892.5K)

**Word count:** 4585

**Character count:** 27237

## ENTREPRENEUR INTENTION: EDUCATION KNOWLEDGE, ATTITUDE ENTREPRENEUR AND SELF-EFFICACY

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### Abstract

The problem of unemployment is also a crucial problem in Indonesia. Currently, the number of unemployed in Indonesia reaches 6.1 million people, where the largest unemployment rate occurs in the young group aged 20-29 years (World Employment and Social Outlook (WESO), 2022). The purpose of this study is to see whether entrepreneurial knowledge and attitude toward entrepreneurship can affect self-efficacy and entrepreneurial intention. Method research using quantitative methods with sampling techniques sampling purposive sampling. The questionnaires were distributed online via google form distributed to 200 respondents. The analysis can be in this study using Partial Least Square (PLS). Research result: There is a significant influence between entrepreneurial knowledge, attitude toward entrepreneurs on self-efficacy, and entrepreneurial intention.

*Keyword: Entrepreneur Intention, Attitude Entrepreneurship, Education Knowledge*

### INTRODUCTION

Unemployment is a big problem faced by a developed or developing country. The problem is also a crucial problem in Indonesia currently, the number of movements organized in Indonesia reaches 6.1 million people. The largest activity levels occur in the young group aged 20-29 years (World Employment and Social Outlook, 2022). The Indonesian people have a low level of entrepreneurship. This is certainly supported in Indarti & Rostiani (2008) research, which explains that most Indonesian people still have a low level of entrepreneurship.

This is, of course, a concern for the government to find ways to reduce movements and increase labor absorption. To reduce all these members, the government urges and encourages people to

learn entrepreneurship so that people do not only rely on closed jobs with existing competition. They can even create new jobs that can increase the absorption of existing jobs. In order to meet the needs and desires, every individual is required to work, but in the current era of very tight business competition, each individual is expected to be able to open up new fields by creating new businesses (Karya and Rasyid, 2021). According to data quoted from Kemenkopmk.go.id (2022), it is explained that this entrepreneurial ecosystem needs to be appropriately supported so that the community, especially youth, can rise up to start a business.

Currently, entrepreneurship has become a government priority to reduce elements (Mamun and Rajennd, 2018). Entrepreneurship has many benefits, including increasing innovation, increasing

productivity, improving job prospects, and individual or country economic benefits (Farrukh et al., 2017; Kirkley, 2017; Parks, 2017). Becoming an entrepreneur is important for some people. General conception according to Gartner (1990) in Ashori et al (2021) is that entrepreneurship is about individual entrepreneurs who create innovations organizations that foster and create value, whether for profit or not. Therefore, it is essential to estimate the factors that might influence entrepreneurial intention (EI) in a theoretical model to develop and implement effective policies. According to Bird (1988), entrepreneurial intention can be defined as a state of mind that directs and directs individual actions towards developing and implementing new business concepts. Certain behaviours are formed and influenced by various factors, such as needs, values, desires, habits, and beliefs (Lee & Wong, 2004; Candraningrat, 2020).

Studies on entrepreneurship are generally related to a lack of interest and courage to run a new business (Linan, 2008; Linan & Santos, 2007; Candraningrat, 2017). Researchers worldwide are trying to examine why people's intentions to become entrepreneurs tend to be humble. One of the most studied is the role of entrepreneurship education (Roxas, 2014; Santoso, et al., 2017). Linan et al. (2010) explained that one of the key instruments to improve entrepreneurial attitudes is entrepreneurship education. Good entrepreneurial knowledge can inculcate behavior and attributes that aim to increase entrepreneurship to increase their interest in entrepreneurship (Wilson et al., 2007; OECD, 2009). According to Cardon et al. (2009), the desire for entrepreneurship can be categorized as emotion, when motivated,

it will reach the peak of entrepreneurial outcomes. Entrepreneurial knowledge includes business establishment, business management, and the character needed by an entrepreneur (Anshori et al., 2019; Candraningrat, et al., 2018; Karya, et al., 2021). Entrepreneurial knowledge includes business establishment, business management, and the character required by someone to start a business. This is of course, also supported in the research of West & Noel (2009), which explains that the level of knowledge possessed by an individual will determine a person's intention to become an entrepreneur. Then research Bae, Qian, Miao, & Fiet (2014); Martin, McNally, & Kay (2013) also stated that entrepreneurship education could increase entrepreneurial intentions.

Most researchers have attempted to explore the EI factor in the current era. Another study that many researchers conducted related to entrepreneurial intentions is entrepreneurial knowledge. Knowledge of entrepreneurship supports entrepreneurial values, especially for students, so it is expected to foster a business spirit for entrepreneurship. Interest, creativity, and innovation are needed for entrepreneurial students to identify business opportunities and then take advantage of business opportunities to create new job opportunities. Students' interest and their knowledge of entrepreneurship are expected to shape their tendency to open new businesses in the future.

Another factor that can influence interest in entrepreneurship is an attitude toward entrepreneurship. Attitude towards a behavior refers to the extent to which a person has an unfavorable evaluation or

assessment of the behavior in question" (Ajzen, 1991; Candraningrat, et al., 2021). In the context of entrepreneurship, attitudes toward entrepreneurship have been defined as acceptance of the perceived desire or refusal to become self-employed and organizationally employed (Souitaris, Zerbinati, & Al-Laham, 2007). Suppose individuals have good knowledge of entrepreneurship and accept that entrepreneurship is essential. In that case, this will increase the individual's confidence that they can start a business so that there will be a desire to open a business in the future. This is what is called self-efficacy. Self is one of the perceptions of someone who thinks that person can do something important enough to achieve a goal. This includes feeling to know what needs to be done and emotionally they can do it Gregory (2011). Therefore, the more the individual's self-confidence increases, the more the desire to try. This is supported by research by Hattab (2014), Arfianti (2019), and Li and Wu (2019), which explains that self-efficacy has a positive and significant influence on entrepreneurial intention. In connection with the problems above, the author examines entrepreneurial knowledge, attitude toward self-efficacy, and entrepreneurial intention.

## LITERATURE REVIEW

### Entrepreneurial Knowledge

Knowledge is defined by the Oxford English Dictionary (Oxford Press) as information, understanding and skills acquired through education or experience. Knowledge is the result of human effort to know. Know that work results from being

known, converted, understood, and clever (Salam, 2003).

Hisrich (2008) states that education is crucial in entrepreneurship. The importance of education is reflected in educational attainment, and that education plays an essential role in helping entrepreneurs overcome the problems they face. Indarti and Rosiani (2008) proves that educational background is a necessary determinant of interest in entrepreneurship and the business's success. Situmorang in Indarti and Rosiani (2008) states that the purpose of education is to develop an entrepreneurial community (enterprising people) and instill an attitude of confidence by learning accordingly. Entrepreneurship education and training and entrepreneurship education programs aimed at establishing independent small businesses. Jones in Settyorini (2009) More explicitly emphasizes educational entrepreneurship's importance. Jones further stated that entrepreneurship education is a process of preparing individuals to recognize commercial opportunities and increase self-esteem, knowledge, and skills to act against commercial opportunities.

Entrepreneur knowledge possessed by a person can later affect a person's self-efficacy to increase interest in entrepreneurship (Pristiana, et al., 2012; Mardhotillah and Karya, 2020; Mujanah, 2020). Self-efficacy is a person's self-confidence or self-confidence to master a situation and produce various positive and valuable results. This is supported by Liu (2019) research, which explains that entrepreneurial knowledge significantly affects self-efficacy. Likewise, Andriani (2020) demonstrates that knowledge about

entrepreneurship can increase a person's confidence in entrepreneurship. Therefore, the hypothesis formulated is

H1: Entrepreneur Knowledge has a significant positive effect on Self Efficacy

### **Attitude Toward Entrepreneurship**

Attitude towards entrepreneurship is an image to positively or negatively evaluate entrepreneurship's behavior. This will have an impact on intentions which then affect behavior. The attitude towards entrepreneurship is determined by various influences, namely individual characteristics, demographics, skills, and social, cultural, and financial support as an attitude that can be tested. Attitude is believed to mediate the influence of personal background factors and situational variables on entrepreneurial intention (Palmer et al., 2019). This is supported by the research of Sung et al (2015), Farukh et al (2018) and Hutasuhut (2018) which explain that attitude toward entrepreneurship has a positive influence on entrepreneurial intention. Therefore, the hypothesis formulated is

H2: Attitude Toward Entrepreneurship has a significant positive effect on Self Efficacy

### **Self Efficacy**

Self-efficacy is a person's confidence level in carrying out a specific action. Self-efficacy is often associated with one's career decisions because choosing a job tends to consider his ability to do the job. Self-efficacy is a person's belief that he can master a situation and produce various positive and valuable

results, meanwhile, according to Mujiadi (2003). According to Greogory (2010), Self-efficacy is obtained, increased, or reduced through one or a combination of four sources of mastery experience, vicarious experience, social persuasion, physical and emotional conditions. Self-efficacy is one of the personal factors that mediate or mediate the interaction between behavioral and environmental factors. Self-efficacy can be a determinant of performance and work implementation success. Self-efficacy also dramatically affects the mindset's emotional reactions in making decisions. From some opinions, it can be said that self-efficacy is the confidence that a person has that he can complete tasks effectively and efficiently to produce the expected impact. This is supported in the research of Santi et al. (2017). Self-efficacy affects one's intention to become an entrepreneur from one's inner side, namely a sense of belonging confidence to start a business. Therefore, the hypothesis formulated is

H3: Self Efficacy has a significant positive effect on Entrepreneur Intention

### **Entrepreneurial Intention**

According to Suryana (2013), entrepreneurship is a creative and innovative ability used as the basis, tips, and resources to find opportunities for success. Entrepreneurial Intention Entrepreneurial intent is a basis from the beginning of entrepreneurship activities and can be seen as the first step in entrepreneurship (Ajzen, 1991). Based on Ajzen (1991) regarding the theory of planned behavior (TPB), entrepreneurial research states that entrepreneurial intention is the only best predictor of entrepreneurial activity (Krueger et al.,

2000). There are three predictable factors in using TPB: subjective norms, attitude towards (entrepreneurial) behavior, and perceived behavioral control.

instrument to students in Surabaya. The number of samples in this study was 150 students. Then the results of the data obtained will be analyzed using SmartPLS 3.0.

## RESEARCH METHODOLOGY

This study uses a quantitative approach, namely research that focuses on hypothesis testing using statistical analysis tools. The population in this study was students in Surabaya. The data collection technique used in this study used a survey method by distributing a questionnaire

## RESULTS AND DISCUSSION

### 1. Convergent Validity

Convergent validity analysis is a test used to measure whether or not an indicator is valid (Ghozali, 2016). According to Chin & Lee (1999), the indicator can be valid if it can measure variables with a value > 0.6.

**Table 1. Convergen validity**

Variable	Indicator	Outer Loading	Criteria
<i>Entrepreneur Knowledge</i>	EK1	0.851	Valid
	EK2	0.735	Valid
	EK3	0.775	Valid
	EK4	0.814	Valid
	EK5	0.677	Valid
<i>Attitude Toward Entrepreneurship</i>	AT1	0.936	Valid
	AT2	0.805	Valid
	AT3	0.878	Valid
	AT4	0.654	Valid
	AT5	0.877	Valid
<i>Self Efficacy</i>	SE1	0.854	Valid
	SE2	0.916	Valid
	SE3	0.954	Valid
	SE4	0.942	Valid
	SE5	0.801	Valid
<i>Entrepreneur Intention</i>	EI1	0.909	Valid
	EI2	0.913	Valid
	EI3	0.866	Valid
	EI4	0.891	Valid
	EI5	0.889	Valid

Source: Primary Data Processed, 2021

From the table above, it can be concluded that the value of outer loading is > 0.6 so that the indicator is declared valid to be an indicator of the latent variable.

## 2. Average Variance Extracted (AVE)

The measurement of the AVE value can be used to compare each construct with the correlation between other constructs in the model. The AVE value must have a value  $> 0.5$  (Ghozali & Latan, 2014).

**Table 2. AVE**

No	Variable	Average Variance Extracted (AVE)
1	Entrepreneur Knowledge	0.572
2	Attitude Toward Entrepreneur	0.698
3	Self Efficacy	0.801
4	Entrepreneur Intention	0.799

Source: Primary Data Processed, 2021

Based on table 2, it can be concluded that all constructs have an AVE value  $> 0.5$ . so that the results obtained indicate that the measurement evaluation has good validity through the AVE. measurement model

## 3. Composite Reliability and Cronbach's Alpha

Evaluation of composite reliability and Cronbach's alpha can be used to help test reliability. According to Hair et al. (2014), data with a composite reliability value of  $> 0.7$  has high reliability, while Cronbach's alpha is expected to have a value of  $> 0.6$ .

**Table 3. Composite Reliability and Cronbach's Alpha**

No	Variable	Cronbach's Alpha	Composite Reliability
1	Entrepreneur Knowledge	0.810	0.868
2	Attitude Toward Entrepreneur	0.888	0.919
3	Self Efficacy	0.937	0.952
4	Entrepreneur Intention	0.937	0.952

Source: Primary Data Processed, 2021

## 4. R<sup>2</sup> Analysis

The inner model is part of the hypothesis testing that is useful for testing the significance of the independent variables on the dependent variable and R-Square (R<sup>2</sup>). According to Ghozali (2016). R<sup>2</sup> value has several criteria, including weak (0.19), moderate (0.33), and high (0.67).

**Table 4. R<sup>2</sup> Analysis**

No	Variable	R Square	Criteria
1	Entrepreneur Intention	0.740	High
2	Self Efficacy	0.536	High

Source: Primary Data Processed, 2021



## 5. Hypothesis Testing

The test results include direct influence. The sign (») indicates the direction of effect between one variable on another variable. The following are the results of hypothesis testing:

**Table 6. Hypothesis Testing**

No	Variable	Original Sample (O)	Sample Mean	T Statistics	P Values
1	Entrepreneur Knowledge » Self Efficacy	0.413	0.395	2.951	0.003
2	Attitude Toward Entrepreneur » Self Efficacy	0.414	0.443	3.199	0.001
3	Self Efficacy » Entrepreneur Intention	0.862	0.049	17.589	0.000

Source: Primary Data Processed, 2021

## DISCUSSION

### Entrepreneur Knowledge has a significant positive effect on Self Efficacy

Hendro (2011) entrepreneurship is self-ability to manage something that already exists within a person to be utilized and improved to be helpful in the future. Entrepreneurial knowledge is a person's ability to produce something new through creative thinking and innovative action. It can create ideas or opportunities and be put to good use. Entrepreneurial knowledge can increase a person's self-efficacy. According to Ormrod (2008), self-efficacy is an assessment of his ability to carry out specific behaviors or achieve certain goals. That is the higher one's knowledge about entrepreneurship, the higher one's belief in starting a business. This is supported in the research of Liu et al. (2019) and Andriani (2020), which explain that entrepreneurial knowledge has a significant positive effect on self-efficacy.

### Attitude Toward Entrepreneur has a significant positive effect on Self Efficacy

Attitude toward Entrepreneur is a person's overall evaluation of behavior with indicators of liking or disliking in the face of risk, failure, or interest in entrepreneurship (Palmer et al., 2019). A positive attitude will later affect a person's confidence to start a behavior (Self-efficacy). Self-efficacy is a person's belief to master a situation and produce various positive and valuable results. This means that the more positive a person's attitude towards entrepreneurship is, the more positive a person's self-confidence will be to start entrepreneurship. This is, of course, supported in the studies of Erdem (2015) and Sung et al. (2014), which explain that the attitude toward has a positive and significant effect on self-efficacy.

### Self Efficacy has a significant positive effect on Entrepreneur Intention

Self-efficacy reflects an individual's belief in his ability to take action to achieve a goal (Segal et al., 2005; Sugmawati & Afrianty, 2018). According to Bandura (1994), the source of self-efficacy consists of four main

factors, namely, experience, role models, social persuasion, and emotional changes. Experience is influenced by education and learning that individuals live over time (Wilson, Kickul, & Marlino, 2007). The research results conducted by Krueger and Brazeal (1994) show that self-efficacy is central to the intention to entrepreneurship and specifically affects perceptions of starting a business. This means that the higher the individual's confidence in entrepreneurship, the higher the individual's interest in starting entrepreneurship. This is supported by research by Hattab (2014), Arfianti (2019), and Li and Wu (2019), which explain that self-efficacy has a positive and significant influence on entrepreneurial intention.

## CONCLUSION

Based on the results of the tests and analyzes carried out, the results of this study can be concluded as follows:

1. Based on the analysis results of the influence of entrepreneur knowledge on self-efficacy, the results are positive and significant. This means that the higher the knowledge about entrepreneurship obtained by individuals, the higher the confidence individuals have to start a business activity.
2. The analysis results of the influence of attitude toward entrepreneurs on self-efficacy show positive and significant effect. This means that the more positive a person's attitude towards entrepreneurship is, the more positive a person's self-confidence will be to start entrepreneurship.

3. Based on the analysis of the effect of self-efficacy on entrepreneurial intention, the results are positive and significant. This means that the higher the individual's belief in entrepreneurship, the higher the individual's interest in starting entrepreneurship.

## Suggestion

Researchers can suggest further research to use other variables outside of this study because many other factors can influence entrepreneurial intention. The data collection used should be through questionnaires and direct observation to see the actual conditions. In addition, the sample carried out in further research is expected to be larger so that the research results will be better

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