

Examination of Factors That Influence Entrepreneurial Intention of Atma Jaya Makassar University Students

ABSTRACT

The purpose of this study was, therefore, to examine factors that influence entrepreneurial intention in Atma Jaya Makassar University students. Specifically, the study aimed at determining if there were relationships between the perceptions of desirability, and feasibility of entrepreneurship with entrepreneurial intention of the students. The study, tested how well Ajzen's Theory of Planned Behavior applied in the Atma Jaya Makassar Students context. A questionnaire was developed and administered to 100 students from semester five to seven. Participants were selected using a convenience sampling technique, considering gender and accessibility. Survey was the main method of data collection. Data analysis methods included descriptive statistics, correlation, ANOVA, factor analysis, and regression analysis. The findings of this study reveal that perceived personal desirability of entrepreneurship was found to have the greatest influence on entrepreneurial intention and perceived feasibility the lowest.

Keywords: Atma Jaya Makassar, Entrepreneurial, entrepreneurship, students

1. INTRODUCTION

Entrepreneurship, associated commonly with business creation (Abbas & Bulut, 2024), plays an important part in economic growth and development (Acevedo Quintero et al., 2024). Since the beginning of the 18th Century, economists, researchers, and policy makers have acknowledged the vital role that entrepreneurship plays in the overall growth and development of economies, and individual welfare (Al-Tarawneh et al., 2024a). Among other researchers, Abduh et al., (2024) observes that entrepreneurship helps to rejuvenate economies, provide more superior product offerings, introduce better and more effective methods of production, and is the dynamic force that moves economies forward. From a micro perspective, Adamec & Hrmo, (2023) observe that entrepreneurship provides opportunities for marginalized groups to join the mainstream of the economy.

Interest in entrepreneurship particularly stems from its' association with job creation (Adeyanju et al., 2024). Al-Tarawneh et al., (2024b) found that small business enterprises created a majority of the jobs in the world. Abduh et al., (2024) found that small start-up firms created the majority of net new jobs. Business firms are the major source of job creation in many countries across the globe (Ahamat & Sin, 2022).

Researchers and policymakers also associate entrepreneurship with small business enterprises (Cesaroni & Consoli, 2015). They argue that most businesses start and stay small (Block et al., 2023) small enterprises have entrepreneurial attributes (Acevedo Quintero et al.,

2024) and that entrepreneurship is the domain of small enterprises (Acevedo Quintero et al., 2024). Therefore, to understand how to influence entrepreneurship, it is necessary to have a clear perception of small business enterprises; what they are or what they are not, and how they occur.

Research on the association of entrepreneurship with personality traits, behavior, career choice, and small business enterprises, has contributed considerably to the understanding of entrepreneurship (Zastempowski, 2024). Somebody after all has to decide to start a business (Ahamat & Sin, 2022) and based on Ajzen Theory of Planned Behavior, the most defining characteristic of entrepreneurship is the intention to start a business, and in order to identify and support entrepreneurs, it is necessary to understand how people make this decision.

Any planned behavior is best predicted from the intention to perform that behavior, and the intention to perform the given behavior is influenced by the desirability and feasibility of the behavior, and individual background factors (Shobha & Chakraborty, 2017). Business creation is best predicted from the intention to start a business. Further, according to Shobha & Chakraborty, (2017) this intention is influenced by perceived desirability and feasibility of entrepreneurship and individual background factors.

Indonesia has a severe youth unemployment problem. The Central Statistics Agency (BPS) 2022 shows that the open unemployment rate for Indonesian youth (TPT) reached 13.93 percent or almost 14 percent. Youth refers to the population aged 16-30 years, which represents 24 percent of the total population of Indonesia or 64.82 million out of a total of 270 million people. The open unemployment rate for Indonesian youth is obtained from the percentage of the number of openly unemployed youth aged 16-30 to the total youth workforce aged 16-30 years. Although it has decreased from 14.4 percent in 2021, this open unemployment rate for Indonesian youth. The soaring unemployment is mainly attributed to declining job opportunities in the formal sector, and inadequate skills for self-employment. From the 1980's, employment in the formal sector has stagnated or declined due to the impact of globalization and the public sector reform, which reduced public sector employment.

Efforts to promote self-employment, since independence, the government has pursued endeavors to support small business creation. This includes the establishment of institutions such as ICDC (Industrial and Commercial Development Corporation) and IIE (Indonesia Industrial Estates), to facilitate small business development; rural based business creation; the formulation of comprehensive small business development policies (Adawiyah, 2018). Vision 2030, and various five-year National Development Plans, annual Economic Surveys, and ad hoc reports also support the SME sector.

The purpose of this study was to examine factors that influence entrepreneurial intention of high school students in Indonesia based on Ajzen's Theory of Planned Behavior. Specifically, the study aimed at establishing if there are significant relationships between perceptions of personal and social desirability and feasibility of entrepreneurship with entrepreneurial intention, and whether there are significant differences in these perceptions for students with different background factors. Implicitly, the study also was to determine if Ajzen's (1991) theory applies in the Indonesian context.

This study is deemed significant for a number of reasons. First, as observed by Krueger et al. (2022), the linking of entrepreneurial behaviour with attitudes and individual background factors give a better understanding of how entrepreneurship occurs, and specific suggestions of how it can be influenced. The results might be used by policy makers and trainers to identify the technical, financial, and other training needs of entrepreneurs. Secondly, the study adds knowledge in an area that is relatively young and still emerging. Entrepreneurship is yet in a formative stage with its theoretical foundation still needing empirical validation. Entrepreneurial Event Model, and even the seminal Ajzen's (1971) Theory of Planned Behavior, are theoretical propositions and still subject to empirical support.

Intention researchers have also not yet considered the influence that entrepreneurship education has on people's self-efficacy beliefs, their perceptions, and intentions, and entrepreneurship education should be included in intention models as an exposure item. Most of the research in intention based models, as is the case with research in entrepreneurship in general, has been carried out in the developed countries. Since the social and economic environment in developed countries is different from the developing countries, a study in a developing country is significant.

The study of entrepreneurship intention among university students is itself, significant (Agu, 2021). Today's students are tomorrow's entrepreneurs, there is little understanding of the factors that affect students' intentions of becoming entrepreneurs and the relationship between entrepreneurship education and students' entrepreneurial attitudes and intention (Anwar et al., 2023). By empirically testing a model to examine the antecedents of entrepreneurial intention among students, this study contributes to redressing this knowledge gap. The study's focus on students is also of significance because, at the average age of 20 years, the students are almost financially independent and self-employment may be a valuable option for them.

2. THEORETICAL BASIS

2.1. Theory of Planned Behavior

This The theoretical framework for this study is Ajzen's (1991) Theory of Planned Behavior. Intention to perform a planned behavior precedes, and is the best predictor of, the performance of that behavior (Abbaspour et al., 2021). The intention to perform a planned behavior is, itself, posited to be moderated by an individual's attitudes towards performing the target behavior (Balochi et al., 2023). These attitudes include an individual's personal disposition in respect to the subject act, (attitude toward the act); community view of the performance of the subject act, (the subjective norm); and the individual's self-assed ability to take control of the performance of the subject act, (perceived behavioral control). These attitudes are themselves posited to mediate individual background characteristics.

Arguing that no one starts a business by accident and that starting a business is a planned behavior, Balochi et al., (2023) assert that entrepreneurship is preceded by, and can be best predicted from, the intention to start a business. Further, Intention to start a business is preceded by the perceived desirability and feasibility of entrepreneurship, and propensity to act (Bhati et al., 2022). Entrepreneurial intention is influenced by an individual's perceived personal and social desirability, and feasibility of entrepreneurship, and these attitudes are influenced by the individual's background factors.

Personal desirability is the extent to which the individual regards self-employment as suitable for him/her, equivalent to attitude. Social desirability is the extent to which an individual considers important people in the society to favor entrepreneurship, equivalent to subjective norm and perceived feasibility is the extent to which the individual sees entrepreneurship as doable, equivalent to perceived behavioral control.

Entrepreneurial intention is influenced by an individual's conviction, the notion that entrepreneurship career is a suitable alternative for him/her (Block et al., 2023). Entrepreneurial intention is influenced by general attitudes including change orientation, competitiveness, achievement motivation, and autonomy; and domain attitudes that include payoff, social contribution and know-how. Some researchers distinguish self-employment from entrepreneurship based on basis of new business creation (Adamec & Hrmo, 2023).

While entrepreneurship is associated with new businesses, self-employment is associated with taking over of already existing enterprises (Abebe & Kegne, 2023). At the upper reaches of micro business enterprises are individuals self-employed as micro entrepreneurs, while at lower echelons are individuals in subsistence self-employment often termed as casual poor,

disadvantaged groups or populations that are simply surviving rather than developing through self-employment.

Ajzen postulates that any planned behavior is preceded by, and can be best predicted from, the intention to perform that behavior (Balochi et al., 2023). The intention to perform the given planned behavior is, itself, posited to be moderated by three key attitudes:

- a. attitude towards the target act, an individual's personal disposition in respect to the subject act;
- b. the subjective norm, community view of the performance of the subject act; whether favorable or unfavorable,
- c. perceived behavioral control, the individual's self-assessed ability to take control of the performance of the subject act.

Further, according to Ajzen's model, these entrepreneurial attitudes are influenced by an individual's expected values (Dangaiso, 2023):

- a. perceived benefits from performing the act;
- b. normative beliefs: the individual's view of society opinions;
- c. perceived self-efficacy: an individual's belief or self-assessed ability to successfully carry out the intended behavior.

Shapero's entrepreneurial event model

Based on Ajzen Theory, entrepreneurship can be predicted from the intention to start a business (Kebede et al., 2023). No one starts a business by accident, and starting a business is therefore a planned behavior, which can be predicted by intention (Adamu & Shakur, 2023). Further, the intention to start a business is influenced by an individual's perception of personal desirability of starting a business, perceived feasibility, and propensity to act: the personal disposition to act on one's decisions, and that the three perceptions are themselves influenced by the individual expected outcomes and self-efficacy (Amalia & von Korfflesch, 2023).

Perceived desirability of starting a business is similar to Ajzen's perceived benefits from performing the act; perceived feasibility is similar to Ajzen's individual belief or self-assessed ability to, successfully, carry out the intended behavior. Intention to start a business predicts behavior and that intention is moderated by individual attitudes and background factors.

Therefore, based on Ajzen's Theory of Planned Behavior, entrepreneurship can be predicted by the intention to start a business (Abbaspour et al., 2021). Further, the intention is itself influenced by the perceptions of personal and social desirability, and feasibility of entrepreneurship, and these attitudes are influenced by an individual background domain and entrepreneurship specific factors.

Based on these theoretical underpinnings, the primary hypothesis for this study is that entrepreneurship among high school students in Indonesia can be predicted from the students' intention to start a business (Talim, 2024). This intention is influenced by the student's perceptions of personal and social desirability and feasibility of entrepreneurship; and these perceptions are influenced by the student's background factors including gender, rural/urban environment, availability of role models and prior experience in small business ownership, employment and training.

This study is about being self-employed, irrespective of whether the enterprise is a new creation, or has been acquired in other ways, or in subsistence or the larger micro-enterprises. Movement also does take place between the two levels and there are many examples of individuals who have emerged from subsistence employment to become dramatically successful entrepreneurs (Akimova et al., 2020). Therefore, in the study, the concept of entrepreneurship is interpreted in the broadest sense to include modern enterprises of up to 50 people, including independent workers in the informal sector of the economy.

2.2. Entrepreneurship Education

Researchers differ on the association of education with entrepreneurship (Abebe & Kegne, 2023; Adelowo & Henrico, 2023; Block et al., 2023). While some researchers argue that education supports entrepreneurship, others argue that there is no relationship, or even that education retards entrepreneurship (Adamec & Hrmo, 2023). People with more education are likely to have higher aspirations in general, more self-confidence in managing growth and a better ability to spot growth opportunities (Adebayo, 2022).

Entrepreneurs to be more educated than the average worker (Anwar et al., 2023). In Indonesia, female entrepreneurs without education in the microenterprises, those with high school education in medium sized, and those with degrees in enterprises with more than ten employees, indicating that education had some bearing on entrepreneurship (Anggadwita et al., 2021). Entrepreneurs exhibited a significantly lower education level when compared with managers (Adawiyah, 2018).

Despite these opposing views, education, is intuitively strongly associated with entrepreneurship (Aldianto et al., 2018). Al Issa et al., (2024) observe that people who start businesses have a higher level of education than people who do not. However, there is little understanding of the factors that affect especially students' intentions of becoming entrepreneurs and the relationship between entrepreneurship education and students' entrepreneurship needs further research.

The study then sought to find out whether there were significant differences in the perceptions of personal desirability, social desirability, and feasibility of entrepreneurship for respondents with different background characteristics. Perceptions of desirability and feasibility of entrepreneurship and individual background factors have been posited to influence entrepreneurial intention - one's plan to start or own a business. The main aim of the researcher was, therefore, to generate and expand knowledge about entrepreneurial intention of students in Indonesia, herewith Atma Jaya Makassar University.

3. RESEARCH METHODS

This research is a quantitative research. Quantitative research is a process to investigate social problems based on testing a theory consisting of several variables, then measured with numbers, and will be analyzed with statistical procedures with the aim of determining whether the predictive generalization of the theory is correct (Ab Rahman, 2021). This research is a replication carried out by adopting variables and analysis tools that have been used by previous researchers. With the type of causal research, namely the causal relationship between one variable and another variable, in this study, namely the entrepreneurship intention of students.

The population in this study was students at Atma Jaya University Makassar. Using convenience sampling, 100 students were selected.

Data were collected using questionnaires. The researchers indicated that there were no preferred responses, that the responses were anonymous, and that it was voluntary participation: A respondent could skip any question he or she did not feel inclined to answer.

Key concepts including entrepreneurship and small business enterprises were explained to ensure a common understanding of the terms by the researcher and the respondents. Entrepreneurship was explained as creation of a business, but also ownership of small enterprises, not necessarily created by the respondent. Small businesses were described to include micro, and informal enterprises including kiosks, and hawking. The completed questionnaires were all given unique identifiers ranging from 1-100, for ease of reference, and to safeguard data integrity. Data were edited for correction of obvious errors such as entry in the wrong place, for example, entry recorded as female in a boys' school, where there were no girls. The different responses were then coded. The nominal gender variable, male, was coded (1) and female (2). Inapplicable questions,

such as whether the experience was positive/negative where the respondent had indicated that he/she had never started a business, were coded (9) and missing responses (99). The Likert-scale questions responses were coded from 1-5 for 'strongly disagree' to 'strongly agree'. A database was then created in for all the variables, in SPSS, showing what kind of variable the response was: numerical, or nominal; the size of the variable, and what the codes meant. The data were then keyed into the database. The investigator, thereafter, ran exploratory data analysis to check for obvious errors. Necessary corrections were made.

Simple descriptive statistics including frequencies and percentages were used to analyze the respondents' background and demographic data. Mean scores and standard deviation were calculated for the Likert-scale questions to develop a participant profile. Correlation analysis was performed to establish the strength of relationships between respondents' perceptions of personal desirability, social desirability, and feasibility of entrepreneurship with entrepreneurial intention.

4. RESULT AND DISCUSSION

Is there any relationship between respondents' perceptions of personal desirability of entrepreneurship and entrepreneurial intention? Research Question 1 sought to find out if there was any relationship between respondents' perceptions of personal desirability of entrepreneurship and entrepreneurial intention. There was a substantial positive correlation ($r = 0.622$) between the respondents' perceived personal desirability of entrepreneurship and entrepreneurial intention. As the perception of personal desirability increases, the entrepreneurial intention also increases, and vice versa.

Is there any relationship between respondents' perception of feasibility of entrepreneurship and entrepreneurial intention? In research Question 2, this study sought to find out if there was any relationship between respondents' perceptions of personal desirability of entrepreneurship and entrepreneurial intention. There was moderate positive correlation ($r = 0.567$), between the respondents' perceived feasibility of entrepreneurship, with entrepreneurial intention. A respondent's perception of feasibility of entrepreneurship increased, as the respondents entrepreneurial intention increased, and vice versa. Research Questions 2 sought to find out if there were differences in the perceptions of personal desirability, social desirability, feasibility of entrepreneurship and entrepreneurial intention for respondents' with different background characteristics: gender, parental background, rural/urban environment, and small business employment, ownership and training.

Based on Ajzen's Theory of Planned Behavior, intention to perform a planned behavior precedes and influences the performance of the given planned behavior. In addition, the intention to perform a given planned behavior is influenced by the attitude toward the performance of the behavior, and the attitude is influenced by individual background factors.

5. CONCLUSION

These study findings that the respondents' perceived personal and social desirability and feasibility of entrepreneurship were positively correlated with entrepreneurial intention means that the entrepreneurial intention would increase with a rise in the three attitudes and vice versa. Other researchers found that the perceived desirability and feasibility of entrepreneurship positively correlate with entrepreneurial intention. Increasing perceived desirability and feasibility of entrepreneurship, therefore, increases the entrepreneurial intention.

The finding of positive correlation between respondents' perception of personal desirability; social desirability; and feasibility of entrepreneurship with entrepreneurial intention, means that, an increase in the perception of personal desirability is accompanied by higher increase in increase in respondents' entrepreneurial intention, than an increase in perception of social desirability, and

feasibility of entrepreneurship. Factor analysis and effect size further indicate personal desirability to have the greatest influence on intention among the three entrepreneurial attitudes.

Correlation of the perceptions of feasibility and social desirability of entrepreneurship with perception of its personal desirability. The finding that the perceptions of social desirability and feasibility of entrepreneurship have positive correlation with respondents' perceived personal desirability of entrepreneurship indicates that rise in the perceptions of social desirability and feasibility of entrepreneurship is accompanied by an increase in its perceived personal desirability and vice versa.

Some of the important conclusions for this study is that social desirability of entrepreneurship is low, high small business mortality rate discourages entrepreneurship, and entrepreneurship promotion requires both enterprising persons and entrepreneurial opportunities. These conclusions suggest that to increase entrepreneurial orientation, it is necessary to enhance the perception of personal desirability of entrepreneurship, and also the social desirability and feasibility of entrepreneurship, reduce small business mortality rate and generate entrepreneurial opportunities.

Recommendations for education and training

To enhance entrepreneurial orientation among the youth in Indonesia, the findings and conclusions of this study suggest need for integration of entrepreneurship education with general education, general and vocational education, and vocational education and training, curriculum. While vocational skills training provide a basis for self-employment, entrepreneurship education would enhance self-employment orientation for students leaving school at different levels as it raises the perceptions of desirability and feasibility of entrepreneurship.

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