

## Attitude toward Entrepreneurship, Perceived Behavioral Control, And Entrepreneurial Intention (Case Study Faculty of Economics and Business, Universitas Udayana)

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**ABSTRACT** : : Corona Virus Disease or we known as Covid -19 has become an international issue not only became a global pandemic but also demolished global economic. The consequences of that the unemployment rate has increased due to many people were laid off from their job. Hence to resolve this national issues, government has come up with entrepreneurship program that aim to support society well – being and national welfare. This research aim to analyses the effect of Attitudes, Subjectives norms and perception of behavioral control toward entrepreneurship among students. The sample for this study was drawn from Magister Management programs of faculty economic and business, Udayana University. Altogether 144 students were selected and data collected using the researcher administrated Questionnaire and Interview. Furthermore, as the principle data analysis approach. Multiple regression analysis was employed, and The findings revealed that attitudes as variable has positive and significant effect on entrepreneurship and Subjective norms together with perception control behavior have positive and significant effect toward entrepreneurship.

**KEYWORDS:** *Attitudes, Subjective Norms, Perception of behavioral control, and entrepreneurship.*

### I. INTRODUCTION

Pandemic of Corona Virus Disease 2019 or Covid- 19 has become a global issue and demolished global economic which affects individual economy, households, SME's industry around the world. Researched conduted by Suryahadi et.al (2020) predicts that the average of poverty rates in indonesia will increase significantly at the end of 2020, approximately 8 million residents drawn to poverty as a result of an outbreak of COVID-19.

Data from the Indonesian Ministry of Manpower (Kemenaker) which was updated until May 27, 2020 shows the rates of poverty has increased as consequences of almost 1.798.800 workers were laid off and also increased the number of unemployed in indonesia. Government come up with alternative programs in addressing unemployment is to empower youth through entrepreneurship program aimed supporting national economic development.

The Ministry of Cooperatives and MSMEs of the Republic of Indonesia recorded that Indonesia's national entrepreneurship ratio in 2020 is around 3.47% of the total population, government targeted the ratio increased to be 3.64% in 2021. Indonesian ratio entrepreneurship is relatively lower than average ratios in other developed countries such as Malaysia, 4.74%, Thailand, 4.26% also singapore with highest ration on 8.76%.

Based on the 2019 Global Entrepreneur Index (GDI), Indonesia is ranked 75th out of 137 countries. the index shows that indonesia still far below other countries in asian, compared to Hongkong is at 13th, taiwan is at 18th, and South korea in at 21st. provided that fact there is urgency to motivate the youth to become entrepreneur in order to support national economic development.

SukmaNingrum and Rahardjo (2017) state that entrepreneurship intention is a person's motive to be entrepreneur to reach their goal. Basrowi (2016: 34) states that entrepreneurship is a attitudes changed and the perception of youth generation also parent in order to allow the children to build the business and become the entrepreneurship. Entrepreneurship has become strategic objectives of Udayana University, although the entrepreneurial intention of students relatively high but the fact not so many students courage to open the business.

some of respondent revealed that they dont have courage starting the business due to lack of capital, underconfidence with their skills, and it is risky to open the business without partner, other students responded they are likely to start the business immediately because the prefer to have flexible working hours and also

creating the job field. Based on the respond given by the respondent consistent with variables factors in *Theory of Planned Behavior*, based on the interviews the reflection of attitude shown as flexible working time, independency and profit oriented. meanwhile the dimension of subjective norms and perceived control behavior reflected in family support and creating the venture independently and motivation to open the business and self belief toward their skills, and capital. Following the previous research findings, the purpose of this study is to analyze the influence of attitudes, subjective norms, and perceptions control behavior on students' entrepreneurial intentions.

## II. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

### 2.1 Theory of Planned Behavior

Theory of planned behavior (TPB) emerged as one of the most prominent and one of the most frequently cited models for understanding, predicting, and changing human social behavior (Ajzen, 2012; Krueger & Brazeal, 1994). Theory of Planned Behavior states that a person's behavioral intention is influenced by attitudes toward behavior, subjective norms, and perceptions of behavior control. Entrepreneurial intention from the perspective of Theory of Planned Behavior assumes that humans always have a purpose in behaving (Baron & Byrne, 2004). Subjective norms are determined by the perceived social pressure from others for an individual to behave in a certain manner and their motivation to comply with those people's views. the other factor that effect people intention is a sense of self-efficacy or the ability which is called perceived behavioral control. Perceived behavioral control refers to carrying out behavior based on past experiences, as well as anticipated the obstacles (Ajzen, 1991).

### 2.2 Entrepreneurial Intention

Krueger (1993) states that entrepreneurial intention is a commitment to starting a new business. Meanwhile, Peng and Kang (2012) define entrepreneurial intentions as way of thinking with desires and expectations that influence their entrepreneurial behavior. study from Sukmaningrum and Rahardjo (2017) state that entrepreneurial intention is a person's determination to undertake entrepreneurship with certain objective that are owned by each individual. The intention of entrepreneurship starts from choosing a business path and choosing a career as an entrepreneur, then plan to start opening venture that suit their skilld. meanwhile according to Doanh and Bernat (2019), indicators of entrepreneurial intention are desire to open a business.

### 2.3 Attitude

The degree to which a person has a favourable or unfavourable attitude or behaves in a particular way in question is referred to as someone else's behavioral beliefs. Cavazos *et al.* (2017) In the context of entrepreneurship, attitude toward self-employment has been defined as “the difference between perceptions of personal desirability in becoming self-employed and organizationally employed”

Based on research conducted by Saraih, et al., (2018), the variable of attitude effected positive significant on entrepreneurial intention, Mirawati et al (2016) stated that attitudes have a positive and significant effect on the entrepreneurial intentions of engineering students at the University of Malaysia Perlis. It can be explained that the more positive student's attitude towards the entrepreneurial profession, the higher the student's intention to become entrepreneurs. Listyawati (2017) states that attitudes have a significant influence on students' intention to become entrepreneurs. It also shows that students have strong personal beliefs and motivation in making entrepreneurial decisions. Attitude to behave has an important role in the level of interest in entrepreneurship, based on previous researched by Rosa et al. (2020) and Fenech, et al., (2019), found that attitudes have a positive and significant effect on entrepreneurial intentions. Students with positive and positive attitudes more likely to be entrepreneur and face challenges fairly. Mohammed, et al., (2017) suggest that attitudes bring positive and negative impacts on behavior to student entrepreneurial intentions in Zambia, Africa.

According to Doanh and Bernat (2019), the indicator of variable attitude is the opportunity to become an entrepreneur providing more benefits than losses, satisfaction in being an entrepreneur, and the choice to become an entrepreneur. Based on following studies the hypothesis of this research is :

H1: Attitude positively significant on entrepreneurial intentions

### 2.4. Subjective Norms

Subjective norms are the perspectives held by individuals who guide the individual to perform or not to perform certain behaviors, as well as motivation accompanied by a willingness to do or not do something considered important (Ajzen & Fishbein, 1980). Widoyoko (2016) defines subjective norms as individual beliefs to follow the directions or recommendations of others in order to engage in entrepreneurial activities.

Previous studies by Mirawatiet.al (2016), Mohammed, *et al.*, (2017), dan Rosa *et al.*, (2020), founda that subjective norms has positive significant on entrepreneurial intention. The more support from those that taken as role model such as (parents, teachers, siblings, family, close friends, or friends), the higher intention to become entrepreneurs. Therefore, to encourage entrepreneurship intention significant support needed from the closed circle such a parent, relatives, and friends. Listyawati (2017) and Fenech, *et al.*, (2019), suggest that subjective norms have a significant effect on students' intentions to become entrepreneurs. Saraih *et al.*, (2018) revealed that subjective norms have a positive and significant effect on the entrepreneurial intentions of engineering students at the University of Malaysia Perlis. subjective norms indicators according to Doanh and Bernat (2019) are support from the closest circle, and validation to open the venture.

H2: Subjective Norms has positive significant toward students entrepreneurial intention

## 2.5. Perception Control Behavior

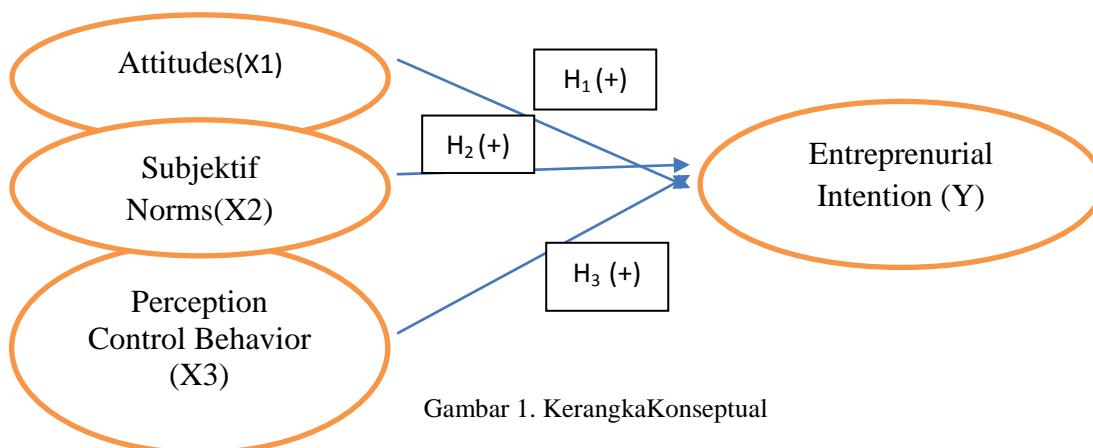
Behavioral control is defined as "this factor refreshes to the perceived ease or difficulty performing the behavior and it assumes to reflect past experience as well as anticipates impediment and obstacles," which means that these factors reflect the perceptions that an action would be difficult or impossible to perform and assume a reflection of past experience and anticipation of obstacles. (Ajzen, 1991). Self-efficacy is a condition in which people believe that a behavior is easy or difficult to perform, according to Cruzet al (2015).

Finding study by Mirawatiet.al (2016) and Mohammed, *et al.*, (2017) Perceptions control behavior have a positive and significant effect on entrepreneurial intentions. The higher self-confidence the more students intend to become entrepreneurs. Similarly, the higher the students' leadership skills, the higher students entrepreneurial intention. Perceptions control behavior describe students' feelings of self-efficacy related to entrepreneurial intention.

Darmawan and Warmika (2016) state that perceptions of behavior control have a positive and significant effect on entrepreneurial intentions. This indicates that any increase in perceptions of behavioral control will have an impact on increasing interest in entrepreneurship. Research conducted by Ma'sumah and Pujiati (2018) states that perceptions of behavior control have a positive effect on entrepreneurial intentions.

Perception of behavioral control is necessary to find out the risks and obstacles to be faced in conducting entrepreneurial activity. Rosa *et al.*, (2020) stated that there is a positive relationship between perceptions of behavioral control and student social entrepreneurship intentions. Indicators of perceptual behavior control according to Doanh and Bernat (2019) are readiness to open a business, confidence in running a business, knowledge to develop a business, and availability of resources in developing a business.

H3: Perception behavioral control has positive significant toward entrepreneurial intention.



## III. DATA ANALYSIS METHOD

This study uses a quantitative method to determine the relationship between attitude (X1), Subjective Norms (X2), and Perceived behavioral control (X3) toward entrepreneurial intention. The population in this study were students batch 2017 at magister management programs at Faculty of economic and business in Udayana University. Using the purposive sampling techniques then obtained 114 students joined as respondents. Out of a total of 114 only 111 questionnaires were returned and analyzed.

This study uses quantitative data like as age, grade of students, and the number of students also qualitative data counts as interview result of attitudes, subjective norms, and perceptions of behavioral control on student entrepreneurial intentions, this research also conducted primary data as interview, and questionnaire.

Data were measured using a Likert scale with a range of 1-5. Validity test is used to determine the validity of all of the indicators used as a measurement variable (Lestariningsih, U., et al., 2015). Test of validity test in this study has a value of  $KMO \geq 0.5$ ,  $MSA \geq 0.5$ , Loading Factor  $\geq 0.4$ , Cumulative Explained Variance  $\geq 0.5$ , and Eigenvalue  $\geq 1.0$ . Test reliability is a reliability test that aims to find out how far a measuring instrument reliable (Supriyono, K., et al., 2015). Test of reliability using Cronbach Alpha value ( $\alpha$ ). If Cronbach Alpha coefficients is  $> 0.6$ ; and the instrument value is said to be reliable

Tabel 1. Respondent Details

No	Variable	Classification	Total	Number of percentage (%)
1	Gender	Girls	62	55,9
		Boys	49	44,1
		Total	111	100
2	Age	20	1	0,9
		21	18	73
		22	29	26,1
				100
3	Faculty	Magister Management	111	100
		Total	111	100
4	Batch	8	111	100
		Jumlah	111	100

Source: Primary Data 2021

Data distribution and characteristic shows the respondent dominated by female with a percentage of 55.9% and 44.1% male respondents. Average ages of most of the respondents were 21 years old of 73%, followed by respondents aged 22 years with a percentage of 26.1%, and respondents aged 20 years with a percentage of 0.9%. All respondents joined from Management Study Program batch of 2017, in Faculty of Economics and Business, Udayana University.

#### IV. ANALYSIS AND DISCUSSION

##### 4.1 Validity and Reliability Test

Table 2. Validity and Reliability

No	Variable	KMO	Barlett's Test	Cumulative Variance (%)	Eigenvalue	Validity	Cronbach's Alpha	Reliability
1	Attitude	0,641	87,213	88,172	2,023	Valid	0,750	Reliabel
2	Subjective Norms	0,878	714,21	82,032	5,113	Valid	0,938	Reliabel
3	Perception Behavior Control	0,837	233,984	77,072	3,180	Valid	0,854	Reliabel
4	Entrepreneurial intention	0,548	101,522	92,027	1,900	Valid	0,605	Reliabel

Source: Primary Data, 2021.

Validity of this research show that the value of Kaiser Meyer Olkin  $KMO \geq 0.5$ ,  $MSA \geq 0.5$ , Loading Factor  $\geq 0.4$ , Cumulative Explained Variance  $\geq 0.5$ , and Eigenvalue  $\geq 1.0$ , which indicates that all variable items are declared valid.

Test reliability study was conducted using grades Cronbach Alpha ( $\alpha$ ). If Cronbach Alpha coefficients  $> 0.6$ , the instrument reliable. It is said such testing can be seen that the reliability test each variable has a value of Cronbach Alpha  $> 0.6$  and values Cronbach alpha if item deleted at any point statement did not exceed the value of Cronbach Alpha for each variable. It can be concluded that all instruments are reliable.

##### 4.2 Attitude Score Distribution

Attitude variables were measured using 3 question items related to student attitudes. Mean score for variable attitude found to be very high in value of 4.32.

**Table 3. Attitude Score Distribution**

No	Question	N	Average	Detail
1	Being an Entrepreneur gave the opportunity of helping other in workforce	111	4,44	Very High
2	I have flexible working hours by being an entrepreneur	111	4,36	Very High
3	I will less dependent on other by being an entrepreneur	111	4,16	High
	Average Score		4,32	Very High

Sumber: Data primer diolah, 2021.

#### 4.3 Subjective Norms Score Distribution

Variable Subjective norm measured using 7 question items related to student subjective norms. Mean score of the subjective norm variable has found quite high with a value of 4.

**Tabel 4. Distribusi Skor Norma Subjektif**

No	Pernyataan	N	Average	Details
1	My Father Support me with new venture	111	4,13	High
2	My Mother Support me with new venture	111	4,13	High
3	My Brother Support me with new venture	111	3,91	High
4	My Little brother/sister support me with new venture	111	3,95	High
5	My grandfather support me with new venture	111	3,82	High
6	My Grandmother support me with new venture	111	3,89	High
7	Friends support me with new venture	111	4,18	High
	Average		4	High

Sumber: Data primer diolah, 2021.

#### 4.4 Perception control behavior score distribution

Variable Perception control behavior measured using 5 question item related to students perception control behavior average score of variable shown high with average value of 3.6.

**Table 5. Perception control behavior score distribution**

No	Question	N	Average	Details
1	I'm ready to open my own business	111	3,82	High
2	It is not so difficult build up new business	111	2,98	Very high
3	I have Enough time to start my new business	111	3,95	High
4	I have skill to manage new business	111	3,79	High
5	I have enough money to support my new business	111	3,38	Very High
	Rata-rata		3,6	High

Sumber: Data primer diolah, 2021.

#### 4.5 Entrepreneurial intention score distribution

Variable entrepreneurial intention students measured using 3 item which related to perception of control behavior students, average score value is 4.09.

**Table 6. Entrepreneurial intention score distribution**

No	Question	N	Average	Details
1	I want to open my new business	111	4,41	Very High
2	I'm Planning to open my own business in the future	111	4,50	Very High
3	I don't want to be civil worker, Army, or Policeman	111	3,37	Very High
	Rata-rata		4,09	High

Sumber: Data primer diolah, 2021.

#### 4.6 Multiple Regression Analyze Table

**Table 7 Multiple Regression Analyze Table**

	Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig
1		B	Std. Error	Beta		
	(Constand)	3,795	1,046		3,629	0,000

<b>Attitude</b>	0,276	0,090	0,260	3,076	0,003
<b>Subjective Norm</b>	0,999	0,031	0,298	3,153	0,002
<b>Perception Control Behavior</b>	0,119	0,046	0,245	2,602	0,011

Sumber: Data primer diolah, 2021.

Based on Multiple Regression analyze tes the equation will be:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 3,785 + 0,276X_1 + 0,999X_2 + 0,119X_3 + e$$

The equation interpreted as followed:

- 1)  $\beta_1 = 0,276$ , value shows variable Attitude positive correlation to entrepreneurial intention this means the more positive individual attitude the higher intention to be entrepreneur.
- 2)  $\beta_2 = 0,999$ , value explain subjective norms has positive correlation to entrepreneurial intention.
- 3)  $\beta_3 = 0,119$ , value describe that variable of perception of control behavior has positive correlation to entrepreneurial intention.

#### 4.7 Classical Assumption Test

Summary of Heterokedasitas, Multicoliniary, and Normality shown on table below. Analysis explain that data has normal distribution and there is no multicolinierity and normality.

**Table 8. Normality Test**

	<i>Unstandardized Residual</i>
N	111
<i>Symp. Sig (2-tailed)</i>	0,200

Sumber: Data primer diolah, 2021.

**Table 9. Heterokedasitas Test**

Variable	Sig.	Keterangan
Attitude	0,519	BebasHeteroskedastisitas
Subjective Norms	0,981	BebasHeteroskedastisitas
Perception Control Behavior	0,059	BebasHeteroskedastisitas

Sumber: Data primer diolah, 2021.

**Table 10. Multicolinarity Test**

Variable	Tolerance	VIF
Attitude (X1)	0,743	1,346
Subjective Norms (X2)	0,595	1,681
Perception Control Behavior (X3)	0,596	1,678

Sumber: Data primer diolah, 2021.

#### 4.8 The Effect of Attitude toward Entrepreneurial Intention

The result shows attitude has positive and significant effect to entrepreneurial intention, coefficient value of 0.276 with significant 0.003 (<0.05).

#### 4.9 The Effect of Subjective Norms toward Entrepreneurial Intention

Regression test result shows subjective norms has positive and significant effect to entrepreneurial intention. Coefficient value of subjective norms ( $\beta_2$ ) 0,999 with significant value 0,002 (<0,05).

#### 4.10The Effect of Perception Behavior Control toward Entrepreneurial Intention

Regression test result shows the positive significant effect between subjective norms toward entrepreneurial intention. Coefficient value of perception behavior control ( $\beta_3$ ) 0,999 with significant value 0,011 (<0,05)

## V. CONCLUSION

The findings of this study that the attitude variable has a positive and significant effect on entrepreneurial intentions, explained that the more positive the attitude of support felt by students, the more positive the level of entrepreneurial intention of the students themselves.

Theory of Planned Behavior proposed by Ajzen (1991) states that each belief connects certain behaviors, or several other attributes such as the sacrifices that are incurred when doing so, The findings are consistent with results of previous studies conducted by Saraih, et al., (2018), Mwiya, et al., (2017), Mohammed, et al., (2017), Fenech, et al., (2019), Mirawati, et al (2016), Listyawati (2017), Rosa, et al (2020),

Prabandari and Sholihah (2014), and Usman and Yennita (2019) which show that attitudes have a positive and significant effect on entrepreneurial intentions. Students with positive and positive attitudes tend to be brave in entrepreneurship and dare to face challenges. Subjective norms have a positive and significant effect on entrepreneurial intentions. This means that the higher the level of subjective norms felt by students, the higher the entrepreneurial intention of the students themselves, based on the three predictor variables, the subjective norm variable has the highest influence on entrepreneurial intention, which means that the more support given by circle the highest student entrepreneurial intention.

Perceptions of behavioral control have a positive and significant effect on entrepreneurial intentions. This means that the higher the level of perceived behavioral control, the higher the level of entrepreneurial intention of the students themselves. Theory of Planned Behavior proposed by Ajzen (1991) states that the perception of behavior control refers to the perceived ease or difficulty in carrying out behavior and is assumed to reflect past experiences, this refers to the individual's belief that he is capable of carrying out tasks. The results of this study are in accordance with the research of Mirawati, et al. (2016), Mwiya, et al., (2017), Mohammed, et al., (2017), Darmawan and Warmika (2016), Ma'sumah and Pujiati (2018), Rosa , et al (2020) which shows that perceptions of behavioral control have a positive and significant effect on entrepreneurial intentions.

The suggestions that can be given are firstly to increase student entrepreneurial intentions, educational institutions should provide more direct training and practice regarding entrepreneurship so as to foster the entrepreneurial spirit of students. Not only giving to students, but to those closest to them, especially parents, because subjective norms have the greatest influence on students' entrepreneurial intentions compared to attitudes and perceptions of behavioral control. Second, for further research to use a larger and more diverse sample, so that other influencing variables can be found related to students' entrepreneurial intentions, such as entrepreneurship education, creativity, and courage to take risks.

Suggestions from this study to enhance the entrepreneurial intentions of students, educational institutions should provide more training and practice directly on entrepreneurship that foster the entrepreneurial spirit of students. Apart from Academic support support need to show from those circles such as parents. Variable subjective had a greater influence on students' entrepreneurial intentions compared to the attitude and perceived behavioral control dimensions.

Based on previous explanation, this study has several limitations. First, subjects in this study were limited to students from the same program study. In fact, many study programs may have different entrepreneurial intentions. Second, based on Theory of Planned Behavior entrepreneurial intentions significantly influenced by attitude variables, while subjective norms, and perceptions of behavioral control by 43.3%

Value of 56.7% show the other factors that influence entrepreneurial intentions, such as entrepreneurship education, creativity, and risk preference.

Further research is suggested to use a larger and more diverse sample, so that it can be seen the influence of other variables that affect students' entrepreneurial intentions, such as entrepreneurship education, creativity, and courage to take risks.

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