

The Effect of Attitudes, Social Environment, and Self-Efficacy on Entrepreneurship Intention of S1 Management Students in West Jakarta

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ABSTRACT

Along with the passage of time and the development of people's ability in entrepreneurship, entrepreneurial activities are increasingly in demand by the world community from various different backgrounds including Indonesia. Entrepreneurial activities are now seen as an activity that can provide opportunities to achieve success through the efforts they create. The purpose of this study was to find out and analyze the influence of attitudes, social environment, and self-efficacy on the entrepreneurship intentions of S1 Management Students of West Jakarta. Sampling this study was done by non-probability sampling methods, namely voluntary sampling and data collection is done with questionnaires. This study sample was 100 respondents from 105 respondents who studied at universities in West Jakarta. This study used SmartPLS 3.3.3 in processing the collected data. The results of this study found that attitudes and self-efficacy have a positive and significant influence on entrepreneurship intentions in undergraduate management students in West Jakarta, while the social environment does not have a significant influence on the social entrepreneurship intentions of students.

Keywords: *Attitude, social environment, self-efficacy, entrepreneurial intention.*

1. INTRODUCTION

Today, entrepreneurship is one of the most important professions in both developed and developing countries. The existence of entrepreneurs can help the country in overcoming the problem of poverty and able to increase the economic growth of a country. An entrepreneur is required to be able to analyze opportunities and make these opportunities the basis for creating a business in various situations. A country can be said to be a developed country if it has many skilled and trained people. This is often a problem that is quite difficult to be solved by many countries, one of them is Indonesia. This statement is based on Indonesia's current position which is still in the status of a developing country. The large number of people who do not have / do not have skills, both skills to work and skills to create business / entrepreneurship is a big problem for Indonesia.

Based on data from the Central Statistics Agency, Indonesia's open unemployment rate in February 2021 decreased (9.77 million to 8.75 million) compared to August 2020 of 0.81% (7.07% to 6.26%) [1]. Although the overall percentage of unemployment in Indonesia from August 2020 to February 2021 has decreased, Indonesia's youth unemployment rate is still in the first place in Southeast Asia at 20%. This certainly, has an impact on economic growth where the higher the percentage of unemployment will have a big impact on Indonesia's economic growth. Based on data from the Central Statistics Agency, the number of poor people in Indonesia in September 2020 increased by 1.13 million people compared to March 2020 (26.42 million to 27.55 million). The percentage and number of poor people in both urban and rural areas have experienced enhancement. From this data, it can be seen that the poverty rate of the Indonesian people is quite high and has increased in 2020 compared to 2019 [2].

The number of Indonesian entrepreneurs can be said to be lower compared to several countries in Southeast Asia [3]. Although currently the number of Indonesian entrepreneurs has increased in the ratio compared to previous years, this is still far from expectations and is still categorized as low [4]. The lack of government support and attention to Indonesian entrepreneurs is one of the reasons for the lack of public interest in carrying out entrepreneurial activities. This statement is supported by statements from the Vice President [5] and the Minister of Cooperatives & SMEs of Indonesia [6] in 2020 and 2021 which say that the ratio of entrepreneurship in Indonesia lags behind Singapore, Malaysia and Thailand at 3.47%. From these data, it can be seen that the ratio of Indonesian entrepreneurship is still far from the classification of developed countries. Indonesia can be said to be a developed country if the ratio of Indonesian entrepreneurship is at a percentage of 10 to 14%. [7]

1.1. Related Work

According to previous research, there is an effect between attitudes, social environment, and self-efficacy with entrepreneurship intention.

1.1.1. Attitudes with Entrepreneurship Intention

Attitudes have an active role in influencing a person's entrepreneurship intentions. The existence of this attitude can encourage the act of entrepreneurship of a person. The higher the attitude to entrepreneurship, the higher the chances of the person to entrepreneurship in the future and vice versa, the lower one's entrepreneurial attitude, the opportunity for entrepreneurship is also small. From such exposure it can be known that attitude greatly affects a person's intention to entrepreneurship.

Based on previous research conducted by Jesslyn, Natasha Halim and Kartika Nuringsih [8] says that there is a positive influence between attitudes towards entrepreneurship towards entrepreneurial intentions in Tarumanagara University students.

1.1.2. Social Environment with Entrepreneurship Intention

The environment of association can directly or indirectly affect a person's entrepreneurial intentions. A good social environment can influence a person's attitude to be good and vice versa. If the individual often interacts with people who have a high entrepreneurship intention then the individual can also be motivated to have an entrepreneurial intention.

Based on previous research conducted by Suratno, Kohar, Idrus, and Suci Pratiwi (2020) [9] says that the family environment has a significant effect on student entrepreneurship intentions. The results of this study are inversely proportional to research conducted by Prawoto and Affand (2021) [10] says that the family environment has no positive influence on entrepreneurship intentions.

1.1.3. Self-Efficacy with Entrepreneurship Intention

Self-efficacy can affect a person's entrepreneurship intentions. High self-confidence can increase the chances of succeeding in everything including entrepreneurship intentions. The high low intentions of a person can come from within a person and will continue to grow and develop according to what has been experienced and what has been learned.

Based on previous research conducted by Iqtidar A. Shah, Sohail Amjed, and Said Jabooob (2020) [11] says that self-efficacy has a significant impact on students' intentions for entrepreneurship. Based on research conducted by Lita Indahsari and Ida Puspitowati (2021) [12] said that self-efficacy proved positive and significantly affected the entrepreneurial intention in Students /I of the Faculty of Economics and Business of Tarumanagara University.

1.2. Our Contribution

This journal presents facts and results about whether attitudes have a positive influence on the entrepreneurship intentions of S1 Management Students in West Jakarta, whether the social environment has a positive effect on the entrepreneurship intentions of S1 Management Students in

West Jakarta and whether self-efficacy has a positive influence on the entrepreneurship intentions of S1 Management Students in West Jakarta. With this journal is expected to provide information / proof about how much influence attitudes, social environment, and self-efficacy on the entrepreneurship intentions of S1 Management students in West Jakarta. This research aims to support / update the theories of research that has been done by previous researchers, can be used as input and consideration in the provision of materials about entrepreneurship in educational institutions, one of which is universities. In addition, it is expected that this research can provide motivation and growing public interest to increase entrepreneurship intentions, can be useful for various parties who are pursuing entrepreneurial education and can be considered in conducting research on entrepreneurship intentions, can be a reference in conducting further research / development related to factors that have been discussed with entrepreneurship intentions, and can be a basis/reference to run and develop entrepreneurial practices that will be formed by individuals.

1.3. Paper Structure

The next section of the journal consists of the following sections. Part 2 introduces the introductions used in this journal, which include explanations of entrepreneurship intentions, attitudes, social environments, and self-efficacy as well as research hypotheses and designs. Section 3 presents methods as well as test data for validity and reliability. Section 4 presents findings/data from the study along with their explanations. Section 5, which is the last part, consists of the conclusions of this study as well as suggestions for future research.

2. BACKGROUND

2.1. Entrepreneurship Intention

Along with the passage of time and the development of people's abilities in entrepreneurship, entrepreneurial activities are increasingly in demand by the world community from various different backgrounds, including Indonesia. Entrepreneurial activities are now seen as an activity that can provide opportunities to achieve success through the businesses they create. A person's entrepreneurial intentions are influenced by various factors such as attitudes, motivation, social environment, socioeconomic status, subjective norms, self-efficacy, and entrepreneurship education. In this study, the factors to be studied include attitudes, social environment, self-efficacy, and entrepreneurship education. According to Tubbs & Ekeberg (1991), entrepreneurial intention is a representation of planned actions to carry out entrepreneurial behavior. In addition, according to Lo Choi Tung (2011: 34), entrepreneurial intentions are cognitive representation to exploit business opportunities by applying entrepreneurial learning (knowledge and skills). Meanwhile, according to Reynolds & Miller in Lo (2011:34) entrepreneurial intention is understood as a personal commitment from prospective entrepreneurs to start a new business [13]. The theory of Planned Behavior (TPB) and from Ajzen (1991) [14] is a theory that is very often used in explaining human behavior which consists of 3 things, namely attitudes, subjective norms, and behavioral control. According to Fishbein and Ajzen (2005) [15] stated that the theory of planed behavior can explain the intention so it would be very appropriate to use in research that examines the intention of entrepreneurship while the Entrepreneurial Event theory from Shapro and Sokol (1982) [16] is a theory that explains that a person's behavior influenced by several factors that come from around such as social status, work, culture, family, friends, and education.

2.2. Attitudes

Attitude is one of the factors from within a person that influences entrepreneurial intentions. A person who wants to carry out entrepreneurial activities must have an entrepreneurial attitude such as being confident, daring to take existing risks, having a leadership spirit, being creative, honest, having high discipline, and having a good attitude. orientation to the task at hand. The existence of these attitudes can make a person a successful entrepreneur and succeed in the future. According to Krech

and RS Crutchfield, (1999), attitude is an organization whose nature may be permanent from a process that is seen based on its own desires or from outside. According to La Pierre (2003), attitude is a pattern or behavior of a tendency or readiness for someone to be able to adapt or maybe referred to as adaptation. According to Jalaluddin Rakhmat (1992: 39), attitude is a person's tendency to be able to act, think and also feel that he is the best in dealing with objects, ideas and situations or values. Meanwhile, according to Newcomb (2005: 97), attitude is a readiness or willingness to act, and is not the implementation of a particular motive. The function of the attitude is not yet an action (open reaction) or activity, but is a predisposition to behavior (action) or an open reaction [17].

2.3. Social Environment

The social environment plays a very important role in shaping one's intentions to become an entrepreneur. The form of the social environment in question includes people who directly or indirectly interact by providing support to someone in entrepreneurship. The form of support provided can come in the form of motivation from parents, friends, teachers, schools/ educational institutions, and even successful entrepreneurs. There are several activities that can increase one's entrepreneurial intentions through a social environment such as entrepreneurship training, participating in internships in SMEs from educational institutions such as universities and outside educational institutions, taking entrepreneurship courses provided at universities, and also reading biographies of successful entrepreneurial figures. in entrepreneurship. Meanwhile, according to Barnett and Casper (2001: 91), social environment / association is a physical atmosphere or social atmosphere in which humans live in it, or where something happens and develops. The social environment can be in the form of culture that is taught or experienced by individuals and institutions that interact with these individuals [18].

2.4. Self-Efficacy

Self-efficacy can be an initial capital for someone in developing the intention to become an entrepreneur. Belief in one's abilities can improve the skills and abilities of a person to be able to become an entrepreneur in solving problems in society. This is very much needed by every country, especially in Indonesia to be able to become a developed country. According to Bandura (1986), self-efficacy is an individual's belief in his ability to succeed in doing something. According to Santrock (2007), Self-Efficacy is a person's belief in his ability to master the situation and produce something profitable. Meanwhile, according to Niu (2010), self-efficacy is the result of the interaction between the external environment, self-adjustment mechanisms and personal abilities, experience and education [19].

The framework of thought in this research can be seen in Figure 1 below:

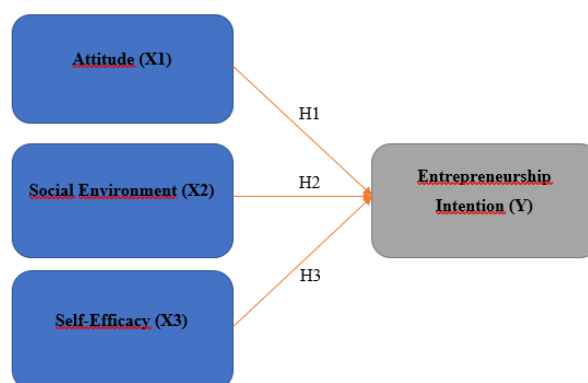


Figure 1 Framework of Thought

There are initial hypotheses in this study, namely as follows:

- H1:** Attitude has a positive effect on the entrepreneurial intentions of S1 Management students in West Jakarta.
- H2:** Social environment has a positive effect on entrepreneurial intentions of S1 Management students in West Jakarta.
- H3:** Self-Efficacy has a positive effect on entrepreneurial intentions of S1 Management students in West Jakarta.

3. METHODS

Sampling this study was done by non-probability sampling methods, namely voluntary sampling and data collection is done with questionnaires. This study sample was 100 respondents from 105 respondents who studied at universities in West Jakarta. This study used SmartPLS 3.3.3 in processing the collected data.

In this section, the validity is tested by using a loading factor. Based on the convergent validity test that was carried out, the smallest result was found in the self-efficacy indicator (SE5) with a score of 0.610 while the other indicators had a higher score. From the data obtained, the score has met the requirements of the convergent validity test because the score is greater than 0.5. The data can be seen in Table 1 below.

Table 1 Loading Factor Result on Outer Model

	S	LP	SE	IB
S1	0.746			
S2	0.720			
S3	0.662			
S4	0.731			
S5	0.720			
LP1		0.882		
LP2		0.788		
LP3		0.664		
SE1			0.794	
SE2			0.726	
SE3			0.704	
SE4			0.713	
SE5			0.610	
SE6			0.704	
IB1				0.713
IB2				0.759
IB3				0.793
IB4				0.759
IB5				0.693
IB6				0.722

The AVE (Average Variance Extracted) shows that all variables have a value of more than 0.5 so that it can be concluded that all variables have met the criteria of convergent validity. The results of the AVE data can be seen in Table 2 below.

Table 2 Average Variance Extracted

	AVE
S	0.513
LP	0.580
SE	0.505
IB	0.549

Based on the results of data analysis that has been carried out, the composite reliability results of all variables are above 0.7, which means that all variable measurement results can be accurately studied. From the results of composite reliability, it is known that the largest value is obtained by entrepreneurial intentions (IB), which is 0.879. These results can be seen in Table 3 below.

Table 3 Composite Reliability

	Composite Reliability
S	0.840
LP	0.804
SE	0.859
IB	0.879

Based on the results of the reliability data analysis that has been carried out, it can be seen that the results of the composite reliability of all variables are above 0.7, which means that all the measurement results of the variables can be accurately studied. From the results of composite reliability, it is known that the largest value is obtained by entrepreneurial intentions (IB), which is 0.879.

4. FINDINGS AND DISCUSSIONS

The coefficient of determination test results obtained from this study amounted to 52.3%. In addition, the predicted relevance results were also obtained with a value of 0.250. These results prove that the variables in this study can predict the research model well because the results. Based on the results of the coefficient test, the values obtained ranged between -1 and +1 where the results obtained in this study have $(Q^2) > 0$. results close to +1 which means that the attitude variable and self-efficacy have a strong relationship with entrepreneurial intentions, while the social environment has a result that is close to 0 so it can be said that the social environment has a weak relationship with entrepreneurial intentions. In the effect size test, it was found that the social environment did not have a significant effect on entrepreneurial intentions, which only had a value of 0.001, while attitudes and self-efficacy had a significant influence on entrepreneurial intentions. In addition, from this study, the results of data analysis of this study can be seen from table 4 below.

Table 4 The Results of Data Analysis

	<i>Original Sample (O)</i>	<i>Sampel Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>t-Statistics (O/STDEV)</i>	<i>p-Values</i>
S → IB	0.422	0.443	0.079	3.567	0.000
LP → IB	0.022	0.028	0.096	0.229	0.819
SE → IB	0.373	0.359	0.105	5.342	0.000

4.1. First Hypothesis Test (H1)

Attitudes have a positive and significant effect on the entrepreneurial intentions of S1 Management students in West Jakarta.

If seen from the results of the data analysis above, it can be said that this hypothesis is accepted because the value of the p value is at the value of 0.000 and does not exceed the value of 0.05. This is comparable to previous research conducted by Eko Prawoto and Achmad Affand (2021) with the title "The Influence of Entrepreneurship Education, Family Environment On Entrepreneurship Intentions With Entrepreneurship Attitude as a Mediation Variable" which states that "Entrepreneurship attitudes have a positive influence on intentions".

4.2. Second Hypothesis Test (H2)

The social environment has a positive and significant effect on the entrepreneurial intentions of S1 Management students in West Jakarta.

If seen from the results of the data analysis above, it can be said that this hypothesis is rejected because the p value is at a value of 0.819 and has exceeded the value of 0.05. This is inversely proportional to previous research conducted by Suratno, Farida Kohar, Ali Idrus, and Suci Pratiwi (2020) with the title "The Influence of the Family Environment and Self-Efficacy on Entrepreneurship Motivation and Its Impact on the Entrepreneurship Intentions of Students of the Faculty of Teacher Training and Education (Fkip) of Jambi University" which states that "The family environment has a significant effect on student entrepreneurship intentions".

4.3. Third Hypothesis Test (H3)

Self-Efficacy has a positive and significant effect on the entrepreneurial intention of S1 Management students in West Jakarta.

If seen from the results of the data analysis above, it can be said that this hypothesis is accepted because the value of the p value is at the value of 0.000 and does not exceed the value of 0.05. These results are comparable to previous research researched by Enrico Filbert Gunawan and Ida Puspitowati entitled "The Influence of Self Efficacy and Risk Taking on Entrepreneurship Intentions of Tarumanagara University Students" which stated that "there is a positive and significant influence between Self Efficacy on Entrepreneurship Intentions" which states that "there is a positive and significant influence between Self Efficacy on Entrepreneurship Intentions"

5. CONCLUSIONS AND SUGGESTION

Based on the discussion that has been discussed in this research previously, it can be concluded that:

5.1. Attitude has a positive and significant effect on entrepreneurial intentions of S1 Management students in West Jakarta.

Attitude has an active role in influence one's entrepreneurial intentions. With this attitude can encourage one's entrepreneurial actions. The higher the attitude to become an entrepreneur, the higher the chance for that person to entrepreneurship in the future and vice versa, the lower If someone has an entrepreneurial attitude, then the opportunity for entrepreneurship is also small.

5.2. Social environment does not have a significant effect on entrepreneurial intentions of S1 Management students in West Jakarta.

Environment of association plays less of a role in shaping one's intentions to become an entrepreneur. This can be caused by factors the determinant of a person for entrepreneurship comes from within the person, while external factors only act as a supporter and are not has an important role.

5.3. Self-efficacy has a positive and significant effect on entrepreneurial intentions of S1 Management students in West Jakarta.

High self-confidence can increase opportunities to succeed in all things including entrepreneurial intentions. Trust of the abilities possessed can improve skills and a person's ability to become an entrepreneur in solving problems in society.

Based on the research results obtained, researchers have suggestions that are expected to be useful for various parties. One of the suggestions for this research is for researchers who will use this

research as a reference for research on entrepreneurial intentions. For further researchers who will use this research as a reference, it is hoped that they can conduct research with other variables so that this research can update this research. In addition, further researchers are expected to be able to increase the sample to be used in order to get more accurate results in their research. This research is expected to be a source of input for educators in educating and training students to have an entrepreneurial spirit.

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