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Attitude, Subjective Norms, Perceived Behavior, Entrepreneurship Education and Self-efficacy toward Entrepreneurial Intention University Student in Indonesia

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Abstract:

The purpose of this study was to determine the influence of these factors in the theory of planned behavior; which includes attitude, Subjective Norm and Perceived Behavioral Control, the entrepreneurial intentions of students in East Java. The population used in this study was students at the University 2012-2015 school year. Sampling techniques proportional stratified sampling with a total sample of 1,237 respondents.

The data collection used questionnaires methods, while the multiple linear regression analysis was used as an analytical technique. Research results show that Attitude, Subjective Norm, and Perceived Behavioral Control, Entrepreneurship and Self-efficacy education affects Entrepreneurial intentions.

Therefore, universities in Indonesia are expected to become a driving force in improving the attitude, Subjective Norms, Perceived Behavioral Control, entrepreneurship education and student self-efficacy to improve the entrepreneurial intentions.

keywords: Attitude, Subjective Norms, Perceived Control Behavior, entrepreneurship Education, Self Efficacy, Entrepreneurial Intention.

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