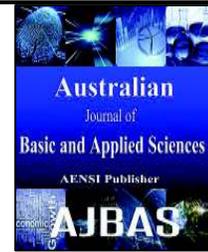




AUSTRALIAN JOURNAL OF BASIC AND APPLIED SCIENCES

ISSN:1991-8178 EISSN: 2309-8414
Journal home page: www.ajbasweb.com



Entrepreneurship Education and Entrepreneurial Role Models: How do they affect Entrepreneurial Intentions? (Studies at Management and Business Students in Indonesia Universities)

¹Tommy Christian Efrata, ²Djumilah Hadiwidjojo, ³Solimun and ²Siti Aisjah

¹Brawijaya University, Doctoral Program, Faculty of Economics and Business, 65145, Malang, Indonesia and Universitas Ciputra, Management Department, Faculty of Economics, 60219, Surabaya, Indonesia

²Brawijaya University, Faculty of Economics and Business, 65145, Malang, Indonesia

³Brawijaya University, Faculty of Mathematics and Science, 65145, Malang, Indonesia

Address For Correspondence:

Tommy Christian Efrata, Brawijaya University, Doctoral Program, Faculty of Economics and Business, 65145, Malang, Indonesia and Universitas Ciputra, Management Department, Faculty of Economics, 60219, Surabaya, Indonesia.
Tel: +6231-7451699

ARTICLE INFO

Article history:

Received 12 January 2016

Accepted 5 April 2016

Available online 14 April 2016

Keywords:

entrepreneurship education, role model, entrepreneurial intention, perceived feasibility, perceived desirability, GSCA

ABSTRACT

This study aim is to describe the effect of entrepreneurship education and entrepreneurial role models toward entrepreneurial intention of university students, both directly and through mediation of perceived desirability and perceived feasibility. The population is business and management students at four public universities in Indonesia who have followed entrepreneurship education. Sampling was conducted through stratified proportional random sampling method; numbers of respondents are 209 students. Data is analyzed by structural equation modeling using a generalized structural component analysis (GSCA) software to measure the relationship and accuracy (fitness) of the models and Sobel test to detect the mediation variables. The study results proved that entrepreneurship education affect to increase the entrepreneurial intention through student's self-perception to entrepreneurial capabilities (perceived feasibility). On other hand, a direct effect of entrepreneurship education on entrepreneurial intention is negative. The type of entrepreneurship education at public universities is awareness education. It potentially could become the cause of negative effect between them. Entrepreneurial role models improve student's entrepreneurial intention through the mediation of perceived desirability and perceived feasibility. Entrepreneurial role models do not have direct effect on entrepreneurial intention. Entrepreneurial characteristics difference between role models and students could potentially become the cause the low effect between them. The study results show inconsistency with the previous studies that examine the relationship between entrepreneurship education and entrepreneurial intention. Furthermore, this study results also indicate the mediation function of perceived desirability and perceived feasibility on relationship between entrepreneurial role models and entrepreneurial intention which received less attention in previous research. The research results are beneficial for managers and stakeholders of entrepreneurship education in universities to make graduates choose an entrepreneurial career.

INTRODUCTION

Entrepreneurship is seen as the answer to solve various economy problems, particularly to stimulate economic growth and technological development (Wong *et al.*, 2005). One indicator of entrepreneurship activity progress can be seen from the percentage of people to choose a career as an entrepreneur (Kelley *et al.*, 2012). Indonesia entrepreneurs are still far from ideal than other countries. Within ASEAN scope, Indonesia rank is

Open Access Journal

Published BY AENSI Publication

© 2016 AENSI Publisher All rights reserved

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

To Cite This Article: Tommy Christian Efrata, Djumilah Hadiwidjojo, Solimun and Siti Aisjah., Entrepreneurship Education and Entrepreneurial Role Models: How do they affect Entrepreneurial Intentions? (Studies at Management and Business Students in Indonesia Universities). *Aust. J. Basic & Appl. Sci.*, 10(8): 53-59, 2016