

Factors Affecting Entrepreneurial Intention of Mercu Buana University Student

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Abstract:- This study aims to measure the factors that have a relationship and influence on students' intention to become entrepreneurs. This research is a quantitative study by surveying student opinion. Students of the Faculty of Economics, University of Mercu Buana, became the research population. A total of 170 students became the research sample. Hypothesis testing was analyzed using a structural equation model, SEM LISREL. The results showed that students' entrepreneurial intentions were influenced by the attitude towards behavior and subjective norms but not by perceived behavioral control.

Keywords:- Attitude Towards Behavior, Subjective Norms, Perceived Behavioral Control.

I. INTRODUCTION

The coronavirus pandemic (Covid-19) has infected various aspects of Indonesian people's life, starting from the health, economic, and even social sectors. The Covid-19 pandemic made national economic growth in the second quarter minus 5.32% in the economy itself. From the labor sector, for example, it has an impact on employees who are sent home to termination of employment. Therefore, to overcome the impact of Covid-19 on the community's welfare, the Government took steps by issuing extraordinary policies (Perppu No.1 of 2020, which was ratified as UU No. 2 of 2020). [20]. It is also to ensure that the social and economic impacts caused by the pandemic do not develop and sustain. [14].

The government has prioritized providing training incentives through the pre-employment card program for workers affected by employment termination. The government has provided training incentives with a target of 3.5-5.6 million beneficiaries this year. The termination of employment victims dominates more than 680,000 beneficiaries. [13].

There are several forms of efforts to reduce the number of unemployed. Education's role is significant in producing human resources to become entrepreneurs by providing a curriculum by market demands. The purpose of entrepreneurship education is to help students improve their business skills and advance their chosen careers. [17]. Besides, Schmitz et al. argue that the goal of entrepreneurship education in universities is to encourage students to start their businesses and make them more creative and innovative.[25]. Kirkley stated that entrepreneurship education could legitimize

entrepreneurship as a viable career choice and develop an entrepreneurial culture among students. [15]

The Government of Indonesia launched various entrepreneurial programs and activities at the University. The Indonesian government in 2013 targets to add five million new entrepreneurs by 2025 by developing human resources for the advancement of national entrepreneurs. Since February 2011, the Indonesian government has issued many policies to support entrepreneurship advancement in Indonesia, especially for students who have graduated from University. The Indonesian government continues to launch programs to strengthen student entrepreneurship. One thousand students who graduated from the Creative Student Entrepreneurship Program received entrepreneurship training programs, social assistance strengthening programs, and financing programs through corporate social responsibility. [19]

In line with the Regulation of the Minister of Education and Culture No. 3 of 2020 concerning national standards for higher education and free learning campus, it is explained that one form of learning in entrepreneurship. Through the Directorate of Vocational and Professional Higher Education, the Ministry of Education and Culture continues to strive to develop and increase the number of entrepreneurial students. To achieve this goal, one of which is by holding the Vocational Student Entrepreneurship Program. The hope is the program can positively impact students to encourage students in entrepreneurship, including the business development model owned by students. [21]

The study will measure the intention to become entrepreneurs among the Faculty of Economics and Business, University of Mercu Buana.

II. LITERATURE REVIEW

Azjen in Ramdhani, explains that intention is a motivational factor that influences behavior and indicates how hard an individual tries, how much individual efforts to exert in realizing an action. [2] [22]. Meanwhile, Almeida in Luiz et al. reveals that intention is the best predictor of planned behavior, mostly when the behavior is rarely performed, challenging to observe, and occurs in a continuous-time. [6][16]. Intention can influence a person's behavior, meaning that the greater the intention is, the greater the expected behavior will realize.

Intentions are hopes, desires, ambitions, aspirations, plans, or something that a person must strive for in the future. Intention is related to how hard someone tries to understand how much effort a person has to plan something and do a specific behavior. (Hisrich, et.al in Vemmy). [12] [29]

The entrepreneurial intentions cannot separate from the factors that influence them. Azjen considers that intention is a planned behavior. Theory of Planned Behavior explains that the factors that influence intention are: 1) Attitude toward the behavior, 2) Subjective Norms, and 3) The Perceived of Behavior Control. [2] [22].

Beliefs determine attitude towards the behavior about the consequences of behavior or, in short, called behavioral beliefs. The personal attitude in the context of entrepreneurship is entrepreneurial. The belief can strengthen attitudes towards that behavior is based on individuals' evaluation. Data obtained that the behavior can provide benefits. [2] [22].

Subjective norms are the individual's perceptions of the expectations of those who are influential in their lives (significant others) regarding whether certain behaviors are carried out or not. This perception is subjective, so this dimension is called a subjective norm. Beliefs also influence subjective norms. The difference is that if the attitude towards behavior is a function of the individual's belief in the behavior to be carried out (behavioral belief), then the subjective norm is a function of the individual's belief obtained from the views of other people on the object of attitudes related to the individual (normative belief). [2] [22].

Perception of behavioral control is an individual's perception of how easy or difficult it is to manifest a particular behavior. Sumijah explain that perception of behavioral control, Ajzen distinguishes it from Rotter's locus of control or control center.[28]. The control center is concerned with individual beliefs that are relatively stable in all situations. Another concept that is somewhat close to the perception of behavior control is Bandura's self-efficacy (Ajzen).5] In general, self-efficacy is an individual's belief that he will successfully master the skills needed to complete specific tasks (Bandura; Pajares, in Ramdhani). [8] [22] Bandura's research regarding self-efficacy influenced the concept of perceptual, behavioral control proposed by Ajzen by adding to the importance of control that individuals have over the resources needed to realize certain behaviors (Ajzen, 2002 in Ramdhani). [2] [22].

A. Relationship of The Attitude toward Behavioral with The Entrepreneurial Intention.

According to Hawkins and Mothersbaugh (2010), it has three dimensions: cognitive, explaining one's beliefs about right or wrong based on evidence. Affective demonstrates the feelings or emotional reactions of individuals to entrepreneurial intentions. This dimension is the need to seek identity so that one's presence can see, and conative explains individual tendencies. To respond with specific behaviors to entrepreneurial intentions. Conative is the aspect of the relationship with the habitual will to act. [11].

Van Gelderen et al. (2006) in Vemmy (2012) states that a person's entrepreneurial intentions can view from four dimensions: desires, preferences, plans, and behavior expectations. A person who has a belief whether entrepreneurship benefits himself or not. Someone's belief to be recognized by others. Someone's belief in realizing his entrepreneurial intentions. Influences someone, his desire to start a business, own a business or business is a need that must achieve, hopes and plans to start a business in the future, and start building a business or business. The variable attitude towards behavior influences entrepreneurial instances. [10] [29]

H1: There are a significant relationship and influence between the Attitude Toward Behavior variable on the Entrepreneurial Intentions variable

B. Relationship of The Subjective Norms with The Entrepreneurial Intention.

According to Ajzen (2005) in Ramdhani (2011), the dimensions of subjective norms can categorize into relationships between superiors and subordinates; teacher-student, professor-student, or parent-child. In a vertical relationship, expectations can be perceived as demands (injunctive) so that there is a motivation to comply with the directions to do or not to do a behavior. Horizontal relationships occur between individuals and friends or other people of similar nature. In a horizontal relationship, expectations form descriptively so that the consequence is the desire to imitate or follow (identify) others' behavior around him. [2] [22]

Van Gelderen et al. (2006) in Vemmy (2012) states that a person's entrepreneurial intentions can view from four dimensions: desires, preferences, plans, and behavior expectations. A person who believes that he can comply with his parents' demands and fulfill his friends' wishes to imitate or follow others' behavior will influence someone to realize his desire to start a business. Wanting to show that owning a business or business is a necessity that they must achieve, want to realize their hopes and plans to start a business in the future, and want to be entrepreneurial by building a business or business. The social norm variable influences entrepreneurial instances. [10] [29]

H2: There are a significant relationship and influence between the Subjective Norms variable on the Entrepreneurial Intentions variable.

C. Relationship of The Perceived of Behavioral Control with Entrepreneurial Intention.

Ajzen (2005) argues that individual beliefs determine perceptions of behavioral control about the availability of resources in the form of tools, compatibility, competencies, and opportunities (control belief strength) that support or inhibit the behavior from predicting and the size of the role of resources. Power of control factor in realizing this behavior. The stronger the belief in the availability of resources and opportunities that the individual has concerning certain behaviors, and the more significant these resources' role, the stronger their perception of control over the behavior. [5]

Van Gelderen et al. (2006) in Vemmy (2012) states that a person's entrepreneurial intentions can view from four dimensions: desires, preferences, plans, and behavior expectations. Someone who has strong beliefs about the availability of resources in the form of equipment, compatibility, competence, and opportunity (control belief strength) that supports or hinders the behavior from being predicted and the role of these resources (power of control factor) in realizing that behavior. The more power over behavioral control, the more likely it will affect entrepreneurial intentions. [10] [29]

H3: There are a significant relationship and influence between the Perceived Behavior Control variable on the Entrepreneurial intentions

III. METHODS

The study uses conclusive research with multiple cross-sectional descriptive study and causal analysis. This research's data collection method is quantitative research methods using survey methods, namely conducting structured interviews with respondents using a questionnaire designed to obtain specific information. [26] [27]The study is to determine the effect of The Attitude Towards of Behavior, Subjective Norms and The Perceived Behavioral of Controls on Entrepreneurial Intention in students of the Faculty of Economics and Business, the University of Mercu Buana by statistical testing.

Variables are measured using an instrument in the form of a questionnaire using a format that meets the Likert scale type statement and distributes to students of the Faculty of Economics and Business, Mercu Buana University. The statement questionnaire rate score in a range of Strongly agree with a value of 5, and Strongly disagree with a value of 1. [26] [27]

This study population was students of the Faculty of Economics and Business, Mercu Buana University. The number of students at the Faculty of Economics and Business at Mercu Buana University for 2019, with many undergraduates of management totaling 5,220 people and management majors counting 1,446 people, accounting for 3,512 people and Diploma in accounting majors totaling 52 people (pddikti. kemdikbud.go.id). This study's sample was all Faculty of Economics and Business, the University of Mercu Buana, who had attended entrepreneurship courses. The number of samples obtained is at least 170 respondents. [7] [27]

IV. RESULTS AND DISCUSSION

Questionnaires distributed to 170 respondents. The respondents filled in and returned adequately. The data was processed and provided information on the characteristics of the respondents. Most of the respondents in this study were men (91 students), aged 20 less than or equal to 30 years (136 students), and most of them were bachelors (133 students). Based on the respondents' experience in entrepreneurship, 55 students are currently running businesses, 91 students have

owned businesses, and most students do business independently, motivated by their parents.

TABLE I. DATA DESCRIPTION

Variable	N	Min	Max	Mean	Med	Std. Deviation
Entrepreneurial Intention (EI)	170	2,00	5,00	4,28	4,40	0,429
Attitude Toward Behaviour (ATB)	170	2,00	5,00	4,35	4,40	0,399
Subjective Norms (SN)	170	3,00	5,00	4,39	4,50	0,393
Perceived Behavior Control (PBC)	170	2,00	5,00	4,29	4,30	0,456

Source: Self-processed (2020)

Based on entrepreneurial intentions, it can describe that most students have an excellent perception of entrepreneurial intentions (mean 4.28). Students' perception that having their own business is a necessity that must achieve (mean 4.35). Students must plan themselves to start a business in the future (mean 4.45). Based on personal attitudes, it can describe that most students' perception of personal attitude towards entrepreneurial intentions was excellent (mean 4.35). Students' perceptions that entrepreneurial intentions must appear from personal belief (cognitive) on personal entrepreneurial intentions (mean 4.36). Students' tendencies to respond (conative) with behavioral intentions to entrepreneurial intentions (mean 4.42). Based on social norms, it can describe that most students regarding their perceptions of people's expectations who influence their lives on entrepreneurial intentions can be told very well (mean 4.39). Parents and friends have influenced students' attitudes affected mining entrepreneurial intentions (mean 4.39). Based on perceived behavioral control, it can describe that most students regarding their perception of the ease or difficulty of realizing entrepreneurial intentions can describe as good (mean 4.29). Students feel they have the competence and suitability to realize entrepreneurial intentions (mean 4.30). The average frequency description value of the respondent's responses to each question asked can be seen in Table 1.

TABLE II. CRONBACH'S ALPHA

No.	Variable Research	Coeff. Cronbach's Alpha	N of Indicator	Cut of Value.
1	Entrepreneurial Intention (EI)	0,780	8	0,70
2	Attitude Toward Behaviour (ATB)	0,790	7	0,70
3	Subjective Norms (SN)	0,801	4	0,70
4	Perceived Behavior Control (PBC)	0,767	9	0,70

Source: Self-processed (2020)

Before measuring the hypothesis test, first test the research instrument's validity and reliability on 30 respondents. The questionnaire test uses the Pearson Correlation method by correlating each item's score with the total score. All indicator statements of the validity test result on Entrepreneurial Intention (EI), Attitude Toward Behavior (ATB), Subjective Norms (SN), and Perceived Behavior Control (PBC) have a coefficient value of r (Pearson Correlation) above 0.361 with a level of confidence (sig. 5 %). All indicator statements have a strong relationship with the variable and can use for hypothesis testing. Likewise, for the reliability test results, all indicator statements have a Cronbach's Alpha coefficient value above 0.70. All indicator statements can trust to have a strong relationship with the variable.

TABLE III. GOODNESS OF FIT

Goodness of Fit Indeks	Cut of Value	Result	Remark
χ^2/df	$\chi^2/df \leq 2.00$	1.67	Good Fit
Root Mean Square Error of Approximation (RMSEA)	$RMSEA \leq 0.08$	0.064	Good Fit
Expected Cross Validation Index (ECVI)	$ECVI (\text{Model} < \text{Saturated} < \text{independence})$	$3.91 < 4.47 < 30.60$	Good Fit
AIC	$AIC (\text{Model} < \text{Saturated} < \text{independence})$	$660.24 < 756.00 < 5170.85$	Good Fit
Normed Fit Index (NFI)	$NFI \geq 0.90$	0.90	Good Fit
Comparatif Fit Index (CFI)	$CFI \geq 0.90$	0.96	Good Fit
Incremental Fit Index (IFI)	$IFI \geq 0.90$	0.96	Good Fit
Relative Fit Index (RFI)	$0.08 \leq RFI \leq 0.90$	0.89	Marginal Fit
Root Mean Square Residual Index (RMR)	$RMR \leq 0.05$	0.034	Good Fit
Goodness of Fit Index (GFI)	$0.08 \leq GFI \leq 0.90$	0.81	Marginal Fit
Parsimony Goodness of Fit Index (PGFI)	$PGFI > 0.60$	0.66	Good Fit

Source: Self-processed (2020)

The research instrument test results show that all statements of the research indicators used have a reliable and robust relationship with their respective variables. The research data will measure for hypothesis testing analysis. Hypothesis testing using structural equation modeling, SEM Lisrel 8.80. Hypothesis testing will analyze 1) the fit of the overall model, 2) the suitability of the measurement model, and 3) the fit of the structural model.

Table 3 shows that the overall fit of the model in this study has a good fit and has good accuracy. The model is well-replicated for the following research. The research model is said to be fair, indicated that almost the entire Goodness of Fit Index has a value that meets the required Cut of Value. There is two Goodness of Fit Indexes with values below the necessary Cut of Value. But are still included in the index level as marginal fit, so it concludes that the Good of Fit Index (GFI) and the Relative Fit Index (RFI) have a reasonably good model.

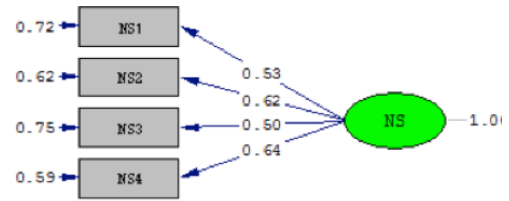


Source: Self-processed (2020)

FIGURE I. ATB MEASUREMENT MODEL

Based on Figure 1 shows that the validity test results on all indicators mostly have a Standardize Loading coefficient above 0.5, except for the ATB6 indicator, the Standardize Loading coefficient is below 0.5. Hence, all of these statements have a strong relationship with the variables. Most of the indicators in the Attitude Toward Behavior variable can test the fit of the structural model, except for the indicator ATB6.

The above calculations show that the Attitude Toward Behavior variable has a pC value above 0.70, namely, 0.75. Then these variables have high confidence in the measurement model.



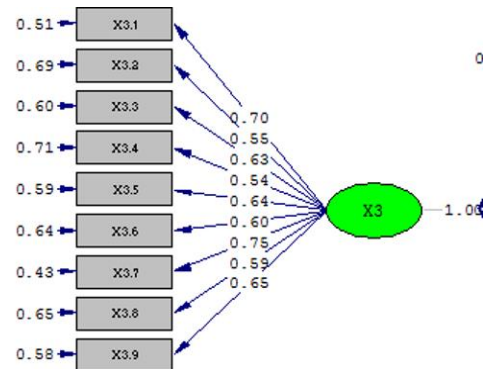
Source: Self-processed (2020)

FIGURE II. SN MEASUREMENT MODEL

Based on Figure 2, the validity test results on all indicators mostly have a Standardize Loading coefficient above 0.5. All of these statements have a strong relationship with the variables. Most of the Subjective Norm variable indicators can test the structural model's fit.

From the above calculations, it can see that the Subjective Norms variable has a pC value above 0.70, namely 0.71. Then these variables have high confidence in the measurement model.

Based on Figure 3, the validity test results on all indicators mostly have a Standardize Loading coefficient above 0.5. All of these statements have a strong relationship with the variables. Most of the Perceived Behavior Control variable indicators can test the fit of the structural model.



Source: Self-processed (2020)

FIGURE III. PBC MEASUREMENT MODEL

From the above calculations, it can see that the Perceived Behavior Control variable has a pC value above 0.70, namely 0.85. Then these variables have high confidence in the measurement model.

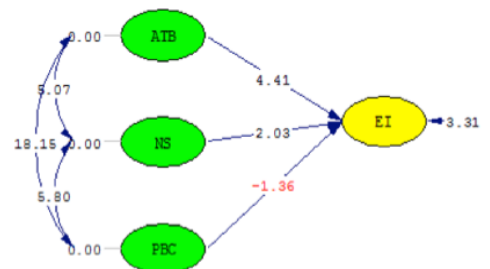
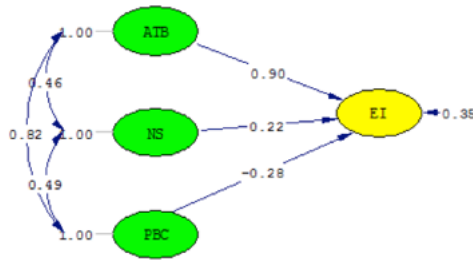


FIGURE IV. COEFF-PATH MODEL



Source: Self-processed (2020)
 FIGURE IV. T-PATH MODEL

The structural equation of the model in this study can be derived as follows:

$$EI = 0.90 * ATB + 0.22 * NS - 0.28 * PBC, Errorvar. = 0.35, R^2 = 0.65 \dots (1)$$

(0.20)	(0.11)	(0.20)	(0.10)
4.41	2.03	-1.36	3.31

Equation (1) is structural equations.

Based on the structural equation, the model can explain that the variable attitude towards behavior and subjective norms has a positive relationship (with a "+" sign) with entrepreneurial intentions unless the variable perceived behavioral control has a negative relationship (with a "-" sign). This equation also explains that the variable attitude towards behavior and subjective norms has a significant effect (above 1.96) on entrepreneurial intentions. The variable perceived behavioral control does not significantly affect (below 1.96). The structural equation model shows a coefficient of determination (R²) of 0.65 (close to one). It explains that the independent latent variable's variance can simultaneously define the latent dependent variables. The higher the R² value, the greater the independent variables can explain the dependent variable, so the better the equation is. Can be seen in Table 4.

TABLE IV. PATH ANALYSIS

Hypo	Path	Coef	t-Value	Relation	Influence
H-1	Attitude toward Behaviour (ATB) → Entrepreneurial Intention (EI)	0,90	4,41	Positive	Significant
H-2	Subjective Norms (SN) → Entrepreneurial Intention (EI)	0,22	2,03	Positive	Significant
H-3	Perceived Behavior Control (PBC) → Entrepreneurial Intention (EI)	-0,28	-1,36	Negative	Not-Significant

Source: Self-processed (2020)

This study provides good news for all stakeholders such as students, parents of students, universities as educational institutions in charge of graduating bachelors who are ready to become entrepreneurs, and the government as regulators and system policymakers to create new entrepreneurs from among students. The good news is supported by students' attitude who has a reasonable perception that being an entrepreneur is a belief (cognitive) and a tendency (conative) for student behavior in the future, which students want in the future. Students dare to plan their intention to become entrepreneurs. Students still need their parents' support, who have succeeded in becoming entrepreneurs.

Students of the Faculty of Economics and Business, Mercu Buana University, have shown their perception that realizing the intention (intention) of plans, desires, and main goals of entrepreneurship or becoming an entrepreneur requires a behavioral belief that being an entrepreneur is the right life choice. The attitude belief that they intend to become entrepreneurs and become entrepreneurs is his life goal. Students also agree that to realize the intention (intention) of plans, desires, and main objectives of entrepreneurship or become entrepreneurs. Norms believe capital needs vertical support from parents and horizontal help from friends and close relatives. However, students of the Faculty of Economics and Business, University of Mercu Buana, still need to improve their commitment that being an entrepreneur must have a strong commitment and management skills and access cheap sources of funds and not too burdensome for the company. This ability is needed to realize entrepreneurial intentions or become entrepreneurs from a student perspective.

The results of similar studies that have been carried out by Nurhayati and Sandi, the results show that self-efficacy affects interest in entrepreneurship. Curriculum development related to entrepreneurship must be carried out in line with the times. Entrepreneurship programs must be packaged as attractive as possible so that students are interested. But that is not enough, the family environment must encourage students to change the mindset of job seekers to become job seekers. [28] Another study conducted by Aima et.al, stated that the global mindset has a significant effect on self-efficacy and entrepreneurial intention. [1]

The result is a solution for all stakeholders to reduce the number of unemployed people who are victims of layoffs due to the Covid-19 coronavirus pandemic and a sustainable poverty alleviation solution.

V. CONCLUSION

This study concludes 1) The variable Attitude toward Behavior has a positive relationship and a significant influence on the Entrepreneurial Intention variable. 2) The Subjective Norms variable has a positive relationship and significantly influences the Entrepreneurial Intention variable. 3) The Perceived Behavior Control variable has a negative relationship and does not significantly affect the Entrepreneurial Intention variable.

Students of the Faculty of Economics and Business, University of Mercu Buana, agree that realizing the intention (intention) of plans, desires, and main goals of entrepreneurship or becoming entrepreneurs requires behavioral beliefs. Students of the Faculty of Economics and Business, Mercu Buana University, agree that to realize entrepreneurial intentions or Becoming an entrepreneur requires norms believe in the form of vertical support from parents and horizontal help from friends and close relatives who are already entrepreneurs. However, students of the Faculty of Economics and Business, Mercu Buana University, need to increase their commitment and ability to realize their intention to become entrepreneurs.

Suggestions that can give to all stakeholders are 1) Students of the Faculty of Economics and Business, University of Mercu Buana, need to strengthen and increase their confidence to become entrepreneurs by starting entrepreneurship. For this reason, it recommends to invite many successful entrepreneurs to give public lectures on the topic "tips for being successful as entrepreneurs. The University holds entrepreneurial competitions between students on campus or is kept open to all students in Jabodetabek. This activity is an opportunity to hone student creativity to become entrepreneurs.

All the limitations that the researcher has during the research from starting to planning, implementing, and analyzing research, such as making questionnaires, questionnaire distribution methods, and target respondents, they are right on target, and there are no systemic errors. It will be a note from the researcher for the next researcher. Further research suggests continuing the study with the same analysis. The study adds several other variables that affect students' intention to become entrepreneurs—adding research respondents to students of different cultures, such as students of Chinese ethnicity and students of Padang ethnic culture.

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