Factors Influencing Interest In Entrepreneurship Among Bengkulu University Students Using The Theory Of Planned Behavior

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ABSTRACT

This study involved seventh-semester students of Bengkulu University who are interested in entrepreneurship or already have a business and have taken entrepreneurship courses. The purpose of this study was to identify all the factors that influence students' entrepreneurial interests. Using Google Forms, an online questionnaire of fifty participants was used to collect data. The results of the research conducted using the theory of planned behavior show that the variables of self-efficacy, subjective norms, and need for achievement have a positive and significant influence on the entrepreneurial interest of Bengkulu University students. In other words, the stronger a person's self-efficacy, subjective norms, and need for achievement, the more interested in entrepreneurship they are.

INTRODUCTION

Millennials are an age group that has many opportunities to become entrepreneurs. According to Roy (2019), this generation influences many aspects of lifestyle, trends, financial management, careers, and business activities. They are also more ready to take risks, which helps startups. Millennials will be more creative, informative, productive, and interested in technology as a whole than previous generations because they grew up with advancements in technology that make them more adaptable and communicative with various digital media and technologies.

Students of Bengkulu University must understand that their goal after graduating from the university is not only to be job seekers but also to be able to build their businesses. This is because Indonesia's Open Unemployment Rate (TPT) in August 2022 was 5.86%, while Bengkulu Province's TPT was 3.59%

Entrepreneurial interest is a person's desire to run their own business or work independently. To run a successful business, one must have interest, motivation and passion. Education and training can foster business enthusiasm but not the desire to do business. Sometimes, young entrepreneurs are afraid to take risks because they are not highly educated. To promote entrepreneurial intention and entrepreneurial sense among young people, Bengkulu University has launched an entrepreneurship course. Lestari et al. (2012) stated that education

about entrepreneurship can change students' behaviors, attitudes, and mindsets so that they can make decisions about entrepreneurship as a career choice.

The theory of planned behaviour highlights three key components: attitude towards behaviour, subjective standards, and perceived behavioural control. These factors collectively contribute to the understanding of how human behaviour is influenced, with purpose being identified as the primary determinant. This is also supported by the theory that intention is an important component in determinant a person's character and desire for entrepreneurship (Anggadwita et al., 2017). According to Ajzen (2012), Multiple factors contribute to an individual's inclination or motivation to engage in a specific behaviour. The variables encompassed in this study comprise behaviour, subjective norms, and perceived behavioural control. Based on this theoretical framework, it can be posited that the behaviour in question is influenced by factors such as intentionality, external pressures, and self-regulation. This implies that the alignment of intention, pressure, and perceived control is crucial for the attainment of the intended behaviour. The theory of planned action is highly applicable in assessing the level of entrepreneurial desire among students at Bengkulu University.

The notion of planned behaviour encompasses several influential aspects that can impact students' entrepreneurial intents, including self-efficacy, subjective norms, and achievement needs. The objective of this study is to examine the potential influence of self-efficacy, subjective norms, and achievement needs on students' entrepreneurial intentions.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action, which was originally formulated by Fishbein and Ajzen in 1975.Attitudes, subjective norms, and perceived behavioural control are among the key variables that exert influence over an individual's intention or inclination to engage in specific behaviours. according to Ajzen (2012).

Ajzen and Fishbein (1991) explain the notion of intention as an aspect of an individual's subjective probability related to behavior and himself. This theory explains a person's intention, or intention, to take certain actions or behaviors. Intention is considered to be the ability to see the motivational components that influence behavior.

According to Ajzen (1991), the theory of planned behaviour is highly applicable in elucidating the phenomenon of entrepreneurship and other behaviours that necessitate strategic planning. Therefore, this theory was chosen as the basic theory of the study. Entrepreneurship falls into the category of planned behavior because individuals form expectations and assessments of the behavior performed based on the results produced afterwards (Autio et al., 2001).

Entrepreneurship

Entrepreneurship has the following characteristics (Purwana and Wibowo, 2017): they are risk-taking, believe in their abilities, want to improve themselves, are future-oriented, disciplined, diligent, and honest.

According to Jusmin (2012), entrepreneurship is the ability to try and manage companies that can create jobs in a systematic, innovative and creative way.

Self-Efficacy

According to Bandura (in Robbins, 2015:139), self-efficacy can produce a virtuous spiral; in other words, people who have high levels of self-efficacy will be more involved in the execution of tasks and, over time, the results they obtain will be better and better.

Belief in one's ability to motivate oneself, cognitive abilities, and actions needed to meet the demands of the situation is the basis of self-efficacy, according to Bandura and Woods (in Ghufron, 2017: 74).

According to McGee et al. (2009), several indicators of self-efficacy explain respondents' self-assessment statements about various abilities related to entrepreneurship, such as the ability to find new ideas, marketing planning, and so on. From this explanation, self-confidence is the indicator used to measure respondents' self-efficacy:
1. Self-confidence
2. Having a leadership spirit
3. Psychological maturity.

Subjective Norms

According to Handaru et al. (2014), a person's self-perception is strongly influenced by the responses or expectations of others towards the attitudes and behaviors they will take, especially people who are considered important to consider their perceptions so that they can become a reference for continuing the desire to take certain actions.

According to Santi et al. (2017), subjective norms can influence a person's entrepreneurial interest from outside sources, such as support from the environment, such as friends, family, teachers, and successful entrepreneurs.

Need For Achievement

David McClelland created the theory of achievement motivation and coined the term "n-ach", which stands for "need to achieve" (Sobur, 2002: 284).Achievement need, defined by Mourhead and Griffin (2013), is the desire to complete targeted tasks more effectively. People with a high need for achievement tend to set challenging goals and make riskier decisions.

METHODS

This study uses four variables consisting of one dependent variable, namely entrepreneurial intention (Y) with three independent variables, namely self-efficacy (X1), subjective norms (X2) and achievement needs (X3) this research was conducted at Bengkulu University. The population to be used in this study are 7th (seventh) semester students, the reason used in the selection of this population is because students of that semester already have plans that will be done after graduating from college. The study utilised a sample size of 50 participants. The statistical analysis employed in this research was the Multiple Linear Regression Analysis Method. Prior to doing the analysis, validity and reliability tests were conducted.

RESULTS

Test Instrument

Instrument testing is used to ensure that the data obtained in research is accurate and reliable for a study aimed at making research easier in analyzing data and avoiding errors in data analysis and errors in decision making.The validity test is employed to assess the appropriateness of the measuring instrument utilised for research purposes. According to the results of a study conducted through the distribution of questionnaires to a sample size of fifty participants. The process of evaluating data involves conducting validity and reliability tests. The survey instrument employed in this research has five items for each variable under investigation. To establish the validity of the questionnaire utilised in this analysis, it is deemed acceptable if the correlation coefficient (r) exceeds 0.279. Furthermore, for a variable to be considered reliable, it must exhibit a Cronbach's alpha coefficient greater than 0.60.

Table 1 Validity Test Results

Variable	Indikator	R Count	R Table	Description
X 1 (Self-Efficacy)	Self-Efficacy X 1.1	0,670	0,279	Applicable
	Self-Efficacy X 1.2	0,707	0,279	Applicable
	Self-Efficacy X 1.3	0,683	0,279	Applicable
	Self-Efficacy X 1.4	0,736	0,279	Applicable
	Self-Efficacy X 1.5	0,816	0,279	Applicable
X 2 (Subjective Norms)	S Norms X 2.1	0,692	0,279	Applicable
	S Norms f X 2.2	0,870	0,279	Applicable
	S Norms X 2.3	0,640	0,279	Applicable
	S Norms X 2.4	0,661	0,279	Applicable
	S Norms X 2.5	0,621	0,279	Applicable
X 3 (Achievement Needs)	AN X 3.1	0,904	0,279	Applicable
	AN X 3.2	0,770	0,279	Applicable
	AN X 3.3	0,816	0,279	Applicable
	AN X 3.4	0,688	0,279	Applicable
	AN X 3.5	0,898	0,279	Applicable
Y (Interest in Entrepreneurship)	IE Y1	0,932	0,279	Applicable
	IE Y2	0,765	0,279	Applicable
	IE Y3	0,744	0,279	Applicable
	IE Y4	0,923	0,279	Applicable
	IE Y5	0,932	0,279	Applicable

Source: Processed Data in 2023 Research

Each value of r count> 0.279 r table, as shown in Table 1. Thus, it can be said that every indicator in the study's questionnaire is appropriate for use as a measurement tool.

Table 2 Reliability Test Results

Variable	Cronbach's alpha	Keterangan
Efikasi Diri (X1)	0,771	Reliabel
Norma Subjektif (X2)	0,731	Reliabel
Kebutuhan Prestasi (X3)	0,875	Reliabel
Minat Berwirausaha (Y)	0,913	Reliabel

Source: Processed Data in 2023 Research

If the value of Cronbach's alpha exceeds 0.60, it can be concluded that the reliability test is deemed reliable. The reliability test results presented in Table 2 demonstrate that the four variables utilised in this study exhibit a Cronbach's alpha value exceeding 0.60. This finding suggests that the variables employed in the research questionnaire possess a satisfactory level of dependability.

Classic Assumption Test

The classical assumption test is a statistical study that seeks to evaluate the presence of classical assumption issues within a regression model. The primary objective of performing a classical assumption test is to verify that the derived regression equation exhibits consistency, lack of bias, and precision in its estimation.

Normality Test

The purpose of conducting a normality test is to ascertain the normal distribution of the study variables. If the variable data has a non-normal distribution, the test findings may become inaccurate or the interpretation of the results may become questionable. In order to assess normalcy using SPSS, researchers typically employ the Kolmogorov-Smirnov non-parametric statistical test. According to the Kolmogorov-Smirnov non-parametric statistical test, a variable is considered to follow a normal distribution if the asymptotic significance (two-tailed) value exceeds 0.05. In such cases, it can be inferred that the data exhibits a normal distribution.

Table 3 *Normality Test Non-Parametric Kolmogorov-Smirnov statistical test*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.51892004
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.075
Kolmogorov-Smirnov Z		.586
Asymp. Sig. (2-tailed)		.882

a. Test distribution is Normal.

Source: Processed Data in 2023 Research

In Table 3, the Asymp.sig (2-tailed) value of 0.882 which is greater than 0.05 indicates that the data is normally distributed. This is supported by the significance value which is greater than 0.05.

Multicollinearity Test

According to Ghozali (2012: 105), the purpose of conducting a multicollinearity test is to assess the presence of a correlation among the independent variables in a regression model.The regression model has a robustness in demonstrating that the independent variables possess no significant correlation with one another. The test for multicollinearity indicates the absence of multicollinearity when the tolerance values exceed 0.10 and the VIF values are below 10. Multicollinearity between two or more independent variables can render the findings of a regression model unusable or unreliable in the context of regression analysis.

Table 4 Multicollinearity Test

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	-6.490	1.988		-3.265	.002		
X1	.143	.064	.142	2.230	.031	.901	1.110
X2	.638	.129	.514	4.933	.000	.335	2.981
X3	.539	.127	.448	4.234	.000	.325	3.074

a. Dependent Variable: Y

Source: Processed Data in 2023 Research

Table four shows that the three variables of self-efficacy (X1), subjective norms (X2), and achievement needs (X3) have tolerance values greater than 0.10 and VIF less than 10 which indicates that the multicollinearity assumption is met or there are no multicollinearity symptoms. In this case, each independent variable in the regression model can be used or added to the regression analysis.

Heteroscedasticity Test (Glejser)

According to Ghozali (2012: 139), the heteroscedasticity test is conducted to determine the presence or absence of heteroscedasticity in the regression model. If this condition is not met, the regression model is said to be successful. In order to ascertain the existence or lack of heteroscedasticity, the Glejser test is employed. According to Ghozali (2013: 142), the Glejser test is a statistical method that can be employed to ascertain the existence or absence of heteroscedasticity. The Glejser test involves regressing the absolute value of the residuals against

the independent factors. A probability outcome is deemed statistically significant when the significance value exceeds the confidence threshold of 5% or 0.05.

Table 5 Heteroscedasticity Test (Glejser)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.593	1.253		1.271	.210
	X1	.037	.040	.139	.919	.363
	X2	.006	.082	.019	.077	.939
	X3	-.059	.080	-.185	-.738	.465

a. Dependent Variable: ABS_RES
Source: Processed Data in 2023 Research

According to table 5 above, it is concluded that the self – efficacy variable (x1) has a significance of 0.363 (> 0.05), thus,it is implied that there is no heteroskedasticity or thr assumptions of the heteroscedasticity test have been fulfilled. Then the subjective norm variable (x2) has a significance of 0.939 (> 0.05) it concludes that there are no symptoms of the heteroskedasticity or that the assumptions of the heteroskedasticity test have been fulfilled. And the achievement needs variable (x3) has a significance of 0.465 (> 0.05), it concludes that there are no symptoms of the heteroskedasticity or that the assumptions of the heteroskedasticity test have been fulfilled.

F Hypothesis Test

According to Ghozali (2018: 98), the F statistical test, also known as the F test, is utilised to evaluate whether the collective influence of all independent components in the model is significant on the independent variable simultaneously. According to the outcomes of the F test, it is asserted that the impact of the independent variable on the dependent variable is deemed statistically significant when the significance level is less than 0.05.

Tabel 6 F Test Analysis

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	562.331	3	187.444	76.272	.000ᵃ
	Residual	113.049	46	2.458		
	Total	675.380	49			

a. Predictors: (Constant), X3, X1, X2
Source: Processed Data in 2023 Research

Table 6 shows that the interest in entrepreneurship variable (Y) is significantly influenced simultaneously by the variables of self-efficacy (X1), subjective norms (X2), and achievement needs (X3). The significance value obtained is 0.000 (<0.05).

Hypothesis Test (t Test)

According to Ghozali (2018: 98), the t-test is employed to evaluate the influence of the independent variable on the dependent variable. The t-test provides evidence of a statistically significant relationship between the independent and dependent variables when the p-value is below 0.05.

Table 7 T-test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-6.490	1.988		-3.265	.002
	X1	.143	.064	.142	2.230	.031
	X2	.638	.129	.514	4.933	.000
	X3	.539	.127	.448	4.234	.000

a. Dependent Variable: Y

Source: Processed Data in 2023 Research

Table 7 demonstrates that the self-efficacy variable (X 1) has a significance value of 0.031 (<0.05), indicating a substantial impact on the interest in entrepreneurship variable (Y). Additionally, the subjective norm variable (X 2) has a significance value of 0.000 (< 0.05), indicating that it significantly influences the entrepreneurial interest variable (Y). The accomplishment needs variable also has a significance value of 0.000 (< 0.05), indicating a strong influence on the entrepreneurial interest variable (Y).

Multiple Regression Analysis

Multiple regression analysis is used if the researcher intends to predict the state (ups and downs) of the dependent variable with more than two variables.

Table 8 Analysis of regression equation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-6.490	1.988		-3.265	.002
	X1	.143	.064	.142	2.230	.031
	X2	.638	.129	.514	4.933	.000
	X3	.539	.127	.448	4.234	.000

a. Dependent Variable: Y

Source: Processed Data in 2023 Research

In this test, multiple linear regression analysis method is tested to determine the factors that influence self-efficacy (X1), subjective norms (X2), achievement needs (X3) on entrepreneurial interest (Y).

Multiple linear regression equation in this study according to (Sugiyono, 2015) as follows:

$Y = -\alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$

$Y = -6,490 + 0,143 X_1 + 0,638 X_2 + 0,539 X_3$

Description:

Y = Entrepreneurial Interest variable

A = constant

$\beta_1, \beta_2, \beta_3,$ = Multiple regression coefficients between each independent variable on the dependent variable.

X1 = Self-Efficacy variable

X2 = Subjective Norm variable

X3 = Need For Achievement variable

ε = Standard Error

1. a=-6,490

Constant value shows that if the variable self-efficacy (X1) subjective norms (X2), and achievement needs (X3) constant value is assumed to be 0 then the variable interest in entrepreneurship (Y) of -6,490.

2. b1X1 = 0.143

variable regression coefficient value Self-efficacy (X1) is positive at 0.143 it means that if there is an increase or increased by 1% variable self-efficacy (X1) will cause an increase in the interest in entrepreneurship (Y) by 0.143

3.b2X2 = 0.638

subjective norms (X2) coefficient value is positive at 0.638 it means that if there is an increase or increase by 1% subjective norms variable (X2) will cause an increase in the interest in entrepreneurship (Y) of 0.638.

4. b3X3 = 0.539

coefficient value of achievement needs (X3) is positive at 0.539, it means that if there is an increase or increase by 1% variable achievement needs (X3) will cause an increase in the interest in entrepreneurship (Y) by 0.539.

Test Coefficient of Determination analysis

As stated by Ghozali (2018: 97), the study of the coefficient of determination (R^2) is employed to assess the extent to which the model can elucidate the fluctuations in the dependent variable, with the coefficient of determination ranging from 0 to 1. A low R^2 value signifies a restricted explanatory power of the independent variable in relation to the dependent variable. The independent variable furnishes the necessary data for forecasting the fluctuations in the dependent variable when its value approximates 1.

Table 9 *Coefficient of Determination analysis test*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912[a]	.833	.822	1.56767

a.   Predictors: (Constant), X3, X1, X2
Source: Processed Data in 2023 Research

Table 9 displays an Adjusted R Square value of about 0.822, which indicates that the contribution variables of self-efficacy (X 1),subjective norms (X2), and achievement needs (X3) is the same and amounts to about 82.2% to the variable of interest in entrepreneurship. Other variables not considered in this study contributed about 17.8%.

DISCUSSION

Effect of self-efficacy on interest in entrepreneurship

According to the statistical analysis conducted in this study, the obtained significance value of 0.031, which is below the conventional threshold of 0.05, suggests that the variable self-efficacy (X1) has a statistically significant positive impact on entrepreneurial interest (Y). The findings presented in this study align with the prior research conducted by Jiang et al. (2012), which asserts that self-efficacy exerts a notable and favourable impact on entrepreneurial desire. The aforementioned data suggest a positive correlation between an individual's level of productivity or self-efficacy and their inclination towards entrepreneurship.

The effect of subjective norms on interest in entrepreneurship

Based on tests that have been conducted for this study, the subjective norm variable (X2) has a significant and positive effect on entrepreneurial interest (Y), with a significance value of 0.000 <0.05. These results are consistent with previous studies by Santi et al. (2017) and Shah et al. (2020), which prove that subjective norms have a positive and significant effect on entrepreneurial interest. These findings lead to the conclusion that a person's interest in entrepreneurship increases with the strength of their subjective norms.

Effect of achievement needs on interest in entrepreneurship
Based on the tests done in this study, it can be concluded that the variable of accomplishment needs (X3) has a substantial and positive impact on entrepreneurial interest (Y), as evidenced by a significance value of 0.000, which is less than the predetermined threshold of 0.05. The findings of this study align with the previous research conducted by Engle et al. (2010), which examined the factors influencing students' inclination towards entrepreneurship in twelve different countries. The variable representing the demand for achievement (X3) was found to have a statistically significant impact. This line of reasoning suggests that an individual's inclination for entrepreneurship is positively correlated with their desire for personal accomplishment.

CONCLUSION
Based on the comprehensive analysis of existing research, it can be inferred that there exists a positive and statistically significant relationship between self-efficacy, subjective norms, and achievement demands, and the inclination of students enrolled at Bengkulu University to engage in entrepreneurial endeavours. This research was conducted at Bengkulu University to find out whether self-efficacy, subjective norms, and achievement needs can influence the entrepreneurial interest of Bengkulu University students. In other words, a person's interest in starting their own business grows along with the strong level of self-efficacy, subjective norms, and achievement needs they have.

SUGGESTION
The idea for this study is still centered on student entrepreneurial interest and has not focused on what steps students would follow in entrepreneurship, according to the findings. Future researchers are advised to look into additional characteristics that influence entrepreneurial ambition, such as parental job history, perceived behavioral control variables, and attitudes about behavior. This is done to advance our understanding of the factors influencing entrepreneurial interest.

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