

## Application of The Theory of Planned Behavior to Explain Entrepreneurial Intention (Case Studies of Students of Faculty of Business and Management Dili Institute of Technology (DIT) Timor-Leste)

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### ABSTRAK

*Penelitian ini bertujuan untuk menjelaskan dampak penerapan teori perilaku yang direncanakan dalam mendorong niat berwirausaha. Penelitian ini dilakukan untuk membantu Fakultas Bisnis dan Manajemen di Institut Teknologi Dili (DIT) Timor-Leste dalam membuat keputusan yang didasarkan pada kontribusi terhadap ilmu pengetahuan dalam bidang kewirausahaan. Populasi dalam penelitian ini adalah mahasiswa yang telah lulus dari program mata kuliah Kewirausahaan. Metode penentuan sampel menggunakan purposive sampling dengan total 97 responden. Data dikumpulkan melalui kuesioner dan dianalisis dengan menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: 1) Sikap memiliki pengaruh positif dan signifikan terhadap niat berwirausaha, 2) Norma Subjektif memiliki pengaruh positif dan signifikan terhadap niat berwirausaha, 3) Persepsi Kontrol Perilaku memiliki pengaruh positif dan signifikan terhadap niat berwirausaha. Implikasi dari hasil penelitian ini adalah semakin pemahaman tentang penerapan teori perilaku yang direncanakan, semakin tinggi niat berwirausaha di kalangan mahasiswa Fakultas Bisnis dan Manajemen di Institut Teknologi Dili (DIT) Timor-Leste. Oleh karena itu, diharapkan bahwa Fakultas Bisnis dan Manajemen di Institut Teknologi Dili (DIT) Timor-Leste akan memperluas program studi yang fokus pada kewirausahaan untuk mendorong semakin banyaknya niat berwirausaha.*

**Kata kunci:** Sikap, Norma Subjektif, Persepsi Kontrol Perilaku, Niat Berwirausaha.

### INTRODUCTION

#### Research Background

When a country experiences economic growth, the lives of its people naturally evolve along with the fulfillment of family needs. Dealing with the dynamics of the current economic landscape entrepreneur requires active contributions to the country. Hence, research on entrepreneurial intentions has grown, incorporating a wide array of variables to estimate these intentions. Simultaneously, the approaches used to investigate entrepreneurship have undergone a transformation over time according to Cruz (2015). According to Darajat and Sumiati (2013), Entrepreneurship stands as the spearhead for achieving various societal goals, including reducing unemployment, ensuring economic stability, expanding job prospects, fostering technological advancement, and promoting economic growth.

Timor-Leste government's move to develop entrepreneurship and increase the number of entrepreneurs is considered a step in the right direction, given the alarming fact that Timor-Leste has a high unemployment number. The latest data released by the National Statistics Agency at the Ministry of Finance and attended by representatives of the International Labor Organization (ILO) on January 26, 2023, stated that the total number of employees in 2021 reached 234.400.000 people, and the unemployment number of the community was 12.300.000 people with a percentage of 5.1% and the unemployment number for university graduates was 45.987 people with a percentage of 8.9%.

This has resulted in increased unemployment and low economic growth in Timor-Leste. So to overcome the unemployment problem, becoming an entrepreneur is the right choice. Seeing this problem, as agents of change, millennials must certainly be able to become drivers

or aggregators in entrepreneurship. As a result, when students graduate from college, they are no longer looking for work, but rather creating it or in other word being Entrepreneur. In carrying out business activities, a person needs to have interest, motivation, and enthusiasm so that these business activities can run efficiently and purposefully. Hurlock (1999:144) explains that interest is a source of motivation that encourages a person to do what he wants to do if he has the freedom to choose. When a person evaluates something as useful, interest develops, which leads to satisfaction.

According to Ajzen and Sharma in Nuary (2010), the Theory of Planned Behavior is a theory that predicts behavioral considerations because behavior can be considered and planned. The main concept of the Theory of Planned Behavior is that individuals are inclined to participate in a behavior, signified by their intention when they hold a favorable attitude towards the behavior, sense social pressure to enact it (subjective norm) and perceive control over the behavior (perceived behavioral control). The three main components of the Theory of Planned Behavior such as Attitude, Subjective Norm, and Perceived Behavioral Control. Attitude refers to an individual's positive or negative evaluation of performing a particular behavior. It includes beliefs about the outcome of the behavior and the perceived value of the outcome. Subjective Norm reflects the perceived social pressure or social norms related to the behavior. It takes into account the individual's perception of what others think about what they should do and the importance of complying with perceived norms. Perceived Behavioral Control relates to individuals' perceptions of their ability to perform the behavior. It considers factors such as resources, skills, and opportunities that can be utilized.

From the explanation of the theory, it can be explained that the performance of a behavior begins with the intention, external pressure, and behavioral control felt by the person. This can be interpreted that the intention, pressure, and control of perceived behavior must be by the behavior that must be predicted. To do business, of course, as a student, you must be able to see business opportunities that are suitable today. Businesses carried out by students in Timor-Leste are culinary, handicrafts, clothing imports, etc. And the most popular business is culinary. Culinary is one of the businesses that has great opportunities and promising results for business people. The culinary business is one of the businesses engaged in the field of food in terms of making, serving, and selling. This study chose students of the faculty of business and management at Dili Institute of Technology (DIT) as research objects because most of the students already have small businesses in the culinary field. Therefore, the Theory of Planned Behavior is well-suited to measuring students' intentions to become culinary entrepreneurs at the Faculty of Business and Management DIT Timor-Leste.

The previous research conducted by Cruz, Suprapti, and Yasa (2015) aims to explain the effect of the Theory of Planned Behavior applications in generating entrepreneurial intentions. Another research conducted by Ma'sumah and Pujiati (2018) aims to analyze the effect of Attitude, Subjective Norm, and Perceived Behavioral Control on the entrepreneurial intentions of class XII students at SMK Negeri 2 Wonosobo both simultaneously and partially. Both of these studies and various studies with the same topic, namely analyzing the Theory of Planned Behavior that affects student entrepreneurial intentions. Therefore, this study was conducted to test how Attitude, Subjective Norms, and Perceived Behavioral Control affect the entrepreneurial intentions of students of the faculty of business and management at Dili Institute of Technology (DIT).

### **Research Problem**

Therefore, based on the background above and the inconsistencies of previous research, the researcher formulates the following research questions 1) Do the Attitude, Subjective Norm, and Perceived Behavioral Control influence the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology?; 2) Does the Attitude influence the entrepreneurial intention of students in the Faculty of Business and Management

at Dili Institute of Technology?; 3) Does the Subjective Norm influence the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology?; 4) Does the Perceived Behavioral Control influence the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology?

### **Research Contributions**

This research has contribution to be achieved, including:

1. For students with this research aim to be a source of knowledge and scientific reference for further research related to the application of Theory of Planned Behavior to explain entrepreneurial intentions.
2. For universities this research focuses on the entrepreneurial intention of students of the Faculty of Business and Management DIT Timor-Leste as the object of research and hopes that interested parties can use the results of this research as a consideration in decision-making.

## **LITERATURE REVIEW**

### **Theory of Planned Behavior**

According to Yuliana (2004), this theory is based on beliefs that can encourage a person to engage in specific behaviors. The trust perspective is implemented by combining various characteristics, qualities, and attributes of certain information which then form the will to behave. According to Corsini (2002), Intention is a decision to behave in a desired way or a stimulus to act, whether consciously or not. This intention is the beginning of the formation of a person's behavior. The theory of planned behavior is suitable for describing any behavior that requires planning by Ajzen (1991). The theory of planned conduct applies to both an individual's specific behavior and all behavior in general. A person's intention to behave can be predicted by three factors: attitude toward the conduct, subjective norms, and perceived behavioral control. According to Ajzen (1991) defines attitude as the inclination to respond to aspects of an object, person, institution, or event that one likes or dislikes. According to Andika and Madjid (2012) define a subjective norm as an individual's belief in following the directions or thoughts of others around them when engaging in entrepreneurial activity. According to Wingdes (2018), perceived behavioral control refers to a person's perceived ability to accomplish a specific activity, regardless of whether the action is easy or difficult for that individual.

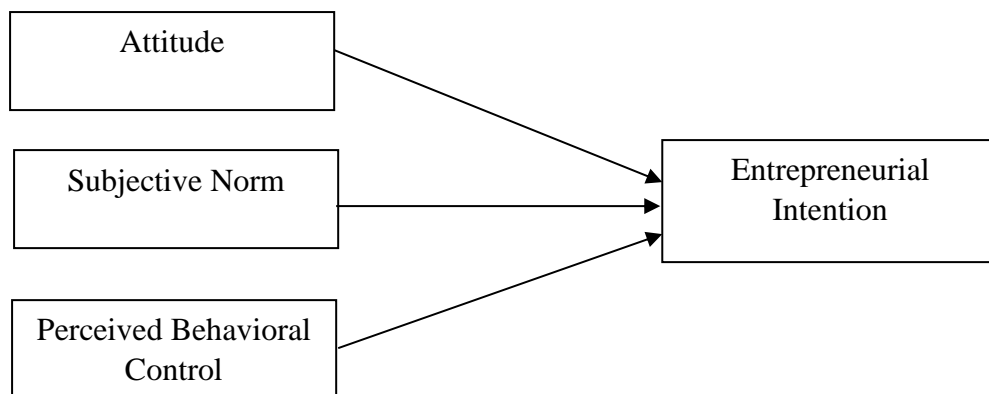
### **Entrepreneurial Intention**

According to Robbins and Coulter (2018), Entrepreneurship is defined as a process that must be passed by an individual or group that uses a business or business as well as structured and organized media or means to pursue market opportunities in creating a value that can meet their needs through new products or services. According to Hurlock in Riyanti (2003), intention is a source of motivation that pushes people to accomplish what they want to achieve when they have the freedom to do so. According to Krueger (1993), Entrepreneurial intention reflects a person's commitment to starting a new business and is a central issue that needs to be considered in understanding the entrepreneurial process of establishing a new business.

### **Hypothesis**

- H1 : Attitude, Subjective Norms, and Perceived Behavioral Control affect company value  
H1a : Attitude affects company value  
H1b : Subjective Norms affects company value  
H1c : Perceived Behavioral Control affects company value

### Conceptual Framework



## RESEARCH METHOD

### Type of Research

The type of research method used is correlational quantitative research methods. According to Creswell (2014), correlational quantitative research is conducted utilizing statistical methods to determine the influence of two or more variables. In this study, the independent variable is an attitude, subjective norm, and perceived behavioral control that affects the dependent variable, namely entrepreneurial intention.

### Population and Sample

The population in this study are students of the Faculty of Business and Management at Dili Institute of Technology (DIT), Dili Timor-Leste. The technique used in this study is purposive sampling with the criteria students who had taken Entrepreneurship courses.

### Operational Definition of Variables

1. Attitude: a belief in intentions that has a level where Faculty of Business and Management Dili Institute of Technology(DIT) students have a good or bad evaluation of the intention to become an entrepreneur according to Rusdhitajana (2019). Measured using indicators of discipline, self-confidence, and liking challenges according to Rusdhitajana (2019). The instrument is measured using a 5-point Likert Scale, namely from 1 strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.
2. Subjective Norm: a social factor that indicates perceived social pressure, this is a combination of a person's beliefs about agreeing or disagreeing with a person or group that is important to the individual in terms of behavior, as well as the individual's motivation to comply with these recommendations to have or not have entrepreneurial intentions according to Rusdhitajana (2019). Measured using indicators of family, close relatives, and friends according to Rusdhitajana (2019). The instrument is measured using a 5-point Likert Scale, namely from 1 strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.
3. Perceived Behavioral Control: perceived indicates the ease or difficulty of taking action and is considered an experience in addition to the obstacles or obstacles anticipated in entrepreneurial intention according to Rusdhitajana (2019). Measured using indicators of ability, experience, and courage according to Rusdhitajana (2019). The instrument is measured using a 5-point Likert Scale, namely from 1 strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.
4. Entrepreneurial Intention: is the perception of students of the Faculty of Business and Management Dili Institute of Technology(DIT) who commemorate the factors before doing business according to Cruz, Suprpti, and Yasa (2015). Measured using indicators of entrepreneurial desire in the field of culinary business, choosing an entrepreneurial path

rather than working for people and choosing a career as an entrepreneur in the field of culinary business according to Cruz, Suprapti, and Yasa (2015). The instrument is measured using a 5-point Likert Scale, namely from 1 strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.

#### **Data Collection Source and Method**

The data used is primary data. Primary data is gathered through the distribution of surveys or online questionnaires to respondents, students of the Faculty of Business and Management Dili Institute of Technology(DIT). The technique used in this study is purposive sampling with the criteria of students who had taken an Entrepreneurship course. The method employed to collect data for this study is a Questionnaire.

### **RESEARCH RESULT AND DISCUSSION**

#### **Descriptive Statistics Test Result**

**Table Descriptive Statistics Test Result**

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	97	3	5	4.42	0.626
Subjective Norm	97	3	5	4.34	0.680
Perceived Behavioral Control	97	1	5	4.39	0.700
Entrepreneurial Intention	97	1	5	4.48	0.631
Valid N (listwise)	97				

The table shows that variable Attitude has a mean of 4.42 Subjective Norm has a mean of 4.34, Perceived Behavioral Control has a mean of 4.39, and Entrepreneurial Intention has a mean of 4.48.

#### **Validity Test Result**

The validity test result in this study shows that variable attitude has the value of Coefficient  $r$  0.708 >  $r$  table or 0.202, variable subjective norm has the value of Coefficient  $r$  0.713 >  $r$  table or 0.202, variable perceived behavioral control has the value of Coefficient  $r$  0.721 >  $r$  table or 0.202, and variable entrepreneurial intention has the value of Coefficient  $r$  0.746 >  $r$  table or 0.202

#### **Reliability Test Result**

**Table Reliability Test Result**

Variable	Coefficient Cronbach Alpha	Description
Attitude (X1)	0.727	Reliable
Subjective Norm (X2)	0.754	Reliable
Perceived Behavioral Control (X3)	0.741	Reliable
Entrepreneurial Intention (Y)	0.821	Reliable

The table shows that all variables are Reliable because of the value of Coefficient Cronbach Alpha > 0.6.

## Normality Test Result

**Table Normality Test Result**

	X1 Attitude	X2 Subjective Norm	X3 Perceived Behavioral Control	Y Entrepreneurial Intention
N	97	97	97	97
Normal Mean	26.30	25.62	26.13	26.84
Parameters <sup>a,b</sup> Std. Deviation	2.484	2.683	2.737	2.680
Most Extreme Absolute	.102	.124	.109	.142
Differences Positive	.101	.103	.102	.133
Negative	-.102	-.124	-.109	-.142
Kolmogorov-Smirnov Z	.525	.384	.618	.969
Asymp. Sig. (2-tailed)	.945	.999	.839	.304

The table shows that all variables are Normally Distributed because the value of Asymp. Sig.(2-tailed) > 0.05.

## Multiple Linear Regression Analysis Result

**Table Multiple Linear Regression Analysis Result**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.545	2.195		1.615	.110
	Attitude	.295	.092	.274	3.198	.002
	Subjective Norm	.186	.090	.186	2.071	.041
	Perceived Behavioral Control	.441	.090	.420	4.551	.001
Dependent Variable: Entrepreneurial Intention						
Source: Primary data processed, SPSS 27						

The table shows that the results of the analysis based on the calculation of the regression model in Table 4.9 are:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + e$ .  $Y = 3.545 + 0.295(\text{sig } 0.02)X_1 + 0.186(\text{sig } 0.41)X_2 + 0.441(\text{sig. } 0.001)X_3 + e$ . With the description Y for Entrepreneurial Intention, X1 for Attitude, X2 for Subjective Norm, X3 for Perceived Behavioral Control, and e for Error term.

## Classical Assumption Test Result

### 1. Multicollinearity Test Result

**Table Multicollinearity Test Result  
Coefficients(a)**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Attitude	0.999	1.001
Subjective Norm	0.999	1.001
Perceived Behavioral Control	1.000	1.000
Dependent Variable: Entrepreneurial Intention		
Source: Primary data processed, SPSS 27		

The table shows that there are no symptoms of multicollinearity because all the variables have values of Tolerance > 0.10 and VIF < 10.



## 2. Heteroscedasticity Test Result

**Table Heteroscedasticity Test Result  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-12.843	17.090		-.751	.454
X1 Attitude	.600	.719	.106	.835	.406
X2 Subjective Norm	.706	.700	.135	1.009	.316
X3 Perceived Behavioral Control	-.148	.704	-.029	-.210	.834

The table shows there are no symptoms of heteroscedasticity because all the variables have a value of Sig. > 0.05.

## Hypothesis Test

### 1. Simultaneous Significant Test

**Table Simultaneous Significant Test (*F* Test)  
ANOVA(a)**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	387.037	3	129.012	39.686	.000 <sup>a</sup>
Residual	302.324	93	3.251		
Total	689.361	96			

a. Dependent Variable: Entrepreneurial Intention  
b. Predictors: (Constant), Attitude, Subjective Norm, Perceived Behavioral Control

The table shows that the F value is 39,686 and the value of sig 0.000 < 0.05, meaning that H0 is rejected and H1 is accepted. Thus it can be concluded that Attitude (X1), Subjective Norm (X2), and Perceived Behavioral Control (X3) simultaneously have a significant influence on Entrepreneurial Intention.

### 2. Coefficient of Determination Test Result

**Table Coefficient of Determination Test (*R*<sup>2</sup> Test)  
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 <sup>a</sup>	.561	.547	1.803

Predictors: (Constant), Attitude, Subjective Norm, Perceived Behavioral Control  
Dependent Variable: Entrepreneurial Intention

Based on Table shows that the Adjusted R Square value is close to 1, which is 0.547. Thus, it can be concluded that the independent variables attitude, Subjective Norm, and Perceived Behavioral Control have an influence of 54.7% on the dependent variable Entrepreneurial Intention.

### 3. Partial Test Result

**Table Partial Test (*t* Test)  
Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.545	2.195		1.615	.110
	Attitude	.295	.092	.274	3.198	.002
	Subjective Norm	.186	.090	.186	2.071	.041
	Perceived Behavioral Control	.411	.090	.420	4.551	.001

Dependent Variable: Entrepreneurial Intention  
Source: Primary data processed, SPSS 27

The table shows that all the variables have sig. < 0.05 which means that the independent variable partially has a significant effect on the dependent variable.

#### **a. Discussion**

##### **1. The Effect of Attitude on Entrepreneurial Intention**

The study's partial significance test (t test) results indicate that the Attitude variable has a t value of 3.198 and a significant value of  $0.002 < 0.05$ . Thus, H1a is accepted and H0 is rejected. Thus, it can be concluded that the attitude variable has a positive and significant effect on entrepreneurial intention. This shows that students have strong personal beliefs and motivations in making decisions for entrepreneurship. The results of this study follow previous research conducted by Mirawati, Wardana, and Sukatmaja (2016) entitled *"The Influence of Attitudes, subjective norms, and perceived behavioral control, on the Intention of high school students in Denpasar City to become entrepreneurs"*.

##### **2. The Effect of Subjective Norms on Entrepreneurial Intention**

The study's partial significance test (t test) results indicate that the Subjective Norm variable has a t-value of 2.071 and a significant value of  $0.041 < 0.05$ . Therefore, H1b is accepted and H0 is rejected. Thus, it can be stated that the Subjective Norm variable has a positive and significant effect on Entrepreneurial Intention. This shows that students in making decisions for entrepreneurship get positive support from family, close relatives, friends, and others. The results of this study follow previous research conducted by Purwati, and Angelina (2021), entitled *"Analysis of the Theory of Planned Behavior (TPB) in Realizing the Human Resources Entrepreneurship in Case Study on Management Student of STIE Pelita Indonesia"*.

##### **3. The Effect of Perceived Behavioral Control on Entrepreneurial Intention**

The study's partial significance test (t test) results show that the Perceived Behavioral Control variable has a t-value of 4.551 and a significant value of  $0.001 < 0.05$ . Thus, H1c is accepted and H0 is rejected. Thus, the Perceived Behavioral Control variable has a positive and significant effect on Entrepreneurial Intention. This shows that the easier the behavioral control perceived by students, illustrating that in general, students have easy conditions in making decisions for entrepreneurship. The results of this study follow previous research conducted by Noor and Malek (2021), entitled *"An Application of Theory of Planned Behavior in Determining Student Entrepreneurship Intention"*.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

The conclusion obtained in this study is Attitude, Subjective Norms, and Perceived Behavioral Control have positive and significant effects on Entrepreneurial Intention. Based on the conclusions above, the results of this study can be useful for the world of research in terms of curriculum development and creating an academic environment that can increase students' entrepreneurial intentions to become entrepreneurs.

### **Limitation**

The limitation of this research are this research was only conducted at the Faculty of Business and Management Dili Institute of Technology (DIT) out of 15 universities in Dili, Timor-Leste. It is hoped that future researchers can examine all universities in Dili to find out the entrepreneurial intentions of students as a whole, this study only uses three independent variables: attitude, Subjective Norm, and Perceived Behavioral Control. Therefore, it cannot provide a complete picture of the influence on Entrepreneurial Intention. In other words, this study has not included other independent variables and The data collected through the questionnaire method, can allow respondents to fill out the questionnaire carelessly which can produce inappropriate results.



## Suggestion

Suggestion of this research are it is hoped that future researchers will be able to research at all universities in Dili Timor-Leste to find out the entrepreneurial intentions of students as a whole, future researchers are expected to add several other variables such as self-efficacy, locus of control, and others that can influence Entrepreneurial Intention so that the research obtained will be better and to measure more complete research and influence bias, further research is expected to use closed statements and open statements, as well as data from interviews.

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