

**PENGARUH SIKAP KEWIRAUSAHAAN TERHADAP INTENSI
BERWIRAUSAHA DIMEDIASI NORMA SUBJEKTIF DAN
PERSEPSI KONTROL PERILAKU PADA MAHASISWA
UNIVERSITAS BANGKA BELITUNG
(Survei pada Mahasiswa Universitas Bangka Belitung)**

TESIS

Diajukan Sebagai Syarat
Memperoleh Gelar Magister Pendidikan
Program Studi Magister Pendidikan Ekonomi



Oleh
RIZKI ZULFICKAR
NIM 1802848

**PROGRAM STUDI MAGISTER PENDIDIKAN EKONOMI
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2020**

**PENGARUH SIKAP KEWIRAUSAHAAN TERHADAP INTENSI
BERWIRAUSAHA DIMEDIASI NORMA SUBJEKTIF DAN
PERSEPSI KONTROL PERILAKU PADA MAHASISWA
UNIVERSITAS BANGKA BELITUNG
(Survei pada Mahasiswa Universitas Bangka Belitung)**

Oleh
Rizki Zulfickar
NIM 1802848

Sebuah Tesis Yang Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh
Gelar Magister Pendidikan (M.Pd) Pada Program Studi Pendidikan Ekonomi
Sekolah Pascasarjana UPI

© Rizki Zulfickar
Universitas Pendidikan Indonesia
September 2020

Hak Cipta Dilindungi Undang-Undang
Tesis ini Tidak Boleh Diperbanyak Seluruhnya atau Sebagian,
Dengan Dicetak Ulang, Difotokopi, atau Cara Lainnya Tanpa Ijin dari Penulis

LEMBAR PENGESAHAN

RIZKI ZULFICKAR

NIM. 1802848

PENGARUH SIKAP KEWIRAUSAHAAN TERHADAP INTENSI BERWIRAUSAHA DIMEDIASI NORMA SUBJEKTIF DAN PERSEPSI KONTROL PERILAKU PADA MAHASISWA UNIVERSITAS BANGKA BELITUNG (Survei pada Mahasiswa Universitas Bangka Belitung)

Disidangkan pada tanggal 25 September 2020

Disetujui dan disahkan oleh :

Pembimbing I



Dr. H. Amir Machmud, SE., M.Si.

NIP: 197104112010121001

Pembimbing II


18-08-2020

Dr. H. A. Sobandi, M.Si., M.Pd.

NIP: 195704011984031003

Pengaji I



Prof. Dr. H. Suwatno, M.Si.

NIP: 196201271988031001

Pengaji II



Dr. Budi Santoso, M.Si..

NIP: 196008261987031001

Mengetahui,

Ketua Program Studi Pendidikan Ekonomi

Sekolah Pascasarjana Universitas Pendidikan Indonesia



Prof. Dr. H. Hari Mulyadi, M.Si

NIP: 195905151986011001

Rizki Zulfickar, 2020

PENGARUH SIKAP KEWIRAUSAHAAN TERHADAP INTENSI BERWIRAUSAHA DIMEDIASI NORMA SUBJEKTIF DAN PERSEPSI KONTROL PERILAKU PADA MAHASISWA UNIVERSITAS BANGKA BELITUNG

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

ABSTRAK

PENGARUH SIKAP KEWIRAUSAHAAN TERHADAP INTENSI BERWIRAUSAHA DIEDIASI NORMA SUBJEKTIF DAN PERSEPSI KONTROL PERILAKU PADA MAHASISWA UNIVERSITAS BANGKA BELITUNG

Oleh
Rizki Zulfickar

Kewirausahaan merupakan kemampuan kreatif dan inovatif yang dijadikan dasar, kiat, dan sumber daya untuk mencari peluang menuju proses wirausaha. Jika dibandingkan dengan negara-negara maju di dunia, jumlah wirausaha di Indonesia masih tergolong rendah. Model Intensi Berwirausaha telah diusulkan sebagai alternatif yang lebih baik untuk memprediksi aktivitas kewirausahaan. Tujuan dari hasil penelitian ingin mengetahui pengaruh Sikap Kewirausahaan terhadap Intensi Berwirausaha dimediasi Norma Subjektif dan Persepsi Kontrol Perilaku pada Mahasiswa Universitas Bangka Belitung. Populasi dalam penelitian ini berjumlah 1007 Responden. Penentuan ukuran sampel menggunakan rumus Slovin dengan jumlah sampel 286 responden. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis statistik deskriptif dan analisis Regresi Multiple Mediasi. Hasil analisis deskriptif diperoleh bahwa Intensi Berwirausaha dalam kategori tinggi, Sikap Kewirausahaan dalam kategori cukup baik, norma subjektif dalam kategori sangat baik, dan Persepsi Kontrol Perilaku dalam kategori cukup baik. Hasil penelitian menunjukkan bahwa Sikap Kewirausahaan berpengaruh terhadap Intensi Berwirausaha dimediasi Norma Subjektif dan Persepsi Kontrol Perilaku pada Mahasiswa Universitas Bangka Belitung

Kata Kunci: Intensi Berwirausaha, Sikap Kewirausahaan, Norma Subjektif, Persepsi Kontrol Perilaku

ABSTRACT

THE EFFECT OF ENTREPRENEURSHIP ATTITUDE TO THE INTENTION OF ENTREPRENEURSHIP DI MEDIATION OF SUBJECTIVE NORMAL AND PERCEPTION OF BEHAVIOR CONTROL IN STUDENTS BANGKA BELITUNG UNIVERSITY

Oleh

Rizki Zulfickar

Entrepreneurship is a creative and innovative ability that is used as a basis, tips, and resources to seek opportunities for the entrepreneurial process. When compared with developed countries in the world, the number of entrepreneurs in Indonesia is still low. The Entrepreneurial Intention Model has been proposed as a better alternative to predict entrepreneurial activity. The aim of the research is to see the effect of entrepreneurial attitudes on entrepreneurial intentions mediated by subjective norms and perceptions of behavioral control in Bangka Belitung University students. The population in this study may be 1007 respondents. Determination of sample size using the Slovin formula with a sample size of 286 respondents. The technique of using data using a questionnaire. Data analysis used descriptive statistical analysis and Mediation Multiple Regression analysis. The results of the descriptive analysis show that the entrepreneurial intention is in the high category, the entrepreneurial attitude is in the good enough category, the subjective norm is in the very good category, and the perception of behavior control is in the good enough category. The results showed that the Entrepreneurial Attitude had an effect on Entrepreneurial Intentions mediated by Subjective Norms and Perceptions of Behavioral Control in Bangka Belitung University Students

Keywords: *Entrepreneurial Intention, Entrepreneurship Attitudes, Subjective Norms, Behavioral Control Perception*

PERNYATAAN KEASLIAN TESIS

Yang bertanda tangan dibawah ini :

Nama : Rizki Zulfickar
NIM : 1802848
Program Studi : Magister Pendidikan Ekonomi Sekolah Pascasarjana
Universitas Pendidikan Ekonomi

Dengan ini saya menyatakan tesis dengan judul “Pengaruh Sikap Kewirausahaan Terhadap Intensi Berwirausaha Dimediasi Norma Subjektif Dan Persepsi Kontrol Perilaku Pada Mahasiswa Universitas Bangka Belitung (Survei pada Mahasiswa Universitas Bangka Belitung)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini. Demikian pernyataan ini saya buat dengan sebenarnya dan untuk dipergunakan sebagaimana mestinya.

Bandung, 25 September 2020



Rizki Zulfickar

DAFTAR ISI

	Halaman
ABSTRAK	i
ABSTRACT.....	ii
KATA PENGANTAR.....	iii
UCAPAN TERIMA KASIH	iv
DAFTAR ISI.....	vi
DAFTAR TABEL	ix
DAFTAR GAMBAR.....	xi
DAFTAR LAMPIRAN	xii
 BAB I PENDAHULUAN.....	 14
1.1 Latar Belakang Penelitian	14
1.2 Rumusan Masalah Penelitian	23
1.3 Tujuan Penelitian	23
1.4 Manfaat Penelitian	24
1.4.1 Aspek Teoritis	24
1.4.2 Aspek Praktis	24
 BAB II KAJIAN PUSTAKA	 25
2.1 Kajian Pustaka.....	25
2.1.1 Konsep Intensi Bewirausahaa (<i>Entreprenurial Intention</i>)	25
2.1.2 Definisi Intensi Bewirausaha (<i>Entreprenurial Intention</i>)	27
2.1.3 Dimensi Intensi Bewirausaha (<i>Entreprenurial Intention</i>).....	28
2.1.4 Model Intensi Berwirausaha (<i>Entreprenurial Intention</i>)	30
2.2.1 Konsep Sikap Kewirausahaan (<i>Attitude Towards Entrepreneurship</i>) ...	33
2.2.2 Definisi Sikap Kewirausahaan (<i>Attitude Towards Entrepreneurship</i>) ...	34
2.2.3 Dimensi Sikap Kewirausahaan (<i>Attitude Towards Entrepreneurship</i>)...	36
2.3.1 Konsep Norma Subjektif (<i>Subjective Norms</i>)	37
2.3.2 Definisi Norma Subjektif (<i>Subjective Norms</i>)	39
2.3.3 Dimensi Norma Subjektif (<i>Subjective Norms</i>).....	40

2.4.1 Konsep Persepsi Kontrol Perilaku (<i>Perceived Behavioral Control</i>).....	41
2.4.2 Definisi Perceived Behavioral Control	41
2.4.3 Dimensi persepsi kontrol perilaku (Perceived Behavioral Control)	42
2.5 Penelitian Terdahulu yang Relevan.....	43
2.6 Kerangka Pemikiran.....	48
2.7 Hipotesis Penelitian.....	52
BAB III METODE PENELITIAN	53
3.1 Objek Penelitian	53
3.2 Desain Penelitian.....	53
3.2.1 Metode Penelitian	53
3.2.2 Operasionalisasi Variabel	53
3.3.3 Populasi.....	56
3.3.4 Sampel.....	57
3.3.4.1 Sampel Program Studi	58
3.3.4.2 Teknik Pengumpulan Data.....	59
3.3 Uji Instrumen Penelitian	60
3.3.1 Uji validitas.....	60
3.3.2 Uji Reliabilitas	63
3.4 Teknik Analisis Data.....	64
3.4.1 Statistika Deskriptif	65
3.4.2 Uji Persyaratan Analisis.....	66
a) Uji Normalitas	66
b) Uji Linieritas.....	66
c) Uji Multikolinieritas	66
d) Uji Homoskedastisitas	66
3.4.3 Uji <i>Serial Multiple Mediators</i> (Analisis SMM).....	67
3.4.4 Uji F	67

BAB IV HASIL DAN PEMBAHASAN	70
4.1 Deskripsi Hasil Penelitian	70
4.1.1 Berdasarkan Responden	70
4.1.2 Berdasarkan Jenis Kelamin	70
4.1.3 Berdasarkan Usia	71
4.1.4 Berdasarkan Fakultas	71
4.2 Deskripsi Gambaran Umum Variabel Penelitian.....	72
4.2.1 Deskripsi Gambaran Umum Intensi Berwirausaha.....	72
4.2.2 Deskripsi Gambaran Umum Sikap Kewirausahaan	76
4.2.3 Deskripsi Gambaran Umum Norma Subjektif.....	80
4.2.4 Deskripsi Gambaran Umum Persepsi Kontrol Perilaku.....	84
4.3 Uji Persyaratan Analisis	87
4.3.1 Uji Normalitas	87
4.3.2 Uji Multikoliniearitas	88
4.3.3 Uji Heteroskedasitas.....	89
4.3.4 Uji <i>Paraller Multiple Mediator</i> (PMM).....	90
4.4 Pembahasan Hasil Penelitian	91
4.4.1 Efek Langsung Pengaruh Sikap Kewirausahaan terhadap Intensi Berwirausaha.....	95
4.4.2 Efek Mediasi Norma Subjektif pada Pengaruh Sikap Kewirausahaan Terhadap Intensi Berwirausaha.....	96
4.4.3 Efek Mediasi Persepsi Kontrol Perilaku pada Pengaruh Sikap Kewirausahaan terhadap Intensi Berwirausaha	98
4.4.4 Efek Mediasi Norma Subjektif dan Persepsi Kontrol Perilaku pada Pengaruh Sikap Kewirausahaan terhadap Intensi Berwirausaha	99
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI	102
5.1 Simpulan	102
5.2 Implikasi.....	103
DAFTAR PUSTAKA	104
LAMPIRAN.....	119

DAFTAR TABEL

	Halaman
Tabel 1.1 Peringkat <i>Indeks Entrepreneurship</i> Global Semua Negara	14
Tabel 1.2 Data (TPT) Berdasarkan pendidikan yang ditamatkan	16
Tabel 1.3 Data Tracer Study Alumni Universitas Bangka Belitung	21
Tabel 1.4 Temuan <i>Research Gap</i> Intensi Berwirausaha.....	22
Tabel 2.1 Definisi Intensi Bewirausahaan Menurut Para Ahli	28
Tabel 2.2 Indikator Intensi Berwirausahaan	29
Tabel 2.3 Definisi Sikap Kewirausahaan Menurut Para Ahli	35
Tabel 2.4 Definisi Norma Subjektif Menurut Para Ahli	39
Tabel 2.5 Definisi Persepsi Kontrol Perilaku Menurut Para Ahli.....	42
Tabel 2.6 Penelitian Terdahulu yang Relevan	44
Tabel 3.1 Operasionalisasi Variabel	54
Tabel 3.2 Populasi Penelitian Mahasiswa UBB Angkatan 2017/2018	56
Tabel 3.3 Perhitungan dan Distribusi Sampel.....	58
Tabel 3.4 Bobot Nilai Jawaban Responden	60
Tabel 3.5 Klasifikasi TCR	60
Tabel 3.6 Koefisien Korelasi.....	60
Tabel 3.7 Hasil Pengujian Validitas Instrumen Penelitian	62
Tabel 3.8 Interpretasi Nilai Reliabilitas	63
Tabel 3.9 Hasil Pengujian Reliabilitas Instrumen Penelitian.....	64
Tabel 3.10 Kriteria Katagori distribusi normal	64
Tabel 3.11 Kriteria/Katagori Skor Tanggapan Responden	65
Tabel 4.1 Komposisi Responden Berdasarkan Jenis Kelamin.....	70
Tabel 4.2 Komposisi Responden Berdasarkan Usia	70
Tabel 4.3 Komposisi Responden Berdasarkan Fakultas	72

Tabel 4.4 Hasil Analisis Deskripsi Intensi Berwirausaha.....	74
Tabel 4.5 Rentang Nilai katagori Intensi Berwirausaha	74
Tabel 4.6 Distribusi Responden Berdasarkan Katagori Intensi Berwirausaha	75
Tabel 4.7 Deskripsi Intensi Berwirausaha berdasarkan indikator.....	75
Tabel 4.8 Hasil Analisis Deskripsi Sikap Kewirausahaan	77
Tabel 4.9 Rentang Nilai Katagori Sikap Kewirausahaan.....	77
Tabel 4.10 Distribusi Responden Berdasarkan Katagori Intensi Berwirausaha	79
Tabel 4.11 Deskripsi Sikap Kewirausahaan Berdasarkan Indikator	79
Tabel 4.12 Hasil Analisis Deskripsi Norma Subjektif.....	80
Tabel 4.13 Rentang Nilai katagori Norma Subjektif	82
Tabel 4.14 Distribusi Responden Berdasarkan Katagori Norma Subjektif	82
Tabel 4.15 Deskripsi Norma Subjektif Berdasarkan Indikator.....	83
Tabel 4.16 Hasil Analisis Deskripsi Persepsi Kontrol Perilaku.....	84
Tabel 4.17 Rentang Nilai katagori Persepsi Kontrol Perilaku	85
Tabel 4.18 Distribusi Responden Berdasarkan Katagori Persepsi Kontrol Perilaku.....	86
Tabel 4.19 Deskripsi Persepsi Kontrol Perilaku Berdasarkan Indikator.....	86
Tabel 4.20 Uji Normalitas One-Sample Kolmogorov-Smirnov Test	88
Tabel 4.21 Uji Multikolinearitas	88
Tabel 4.22 Uji Metode Glejser.....	89
Tabel 4.23 Ringkasan Hasil Uji Hipotesis Model Variabel Mediasi Paralel...	92
Tabel 4.24 Total Efek, Efek Langsung, dan Efek Tidak Langsung	93
Tabel 4.25 Uji Hipotesis (Uji F)	94
Tabel 4.26 Rangkuman Keputusan Hipotesis Penelitian	94

DAFTAR GAMBAR

	Halaman
Gambar 1.1 Persentase Pengusaha Di Indonesia	17
Gambar 2.1 Evolusi Model Intensi Berwirausaha	30
Gambar 2.2 <i>Theory Planned Behavior</i> (2005).....	31
Gambar 2.3 <i>Model Entrepreneurial Attitude Orientation</i> (1991).....	32
Gambar 2.4 <i>Entrepreneurial Intention Model</i> versi Linan dan Chen	38
Gambar 2.5 Krangka Berpikir.....	51
Gambar 2.6 Paradigma Penelitian.....	52
Gambar 3.1 Analisis Jalur Hubungan Antara Variabel.....	68
Gambar 4.1 Scatterplot Variabel Intensi Berwirausaha.....	90
Gambar 4.2 Hasil Regresi Model Penelitian.....	91

DAFTAR LAMPIRAN

	Halaman
Lampiran 1. Kuesioner Penelitian.....	119
Lampiran 2. Surat- Surat Penelitian.....	132
Lampiran 3. Output SPSS 25	140

DAFTAR PUSTAKA

Sumber Buku

- Arikunto, S. (2013). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipata
- Ajzen, I. (2005). *Attitudes, personality, and behavior*. McGraw-Hill Education (UK)
- Azwar, S. (2010). Metodelogi penelitian. *Yogyakarta: Pustaka Pelajar*.
- Carayannis, E. G., Samara, E. T., & Bakouros, Y. L. (2015). *Innovation and entrepreneurship: theory, policy and practice*. Springer.
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. John Wiley & Sons Inc.
- Daniel, M. (2003). *Metode Penelitian Sosial Ekonomi*. Jakarta: PT Bumi Aksara
- Priyatno., D (2013). Analisis Korelasi, Regresi, dan Multivariate dengan SPSS. Yogyakarta: Gava Media
- Eiser, J. R., & Eiser, J. R. (1986). *Social psychology: Attitudes, cognition and social behaviour*. Cambridge University Press.
- Imam., G. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro.
- Gay, L., Mills, G. E., & Airasian, P. W. (2012). *Educational Research: Competence for Analysis and Applications* (10th ed). Boston: Pearson Education, Inc
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford publications
- Kusnendi, M. S. (2008). Model-model Persamaan Struktural Satu and Multigroup Sampel dengan LISREL. Bandung: Alfabeta.
- Kuratko, D. F. (2016). *Entrepreneurship: Theory, process, and practice*. Cengage Learning.
- Lee, N. R., & Kotler, P. (2011). *Social marketing: Influencing behaviors for good*. Sage Publications.
- Munandar, U. (2012). Pengembangan Kreativitas Anak Berbakat. Jakarta. Rineka Cipta
- Maio, G. R., Haddock, G., & Verplanken, B. (2018). *The psychology of attitudes and attitude change*. Sage Publications Limited.
- Oftedal, E. M., Iakovleva, T. A., & Foss, L. (2017). University context matter An institutional perspective on. <https://doi.org/10.1108/ET-06-2016-0098>
- Riduwan. (2011). Rumus dan Data dalam Aplikasi Statistika. Bandung : Alfabeta
- Rohmana, Y., (2010). *Ekometrika Teori dan Aplikasi dengan Eviews*. Bandung: Laboratorium Pendidikan Ekonomi dan Koperasi.

- Scarborough, N. M., & Cornwall, J. R. (2011). *Essentials of entrepreneurship and small business management*. London: Pearson.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Ulber, S., (2010). Metode Penelitian Sosial. Bandung: PT Refika Aditama.
- Sugiyono. (2013). *Metode Penelitian pendidikan (pendekatan kuantitatif, kualitatif, dan R&D)*. Bandung: Alfabeta.
- Theiling, H., Ferdinand, C., & Wilhelm, R. (2000). Fast and precise WCET prediction by separated cache and path analyses. *Real-Time Systems*, 18(2-3), 157-179.
- Umi, N., Dewi, S., Anggadini, Linna, Ismawati. (2011), Penulisan Karya Ilmiah, Edisi Pertama, Genesis. Pondok Gede, Bekasi
- Wijanto, S. H. (2008). Structural equation modeling dengan Lisrel 8.8: konsep dan tutorial. *Yogyakarta: Graha Ilmu*, 3(1), 40-45

Sumber Jurnal

- Abdul Halik. (2019). Attitude As A Variable Between The Effect Of Security, Cleanliness And Public Facilities On Domicile Decisions In Satelit City Of Sidoarjo District, 4(2), 202–207.
- Adi, F., Sumarwan, U., Fahmi, I., Adi, F., Sumarwan, U., & Fahmi, I. (2017a). Literasi Keuangan Syariah dan Konvensional terhadap Minat Berwirausaha pada Mahasiswa mayoritas beragama Islam . Upaya memperkenalkan layanan keuangan syariah telah, 5(1), 1–20.
- Adi, F., Sumarwan, U., Fahmi, I., Adi, F., Sumarwan, U., & Fahmi, I. (2017b). The Influence of Attitude , Subjective Norm , Demography , Sosioeconomic and Shariah and Conventional Financial Literacy Toward Entrepreneurship Intention Among College, 5(1), 1–20.
- Ajzen, I., (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, Vol. 50, 179 – 211
- Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Consumer Attitudes and Behavior: The Theory of Planned Behavior Applied to Food Consumption Decisions*, 70(2), 121–138. <https://doi.org/10.13128/REA-18003>
- Ajzen, I., & Klobas, J. (2013). DEMOGRAPHIC RESEARCH VOLUME 29 , ARTICLE 8 , PAGES 203-232 Review Article Fertility intentions : An approach based on the theory of planned behavior Icek Ajzen Table of Contents, 29(July), 203–232. <https://doi.org/10.4054/DemRes.2013.29.8>

- Alain, F. (2004). Using the Theory of Planned Behaviour to Assess Entrepreneurship Teaching Programs : A First Experimentation, (March 2014).
- Albarracin, D., & Shavitt, S. (2018). Attitudes and Attitude Change, (August 2017), 1–29.
- Aloulou, W. J. (2016). Predicting Entrepreneurial Intentions of Final Year Saudi University Business Students by applying the Theory of Planned Behaviour.
- Anggadwita, G., & Dhewanto, W. (2016). The influence of personal attitude and social perception on women entrepreneurial intentions in micro and small enterprises in Indonesia The influence of personal attitude and social perception on women entrepreneurial intentions in micro and small enterprises in Indonesia Grisna Anggadwita * and Wawan Dhewanto, (January). <https://doi.org/10.1504/IJESB.2016.073974>
- Audretsch, D. B., Kuratko, D. F., & Link, A. N. (2016). Dynamic entrepreneurship and technology-based innovation. *Journal of Evolutionary Economics*, 26(3), 603–620. <https://doi.org/10.1007/s00191-016-0458-4>
- Babson College, Babson Park, MA, 2017. (2017). Global Entrepreneurship Monitor 2017.
- Bowen, D. D., & Hisrich, R. D. (1986). The Female Entrepreneur: A Career Development Perspective. *Academy of Management Review*, 11(2), 393–407. <https://doi.org/10.5465/AMR.1986.4283366>
- BUSIGE NISHANTHA. (2009). Influence of Personality Traits and Socio-demographic Background of Undergraduate Students on Motivation for Entrepreneurial Career : The Case of Sri Lanka Influence of Personality Traits and Socio-demographic Background of Undergraduate Students on Motiv, (January 2009).
- Carpenter, M. A., & Geletkanycz, M. A. (2004). Upper Echelons Research Revisited : Antecedents , Elements , and Consequences of Top Management Team Composition, 30(6), 749–778. <https://doi.org/10.1016/j.jm.2004.06.001>
- Christina Whidya Utami. (2017). Attitude, Subjective Norms, Perceived behavior, Entrepreneurship education and Self-efficacy toward entrepreneurial intention University student in Indonesia. *European Research Studies Journal*, 20(2A), 475–495.
- Cook, A. J., Kerr, G. N., & Moore, K. (2002). Attitudes and intentions towards purchasing GM food. *Journal of Economic Psychology*, 23(5), 557–572. [https://doi.org/10.1016/S0167-4870\(02\)00117-4](https://doi.org/10.1016/S0167-4870(02)00117-4)

- Couto, P., Sandra, R. H., & Mayer, F. (2013). Entrepreneurial Intention in Brazil : The Challenge in Using International Measurement.
- Cruz, Wayan, N., Suprapti, S., Nyoman, N., & Yasa, K. (2015). Aplikasi Theory Of Planned Behavior Dalam Membangkitkan Niat Berwirausaha Bagi Mahasiswa Fakultas Ekonomi Unpaz, Dili Timor Leste, 12, 895–920.
- Douglas, E. J., & Fitzsimmons, J. R. (2013). Intrapreneurial intentions versus entrepreneurial intentions : distinct constructs with different antecedents, 115–132. <https://doi.org/10.1007/s11187-012-9419-y>
- Drost, E. A., & McGuire, S. J. J. (2011). Fostering Entrepreneurship among Finnish Business Students : Antecedents of Entrepreneurial Intent and Implications for Entrepreneurship Education Fostering Entrepreneurship among Finnish Business Students : Antecedents of Entrepreneurial Intent and Implications for Entrepreneurship Education, (January).
- Eagly, A. H., Johnson, B. T., Eagly, A. H., & Johnson, B. T. (1990). Gender and Leadership Style : A Meta-Analysis Gender and Leadership Style : A Meta-Analysis.
- Eid, R., Badewi, A., Selim, H., & El-Gohary, H. (2018). Integrating and extending competing intention models to understand the entrepreneurial intention of senior university students. *Education+ Training*.
- Eresia-Eke, C., & Gunda, C. (1986). The entrepreneurial intentions of university of Botswana students. *Problems and Perspectives in Management*.
- Eresia-Eke, C., & Gunda, C. (2015). The entrepreneurial intentions of university of Botswana students. *Problems and Perspectives in Management*, 13(3), 55–65.
- Esfandiar, K., Shari, M., Pratt, S., & Altinay, L. (2019). Understanding entrepreneurial intentions : A developed integrated structural model approach Understanding entrepreneurial intentions : A developed integrated structural model approach. *Journal of Business Research*, 94(January), 172–182. <https://doi.org/10.1016/j.jbusres.2017.10.045>
- Faghih, N., Bonyadi, E., & Sarreshtehdari, L. (2019). *Global entrepreneurship capacity and entrepreneurial attitude indexing based on the global entrepreneurship monitor (GEM) dataset. Contributions to Management Science*. https://doi.org/10.1007/978-3-030-11766-5_2
- Farooq, M. S., Jaafar, N., Ayapp, K., Salam, M., Mughal, Y. H., Azam, F., & Sajid, A. (2018). Impact of support from social network on entrepreneurial intention of fresh business graduates. <https://doi.org/10.1108/ET-06-2017-0092>

- Farooq, M. S., Jaafar, N., Ayupp, K., Salam, M., Mughal, Y. H., Azam, F., & Sajid, A. (2016). Impact of Entrepreneurial Skills and Family Occupation on. *Journal of Entrepreneurship*, 28(3), 3145–3148.
- Fenech, R., & Colleges, H. (2019). Entrepreneurial Attitudes , Self-Efficacy , And Subjective Norms Amongst Female, 23(1), 4675.
- Ferna, V., Alonso-galicia, P. E., & Rodriguez-ariza, L. (2013). Business social networks and academics ' entrepreneurial intentions, 114(2), 292–320. <https://doi.org/10.1108/IMDS-02-2013-0076>
- Fragoso, R., Rocha-junior, W., & Xavier, A. (2019). Determinant factors of entrepreneurial intention among university students Determinant factors of entrepreneurial intention among university students in Brazil and Portugal. *Journal of Small Business & Entrepreneurship*, 0(0), 1–25. <https://doi.org/10.1080/08276331.2018.1551459>
- Gabriel, C. A., & Kirkwood, J. (2016). Business models for model businesses: Lessons from renewable energy entrepreneurs in developing countries. *Energy Policy*, 95, 336–349. <https://doi.org/10.1016/j.enpol.2016.05.006>
- Gelderken, M. Van, & Kautonen, T. (2017). Implementation intentions in the entrepreneurial process : concept , empirical findings , and research agenda.
- Ginting, Ari M., R. (2011). 495 upaya peningkatan ekspor sektor usaha mikro, kecil dan menengah melalui peningkatan daya saing produk, 495–526.
- Glavin, P., & Maas, M. Van Der. (2018). Precarious Versus Entrepreneurial Origins of the Recently Self-Employed : Work and Family Determinants of Canadians ' Self-Employment Transitions, (November).
- Gomes, T. (2016). Factors Affecting Students ' Entrepreneurial Intentions Of Polytechnic Institute Of Setubal : A Cognitive Approach.
- Guerrero, M., Rialp, J., & Urbano, D. (2008). The impact of desirability and feasibility on entrepreneurial intentions : A structural equation model, 35–50. <https://doi.org/10.1007/s11365-006-0032-x>
- Gumussoy, C. A., Kaya, A., & Ozlu, E. (2017). *Determinants of mobile banking use: an extended TAM with perceived risk, mobility access, compatibility, perceived self-efficacy and subjective norms*. In *Industrial Engineering in the Industry 4.0 Era*.
- Hafni, L., & Andri, G. (2019). Analysis Of Influence Of Socio Demographic Factors, Attitude Factors, Contextual Factors On Students 'Entrepreneurship

Intention (Case Study On Stie Pelita Indonesia). *Jurnal Akuntansi Dan Bisnis*, 4(1), ISSN 2527-8223.

Halim, F. A., Malim, M. R., & Hamdan, S. I. (2019). *Proceedings of the Third International Conference on Computing, Mathematics and Statistics (iCMS2017)*. *Proceedings of the Third International Conference on Computing, Mathematics and Statistics (iCMS2017)*. Springer Singapore. <https://doi.org/10.1007/978-981-13-7279-7>

Handaru, A. W., Parimita, W., Achmad, A., & Nandiswara, C. (2014). Pengaruh Sikap, Norma Subjektif, Dan Efikasi Diri Terhadap Intensi Berwirausaha Mahasiswa Magister Management (Kajian Empiris Pada Sebuah Universitas Negeri Di Jakarta). *Jurnal Universitas Paramadina*, 11(2), 1046–1061.

Hartsenko, J., & Venesaar, U. (2017). Impact of Entrepreneurship Teaching Models on Students' Entrepreneurial Intentions: The Case of Estonia and Hungary.

Heuer, A., & Liñán, F. (2013). Testing alternative measures of subjective norms in entrepreneurial intention models. *International Journal of Entrepreneurship and Small Business*, 19(1), 35–50. <https://doi.org/10.1504/IJESB.2013.054310>

Hsu, C., & Wang, S. (2018). Social entrepreneurial intentions and its influential factors : A comparison of students in Taiwan and Hong Kong Social entrepreneurial intentions and its influential factors : A. *Innovations in Education and Teaching International*, 3297, 1–11. <https://doi.org/10.1080/14703297.2018.1427611>

Hsu, C. Y., & Wang, S. M. (2019). Social entrepreneurial intentions and its influential factors: A comparison of students in Taiwan and Hong Kong. *Innovations in Education and Teaching International*, 56(3), 385–395. <https://doi.org/10.1080/14703297.2018.1427611>

Ismail, N., Jaffar, N., & Hooi, T. S. (2013). Using EAO Model to Predict the Self-Employment Intentions among the Universities ' Undergraduates in, 4(5), 1–6. <https://doi.org/10.7763/IJTEF.2013.V4.302>

Kanonuhwa, M., Rungani, E. C., Chimucheka, T., Hare, F., Africa, S., & Chimucheka, T. (2018). The association between emotional intelligence and entrepreneurship as a career choice : A study on university students in South Africa. *SA Journal of Human Resource Management*, 16(0), 1–9. <https://doi.org/http://dx.doi.org/10.4102/sajhrm.v16i0.907>

Karimi, S., Biemans, H. J., Lans, T., Chizari, M., & Mulder, M. (2016). The impact of entrepreneurship education: A study of Iranian students' entrepreneurial intentions and opportunity identification.

- Kashif, M., Zarkada, A., & Ramayah, T. (2016). Total Quality Management & Business Excellence The impact of attitude , subjective norms , and perceived behavioural control on managers ' intentions to behave ethically, 33(3)(July). <https://doi.org/10.1080/14783363.2016.1209970>
- Keller, K. L. (1993). Conceptualizing and Measuring , Brand Managing Customer-Based Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
- Khuong, M. N., & An, N. H. (2016). The Factors Affecting Entrepreneurial Intention of the Students of Vietnam National University — A Mediation Analysis of Perception toward Entrepreneurship, (January). <https://doi.org/10.7763/JOEBM.2016.V4.375>
- Koranti, K. (2013). Analisis Pengaruh Faktor Eksternal Dan Internal, 5(1998), 8–9.
- Kristiyanti, M. (2012). Peran Strategis Usaha Kecil Menengah (UKM) Dalam Pembangunan Nasional.
- Krueger, N. F. (2009). Entrepreneurial Intentions are Dead: Long Live Entrepreneurial Intentions. *Understanding the Entrepreneurial Mind*, (May 2009). <https://doi.org/10.1007/978-1-4419-0443-0>
- Lagus, A., Suomela, J., Weithoff, G., Heikkilä, K., Helminen, H., & Sipura, J. (2004). Species-specific differences in phytoplankton responses to N and P enrichments and the N:P ratio in the Archipelago Sea, northern Baltic Sea. *Journal of Plankton Research*, 26(7), 779–798. <https://doi.org/10.1093/plankt/fbh070>
- Lange, P. A. M., Kruglanski, A. W., & Higgins, E. T. (2012). The theory of planned behavior, (July). <https://doi.org/10.4135/9781446249215.n22>
- Lee, H., & Yun, Z. (2016). Consumers ' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *FOOD QUALITY AND PREFERENCE*, 39(2015), 259–267. <https://doi.org/10.1016/j.foodqual.2014.06.002>
- Liñán, F., & Chen, Y. (2009). Development and Cross-Cultural Application of a Specific Instrument to Measure Entrepreneurial Intentions. *Entrepreneurship Theory and Practice*, 33(3), 593–617.
- Linan. (2014). Entrepreneurial intention among university students in Malaysia: Integrating Self-determination theory and the theory of planned behavior, (2009), 1–19.

- Mahajan, T., & Arora, V. (2018). Analysis Of Autonomy Factor Of Entrepreneurship Intention With Reference To Students Of Selected Universities Of North-India, 20(2), 87–91. <https://doi.org/10.9744/jmk.20.2.87>
- Mahendra, A. M., Djatmika, E. T., & Hermawan, A. (2017). The Effect of Entrepreneurship Education on Entrepreneurial Intention Mediated by Motivation and Attitude among Management Students , State University of Malang , Indonesia, 10(9), 61–69. <https://doi.org/10.5539/ies.v10n9p61>
- Man, T. W. Y. (2019). Nurturing entrepreneurial competencies through university-based entrepreneurship centers: A social constructivist perspective. *Advances in Entrepreneurship, Firm Emergence and Growth*, 21, 141–161. <https://doi.org/10.1108/S1074-754020190000021006>
- Maimun.L. (2019). *Pendidikan Entrepreneurship Di Pondok Pesantren Ky Mojo Gede Kebun Tengah Wonopringgo Kabupaten Pekalongan*.
- Marques, C. S., Ferreira, J. J., Gomes, D. N., Gouveia, R., Ferreira, J., Gomes, D. N., & Rodrigues, R. G. (2012). demographic and behavioural factors predict the entrepreneurial intention Article information : Entrepreneurship education How psychological , demographic and entrepreneurial intention. <https://doi.org/10.1108/00400911211274819>
- Meltzoff, A. N. (1995). Understanding the Intentions of Others : Re-Enactment of Intended Acts by 18-Month-Old Children, 31(5), 838–850.
- Ming-Tien Tsai · Kun-Shiang Chen · Jui-Lin Chien. (2012). The factors impact of knowledge sharing intentions : the theory of reasoned action perspective, (89), 1479–1491. <https://doi.org/10.1007/s11135-011-9462-9>
- Montanaro, E. A., Kershaw, T. S., & Bryan, A. D. (2018). Dismantling the theory of planned behavior : evaluating the relative effectiveness of attempts to uniquely change attitudes , norms , and perceived behavioral control. *Journal of Behavioral Medicine*. <https://doi.org/10.1007/s10865-018-9923-x>
- Msigwa, R., Kipesha, E. F., & Road, L. (2013). Determinants of Youth unemployment in Developing Countries : Evidences from Tanzania, 4(14), 67–77.
- Mulyana, R. A. (2013). Pengaruh Norma Subyektif, Persepsi Kontrol Perilaku, Dan Sikap Wirausaha terhadap Minat Berwirausaha Siswa Smk, 1(75).
- Mustofa, A., Murtini, W., & Sawiji, H. (2019). Learning of Craft and Entrepreneurship Towards Student's Entrepreneurship Interest Referred from Planned Behavior, 4(1), 1–9.

Nabi, G., Walmsley, A., Liñán, F., Akhtar, I., & Neame, C. (2018). Does entrepreneurship education in the first year of higher education develop entrepreneurial intentions? The role of learning and inspiration. *Studies in Higher Education*, 43(3), 452–467. <https://doi.org/10.1080/03075079.2016.1177716>

Nayakankuppam, D., Priester, J. R., Hwan, J., Anne, L., Donovan, N., & Petty, R. E. (2018). Construction and Retrieval of Evaluative Judgments : The Attitude Strength Moderation Model Journal of Experimental Social Psychology Construction and retrieval of evaluative judgments : The attitude strength moderation model ☆. *Journal of Experimental Social Psychology*, 76(May), 54–66. <https://doi.org/10.1016/j.jesp.2017.12.005>

Nguyen, A. T., Do, T. H. H., Vu, T. B. T., Dang, K. A., & Nguyen, H. L. (2019). Factors affecting entrepreneurial intentions among youths in Vietnam. *Children and Youth Services Review*, 99(January), 186–193. <https://doi.org/10.1016/j.childyouth.2019.01.039>

Nursalwani, M., Latiff Zulariff, A., Kelantan, M., & Senior Lecturer, M. (2017). The Effect of Attitude, Subjective Norm and Perceived Behaviour Control Towards Intention of Muslim Youth at Public Universities in Kelantan to Consume Halal Labelled Chocolate Bar Product. *Canadian Social Science*, 13(2), 43–48. <https://doi.org/10.3968/9278>

Olorundare, A. S., & Kayode, D. J. (2014). Entrepreneurship Education In Nigerian Universities : A Tool For National, 29, 155–175.

Ozaralli, N., & Rivenburgh, N. K. (2016). Entrepreneurial intention : antecedents to entrepreneurial behavior in the U . S . A . and Turkey. *Journal of Global Entrepreneurship Research*. <https://doi.org/10.1186/s40497-016-0047-x>

Pellino, T. A. (1997). Relationships between Patient Attitudes, Subjective Norms, Perceived Control, and Analgesic Use Following Elective Orthopedic Surgery. *Research in Nursing and Health*, 20(2), 97–105. [https://doi.org/10.1002/\(SICI\)1098-240X\(199704\)20:2<97::AID-NUR2>3.0.CO;2-O](https://doi.org/10.1002/(SICI)1098-240X(199704)20:2<97::AID-NUR2>3.0.CO;2-O)

Peng, Z., Lu, G., & Kang, H. (2012). Entrepreneurial Intentions and Its Influencing Factors : A Survey of the University Students in Xi ' an China, 3(December), 95–100. <https://doi.org/10.4236/ce.2012.38b021>

Ramdhani, N. (2011). Penyusunan Alat Pengukur Berbasis Theory of Planned Behavior 1, 19(2), 55–69.

Rodrigues, A. P., Jorge, F. E., Pires, C. A., & António, P. (2017). The contribution

- of emotional intelligence and spirituality in understanding creativity and entrepreneurial intention of higher education students, 61(October).
- Ru, X., Wang, S., Chen, Q., & Yan, S. (2018). *Exploring the interaction effects of norms and attitudes on green travel intention: An empirical study in eastern China*. *Journal of Cleaner Production*. Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2018.06.293>
- Saebi, T., Foss, N. J., & Linder, S. (2019). Social Entrepreneurship Research: Past Achievements and Future Promises. *Journal of Management*, 45(1), 70–95. <https://doi.org/10.1177/0149206318793196>
- Shinnar, R. S., Zamantili, D., Shinnar, R. S., & Nayir, D. Z. (2019). Immigrant Entrepreneurship in an Emerging Economy : The Case of Turkey Immigrant Entrepreneurship in an Emerging Economy : The Case of Turkey, 2778. <https://doi.org/10.1111/jsbm.12408>
- Shirokova, G., Osiyevskyy, O., & Bogatyreva, K. (2015). Exploring the intention-behavior link in student entrepreneurship : Moderating effects of individual and environmental characteristics. *European Management Journal*, 1–14. <https://doi.org/10.1016/j.emj.2015.12.007>
- Soomro, B. A. & N. S. (2015). Developing attitudes and intentions among potential entrepreneurs. <https://doi.org/10.1108/JEIM-07-2014-0070>
- Turker, Duygu, & S. S. S. (2008). Which factors affect entrepreneurial intention of university students ? <https://doi.org/10.1108/03090590910939049>
- Umasita Hardhini. (2018). Analisis Determinan Intensi Berwirausaha Mahasiswa Jurusan Akuntansi Fakultas Ekonomi Dan Bisnis Universitas Brawijaya.
- Vijayanti Devi, S. N. B. S. (2018). THE EFFECTS OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTION Vijayanti.
- Wang, C. K., & Wong, P. K. (2004). Entrepreneurial interest of university students in Singapore. *Technovation*, 24(2), 163–172. [https://doi.org/10.1016/S0166-4972\(02\)00016-0](https://doi.org/10.1016/S0166-4972(02)00016-0)
- Wedayanti, N., & Giantari, I. (2016). Peran Pendidikan Kewirausahaan Dalam Memediasi Pengaruh Norma Subyektif Terhadap Niat Berwirausaha. *E-Jurnal Manajemen Universitas Udayana*, 5(1), 255039.
- Wijayaningtyas, M., Handoko, F., & Hidayat, S. (2019). The millennials ' perceived behavioural control on an eco - friendly house purchase intention The millennials ' perceived behavioural control on an eco - friendly house purchase intention. <https://doi.org/10.1088/1742-6596/1375/1/012060>

Yessoufou, A. W., Blok, V., & Omta, S. W. F. (2018). The process of entrepreneurial action at the base of the pyramid in developing countries: a case of vegetable farmers in Benin. *Entrepreneurship and Regional Development*, 30(1–2), 1–28. <https://doi.org/10.1080/08985626.2017.1364788>

Yuliawan, E., & Ginting, M. (2013). Analisis Faktor-Faktor Yang Mempengaruhi Minat Berwirausaha Mahasiswa (Studi Kasus Pada Stmik Mikroskil Medan), 2, 105–111.

Zhang, Y., Duysters, G., & Cloodt, M. (2014a). The role of entrepreneurship education as a predictor of university students' entrepreneurial intention. *International Entrepreneurship and Management Journal*, 10(3), 623–641. <https://doi.org/10.1007/s11365-012-0246-z>

Zhang, Y., Duysters, G., & Cloodt, M. (2014b). The role of entrepreneurship education as a predictor of university students ' entrepreneurial intention, 623–641. <https://doi.org/10.1007/s11365-012-0246-z>

Skripsi/ Tesis

Mulyana, R. A. (2013). *Pengaruh Norma Subyektif, Persepsi Kontrol Perilaku, Dan Sikap Wirausaha terhadap Minat Berwirausaha Siswa Smk* (Doctoral dissertation, Universitas Pendidikan Indonesia).

Steenkamer, N. L. (2015). *The intentions of working fathers to use flexible workplace arrangements: an application of the theory of planned behaviour* (Doctoral dissertation, University of Cape Town).

Warlen, M. A. (2019). Keseksian Wirausaha Muda Sebagai Role Model Terhadap Minat Berwirausaha Mahasiswa Manajemen Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara.

Sumber Online dan Bentuk Lainnya

Badan Pusat Statistik (BPS) Provinsi Bangka Belitung (2019). Diakses dari Badan Pusat Statistik, B. P. S. (2018) ‘Statistik’, (42), Pp. 1–16.

Dinas Kepemudaan dan Olahraga Provinsi Kepulauan Bangka Belitung, (2019). Diakses dari <https://www.babelprov.go.id/content/dinas-kepemudaan-dan-olahraga>

Direktorat Jenderal Pendidikan Tinggi Kementerian pendidikan dan kebudayaan (2015).Diakses dari <https://jurnaldikbud.kemdikbud.go.id/index.php/jpnk/article/view/55>

Devi, V., & Sitepu, S. N. B. (2018, November). The Effects of Entrepreneurship Education on Entrepreneurial Intention. Forum Manajemen Indonesia.

