

The Relationship Between Attitude toward Behaviour, Subjective Norm, Perceived Control Behaviour on Entrepreneurship Intention: An Empirical Study on Indonesia SME Owners

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ABSTRACT

COVID-19 pandemic has brought tremendous effects on socio economy at worldwide. Many has loss their job and was struggle to survive thus entrepreneurship became a great opportunity that open widely for most people to survive and succeed by doing business. Everyone was witnessing the growth of small medium businesses which was increased rapidly during the pandemic especially. The persistence of people in doing business ensure the success and able to stand for a long period of time in the particular field. What was important is the attitude and surrounding environment that support the growth of a business. This shows the importance of entrepreneurship that able to overcome any situation and challenges and it leads to improve the entrepreneurship intention in developing business. Thus, the present study examined attitude toward behaviour, subjective norms, perceived control behaviour, to the entrepreneurship intention among Indonesian SMEs located in Pekanbaru city. Quantitative method used in this study to obtain information from respondents (SMEs owners) in Pekanbaru, Indonesia. 96 owners of SME involved in this research and fully responded. Later, the data obtained were analysed through Statistical Package for Social Science (SPSS) version 26. The findings of this study revealed mixed results, where attitude toward behavior and perceived control behaviour has found to be significant in predicting entrepreneurship intention. Meanwhile, the subjective norm has an insignificant relationship with the entrepreneurship intention. Results was discussed and potential intervention were suggested to improvise sustainability.

Keywords: Attitude Toward Behaviour, Entrepreneurship Intention, Perceived Control Behaviour, Subjective Norm

1. INTRODUCTION

The development of the economy was affected by three main issues; unemployment, poverty, and inequality (Prasetyo, 2021). Unemployment is both an economic and a social concern (Prasetyo, 2021; Radzi, 2019b). Most countries are unable to give employment opportunities to their citizens. As a result, they implemented a number of programs to address the unemployment problem, including a training program and entrepreneurship. Indeed, in an era of rapid technological progress, economic liberalization, and globalization, entrepreneurship is regarded as a talent that can give a good source of income for graduates due to a lack of work options in the

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public or private sectors (Hamzah et al., 2016).

Entrepreneurship becomes an option when people face difficulties in getting a job. It is also a way for the government to address numerous concerns relating to the economic situation (Sandi & Nurhayati, 2020). Entrepreneurship is linked to economic growth, innovation, and, most importantly, the creation of job opportunities and businesses, all of which contribute to people's well-being (Zhang et al., 2015). In addition, entrepreneurship is an effort to improve the district's economy; the concept of entrepreneurship is an individual's ability to transform an idea into action (Hamzah et al., 2016). It consists of creativity, innovation and risk taking as well as the ability to planning and managing a business to toward the goals (Hamzah et al., 2016). Division of learning and student on the minister of education state the ratio of Indonesian entrepreneur (3.75%) is lower than Thailand (4.2), Malaysia (4.7) and Singapura (8.7%) within ASEAN country. In order to increase the number of Indonesia' entrepreneur, the government specifically minister of education introduce entrepreneur development program in the higher institution or university. In other perspective, the total number of SME in Indonesia has increased in 2015 to 2019 (refer Figure 1).

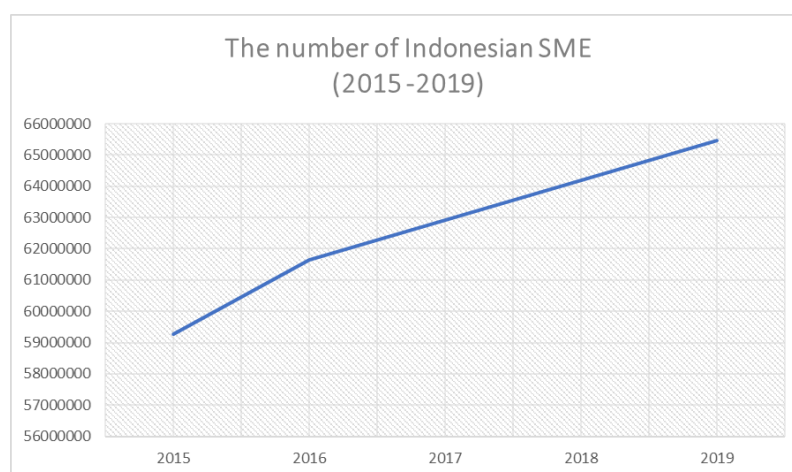


Figure 1. Number of Indonesian SME, Kementrian Koperasi and Usaha Kecil dan Menengah (UMKM) (2015-2019)

Pekanbaru as the capital city of Riau Province has 15,126 SME units. Previously, the total number of SME has increased from 13,351 units to 15,126 SME' Units. In addition, Pemko (2021) believes the total number of entrepreneurs were increasing significantly during Covid19 pandemic. It is due to the reason of being terminated by their organisation. Thus, the government remains to strive to provide opportunities for the people through the entrepreneur program or SME development program in Pekanbaru City.

Based on the foregoing, it can be assumed that entrepreneurs play a vital role in the district, such as developing more business opportunities, paying to governments in terms of taxes, earning foreign exchange, as well serving a social function to improve the nation's existence. Furthermore, it is deniable that entrepreneurship can improve people's well-being as well. As a result, the purpose of this study is to look at the factors influencing entrepreneurship intentions among SME owners in Pekanbaru, Indonesia. The findings of this study will be utilised to produce fresh knowledge about factors that influence entrepreneurship intent, as well as to assist government in developing program(s) to ensure that the entrepreneurship program runs smoothly and boost up the entrepreneurship intention among SME owners.

2. LITERATURE REVIEW

2.1 Entrepreneurship Intention

Entrepreneurship intention is described by Ridha et al. (2017), as an individual's competency associated with the individual's purpose to perform a specific action. Patricia and Silangen (2016), on the other hand, believe that entrepreneurship intention is an individual's perspective toward starting a business or adding value to an existing business. Further, Otache et al. (2019) stated that entrepreneurship intention is a mental state in which an individual decides to start and manage a new business. As a result, an individual's ability to acquire competency in order to create a product or service can be classified as entrepreneurship intention.

Several factors, including entrepreneurship education (Hoang et al., 2021), opportunity and self-efficacy (Hassan et al., 2020), attitude toward behaviour, subjective norms, and perceived behavioural control (Radzi, 2019a) and others, have been shown to influence entrepreneurship intention as in the literature. In a study conducted by Hoang et al. (2021) coined that entrepreneurship intention was influenced by entrepreneurship education among 1,021 Vietnamese university students. Further, Hassan (2020) discovered that opportunity and self-efficacy have a substantial association with entrepreneurship intent among Indian institutions. Last but not least, among 300 polytechnics Ungku Omar' students, attitudes about behaviour, subjective norms, and perceived behavioural control show a substantial association with entrepreneurship education and entrepreneurship intention, (Radzi, 2019b).

In another aspect, environmental degradation would be the consideration for SME owners to develop their business more extensive, thus it is important to understand the element that would increase entrepreneurs to be proactive with their intention to become entrepreneurs and be sustained in the SME industry. Majid, Latif and Koe (2017) studied on context that influence SME owner on their intention to sustainable entrepreneurship. It has been tested with 404 Malaysia SMEs owners and found there is uplift for sustainable entrepreneurship which explain the focus on subjective norm, sustainable value, government legislation. Thus, it presenting the importance on emphasising entrepreneurship intention among SME owners.

2.2 Factors Affecting Entrepreneurship Intention

2.2.1 Attitude toward Behaviour

Ajzen (1987), defines attitude toward behaviour as an individual's assessment of what is required to perform a specific action. In addition, Ridha et al. (2017) define attitude toward activity as the degree to which an individual access something, whether it is useful or not. Also, in the context of entrepreneurship, attitude toward behaviour can be described as the amount to which an individual has evaluated themselves personally, either positively or negatively (Fayolle et al., 2006). Meanwhile, Saraih et al. (2020), claimed that a student's attitude toward behaviour is an assessment of their entrepreneurship activity.

Besides, among 345 engineering students at a Malaysian public university, attitude toward behaviour shows a substantial link with entrepreneurship intention (Saraih et al., 2018). Similarly, Radzi (2019b) found that a favorable attitude toward behaviour had a good correlation with the ambition to start a business that been tested among 300 students at Politeknik Ungku Omar.

This shows the significant correlation between attitude toward behaviour towards

entrepreneurship intention among students. Since, most of studies directing on students, current study is crucial that intent to focus on SME owners on their self-assessment activity which is attitude towards behaviour towards SME owner's entrepreneurship intention in presenting their business activities.

H₁: Attitude toward behaviour has significant relationship with entrepreneurship intention.

2.2.2 Subjective Norm

According to Ajzen (1991) cited in Radzi (2019b), subjective norm is defined as references of people and it requires approval to become an entrepreneur or not. In other words, subjective norm refers to a person's perception of their closest friends in order to motivate them to act like entrepreneurs (Saraih et al., 2020). In another study, Zhang et. al (2015) stated that subjective norms refer to the individual's social pressure to take action. Finally, subjective norms might be described as the extent to which an individual think about behaviour and can be judged by others or in social situations (Gong et al., 2019; Venkatesh & Morris, 2000).

In the past, experts believed that subjective norms were a key element in fostering entrepreneurship in Northern Malaysia (Saraih et al., 2020). In the author's study, 163 students' entrepreneurship intentions had a substantial association with the subjective norm. Similarly, Zhang et al. (2015) did research in a large institution in the western United States in which found subjective norms had a positive link with entrepreneurship intention, it been tested among 275 students.

Moreover, as to be perceived as an entrepreneur, definitely one need to have the entrepreneurs' qualities in order for them pursue the entrepreneurship intention while executing their business. This been strongly coined due to the proven result derived by Saraih et al. (2018) that the result of study shows subjective norm is positively correlated with entrepreneurship intention among 345 engineering students. Thus, through this, researchers believe it applied to SMEs owners as well.

H₂: Subject norm has significant relationship with entrepreneurship intention.

2.2.3 Perceived Control Behaviour

Perceived behavioural control is described by Saraih et al., (2020) as an individual's perception of their ability to accomplish based on required behaviour. In addition, Zhang et al. (2015) refer to perceived control behaviour in terms of the resource and opportunity required to take action. Moreover, among 275 students at a large university in the western United States, perceived control behaviour shows a substantial correlation with entrepreneurship ambition (Zhang et al., 2015).

Resources is important for life sustainability, this applied for SMEs industry as well. As an entrepreneur, they need resources in terms of monetary and non-monetary to enable them accomplish goal pertaining to entrepreneurship intention. Thus, here non-monetary may include self-motivation that been considered as a resource, which could help to improve entrepreneurship intention among SME owners.

H₃: Perceived control behaviour has significant relationship with entrepreneurship intention.

2.3 Theory of Planned Behaviour

The present study utilised the theory of planned behaviour to determine the relationship

between all of the elements of the present study and the entrepreneurship intention of SME owners in Pekanbaru, Indonesia. In entrepreneurship study, Theory of Planned Behaviour (TPB) is the most valuable theory (Radzi, 2019b). TPB is a hypothesis that relates an individual's perception to his or her conduct (Saraih et al., 2018). TPB proposed that a behaviour might be explained by three constructs: attitude, social norms, and perceived behaviour control (Saraih et al., 2020; Tegtmeier, 2012). This theory describes the 'intention' approach as a result of a person's attitude toward an action, social norms for that activity, and the skills and resources required to carry out these acts (Zhang et al., 2015).

3. METHODOLOGY

3.1 Research Design

In this study, researchers gathered information from respondents by applying a quantitative approach. As suggested by previous scholars, questionnaire is a standard of collecting data on survey research (Collins, 2003 & Rabialdy, 2021). Researchers used traditional questionnaires to obtain information from the respondents. The present study used organisational level as the unit analysis. Thus, the owner of SME was involved to be tested under this study. Besides, researchers distribute questionnaires to respondents by using simple random sampling techniques. Later, data collected has been analysed by SPSS version 26 in order to examine the descriptive and inferential data under study (correlation and multiple regression analysis).

3.2 Sample Size

Owner of SME that located in Pekanbaru city become as a population of the study. However, it is focused on the SMEs owners who enrolled on the training program that was conducted by Universitas Pahlawan Tuanku Tambusai. There are about 220 SMEs registered in the training program. Thus, according to the table developed by Krejcie and Morgan's (1970) which establishes the number of sample sizes, 140 samples were chosen to generalise the population in this study context.

4. RESULTS AND DISCUSSIONS

4.1 Descriptive Analysis

Based on 96 questionnaires were returned, there are two types of business in the present study, which are product and services. Table 1 indicates 83 respondents or 86.5 % of the owners of SME have filled up their business background as delivering products while 13 respondents or 13.5 % of the respondents offer service to the community.

Table 1 Type of Business

Type of business	Frequency	Percentage
Product	83	86.5%
Service	13	13.5%

In another part, the present study used four categories of years of business establishment. They are less than 2000, 2001 to 2010, 2011 to 2020 and above. Based on Table 2, the majority of the

SME' owner established their business in the range 2011 to 2020 which represents 78 SME's, followed by 2001 to 2010 is 9 SMEs, 2021 in above is 5 SMEs and the last but not least is less than year of 2000 which is 4 SMEs.

Table 2 Years of Established

Years of Established	Frequency	Percentage
<2000	4	4.2
2001 -2010	9	9.4
2011- 2020	78	81.3
>2021	5	5.2

4.2 Normality Test

According to previous scholars, a normality test is necessary to conduct research. It can be tested by using plot, mean, median, skewness and kurtosis (Kwak & Park, 2019). However, diagram plot, skewness and kurtosis are among the most favorite methods to indicate the normality test. Table 3 indicates that all data have been distributed normally. It is due to the value of skewness and kurtosis of the present study is in the range of -1 to 1.

Table 3 Skewness and Kurtosis

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
ATB	-.450	.246	-.107	.488
SN	-.406	.246	-.550	.488
PCB	-.030	.246	.216	.488
EI	-.529	.246	-.332	.488

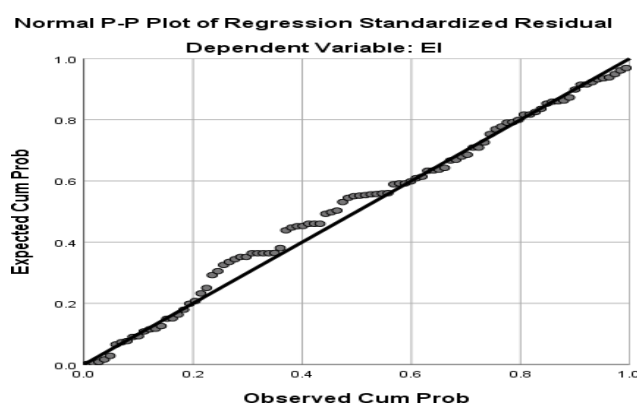


Figure 2. Normal P-P Plot of Regression

4.3 Correlation Analysis

The present study used correlation analysis to measure the relationship among variables under study. Gogtay and Thatte (2017), indicate correlation analysis is a term used to examine

the relationship between two or more variables. Scholars suggest the coefficient value of correlation in the range of -1 to 1 (Gogtay & Thatte, 2017; Zikmund et al., 2013) is acceptable value. Indeed, the present study refers to the rule of thumb proposed by Piaw (2013). The scholar used four categories to determine level of correlation; (1) 0.1 to 0.3 were categorised as very weak, (2) 0.31 to 0.50 were categorised as weak, (3) 0.51 to 0.71 were categorised as average/ medium, (4) 0.71 to 0.91 were categorised as strong, dan (5) 0.91 to 1 were categorised as very strong. Further, Table 4 indicates the level of relationship among variables used in the present study.

Table 4 Correlation Analysis

Construct	ATB	SN	PCB	EI
ATB	1	0.527	0.218	0.568
SN	0.527	1	0.331	0.474
PCB	0.218	0.331	1	0.430
EI	0.568	0.474	0.430	1

Based on Table 4, most of the coefficients of correlation were categorised in the range of 0.2 to 0.6. The relationship between attitude toward behaviour to the entrepreneurship intention is the highest compared with others. In contrast, 0.218 or the relationship between attitude toward behaviour and perceived control behaviour.

4.4 Regression Analysis

Multiple regression analysis was adopted in order to examine the hypothesis of the present study. Uyanik and Guler (2013) indicate multiple regression analysis is a method used to measure the relationship between two or more variables. Table 5 indicates two of three variables that have a significant relationship with entrepreneurship intention. In detail, attitude toward behaviour has a significant relationship with the entrepreneurship intention (Sig. 0.000). It is similar to a study conducted by Radzi (2019b) which indicates that attitude towards behaviour has a positive relationship to the entrepreneurship intention among 300 students in Politeknik Ungku Omar.

Table 5 Multiple Regression Analysis (Dependent Variable=Entrepreneurial Intention)

Construct	Beta	t-Value	Sig. Level
ATB	0.531	4.522	0.000
SN	0.239	1.594	0.115
PCB	0.230	3.427	0.001

$R^2 = 0.430$, $F = 22.922$, $Sig = 0.00$, $**P < 0.05$,

In another points, perceived control behaviour has a significant relationship to the entrepreneurship intention (Sig.0.001). It is similar to a study conducted in United States which indicated that perceived control behaviour has a significant relationship to the entrepreneurship intention (Zhang et al., 2015). Meanwhile, the subjective norm of the present study has an insignificant relationship to the entrepreneurship intention (Sig. 0.115). The present study result revealed a contrast result with study conducted in Northern Malaysia (Saraih

et al., 2020). In their study, entrepreneurship intention has a significant relationship with the subjective norm among 163 students.

5. CONCLUSIONS

As stated in previous, the present study aims to examine the attitude toward behaviour, subjective norm, and perceived control behaviour of Indonesian SME owners in relation to their entrepreneurship intentions. There were 96 surveys returned and usable for analysis. The results of this study reveal that entrepreneurship intention was influenced by attitude toward behaviour and perceived control behaviour. In contrast, subjective norms have a negligible connection with entrepreneurship intent. According to Ajzen (1991), that theory of planned behaviour states that entrepreneurship intention is influenced by three constructs; subjective norm, attitude toward behaviour, and perceived control behaviour. However, the current study indicated that entrepreneurship intention among Indonesian SME's was influenced by attitude toward behaviour and perceived control behaviour.

The result of this research can be useful to higher institution in order to increase the number of entrepreneurs within the higher institution. Since, higher institution as agent of change to develop a human resource according to the student' needs. Therefore, attitude toward behaviour and perceived control behaviour of the student need to be aware to ensure that entrepreneur program developing by institution can be more efficient and effective.

6. IMPLICATIONS FOR FUTURE RESEARCH

This study presents empirical findings for researchers and practitioners in the field of entrepreneurship intention. In a practical setting, the government should be aware of the factor of entrepreneurship intent. Therefore, the government can employ the appropriate approach and program to expand the number of entrepreneurs and boost economic growth. In addition, the results of this study can expand academics' knowledge in the context of entrepreneurship intentions. In addition, the researchers face a number of restrictions in conducting the present investigation. First, the population of this study consists of Indonesian SME' located in Pekanbaru city. Second, the present study revealed three characteristics associated with the entrepreneurship intent of SME proprietors. And finally, the period of this research is constrained. In light of the limitations of this study, the researchers recommend conducting additional research in a different setting specifically in different country. Also, as an additional element that influences entrepreneurship intent may bethe subject of future research.

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