

**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)**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat
Untuk Memperoleh Gelar Sarjana Akuntansi

Oleh:

Veríssima Iglásia Maria Freitas Belo

NPM. 22001082159



**UNIVERSITAS ISLAM MALANG
FAKULTAS EKONOMI DAN BISNIS
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ABSTRAC

This study aims to explain the impact of applying the theory of planned behavior in encouraging entrepreneurial intention. This research was conducted to assist the Faculty of Business and Management at the Dili Institute of Technology (DIT) Timor-Leste in making decisions based on contributions to science in the field of entrepreneurship. The population in this study were students who had graduated from the Entrepreneurship course program. The sampling method used purposive sampling with a total of 97 respondents. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results showed that: 1) Attitude has a positive and significant influence on entrepreneurial intention, 2) Subjective Norms have a positive and significant influence on entrepreneurial intention, 3) Perceived Behavioral Control has a positive and significant influence on entrepreneurial intentions. The implication of the results of this study is that the more understanding of the application of the theory of planned behavior, the higher the entrepreneurial intention among students of the Faculty of Business and Management at the Dili Institute of Technology (DIT) Timor-Leste. Therefore, it is expected that the Faculty of Business and Management at the Dili Institute of Technology (DIT) Timor-Leste will expand study programs that focus on entrepreneurship to encourage more entrepreneurial intentions.

Keywords: Attitude, Subjective Norms, Perceived Behavioral Control, Entrepreneurial Intention.

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.

CHAPTER 1 INTRODUCTION

1.1 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 entrepreneurs require 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 transformed 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 rate. 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, students 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).

1.2 Research Question

Based on the background above, 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?

1.3 Research Objective and Contribution

1.3.1 Research Objective

Based on the formulation of the existing problems, this research has objectives to be achieved, including:

1. To determine the influence of Attitude, Subjective Norm, and Perceived Behavioral Control on the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology.
2. To determine the influence of Attitude on the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology.
3. To determine the influence of Subjective Norms on the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology.
4. To determine the influence of Perceived behavioral control on the entrepreneurial intention of students in the Faculty of Business and Management at Dili Institute of Technology.

1.3.2 Research Benefit

1. Theoretically

a. For Field Study

The benefit of this research is to implement and develop the knowledge that has been learned by researchers, namely Entrepreneurship and Behavioral Accounting.

b. For Further Researchers

This research is useful as a reference material, reference, and a source of information for further researchers so that it can be developed more broadly in discussing the Theory of Planned Behavior on student entrepreneurial intentions.

2. Practically

a. For Students

The results of this study 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.

b. 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.



CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis of the test results that have been carried out in the previous chapter, the following conclusions can be drawn:

1. The results of this study prove that simultaneously the three independent variables used, namely attitude, Subjective Norm, and Perceived Behavioral Control, have a positive and significant effect on Entrepreneurial Intention.
2. The results of this study prove that the attitude variable has a positive and significant effect on Entrepreneurial Intention.
3. The results of this study prove that the Subjective Norm variable has a positive and significant effect on Entrepreneurial Intention.
4. The results of this study prove that the Perceived Behavioral Control variable has a positive and significant effect on Entrepreneurial Intention.
5. 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.

5.2 Research Limitation

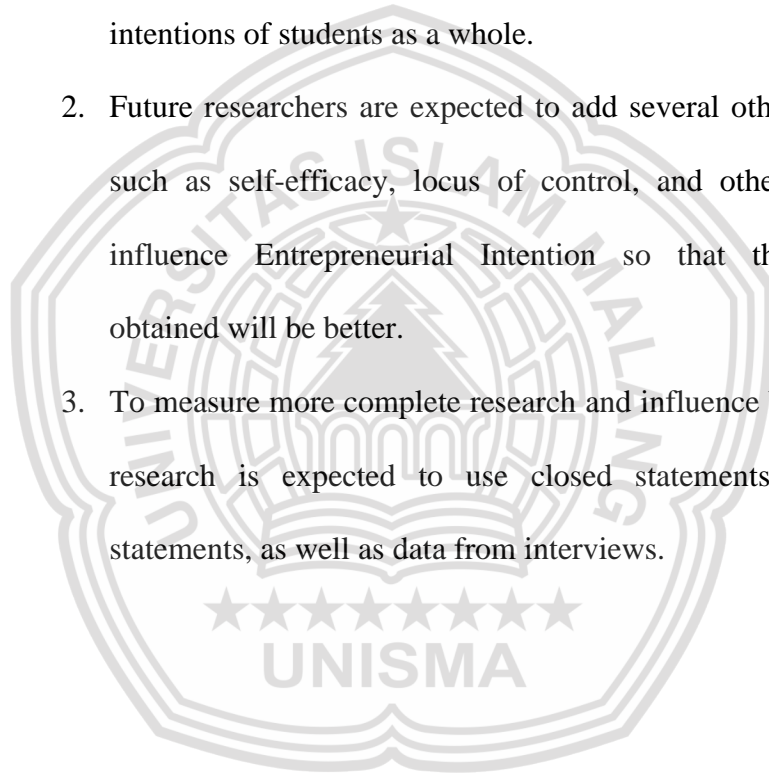
In this study, there are some limitations, which may affect the results. Here are some of those limitations:

1. 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.
2. 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.
3. The data collected through the questionnaire method, can allow respondents to fill out the questionnaire carelessly which can produce inappropriate results.

5.3 Suggestion

Based on the conclusions and limitations of the research previously stated, several suggestions can be given by researchers for future research, namely:

1. 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.
2. 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.
3. 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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