

## THE EFFECT OF ENTREPRENEURIAL SELF-EFFICACY, SUBJECTIVE NORM, AND LOCUS OF CONTROL ON ENTREPRENEURIAL INTENTION THROUGH ENTREPRENEURIAL ATTITUDE IN ECONOMIC FACULTY STUDENTS OF UNIVERSITAS NEGERI MAKASSAR

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### ABSTRACT

*Unemployment is a major problem in Indonesia. This happens because Indonesia is a country with a high level of population growth, which influences competition to get a job. One way that is considered effective enough in overcoming unemployment is by creating or increasing the number of entrepreneurs. This study aims to know the direct and indirect effects of entrepreneurial self-efficacy, subjective norms, locus of control, entrepreneurial attitude towards entrepreneurial intentions. The study uses a descriptive explanatory quantitative approach which describes the relationship between variables and a population of 492 students. The sampling technique used Proportional Random Sampling which amounts to 220 students from the Faculty of Economics, Universitas Negeri Makassar. The results showed that direct and indirect entrepreneurial self-efficacy, subjective norms, locus of control, entrepreneurial attitudes had a significant influence on entrepreneurial intentions. Students are expected to develop their skills related to business management so that they are not only focused on the products they produce but also they can carry out product marketing activities, and make decisions on business evaluation to develop the business. This research can be a source of information or reference for instructors or lecturers so that they can direct and guide students on the development of entrepreneurial skills, and for further researchers to seek to deepen and expand this research both in terms of variables and the development of research methods.*

**Keywords:** Entrepreneurial self-efficacy, subjective norm, locus of control, entrepreneurial intention, entrepreneurial attitude

### INTRODUCTION

Economic problems in developing countries like Indonesia cannot be separated from high unemployment. This happens because Indonesia is a country with a fairly high population growth rate. With such a high population, it affects competition for jobs. The number of workers who are more than the job market and the growth rate of both of them is not balanced over time, ultimately resulting in many of the productive age population who do not find work.

Based on data from the Central Statistics Agency (BPS), in the last 5 years, the number of unemployed people in Indonesia has tended to decline. But in February 2020, the unemployment rate increased again by 60 thousand people. From 6.82 million people in February 2019 to 6.88 million people a year after that. The number of workforce in 2020 also increased to 137.91 million people, as many as 131.03 million of them working. The decline in employment came from the agricultural, trade, and other service sectors. This unemployment data does not include the impact of the Covid-19 Pandemic. This is because the first positive confirmed case of Covid-19 only appeared on March 2, 2020. DKI Jakarta only implemented large-scale social restrictions (PSBB) on April 10, followed by other areas.

One way that is considered quite effective in overcoming the problem of unemployment is by creating or increasing the number of entrepreneurs (Athia et al., 2018; Budy 2017; Lubis 2018; Nalling & Jannah 2018). Economic growth in developing countries like Indonesia is very dependent on entrepreneurship. This is following Schumpeter's theory which states that an entrepreneur or entrepreneur plays an important role in terms of economic growth. David McClelland, a sociologist from Harvard in his book "The Achieving Society" said that the prosperity of a country can be seen from the number of entrepreneurs who are at least 2% of the total population. This is in line with the opinion of David Osborne, in his book entitled "Reinventing Government" which states that a country becomes prosperous if it has at least 2% of entrepreneurs. With the addition of new entrepreneurs, it provides many job opportunities for the workforce, to reduce the number of unemployed. and expand job opportunities.

Various strategies have been implemented by the government to increase the number of entrepreneurs in Indonesia, one of which is to include Entrepreneurship courses in the education curriculum, especially education at the tertiary level. The Faculty of Economics, State University of Makassar (UNM) is one of the educational institutions that has participated in implementing the curriculum where entrepreneurship courses are taught since students are in the joint preparation level (beginning of lectures). Learning Entrepreneurship courses conducted at the Faculty of Economics, Universitas Negeri Makassar (UNM) is to equip students with entrepreneurial skills in the real sector so that students are not only able to generate creative ideas but can produce prototypes and marketing.

Two main theories are used as the basis for researchers to research entrepreneurial intentions as predictors of entrepreneurial behavior which include The Entrepreneurial Event Theory (Shapero and Sokol, 1982) and Theory of Planned Behavior (Ajzen, 2005). The Shapero and Sokol models are developed based on three basic elements, namely, perceived desirability (the desire to become entrepreneurs), perceived feasibility (the perception of a person who feels he can process resources) to build a new business, and propensity to act (impulse to act). This model has empirical support, for example from Kruger et al. (2000). On the

other hand, the Ajzen model describes and predicts the culture and social environment that influence human behavior. The focus is on a person's intention, with three determining factors, namely the attitude toward behavior (individual evaluation), subjective norms (social pressure), and perceived behavior control (the ability to control behavior) (Ajzen, 2005). This theory has received support from many entrepreneurship researchers, including Kolvereid (1996), Krueger et al. (2000), Linan (2008).

Entrepreneurial intention is a major predictor of future entrepreneurial behavior (Katz, 1992; Krueger et al., 2000; Reynolds, 1995; Schwarz et al., 2009). This study is designed to analyze how background factors such as Entrepreneurial Self-Efficacy, Subjective Norms, and Entrepreneurial Attitude influence Entrepreneurial Intention. This effect is not only researched directly but also studied employing mediation through Entrepreneurial Attitude (indirect) under the concept of developing behavior theory.

Therefore, investigating the factors that determine the Entrepreneurial Intention or intentions of entrepreneurship is an important issue in the study of entrepreneurship. Based on the real conditions in the description above, the researcher will research with the title "The Influence of Entrepreneurial Self-Efficacy, Subjective Norms, and Locus of Control on Entrepreneurial Intention through Entrepreneurial Attitude on students of the Faculty of Economics, Universitas Negeri Makassar." This study aims to determine the direct influence and the indirect influence of Entrepreneurial Self-Efficacy, Subjective Norm, Entrepreneurial Attitude on Entrepreneurial Intention.

## LITERATURE REVIEW

### Entrepreneurial Intention

Entrepreneurial Intention is a desire or tendency of someone who consciously directs the action or behavior in entrepreneurship such as starting a new business (Handaru et al., 2015; Bird 1988). An intention is a form of someone's interest that influences his choices and leads to future actions. The higher a person's sense of attraction towards an entrepreneur, the stronger the entrepreneurial intention will be (Hisrich et al., 2008).

Entrepreneurial Intention in this study is a person's determination to become an entrepreneur or to become an entrepreneur. Entrepreneurial intention is a representation of planned actions to carry out entrepreneurial behavior. Before someone starts a business (entrepreneurship), it takes a strong commitment to start it. This variable research indicator was adopted from Linan and Chen (2009), Mulyo et al. (2019), namely being ready to become an entrepreneur, and effort to start and run a business, a determination to build and create a business, a seriousness to start an entrepreneur and a strong interest in starting a business.

### Entrepreneurial Attitude

The main factor in the Theory of Planned Behavior (TPB) by Ajzen (1991) is the intention, while the intention is influenced by attitude, subjective norm, and behavioral control. This explains that someone who has an entrepreneurial attitude will channel it or be reflected in the next entrepreneurial behavior, which was preceded by a conscious decision to take action. It is in line with Lian and Chen (2009) where when someone decides to become an entrepreneur, they are previously driven by an entrepreneurial attitude which can indicate at what level the assessment of one's decision is through evaluative considerations.

From some of the definitions that have been stated previously, it can be concluded that the Entrepreneurial Attitude in this study is a perspective and mindset of a person that leads to entrepreneurial action. This variable research indicator was adopted from Linan and Chen (2009), Mulyo et al. (2019), and Kautonen et al. (2013), namely the advantages of being an entrepreneur, an entrepreneur's career, entrepreneurial opportunities, the satisfaction of being an entrepreneur, and choosing to become an entrepreneur.

### Entrepreneurial Self-Efficacy

Self-efficacy is another factor that affects entrepreneurial intention. According to Ajzen (2002), self-efficacy is a self-confidence that he believes in his ability to perform a specific action. The concept of entrepreneurial ability is entrepreneurial self-efficacy as discussed by Chen et al. (1998) refers to the strength of an individual's belief that he can successfully perform his role and duties as an entrepreneur (Boyd & Vozikis 1994; Scherer et al., 1989).

According to Kickul et al., (2009) and Murwani et al., (2017) self-efficacy can be measured through several things, namely: finding unique business ideas, identifying market opportunities for businesses, planning a new business. draw up a business plan, increase the capital (money) to run the business. convince others to invest in the business. convince banks to provide loans to businesses. convince others to come to work in the business. run (manage) a business. and grow the business into a successful business.

### Subjective Norm

Ajzen (1991) in his "theory of planned behavior" states that subjective norm is a determinant of intention or will behavior. Subjective norms are a function of individual beliefs in terms of agreeing or disapproving of certain behaviors (Marques, 2012). In line with this, Wijaya (2009) defines subjective norms as individual beliefs about norms, people around them, and individual motivation to follow these norms. This is also supported by Karali & Thurik (2013) that subjective norms refer to an individual's perception of general social pressure to do (or not do) behavior.

From some of the definitions that have been stated previously, it can be concluded that the Subjective Norm in this study is a perception or view related to the encouragement or beliefs of other people around him, be it family or friends who will influence doing or not doing entrepreneurial activities. This variable research indicator was adopted from Linan and Chen (2009), Asrar & Kuchinke (2016), and Kautonen and Gelderen (2013), namely, family, friends, and important people in forming self-confidence.

**Locus of Control**

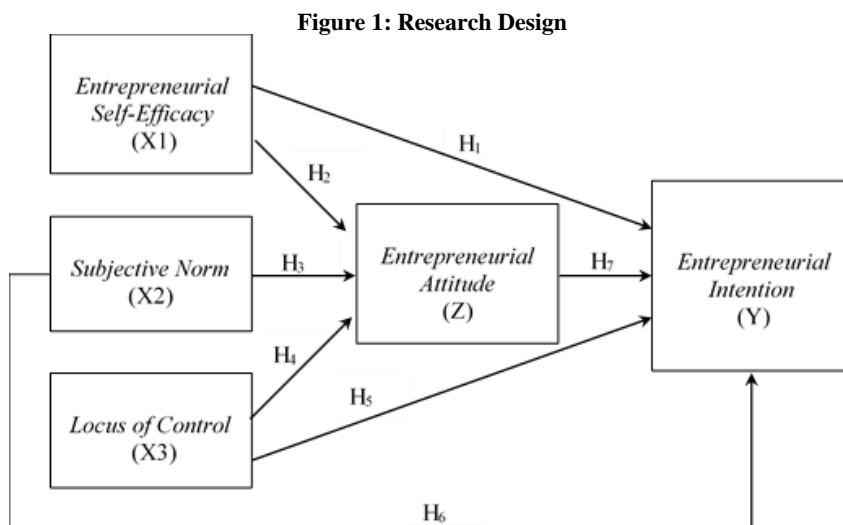
Internal and external locus of control is one of the personality variables (Rotter, 1966). Locus of Control is control over the behavior and performance of both internal and external factors (Ajzen, I., 2002). The desire for entrepreneurship is usually known from personality traits, demographics, and attitudinal approaches (Krueger and Carsrud 1993; Krueger et al., 2000). Locus of control talks about individual perceptions of what is gained in life for what has been done (Koh, 1996).

From several definitions that have been stated previously, it can be concluded that the locus of control in this study is a belief related to events or events that occur in his life because of his control, not because of luck or fate. This variable research indicator was adopted from (Levenson, 1973; Atinc et al., 2010; Ramayah and Harun, 2005; Kristiansen & Indarti, 2004), namely that hard work will determine success, never pulling from failure, able to think and act positively, and believe. on his own.

**RESEARCH METHODS**

**Research Model and Hypothesis**

This study uses a quantitative approach with several variables that will be tested for their influence with the results of the data in the form of numbers. Quantitative research is research by testing the objective theory by analyzing the relationship between variables (Creswell, 2013). This type of quantitative research always has descriptive questions about the dependent and independent variables as well as questions about how the relationship between the dependent and independent variables (Creswell, 2013). Hypotheses were tested using Path Analysis. The following is research design.



Based on Figure 1 above, this research is a descriptive explanatory study, which means that it describes the influence between the variables studied. Descriptive means explaining and analyzing research variables, namely the variable Entrepreneurial Self-Efficacy (X1), Subjective Norm (X2), Locus of Control (X3), Entrepreneurial Attitude (Z), Entrepreneurial Intention (Y). While explanation means looking for causal influences between research variables through hypotheses. The causal effect is the direct influence between Entrepreneurial Self-Efficacy (X1), Subjective Norm (X2), Locus of Control (X3) on Entrepreneurial Attitude (Z) and the indirect effect of Entrepreneurial Self-Efficacy (X1), Subjective Norm (X2), Locus of Control (X3) on Entrepreneurial Intention (Y) through Entrepreneurial Attitude (Z) students of the Faculty of Economics, Universitas Negeri Makassar.

The research design is also based on COR theory and JD-R theory as well as relevant previous research. So that researchers can hypothesize direct and indirect effects in this study. More details can be seen through the following hypothesis summary table.

**Table 1: Summary of Hypotheses**

Hypothesis	Statement
H1	Entrepreneurial self-efficacy has a positive and direct effect on entrepreneurial intention
H2	Entrepreneurial self-efficacy has a positive and direct effect on entrepreneurial attitude
H3	Subjective norm has a positive and direct effect on entrepreneurial attitude
H4	Locus of control has a positive and direct effect on entrepreneurial attitude
H5	Locus of control has a positive and direct effect on entrepreneurial intention
H6	Subjective norms have a positive and direct effect on entrepreneurial intention
H7	Entrepreneurial attitude has a positive and direct effect on entrepreneurial intention
H8	Entrepreneurial self-efficacy has a positive and indirect effect on entrepreneurial intention through entrepreneurial attitude
H9	Subjective norm has a positive and indirect effect on entrepreneurial intention through an entrepreneurial attitude

H10 Locus of control has a positive and indirect effect on entrepreneurial intention through entrepreneurial attitude

Based on table 1 above, this research has 10 hypotheses. This hypothesis will examine the direct effect of entrepreneurial self-efficacy (X1) on entrepreneurial intention (Y), a direct influence of entrepreneurial self-efficacy (X1) on entrepreneurial attitude (Z), a direct influence of subjective norm (X2) on entrepreneurial attitude (Z), a direct influence of locus of control (X3) on entrepreneurial attitude (Z), a direct influence of locus of control (X3) on entrepreneurial intention (Y) subjective norm (X2) on entrepreneurial intention (Y), a direct influence of entrepreneurial attitude (Z) on entrepreneurial intention (Y), indirect influence of entrepreneurial self-efficacy (X1) on entrepreneurial intention (Y) through entrepreneurial attitude (Z), an indirect effect of the subjective norm (X2) on entrepreneurial intention (Y) through entrepreneurial attitude (Z), and indirect influence of locus of control (X3) on entrepreneurial intention (Y) through entrepreneurial attitude (Z).

**Population and Sample**

The population in this study is all students of the Faculty of Economics, Universitas Negeri Makassar (UNM) class of 2017 who are active and have taken and passed the Entrepreneurship Course with a total of 492 students from 6 study programs. While the sampling technique used Proportional Random Sampling, which was calculated using Slovin with a sample of 220 respondents or 44% of the total population.

**Data Collection**

Data collection was carried out by determining the research subject, namely all students of the Faculty of Economics, Universitas Negeri Makassar using a questionnaire. The questionnaire used is a closed questionnaire using digital media or often referred to as google form, while the scale used is the Likert scale. The scoring uses a Likert scale with 5 alternative answers, namely: Strongly Disagree: 1, Disagree: 2, Simply Agree: 3, Agree: 4, and Strongly Agree: 5. Then the data is analyzed using the Statistical Package application for The Social Science or which is now better known as Statistical Product and Service Solutions (SPSS) version 26. Data analysis used in this study consisted of descriptive statistical data analysis, classical assumption tests, and path analysis.

**RESULT**

**Hypothesis Test**

Hypothesis testing is used to test the direct and indirect effect of exogenous variables on endogenous variables. The hypothesis is accepted or rejected based on the criteria if the p-value <0.05 then H0 is accepted, or it is stated that the regression coefficient obtained is significant. The results of testing the direct and indirect effect hypotheses can be seen through the following table:

**Table 2: Indirect Hypothesis Testing Results**

Variable	Coefficients		Beta	t	Sig.
	Unstandardized Coefficients				
	B	Std. Error			
Constant	-,476	,286		-1,662	,098
Entrepreneurial Self-Efficacy	,131	,058	,108	2,235	,026
Subjective Norm	,082	,034	,104	2,440	,015
Locus of Control	,217	,069	,156	3,155	,002
Entrepreneurial Attitude	,663	,053	,604	12,542	,000
R square	0,598				
e1	0,634				

As for obtaining the effect of error (e1), the formula is used:

$$e1 = 1 - R^2 = \sqrt{1 - 0,598} = 0,634$$

$$Y = \beta_4 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_2$$

$$Y = 0,108 X_1 + 0,104 X_2 + 0,156 X_3 + 0,604 Z + 0,634$$

The coefficient of determination of 0.634 shows the direct influence of Entrepreneurial Self-Efficacy, Subjective Norm, Locus of Control, and Entrepreneurial Attitude on the Y Entrepreneurial Intention variable of 63.4%, while 36.6% is influenced by other variables outside of this model or research.

**Table 3: Direct Hypothesis Testing Results**

Variable	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	1,236	,343		3,602	,000
Entrepreneurial Self-Efficacy	,290	,069	,263	4,183	,000
Subjective Norm	,102	,041	,142	2,480	,014
Locus of Control	,364	,081	,287	4,474	,000
R square	0,263				
e1	0,858				

As for obtaining the effect of error (e2) the formula is used:

$$e2 = 1 - R^2 = \sqrt{1 - 0,263} = 0,858$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_1$$

$$Z = 0,263 X_1 + 0,142 X_2 + 0,287 X_3 + 0,858$$

The coefficient of determination of 0.858 shows the direct effect of Entrepreneurial Self-Efficacy, Subjective Norm, and Locus of Control on the Entrepreneurial Attitude variable of 85.8% while 14.2% is influenced by other variables outside of this model or study.

Entrepreneurial Self-Efficacy has a positive and significant effect on Entrepreneurial Intention through Entrepreneurial Attitude.

$$\begin{aligned} \text{Indirect effect:} &= X_1 \rightarrow Z \rightarrow Y \\ &= \beta_4 \times \beta_7 \\ &= 0.263 \times 0.604 \\ &= 0.159 \end{aligned}$$

Subjective Norm has a positive and significant effect on Entrepreneurial Intention through Entrepreneurial Attitude.

$$\begin{aligned} \text{Indirect effect:} &= X_2 \rightarrow Z \rightarrow Y \\ &= \beta_5 \times \beta_7 \\ &= 0.142 \times 0.604 \\ &= 0.086 \end{aligned}$$

Locus of Control has a positive and significant effect on Entrepreneurial Intention through Entrepreneurial Attitude.

$$\begin{aligned} \text{Indirect effect:} &= X_3 \rightarrow Z \rightarrow Y \\ &= \beta_6 \times \beta_7 \\ &= 0.287 \times 0.604 \\ &= 0.173 \end{aligned}$$

H1: The effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention has a significance value of 0.026 < 0.05 and a Beta value of 0.108. Based on these results it can be concluded that H1 is accepted.

H2: The effect of Entrepreneurial Self-Efficacy on Entrepreneurial Attitude has a significance value of 0.000 < 0.05 and a Beta value of 0.263. Based on these results it can be concluded that H2 is accepted.

H3: The influence of Subjective Norms on Entrepreneurial Attitude has a significance value of 0.014 < 0.05 and a Beta value of 0.142. Based on these results it can be concluded that H3 is accepted.

H4: Effect of Locus of Control on Entrepreneurial Attitude, has a significance value of 0.000 < 0.05 and a Beta value of 0.287. Based on these results it can be concluded that H4 is accepted.

H5: The effect of Locus of Control on Entrepreneurial Intention, has a significance value of 0.002 < 0.05 and a Beta value of 0.156. Based on these results it can be concluded that H5 is accepted.

H6: The influence of Subjective Norms on Entrepreneurial Intention has a significance value of 0.015 < 0.05 and a Beta value of 0.104. Based on these results it can be concluded that H6 is accepted.

H7: The effect of Entrepreneurial Attitude on Entrepreneurial Intention has a significance value of 0.000 < 0.05 and a Beta value of 0.604. Based on these results it can be concluded that H7 is accepted.

H8: The effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention through Entrepreneurial Attitude has a Beta value of 0.267. Based on these results it can be concluded that H8 is accepted.

H9: The influence of Subjective Norms on Entrepreneurial Intention through Entrepreneurial Attitude has a Beta value of 0.190. Based on these results it can be concluded that H9 is accepted.

H10: The effect of Locus of Control on Entrepreneurial Intention through Entrepreneurial Attitude has a Beta value of 0.329. Based on these results it can be concluded that H10 is accepted.

### Path Analysis

The following is the interpretation of path analysis which can be seen in Table 4 below.

Table 4: Results of Path Analysis

Influence Between Variables	Influence		Total
	Direct	Tidak langsung	
X1 → Y	0,108	-	0,108
X2 → Y	0,104	-	0,104
X3 → Y	0,156	-	0,156
X1 → Z	0,263	-	0,263
X2 → Z	0,142	-	0,142
X3 → Z	0,287	-	0,287
Z → Y	0,604	-	0,604
X1 → Z → Y	0,108	0,159	0,267
X2 → Z → Y	0,104	0,086	0,190
X3 → Z → Y	0,156	0,173	0,329

Based on the structure of this research model, the empirical equation can be made as follows.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_2$$

$$Y = 0,108 X_1 + 0,104 X_2 + 0,156 X_3 + 0,604 Z + 0,634$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_1$$

$$Z = 0,263 X_1 + 0,142 X_2 + 0,287 X_3 + 0,858$$

The following are the results of the path analysis in the form of a diagram.

Figure 2: Result of Path Analysis Model

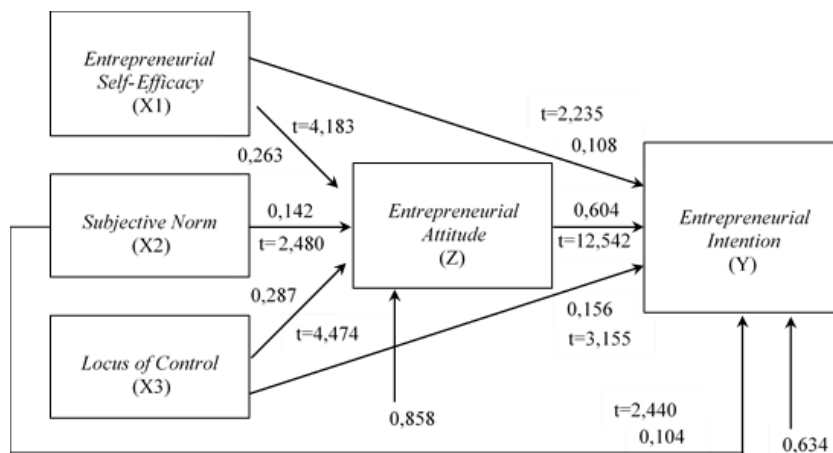


Figure 2 above describes the standardized beta and the magnitude of the indirect and direct influence of each variable.

The coefficient of determination:  $R^2 = 1 - P e 1^2 * P e 2^2 \dots \dots \dots P e n^2$ .

The interpretation ( $R^2$ ) determinasi sebagai berikut:

$$R^2 = 1 - (0,634^2) (0,858^2) = 1 - 0,296 = 0,704$$

Based on the coefficient of determination above, it shows a direct and indirect effect of 0.704 or 70.4% in other words, the information contained in the data (70.4%) is explained by the model. Meanwhile (29.6%) explained by variables outside this model or research.

**DISCUSSION**

**The Influence of Entrepreneurial Self-Efficacy on Entrepreneurial Intention in Students of the Faculty of Economics, Universitas Negeri Makassar**

The results of this study indicate that there is a positive and significant relationship between Entrepreneurial Self-Efficacy and Entrepreneurial Intention in students of the Faculty of Economics, Universitas Negeri Makassar. If someone has a high sense of desire to be successful in entrepreneurship, it will affect him to have a high sense of confidence in achieving his goals (Zhao et al, 2005). The higher a person's self-confidence in their abilities, the higher their interest in entrepreneurship (Nowiński et al, 2019; Sequeira et al, 2007; Chou et al, 2011; Izquierdo, 2011). In this case, students' confidence both in knowledge and competent skills makes them have a high interest in entrepreneurship.

The findings of researchers on the relationship of this variable are that students of the Faculty of Economics, Universitas Negeri Makassar, in addition to having confidence in the field they are in, also have leadership skills and the ability to solve problems



well. This cannot be separated from self-confidence (Entrepreneurial self-efficacy) which can be the basis for an interest in entrepreneurship. Therefore, they should not hesitate to choose a career as an entrepreneur because they have good self-confidence.

#### **The Influence of Entrepreneurial Self-Efficacy on Entrepreneurial Attitude in Students of the Faculty of Economics, Universitas Negeri Makassar**

The results of this study indicate that there is a positive and significant relationship between Entrepreneurial Self-Efficacy and Entrepreneurial Attitude among students of the Faculty of Economics, Universitas Negeri Makassar. A belief in a person is closely related to one's self-awareness to behave and behave following their abilities (Flavius, 2010; Firmansyah et al, 2016; Tsai et al, 2016; Saptono, 2016). Therefore, students who believe in their abilities both in knowledge and skills will be able to behave or act correctly and appropriately according to their abilities.

The findings of researchers on the relationship of this variable are that students of the Faculty of Economics, State University of Makassar have a sense of confidence in their expertise in their fields of expertise, both in terms of insight and skills, so that it is reflected in their entrepreneurial attitude by pouring creative ideas into the products they produce so that they can benefit. It can be interpreted that the higher a person's Entrepreneurial Self-Efficacy will affect their Entrepreneurial Attitude.

#### **The Influence of Subjective Norms on Entrepreneurial Attitude in Students of the Faculty of Economics, Universitas Negeri Makassar**

The results of this study indicate that there is a positive and significant relationship between the Subjective Norm and Entrepreneurial Attitude among students of the Faculty of Economics, Universitas Negeri Makassar. This also agrees with the research conducted by Liñán and Chen (2009) that there is a positive relationship between Subjective Norm and Entrepreneurial Attitude.

A high level of Subjective Norm will form a maximum Entrepreneurial Attitude. The item statement regarding the closest family members thinks and supports starting a business so that among the various choices, they prefer to be an entrepreneur, that is an example of the relationship between the two variables so that it has a significant effect.

#### **The Influence of Locus of Control on Entrepreneurial Attitude in Students of the Faculty of Economics, Universitas Negeri Makassar**

The results of the study empirically state that there is a significant relationship between Locus of Control and Entrepreneurial Attitude for Students of the Faculty of Economics, Universitas Negeri Makassar. This agrees with Lüthje and Franke (2003) that individuals who feel control over the events in their life have a better attitude towards a business, meaning that there is a significant influence between Locus of Control and Entrepreneurial Attitude. In this way, personality traits have an indirect impact on readiness to become entrepreneurs.

Locus of Control in this case is self-control or self-control of each individual or student regarding his / her abilities in entrepreneurship. Entrepreneurial Attitude in this study is the attitude and behavior of students in entrepreneurship, whether they have self-confidence and self-confidence in the future to be able to be entrepreneurial and students can take advantage of opportunities, this can be reflected through their attitudes.

#### **The Influence of Locus of Control on Entrepreneurial Intention in Students of the Faculty of Economics, Universitas Negeri Makassar**

The results of the research empirically show that there is a significant relationship between Locus of Control and Entrepreneurial Intention of Students of the Faculty of Economics, Universitas Negeri Makassar. The relationship between Locus of Control and Entrepreneurial Intention is supported by relevant previous research (Karabulut, 2016) with the title "Personality Traits on Entrepreneurial Intention". Relevant previous research results can also be seen in research (Zain et al., 2010; Luthje & Franke, 2003; Marsh & Seaton, 2013; Lefcourt, 2014; Robbins & Judge 2008; McGee, 2015). From the theoretical explanation and research from the experts above, it can be concluded that the Locus of Control affects entrepreneurial intention.

However, this is different from the opinion and results of research conducted by Altinay et al. (2012) stated that there is no positive and significant relationship between Locus of Control and Entrepreneurial Intention in start-up businesses. Students who are ready to do anything to become entrepreneurs, will not agree that they only believe in luck alone or their destiny will instill internal control as well as trust in their abilities.

#### **The Influence of Subjective Norms on Entrepreneurial Intention in Students of the Faculty of Economics, Universitas Negeri Makassar**

The results of the research empirically show that there is a significant influence between Subjective Norms on Entrepreneurial Intention of Students of the Faculty of Economics, Universitas Negeri Makassar. This is consistent with research conducted by Autio et al. (2001) that there is a positive relationship between Subjective Norms on Entrepreneurial Intention. Agree also with research conducted by Kautonen et al. (2015) stated that Subjective Norm has a strong influence on Entrepreneurial Intention in addition to other variables, namely Attitudes and Perceived Behavioral Control.

Souitaris et al. (2007) stated that the increased motivation to comply is due to the awareness that family and friends have the right opinion about the career to be undertaken and the feeling that having to comply with the expectations of others has invested time and effort in entrepreneurship. Agree with the results of research conducted by Yousaf et al. (2015) that there is a significant relationship between Subjective Norms on Entrepreneurial Intention.

### **The Influence of Entrepreneurial Attitude on Entrepreneurial Intention in Students of the Faculty of Economics, Universitas Negeri Makassar**

Based on this research, empirically Entrepreneurial Attitude has a positive and significant influence on Entrepreneurial Intention in students of the Faculty of Economics, Universitas Negeri Makassar. This concurs with research conducted by Autio et al. (2001) that there is a positive relationship between Entrepreneurship Attitude Toward entrepreneurial intention. Liñán and Chen (2009) in their research also state that there is a positive relationship between Personal Attitude and Entrepreneurial Intention. Ajzen (1991) revealed that the variable Entrepreneurial Attitude has a very close relationship with entrepreneurial behavior. This explains that someone who has an Entrepreneurial Attitude will channel it or be reflected in subsequent entrepreneurial behavior, which was previously preceded by a conscious decision to take action. Schwarz et al (2009) in their research revealed that economic conditions and competitive conditions can influence attitudes to determine the level of interest or intention of a person in entrepreneurship. The main factor in shaping one's interest is the attitude shown by a person as a form of attraction (Liñán & Chen, 2009; Schwarz et al 2009; Küttim et al. 2014; Moriano et al, 2012; Van Gelderen et al, 2008; Fitzsimmons, 2005).

### **The Influence of Entrepreneurial Self-Efficacy on Entrepreneurial Intention through Entrepreneurial Attitude in Students of the Faculty of Economics, Universitas Negeri Makassar**

Based on the research results, empirically Entrepreneurial Self-Efficacy has a positive and significant influence on Entrepreneurial Intention through Entrepreneurial Attitude in students of the Faculty of Economics, Universitas Negeri Makassar. In this case, students' confidence both in knowledge and competent skills makes them have a high interest in entrepreneurship. Reviewing previous studies supports that Entrepreneurial Self-Efficacy has an influence on Entrepreneurial Intention through Entrepreneurial Attitude (Zhao et al, 2005; Wilson, 2007; Flavius, 2010; Chou et al 2011; Firmansyah et al, 2016; Tsai et al, 2016; Saptono, 2016; Nowiński et al, 2019).

The findings of researchers on the relationship of these variables are that students of the Faculty of Economics, Universitas Negeri Makassar have deficiencies in communication and decision making, besides they say they are competent in the field of science and leadership. Even so, they have a high entrepreneurial desire, so they need to improve both of these aspects. The communication aspect is very important to master because it relates to marketing strategies, both directly and through the media. Meanwhile, decision-making ability is the final result of recap data during a certain period of a business, so that students need to learn to manage data when learning entrepreneurship which later becomes information. And this information will be the basis for decision making. Therefore, students' confidence is not only from the product but also needs to pay attention to other aspects.

### **The Influence of Subjective Norms on Entrepreneurial Intention through Entrepreneurial Attitude in Students of the Faculty of Economics, Universitas Negeri Makassar**

Subjective Norms and Attitudes are part of TPB (Theory of Planned Behavior) which discusses whether the behavior should be done. Yousaf et al. (2015) stated that these findings are under TPB (Ajzen, 1991) which states that subjective attitudes and norms are significant predictors of intention.

Based on the research results, empirically Subjective Norm through Entrepreneurial Attitude affects Entrepreneurial Intention of Students of the Faculty of Economics, Universitas Negeri Makassar. Agree with research conducted by Muhammad et al. (2015) stated that Subjective Norm and Entrepreneurial Attitudes have a significant effect on Entrepreneurial Intention. Agree also with Chang (1998) that the direct effect of subjective norms on behavioral intention is not significant, but the indirect effect of Subjective Norm through attitude is very significant on intention.

### **The Influence of Locus of Control on Entrepreneurial Intention through Entrepreneurial Attitude for Students of the Faculty of Economics, Universitas Negeri Makassar**

Locus of Control is one of the variables of Personality Traits. Student control or self-control that forms an Entrepreneurial Attitude (student entrepreneurial attitudes) and affects Entrepreneurial Intention. According to Lüthje and Franke (2003), Entrepreneurial Attitude is proven to provide the strongest contribution to Entrepreneurial Intention and is currently focusing on personality traits. Locus of Control if mediated by Entrepreneurial Attitude will have a significant effect on Entrepreneurial Intention. Success or not in life depends on the ability to be supported by entrepreneurial attitudes, namely that individuals will get great satisfaction if they become entrepreneurs, their interest in entrepreneurship will be high, indicated by a statement that they will make every effort to start and run their own business.

Based on the research results, empirically Locus of Control through Entrepreneurial Attitude affects Entrepreneurial Intention of Students of the Faculty of Economics, Universitas Negeri Makassar. This is different from the research conducted by Anggia et al. (2018) that Locus of Control has a significant effect on Entrepreneurial Attitude, but Locus of Control does not significantly influence entrepreneurial intention.

## **CONCLUSION**

Based on the results of research and discussion, it can be concluded that directly and indirectly Entrepreneurial Self-Efficacy, Subjective Norm, Locus of control, Entrepreneurial Attitude have a significant effect on Entrepreneurial Intention in students of the Faculty of Economics, Universitas Negeri Makassar. Overall, the results of this study indicate a direct and indirect effect of 0.704 or 70.4%, which means that 70.4% of the information contained in the data is explained in this research model. Meanwhile (29.6%) explained by variables outside this model or research. This shows that the higher a student's entrepreneurial self-efficacy, subjective norm, and locus of control will affect the entrepreneurial attitude as an intermediary variable and form the entrepreneurial intention of students of the Faculty of Economics, Universitas Negeri Makassar.



## SUGGESTIONS

Based on the results of this study, the researcher provides suggestions, namely that this research can be a source of information or a reference for teaching staff or lecturers to later direct and guide students regarding the development of student skills in entrepreneurship. Students are expected to deepen skills related to business management so that they do not only focus on the products produced but must be able to carry out product marketing activities and make decisions on business evaluation to develop the business. Finally, for further researchers to try to deepen and expand this research both in terms of variables and the development of research methods.

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