



ANALYSIS OF THEORY OF PLANNED BEHAVIOR (TPB) IN REALIZING THE HUMAN RESOURCES ENTREPRENEURSHIP (CASE STUDY ON MANAGEMENT STUDENTS OF STIE PELITA INDONESIA)

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Abstract

Increasing number of population and limited employment causes a problem in Indonesia, namely unemployment. This has become the spotlight in various countries, as is the case with Indonesia. The aim of this research is for investigation the factors which have influence students' interest at entrepreneurship. The models use planned behavior theory. Sampling was done by probability sampling technique with the simple random sampling. Data collection is carried out by distributing questionnaires which are directly distributed to respondents. This research involves 100 students from STIE Pelita Indonesia. This research used regression with t- test and analysis model SPSS 19 computer program. The results show that attitude, subjective norms, and perceived behavior control have influence and significant to intention entrepreneurship (at students of Pelita Indonesia).

Keywords: Intention of Entrepreneurship, Attitude Factor, Subjective Norms, Perceived Behavior Control

1.0 INTRODUCTION

With the increasing number of people in Indonesia and limited employment opportunities, there is a problem, namely Unemployment. This is in the spotlight in various countries, as well as Indonesia. Where there is an increasing number of workers, but on the other hand, there are very few job opportunities. This means that there is an imbalance between the number of workers and employment (Andika & Madjid, 2012). Therefore, the Government has made various efforts in dealing with this matter, especially in the field of Entrepreneurship.

Starting a business (entrepreneurship) requires a strong commitment to start it. To grow awareness of entrepreneurship, among others, is to develop an interest in entrepreneurship and with existing interests, it will encourage the intention to learn knowledge related to entrepreneurship. The number of entrepreneurs is one of the determinants of a developed country. Interest (intention) can be interpreted by what a person does or something he likes. If someone is interested in something, then all his actions will lead to that interest.

According to the World Bank, the requirement for a country to have a good and developed economy is that at least 4% of its citizens are entrepreneurs. Until now, Indonesia only has 3.3%, Singapore 7%, and Malaysia 5% (Himawan & Hapsari, 2017). When compared with other countries, the development of entrepreneurship in Indonesia is still very lacking, and the low level of human resource development makes it difficult for Indonesia to escape the problem of unemployment.

Becoming an entrepreneur requires a fairly broad understanding of entrepreneurship education so that students' attitudes and behavior can be formed to become entrepreneurs. Entrepreneurship education is meant to be a learning process to change students' attitudes and mindsets toward entrepreneurship career choices.

Entrepreneurship is a human process related to creativity and innovation in understanding opportunities, organizing resources, and managing so that opportunities are realized into a business that is able to generate profits or value for a long period of time.

Intention to entrepreneurship needs to be fostered and encouraged by prospective university graduates (students). Becoming an entrepreneur requires a fairly broad understanding of entrepreneurship education so that students' attitudes and behavior can be formed to become entrepreneurs. Entrepreneurship education is meant to be a learning process to change students' attitudes and mindsets towards entrepreneurship career choices.

The table below provides a data table for the Open Unemployment Rate by Highest Education completed in 2019.

Table 1. Unemployment Rate of Population Age 15 and Over by Highest Education Graduated in Riau Province

No	Highest Education	February 2019
1	Not in school/not yet graduated/elementary school	24.066
2	Junior High School	27.008
3	Senior High School	99.098
4	College (Diploma & Bachelor)	33.526
Total		183.698

Source: www.bps.go.id (accessed August 19, 2019)

Based on the table above, it can be seen that the unemployment rate for university graduates is still quite high, amounting to 33,526 people, which is in the second position after high school at 99,098 people. Every year there are university graduates who should be able to improve the quality of human resources in Indonesia. But in reality, higher education graduates are directed more into the formal sector, so that when employment in the formal sector does not grow, people do not try to create jobs. In addition, there are quite a lot of workers, and the ability of the labor market to absorb these workers is not followed, the prolonged economic crisis has made the problem complex.

This has resulted in an increasing number of unemployed and low economic growth in Indonesia. So to overcome the existing unemployment problem, being an entrepreneur is the right choice.

Entrepreneurship is one of the courses taught at universities, which provides skills and independence to students, so that after students graduate from college, they are not job seekers, but are able to create jobs. Entrepreneurial knowledge supports entrepreneurial values, especially for College Graduate Students (PT) who have been provided with good entrepreneurial education, in terms of intelligence, skills, and mentality, which make students drivers of productive development, so that they are expected to be able to create reliable entrepreneurs, as the hope of the community to be able to open up job opportunities by fostering an interest in entrepreneurship.

Pelita Indonesia is one of the universities in Riau Province that is based on business and technology and has two institutions, namely STIE (High School of Economics) and STIKOM (Computer Science College). In the STIE institution, there is one major in the field of study that is in great demand by students, namely Management. The vision of STIE Pelita Indonesia Management is to make the Management Study Program a center of excellence in the field of business management with a global perspective, technology-oriented, and entrepreneurship in 2025. And there is also a mission to produce quality students, and professionals in their fields, and encourage the growth of soul entrepreneurship, therefore Pelita Indonesia must have a strategy to increase graduates who are entrepreneurs.

The theory of Planned Behavior (theory of planned behavior) explains the relationship between personal influence to entrepreneurship (starting a business), subjective norm (subjective norm), and perceived behavioral control (Ajzen, 1991).

Attitude factors tend to be effective in showing what risks will be faced in business. Attitude is an evaluative attitude and assessment of positive (beneficial) or negative (detrimental) towards an action to be taken, especially to become an entrepreneur (entrepreneur). Attitude is also one of the internal factors that influence the formation of an entrepreneurial spirit apart from other internal factors, namely personal nature, individual willingness, and ability. The emergence of interest in entrepreneurship is based on a person's attitude to start a new business, such as an independent attitude that appears in the individual. According to research by Adi et al., (2017), behavioral factors (attitude) have a significant effect on entrepreneurial interest. This is in line with the research of Darmawan & Warmika (2016), Andika & Madjid (2012), Listyawati (2017), Suharti & Sirine (2011), and Wijaya (2008) which show that attitudes have an influence on entrepreneurial interest. However, in contrast to the results of research conducted by Dewanti & Abad (2014), that attitude has no influence on entrepreneurial interest.

Another factor that influences interest in entrepreneurship is the Subjective Norm. Normative beliefs relate to how expectations affect individuals in making decisions. The entrepreneurial decision is a behavior with high involvement (high involvement) because making decisions will involve internal factors such as personality, perception, motivation, learning (attitude), external factors such as family, friends, neighbors, and so on (subjective norms) (Andika & Madjid, 2012). Based on research conducted by Adi et al., (2017) and Andika & Madjid (2012) that Subjective Norms do not have a significant influence on entrepreneurial interest. However, different studies obtained by Cruz et al., (2015), Listyawati (2017), Sarwoko (2011), Wijaya (2008), and Dewanti & Abad (2014) show that subjective norms have a positive and significant effect on increasing entrepreneurship intentions.

Behavioral control (perceived behavioral control) is one of the forms of entrepreneurial interest in the Theory of Planned Behavior and this behavioral control plays a role in two ways, namely directly and indirectly based on the controls that exist in a person. Behavioral control is a condition where the higher the confidence in the ability to manage the business, the higher the entrepreneurial intention. According to research by Cruz et al., (2015), Darmawan & Warmika (2016), Listyawati (2017), Suyono (2019), and Dewanti & Abad (2014) show that behavioral control has a positive and significant influence on entrepreneurial interest.

The purpose of this study was to determine: (1) To determine the effect of behavior (attitude) on the entrepreneurial interest of STIE Pelita Indonesia students. (2) Knowing the effect of subjective norms on the

entrepreneurial interest of STIE Pelita Indonesia students. (3) Knowing the effect of perceived behavior control on the entrepreneurial interest of STIE Pelita Indonesia students.

2.0 LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is an attitude or ability to create business opportunities by gathering the resources needed to achieve success. An entrepreneur has a goal in entrepreneurship, such as: (1) Can increase the number of quality entrepreneurs. (2) Awareness of the community or providing a strong and strong entrepreneurial awareness to the community. (3) Participate in realizing the ability of entrepreneurs to improve welfare, and produce progress and prosperity for the community and their country. (4) Assist the state in increasing economic growth.

If you want to start a business, make sure you have met the requirements of someone who is said to be an entrepreneur, of course, if you have met the definition of entrepreneurship itself. The characteristics of entrepreneurs are below: (1) always think positively. The important thing if you want to start an entrepreneur is to think positively, especially when you want to take a decision in business (business). Moreover, in starting a business, the opportunity to fail is definitely there so many people always think anxious or are afraid to take an action. Therefore, always thinking positively about the opportunities that exist, will indirectly change anxiety into an optimistic attitude that the efforts made will be successful. (2) Dare to take risks, in entrepreneurship risk will always exist in every choice or decision taken. The risks that may occur are accidents, losses, and failures. Therefore someone is said to be an entrepreneur if he has the courage to take risks. (3) Leadership spirit, an entrepreneur must have a leadership spirit, which is the main capital in starting a business. If a problem or problem occurs, it requires leadership readiness to deal with it and solve problems without burdening others. (4) Having a strong spirit and determination, in addition to having the courage to take risks, a person can be said to be an entrepreneur if he has the spirit to try and a strong determination to run a business to succeed. (5) Not Consumptive, where an entrepreneur must be able to control himself and not be consumptive, at least the consumption or expenditure is less than income. (6) Future-oriented, an entrepreneur must have strong literacy and broad insight to develop any new ideas in the future. True entrepreneurs always think about how the situation will be in the future and have the right predictions in looking for new opportunities for the progress of their business.

Theory of Planned Behavior

According to Machrus & Purwono (2010), The theory of planned behavior (theory of planned behavior) is a human action guided by three kinds of factors, namely belief (belief) about behavioral outcomes and evaluation of behavioral outcomes (behavior belief), beliefs about normative expectations of people others, motivation to comply with these expectations (normative belief), and beliefs about the presence of factors that facilitate or inhibit behavior, as well as the perception of power on these factors (control belief).

There are three predictable factors in this theory of planned behavior, namely attitudes toward behavior, subjective norms, and perceived behavioral control. In entrepreneurship, the theory of planned behavior is very suitable to be used to explain anything that requires planning and intention in entrepreneurship.

Attitude

Attitude is an evaluation of a person's belief (belief) or positive or negative feelings if he has to perform the specified behavior (Sugiharti, 2013). In general, Attitude has three main aspects, namely: (1) Cognitive Aspect, this aspect relates to symptoms concerning the thoughts (processing, experience, beliefs, and expectations) of individuals or groups of objects. (2) Affective aspect, which is a process involving certain feelings such as fear, malice, sympathy, and anticipation aimed at certain objects. (3) Conative Aspect, an aspect that is tangible in the process of tendency or tendency to do something with an object.

According to Suryana (2011:3), there are indicators of entrepreneurial attitude, including (1) Full of self-confidence, (2) initiative, (3) a leadership spirit, and (4) Daring to take calculated risks.

Subjective Norm

The influence of the people around who are referenced is also called the Subjective Norm, this refers more to the individual's perception of whether or not certain individuals or groups agree or disagree with their behavior, as well as the motivation given by them to individuals to behave in certain ways.

According to Andika & Madjid (2012), subjective norms are individual beliefs to obey the directions or suggestions of people around them to participate in entrepreneurship activities. According to Ajzen & Fishbein (2005), subjective norms have two components, namely as follows: (1) Normative beliefs (Normal Beliefs) Perceptions (beliefs) about other people's expectations of themselves which become a reference in displaying

behavior. (2) Motivation to comply (motivation to fulfill) Individual motivation to fulfill these expectations. Subjective norms can be seen as dynamics between the impulses perceived by the individual from the people around him and the motivation to follow their views in doing or not doing the behavior.

Subjective norms can be measured with a subjective norm scale. There are 3 indicators according to Cruz et al., (2015) with indicators: (1) Confidence in the role of the family in starting a business, (2) Confidence in business support from people who are considered important, (3) Confidence in support of friends in the business.

Perceived Behavioral Control

According to Wingdes (2018), perceived behavioral control is the ability that a person perceives for a particular action, whether the action is perceived as easy or difficult by that person.

The perception of control may change depending on the situation and the type of behavior to be performed. A person's behavior is not only controlled by oneself but also requires control, such as the availability of certain resources and opportunities and skills, where when the individual believes that he lacks resources or does not have the opportunity to show a behavior (low behavioral control) the individual does not will have a strong intention or lack of confidence to exhibit the behavior.

According to Chrismardani (2016) in his research, there are three indicators of behavioral control, namely: (1) Entrepreneurial ability, (2) Self-confidence, (3) Mental Maturity.

Entrepreneurial Interest

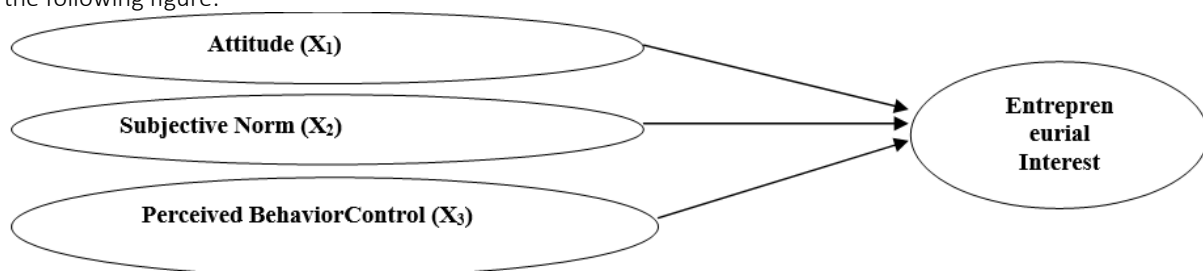
Interest is one of the psychological aspects that has a large enough influence on behavioral attitudes and a source of motivation that directs a person to take an action or activity. Interest in entrepreneurship is the desire of individuals to take opportunities and open their own businesses by creating new products or services (Utami, 2017).

According to Buchari (2013: 9-11) states the factors that encourage a person to become an entrepreneur are: (1) Personal, concerning personal aspects of a person, namely the desire to excel, especially in the field of entrepreneurship, with a curiosity about entrepreneurship, entrepreneurial traits that attracting the desire to accept and take risks in entrepreneurship, education, and experience contained in someone who has an entrepreneurial spirit can influence and encourage someone's entrepreneurship interest, especially students. (2) Sociological, where there are relationships or relationships with other people, there is a team that can be invited to work together in business, there is motivation from parents to open a business, there is family assistance in various facilities, and there are experiences in the business world. previously. Business partners who can be invited to work together, as well as trying and providing the support provided can influence student entrepreneurship interest. (3) Environmental, this relates to competition in the business world, sources that can be used in doing business, and government policies such as the ease of doing business, and business guidance by the Ministry of Manpower will affect students' entrepreneurship interest.

According to Cruz et al., (2015) there are two indicators of interest in entrepreneurship, namely: (1) Choosing the entrepreneurial path rather than working for others. (2) Choosing a career as an entrepreneur and planning to start a business.

Framework

Based on a review of the existing literature, student interest in entrepreneurship is influenced by attitudes, subjective norms and perceived behavior control. Then the theoretical framework of this research is presented in the following figure:



Research Hypothesis

This hypothesis will be proven true in this study:

H₁ : Attitudes influence the Entrepreneurial Interest of STIE Pelita Indonesia Students

H₂ : Subjective Norms affect the Entrepreneurial Interest of STIE Pelita Indonesia Students

H₃ : Behavioral Control Affects the Entrepreneurial Interest of STIE Pelita Indonesia Students

3.0 METHODOLOGY

This study used descriptive and associative methods. The explanation of the results of primary data in the form of a questionnaire that has been filled out by a number of research respondents is an analysis of the descriptive method in this study. The associative method is the method used to test the hypothesis by using a systematic. The population in this study is the individual students of STIE Pelita Indonesia semesters 5 and 7. The sampling of students in semesters 5 and 7 is because they have taken entrepreneurship courses and are moving to graduate. The sampling size is based on a sampling technique that uses the Slovin formula using the following criteria: The sample must be students who have taken entrepreneurship courses.

The Definition of Research Operational Variables

The following is a table of Operational Definitions and Variable Indicators of student entrepreneurial interests, attitude factors, subjective norm factors, and behavioral control factors.

Table 2 Operational Definition of Variables and Measurement Scale

No	Variable	Defenition	Indicator	Scale
1	Attitude (X1)	Attitude is an evaluation of a person's belief or positive or negative feelings if he has to perform the specified behavior (Sugiharti, 2013).	1. Full of confidence 2. Have initiative 3. Have a leadership spirit 4. Dare to take risks with full calculation (Suryana, 2011)	Interval
2	Subjective Norm (X2)	Subjective norms are individual beliefs to obey the directions or suggestions of people around them to participate in entrepreneurship activities (Andika & Madjid, 2012).	1. Belief in the role of the family in starting a business 2. Confidence in business support from people who are considered important 3. Confidence in the support of friends in the business (Cruz et al., 2015)	Interval
3	Perceived Behavioral Control (X3)	Perceived behavioral control (behavioral control) is the ability that a person perceives certain actions, whether these actions are perceived as easy or difficult by that person (Wingdes, 2018).	1. Entrepreneurial ability 2. Confidence 3. Mental Maturity (Chrismardani, 2016)	Interval
4	Entrepreneurial Interest (Y)	Interest in entrepreneurship is the desire of individuals to take opportunities and open their own businesses by creating new products or services (Utami, 2017).	1. Choose the entrepreneurial path instead of working for someone else 2. Choosing a career as an entrepreneur and planning to start a business (Cruz et al., 2015)	Interval

Source: Processed Data, 2019

Data Analysis Technique

Multiple Regression Analysis

To analyze the influence of socio-demographic factors, attitude factors, contextual factors on students' entrepreneurial intentions, multiple regression analysis was used, with the formula:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + e$$

where:

- Y = Entrepreneurial Interest
- b_1X_1 = Attitude regression coefficient
- b_2X_2 = Subjective Norm regression coefficient
- b_3X_3 = Behavioral Control Regression Coefficient
- e = Other influencing factors

Model Test

F Test

The F test is used to determine whether the independent variables jointly affect the dependent variable. The rejection or acceptance of the hypothesis is based on a significance level (λ) of 5%. If the Fcount > Ftable value, then H0 is rejected. Or if the probability value (P) > 0.05 then H0 is rejected and if the value (p) 0.05 then H0 is accepted.

Determination Test (R2)

The Coefficient of Determination (R² Test) shows a closeness index which states the proportion of the total variable Y (the dependent variable) that can be explained by the variable X (the independent variable). The value of the coefficient of determination is between zero and one.

Hypothesis Testing (t Test)

The t-test is used to determine whether the independent variable partially affects the dependent variable with the other independent assumptions being constant. The rejection and acceptance of the hypothesis are based on a significance level (λ) of 5%. If the value of $t_{count} > t_{table}$ value, then H₀ is accepted, and if the value of $t_{count} < t_{table}$ value, then H₀ is rejected. Or if the significance of $t < 0.05$ then H₀ is rejected and if the significance is > 0.05 then H₀ is accepted.

4.0 RESULTS AND DISCUSSION

Characteristics of Respondents

Table 3 Characteristics of Respondents

Gender	Male	47
	Female	53
Semester	V	36
	VII	64
Job	Part Time	75
	Full Time	25

Source: Processed Data, 2019

Based on the results of research on STIE Pelita Indonesia students from 100 respondents, it was found that 47 student respondents were male and 53 female respondents. The filling in the questionnaire for the management department of STIE Pelita Indonesia was dominated by 7th-semester students, where as many as 64 people, and 36 students from the 5th semester. 100 respondents participated in filling out this questionnaire. The students who dominate are 75 part-time students, followed by 25 full-time students.

Validity Test

Table 4 Data Validity Test

Variable	Indicator	Corrected Item-Total Correlation	Keterangan
Attitude factor (X1)	X1.1	0,328	Valid
	X1.2	0,328	Valid
	X1.3	0,384	Valid
	X1.4	0,549	Valid
	X1.5	0,469	Valid
	X1.6	0,418	Valid
	X1.7	0,414	Valid
Subjective Norm Factor (X2)	X2.1	0,404	Valid
	X2.2	0,543	Valid
	X2.3	0,503	Valid
	X2.4	0,331	Valid
	X2.5	0,477	Valid
	X2.6	0,347	Valid
Behavioral Control Factors (X3)	X3.1	0,361	Valid
	X3.2	0,392	Valid
	X3.3	0,522	Valid
	X3.4	0,429	Valid
	X3.5	0,457	Valid
	X3.6	0,367	Valid
Entrepreneurship Interest (Y)	Y.1	0,436	Valid
	Y.2	0,507	Valid
	Y.3	0,500	Valid
	Y.4	0,503	Valid

Source: Processed Data, 2019

Information

The table above shows that the variables studied, namely the attitude factor, subjective norm factor, behavioral control factor, and entrepreneurial interest were declared valid in accordance with the requirements for the value of each corrected item-total correlation above 0.30.

Reliability Test

Table 5 Reliability Test

Variable	Cronbach's Alpha	Information
Attitude Factor (X ₁)	0,695	Reliable
Subjective Norm Factor (X ₂)	0,703	Reliable
Behavioral Control Factors (X ₃)	0,688	Reliable
Entrepreneurship Interest (Y)	0,696	Reliable

Source: Processed Data, 2019

Based on the results of table 5, the variables studied, namely the attitude factor, subjective norm factor, behavioral control factor and entrepreneurial interest were declared reliable in accordance with predetermined conditions, with Cronbach's Alpha value of > 0.6.

F Test

Table 6 F Test

Model	Sum of Squares	dF	Mean Square	Fcount	Ftable	Sig	Information
X ₁ , X ₂ , X ₃ , towards Y	456,867	3	152,289	49,276	2,696	0,000	Significant

Source: Processed Data, 2019

Based on the table above, shows that the independent variables studied in this study have a value of Fcount > Ftable, namely 49,276 > 2,696 with a significance value of 0.000 < 0.05. From these results, it can be stated that all independent variables together have a significant effect on the dependent variable.

Multiple Regression

Based on the test results, it is known that the multiple linear regression model is as follows:

$$Y = 0,139 X_1 + 0,168 X_2 + 0,498 X_3 + 1,624$$

Table 7 Multiple Regression Results

Model	B	t	Sig	VIF	Glejser Test
Attitude Factor (X ₁)	0,177	3,345	0,001	1,134	0,188
Subjective Norm Factor (X ₂)	0,163	2,902	0,005	1,107	0,140
Behavioral Control Factors (X ₃)	0,486	8,643	0,000	1,149	0,723

Source: Processed Data, 2019

Based on the results of table 7 explains that all independent variables have a direct relationship with the dependent variable.

Attitude Factor Variable

The value of β on the attitude factor is 0.177, then 0.177 is an increase in the attitude factor followed by entrepreneurial interest as the dependent variable. A positive relationship shows the higher the attitude factor, the higher the entrepreneurial interest.

Subjective Norm Factor Variable

The subjective norm factor has a β value of 0.163, which means that there is an increase of 0.163 in the subjective norm factor and entrepreneurial interest. A positive relationship shows the higher the subjective norm factor, the higher the entrepreneurial interest

Behavioral Control Factor Variables

The behavioral control factor has a β value of 0.486, then every 0.486 there is an increase in the behavioral control variable and is followed by entrepreneurial interest. A positive relationship shows the higher the behavioral control factor, the higher the entrepreneurial interest.

t Test Results

Model	tcount	ttable	Sig.	Information
Attitude Factor	3,345	1,660	0,001	Significant Influence
Subjective Norm Factor	2,902	1,660	0,005	Significant Influence
Behavioral Control Factors	8,643	1,660	0,000	Significant Influence

Source: Processed Data, 2019

Based on the results of the processed data in table 8, it can be explained as follows:

Attitude Factor

It is known that the t count of the attitude factor is $3.345 > 1.660$ with a significance value of $0.001 < 0.05$, it can be explained that the attitude factor has a significant and significant influence on the entrepreneurial interest of STIE Pelita Indonesia students. So H1 which states that the attitude factor has a significant influence on entrepreneurial interest is proven.

Subjective Norm Factor

The subjective norm factor has a t-count value of $2.902 > t$ table 1.660 with a significance value of $0.005 < 0.05$, which means that the subjective norm factor has a significant but significant influence on the entrepreneurial interest of STIE Pelita Indonesia students. Then H1 which states that the subjective norm factor has an influence on entrepreneurial interest is declared acceptable.

Behavioral Control Factors

It is known that the t-count of behavioral control factors is $8.643 > t$ -table 1.660 with a significance value of $0.000 < 0.05$. Behavioral control factors have a significant influence on entrepreneurial interest so H1 can be accepted and proven.

DISCUSSION

The Influence of Attitude Factors on Interest in Entrepreneurship

Attitudes are formed by 2 factors, namely internal factors, and external factors. Internal factors include someone in managing or responding to something that will come to be accepted or rejected. External factors include social interaction and ease of communication. Attitude in entrepreneurship is a tendency to respond to one's feelings towards something to be achieved, with appropriate actions where the more positive the individual's attitude, the higher the interest in entrepreneurship.

Based on the results of the t-test (partial) $3.345 > 1.660$ with a significance value of $0.001 < 0.05$, it was explained that the attitude factor had a significant and significant influence on the entrepreneurial interest of STIE Pelita Indonesia students. This means that STIE Pelita Indonesia students show that they are quite optimistic about running a business where students believe that their entrepreneurship will be successful. In facing the challenges and risks that will occur, respondents believe they can get through it because it is supported by increasingly sophisticated technology and makes it easier for entrepreneurship.

The statement above is supported by the results of a descriptive analysis that respondents are optimistic enough to run entrepreneurship and succeed in the future, supported by a courageous attitude to face challenges for success and have a creative soul, and students show that they have an interest in entrepreneurship. With the scores from descriptive analysis, the highest score from descriptive analysis for the attitude variable is 3.42, which is an indicator of statement no.4 "I am happy with everything that is creative", while the lowest score is in statement no. 5 which is 3.19 with the statement "I have a leadership spirit". Based on the descriptive results, the highest score indicates that STIE Pelita Indonesia students have a creative nature in developing something that they find interesting. However, the students of STIE Pelita Indonesia did not show the spirit of leadership in taking responsibility both in the organization and in group assignments.

The results of this study are in line with Nagarathanam & Buang (2016), Munawar & Supriatna (2018) & Adi, Sumarwan, & Fahmi (2017), Wijaya (2008), Suharti & Sirine (2011) which state that there is a positive and significant influence between attitudes to entrepreneurial interest.

This study does not agree with the research conducted by Dewanti & Abad (2014) which states that attitudes have no effect on student interest in entrepreneurship.

The Influence of Subjective Norm Factors on Interest in Entrepreneurship

Based on the results of the t-test (partial) $2.902 > t$ table 1.660 with a significance value of $0.005 < 0.05$, which means that the subjective norm factor has a significant but significant influence on the entrepreneurial interest of STIE Pelita Indonesia students.

Subjective norm is an individual's perception based on the influence of the closest people such as family, friends/friends, or the social environment that is quite influential in carrying out an action, thus making the individual motivation. A person will have a desire for behavior if he is influenced by the people around him to do it and convince him and even support what he will do.

Based on the results of the questionnaire data that have been concluded in table 4.5, it shows that the subjective norm factor has an average number of 3.52 with high information. The highest score in the subjective norm analysis is in statement 1 with a score of 3.66, namely "my parents influence me to become an entrepreneur while the lowest score is in statement no.5 which is 3.39 " I have support from entrepreneurs who are already successful to become entrepreneurs". The results of this questionnaire data are supported by 70% of STIE Pelita Indonesia students who are employees and have their own businesses.

From the results of the t-test, the subjective norm factor has a significant influence on entrepreneurial interest. This means that STIE Pelita Indonesia students realize the importance of the role of the social environment in motivating them to become entrepreneurs. If students are in a social environment with entrepreneurs, then there is an interest in entrepreneurship. Likewise with those who choose a career, if within their scope are workers, they will tend to choose a career. For example, students whose parents are traders (entrepreneurs) will have the talent to run a business, and will easily learn to face challenges and risks. Therefore, STIE Pelita Indonesia students are provided with entrepreneurship courses. Students can motivate themselves through knowledge received from universities to be applied to the business world.

The results of this study are in line with research conducted by Wijaya (2008), Listyawati (2017), Darmawan & Warmika (2016), Sarwoko (2011), Cruz, Suprapti, & Yasa (2015) which state that subjective norm factors have an influence on entrepreneurial interest. . The results of this study disagree with Adi, Sumarwan, & Fahmi (2017), Andika & Madjid (2012) which state that subjective norms have no effect on entrepreneurial interest.

The Influence of Behavioral Control Factors on Entrepreneurial Interest

Perception of behavioral control is a person's feelings about the ease or difficulty of realizing a certain behavior (Ajzen & Fishbein, 2005). By feeling the ease, experience, and having the skills to make the existing challenges can be faced without giving up on achieving entrepreneurship.

Based on table 4.6, respondents are quite optimistic and capable enough to become entrepreneurs, supported by the results of questionnaire data which shows that respondents' responses to behavioral control factors have an average number of 3.19 with sufficient information. The results of the descriptive analysis show that the highest score on the behavioral control variable is found in statement no 4, which is 3.32, namely "I believe that with entrepreneurship, I will get a big income even with tough challenges" while the lowest score is 3.09 in a statement no 1, "I want to be the owner of the company".

Based on the results of the t-test (partial) $2.902 > t$ table 1.660 with a significance value of $0.005 < 0.05$, which means that the subjective norm factor has a significant but significant effect on the entrepreneurial interest of STIE Pelita Indonesia students. The need for entrepreneurship at this time is greatly facilitated by the development of increasingly sophisticated technology. Students can do business without having to have a physical shop. Even some students have run an online shop business. The convenience obtained through social media networks for entrepreneurship makes it easier for someone to do business without having to worry about physical stores and large capital. This convenience also minimizes any risks that will be accepted in the future, for example, goods that do not sell, cheating by buyers, and others.

The results of this study are supported by other research conducted by Listyawati (2017) and Hendriawan & Astri (2016), Suyono (2019) which state that behavioral control factors have a significant influence on entrepreneurial interest.

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