

The Intention of East Java Agricultural Students for Becoming Entrepreneurs in the Agricultural Sector



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ABSTRACT: Nowadays, entrepreneurship activities in Indonesia are still low, especially in agriculture. A country's economy increases if an individual or the human resources are doing business in agriculture. This study analyses factors affecting East Java agricultural students' intention in agriculture. This study was conducted at three state universities in East Java, including Pembangunan Nasional "Veteran" University, Brawijaya University and Trunojoyo University. The sampling technique is voluntary sampling with a total of 150 students. The sample criteria are agricultural students who are still active. The analysis method uses SEM-PLS with the help of SmartPLS 3.0 tools. The results of this study indicate that attitudes towards behaviour, subjective norms and behavioural control have a positive and significant effect on the intentions of East Java students to become entrepreneurs in the agricultural sector.

KEYWORDS: intention entrepreneurship, attitude to behaviour, subjective norm, behavioural control.

INTRODUCTION

One of the inhibiting aspects of economic growth in a country is the unemployment problem. Indonesia is one of the countries that have a high unemployment rate. The number of unemployed people in Indonesia amounted to 8.7 million in February 2021, then increased by 1.8 million from the previous year. The young age group dominates the high unemployment rate (Badan Pusat Statistik, 2021).

Table 1. Open Unemployment Rate based on the Highest Education Completed in 2020-2021 (persons)

Highest Education Completed	February 2020	February 2021
No/ Never went to school	35 761	20 461
No/ Not finished Elementary School (SD)	346 778	342 734
Elementary School (SD)	1 006 744	1 219 494
Junior High School (SLTP)	1 251 352	1 515 089
Senior High School (SLTA Umum/SMU)	1 748 834	2 305 093
Vocational High School (SLTA Kejuruan/SMK)	1 443 522	2 089 137
Academy/Diploma	267 583	254 457
University	824 912	999 543
Total	6 925 486	8 746 008

Source: Central Bureau of Statistics, 2021

Based on Table 1, the unemployment rate has increased significantly for university graduates, namely 1.8 million from the previous year. The increasing open unemployment rate for university graduates is influenced by two limitations of the abilities of job seekers. Those two limitations cause job seekers not to have the opportunity to fill job vacancies because they have not met the requirements, such as appropriate abilities and skills. In 2020 the open unemployment rate in Indonesia was 6.9 million. University graduates also have a reasonably sizeable open unemployment of 824,912. A large number of open unemployment is caused by university graduates who have not been able to fulfil the requirements to fill job vacancies. It is even alleged that the

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skills of university graduates are still low. Some of the handlings that can overcome unemployment are fostering an entrepreneurial spirit through the provision of skills (Sukidjo, 2005).

The agricultural sector is one sector in Indonesia that plays an essential role in the economy. The agricultural sector is the most crucial part of the present and the future. Therefore, this is a concern of various parties. Ritonga et al.(2015) argue that supporting sustainable agricultural development requires three factors: natural resources, human resources, and appropriate technology. Educated human resources (HR) is one of the ideal resources for sustainable agricultural development that will occur in the future.

Entrepreneurial activity in Indonesia today is still low, especially in agriculture. A country's economy increases if individuals or human resources become entrepreneurs in the agricultural sector. With so many individuals doing entrepreneurship, this can create many job vacancies and increase the number of entrepreneurs in Indonesia. Individuals' inclination to start businesses must come from an inner desire accompanied by a particular effort, which in psychological terms is called intention.

The intention is a person's determination to carry out business activities. The greater the intention of a person in running a business, the better that person will be in starting his business. Intentions that are balanced with confidence in one's self will have a good impact on the appearance of new entrepreneurs. With a new business, it will undoubtedly increase the number of jobs. According to Hisrich et al. (2008), individuals who want to become entrepreneurs have a purpose why they create a business. Thus, through these intentions, individuals can determine what actions they will take. The stronger the individual's intention to become an entrepreneur, the more likely that goal will be achieved.

The Theory of Planned Behaviour emerged as a theory supporting the formation of intentions which assumes that humans always have a purpose in behaving. Based on this theory, three motivational factors influence an intention: attitudes towards behaviour, subjective norms, and behavioural control (Ajzen and Fishbein, 2005). Following Suryawirawan et al. (2021) and Wibowo et al. (2022), attitudes towards entrepreneurship behaviour in the agricultural sector, subjective norms, and behavioural control significantly influence entrepreneurial intentions in the agricultural sector. The higher the positive attitude of students in entrepreneurship in the agricultural sector, the higher the entrepreneurial intention.

In East Java, most university graduates who interested in the agricultural entrepreneurship are low. In 2021 the number of youth working in the agricultural sector was 16.13 per cent (Badan Pusat Statistik, 2021). However, in contrast, the opportunity for having agricultural entrepreneurship is very high and can reduce unemployment. Graduate University students are expected to move up from their comfort zone, develop their potential and dare to take risks. However, the reality found that the students of the Faculty of Agriculture Pembangunan Nasional "Veteran" University East Java do not want to try entrepreneurship due to several reasons, such as capital and they are not sure about potential, feeling that they cannot be entrepreneurial and are afraid if they experience failure in running a business. One of the problems that exist in entrepreneurship is experiencing bankruptcy when running a business.

Improving and developing the entrepreneurial spirit of many university students can become a convenient solution to minimize the percentage of unemployment. In growing students' intentions toward entrepreneurial activities, it is necessary to have strong encouragement and motivation. The intention is a component that exists in an individual based on his desire to perform certain behaviours. In addition, it is also a desire to implement an action and the presence of particular behaviour. Several things have been discussed previously; namely, a person's behaviour in the future can be measured by looking at his intentions. Therefore, a person's or group's entrepreneurial intention toward the agricultural sector can become a predictor in determining who will later become entrepreneurs and who can develop their business in the agricultural sector in the future. Based on this explanation, this study aims to analyze the factors that influence the intentions of East Java agricultural students to become entrepreneurs in the agricultural sector.

LITERATURE REVIEW

A. Entrepreneurial Intention

An entrepreneur is skilled in creating and implementing changes in the market through new combinations. The new combination can be in the form of introducing new products or qualities, introducing new production methods, opening new markets, obtaining new sources of supply from new materials or components, or running a new organization in an industry.

According to Fishbein and Ajzen (1991), the intention is a person's desire to perform a behaviour. According to Uswaterrasul & Sisilia (2015), the word "intention" is always identical to the word "interest". This equation shows a tendency toward entrepreneurial activities.

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B. Theory Planned Behaviour

Choo and Wong (2006) argued that a person's intention to become an entrepreneur could be measured using the Theory of Planned Behaviour (TPB) approach. TPB is one theory that is often used to measure intention. The TPB explains how certain behaviours can become a variable prediction through the determinants of that behaviour. According to Fishbein & Ajzen (1991), intention includes three determinants: attitudes, subjective norms and behavioural control.

Attitude towards behaviour is the extent to which a person evaluates something he likes and dislikes. Attitudes towards behaviour are based on two determinants, namely behavioural beliefs and evaluation of the consequences of behaviour. According to (Wibowo et al., 2022), those variables influence entrepreneurship intentions in the agricultural sector. In line with the results of the study by Palupi & Santoso (2017), it is stated that entrepreneurs have a positive and active attitude, are ready to take risks, and are independent. This is different from the study by Ridha et al. (2017), which found that attitudes towards behaviour did not affect the entrepreneurial students' intentions in the agricultural sector.

Subjective norms are social pressures experienced to perform an action or behaviour. According to the Ajzen theory of planned behaviour, norms have a relationship that refers to social pressure to have feelings in carrying out or not to create behaviour. The second factor influencing entrepreneurship is subjective norms. The study conducted by Arisanda (2016) proved that subjective norms have a significant influence on entrepreneurial intentions in the agricultural sector. However, attitudes towards behaviour and behavioural control do not affect entrepreneurial intentions in the agricultural sector.

Behavioural control is the perception of trust and confidence of an individual in his expertise (whether complicated or otherwise) to realize entrepreneurship. Behavioural control refers to feeling easy or challenging to perform a behaviour and is assumed to reflect prior experiences and anticipate obstacles and obstacles (Ajzen in Li Wei, 2006). Ambad & Damit (2016) stated that an entrepreneur's behavioural control and relationship support shape the students' entrepreneurial intentions in Malaysia. These findings indicate that not all factors influence youth entrepreneurial intentions. However, the three factors in TPB make it possible to influence youth entrepreneurial intentions. At the Public University of Malaysia, the three factors (attitude, subjective norm, and perceived behaviour control) influence entrepreneurial intentions, with the most decisive being subjective norms and attitudes (Kim-Soon et al., 2016). In contrast to the study (Shah & Soomro, 2017), attitudes towards behaviour and subjective norms have a positive and significant relationship with entrepreneurial intentions. Meanwhile, behavioural control does not have a significant relationship with entrepreneurial intentions. Such studies can provide valuable insights into the state of entrepreneurship education for policymakers and planners at universities and governments regarding the younger generation, in particular, to reduce the burden of graduate unemployment.

RESEARCH METHODOLOGY

The study was conducted in East Java at three State Universities: Pembangunan Nasional "Veteran" University, Brawijaya University, and Trunojoyo University. The total number of respondents is 150 respondents. The sampling technique used in this study is non-probability sampling, namely voluntary sampling. The data were obtained from the distribution of online questionnaires and collected from December 2021 to January 2022. The collected data was then analyzed using SEM-PLS with the help of SmartPLS 3.0 tools. The stages of SEM-PLS are model specifications, conversion of path diagrams to equation models, evaluation of measurement models, and evaluation of structural models.

The latent variables (constructs) and manifest variables (indicators) in this study can be seen in Table 3.2 as follows:

Table 2. Latent and Manifest Variables

Latent Variable	Indicator
(X1) Attitude toward Behaviour	
(X1.1) Faith behavioural consequences	(X1.1.1) Faith consequences for Respecting Time (X1.1.2) Faith consequences for Taking a Risk (X1.1.3) Faith consequences for Honesty (X1.1.4) Confidence consequences for Self-Confidence (X1.1.5) Faith consequences for Becoming Creative (X1.1.6) Faith consequences for becoming Innovative (X1.1.7) Faith consequences for Becoming Independent (X1.1.8) Faith consequences for Having Leadership behaviour (X1.1.9) Faith consequences for Becoming Persistent (X1.1.10) Faith consequences for Hard-Working

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(X1.2) Evaluation of behavioural consequences	(X1.2.1) Evaluation consequences for Respecting Time (X1.2.2) Evaluation consequences for Taking a Risk (X1.2.3) Evaluation consequences for Honesty (X1.2.4) Evaluation consequences for Self-Confidence (X1.2.5) Evaluation consequences for Becoming Creative (X1.2.6) Evaluation consequences for Becoming Innovative (X1.2.7) Evaluation consequences for Becoming Independent (X1.2.8) Evaluation consequences of Having Leadership Behaviour (X1.2.9) Evaluation consequences for Becoming Persistent (X1.2.10) Evaluation consequences for Hard-Working
(X2) Subjective Norm	
Latent Variable	INDICATOR
(X2.1) Belief in the normative expectation referent	(X2.1.1) Belief in the business team's expectation (X2.1.2) Belief in parents' expectations (X2.1.3) Belief in family's expectation (X2.1.4) Belief in lecture's expectation (X2.1.5) Belief in friends' expectations
(X2.2) Motivation to comply with normative expectations Referent	(X2.2.1) Motivation to comply with the business (X2.2.2) Motivation to comply with parents' expectations (X2.2.3) Motivation to comply with family's expectation (X2.2.4) Motivation to comply with lecture's expectation (X2.2.5) Motivativation to comply with friends' expectations
(X3) Behaviour control	
Latent Variable	INDICATOR
(X3.1) Faith in the level of behavioural convenience	(X3.1.1) Convenience/resistant faith toward access to the financial institution (X3.1.2) Convenience/resistant faith in fixing exhaustion/boredom (X3.1.3) Convenience/resistant faith in fixing the hassle of entrepreneurship (X3.1.4) Convenience/resistant faith in fulfilling an agreement
(X3.2) The control power in the level of behavioural convenience	(X3.2.1) The control power in accessing the financial institution (X3.2.2) The control power in fixing exhaustion/boredom (X3.2.3) The control power in fixing the hassle of entrepreneurship (X3.2.4) The control power in fulfilling an agreement
(Y) Students' intention to become agricultural entrepreneurs	(Y1) Having a high intention of becoming entrepreneurs (Y2) Having an intention to become agricultural entrepreneurs (Y3) Having an intention to become an entrepreneur after being graduated (Y4) Having an intention to develop a business with the capabilities possessed

RESULT AND DISCUSSION

A. Specification Model

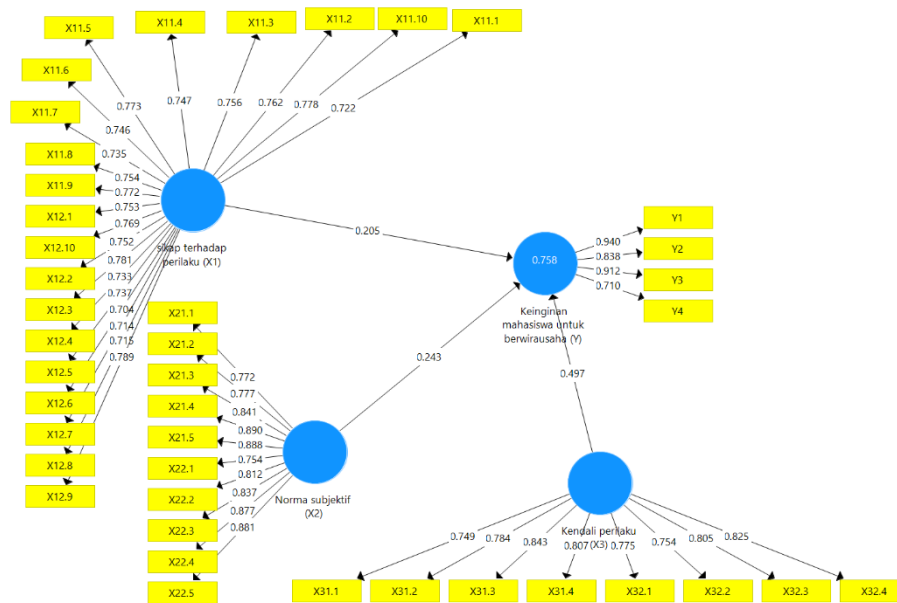


Figure 1. The relationship between the construct and its indicators

The image above shows the relationship between the construct and its indicators. At the same time, attitudes towards behaviour, subjective norms, and behavioural control, with endogenous constructs or entrepreneurial intentions in the agricultural sector, show the structural model.

B. Measurement Model Evaluation

Validity Test

1) Convergent Validity

The convergent validity is the value obtained from the loading factor. This value measures the validity of an indicator. The indicator will be valid if the loading factor value exceeds 0.5. The outer loading factor criteria with a value > 0.7 to measure the variables of this study.

Based on the loading factor value, it was found that the four variables in this study (attitudes towards behaviour, subjective norms, and behavioural control of entrepreneurial intentions in the agricultural sector) in each question represented a loading factor value above 0.7. Thus, the convergent validity is getting higher, or all study indicators are valid and can be stated questions representing each variable qualify for scrutiny.

2) Discriminant Validity

The measurement of discriminant validity in this study uses the Average Variance Extracted (AVE) value. The AVE value indicates that each variable used is more significant than 0.5, so this has met the requirements.

Table 3. The AVE Analysis Result

Variable	Average Variance Extracted (AVE)
Entrepreneurial intention toward the agricultural sector (Y)	0,730
Attitude toward behaviour (X3)	0,562
Subjective Norm (X2)	0,696
Behavioural Control (X3)	0,629

Based on the table above, the AVE value of all variables is more significant than 0.5. This result shows that each variable has good discriminant validity.

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Reliability Test

Reliability measurement will show the accuracy of the respondent's answers in the variables used to determine whether the respondent is consistent in answering the person under study. This measurement has two ways: composite reliability and Cronbach alpha.

The reliability test results and the average variance extracted for each variable can be described in the following table:

Table 4. Cronbach's Alpha and Composite Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	More Information
Entrepreneurial intention toward the agricultural sector (Y)	0,874	0,901	0,915	Reliable
Attitude toward behaviour (X1)	0,959	0,960	0,963	Reliable
Subjective Norm (X2)	0,951	0,952	0,958	Reliable
Behavioural Control (X3)	0,916	0,929	0,931	Reliable

The reliability test results use Cronbach alpha. According to Ghazali (2011), an instrument will be reliable if it has a Cronbach alpha value > 0.7. The analysis results in the table show that each variable has a Cronbach's alpha value > 0.7. So it can be concluded that all variables have a Cronbach alpha value > 0.7 and are reliable. The results of the composite reliability test show that each composite reliability value variable is more significant than 0.6, and it can be concluded that all variables meet the composite reliability requirements.

C. Structural Model Evaluation (Inner Model)

The inner model test is to determine whether the structural model fits in the study, following the results of the inner model test.

R-Square (Coefficient of Determination)

The value of R square is used to determine how much influence the independent latent variable has on the latent dependent variable.

Table 5. R-Square Value

Variable	R Square	R Square Adjusted
Entrepreneurial intention toward the agricultural sector	0,758	0,753

Source: Processed Primary Data (2022)

Based on the table above, R^2 shows that the entrepreneurial intention variable in the agricultural sector is influenced by the attitude variable towards behaviour, the subjective norm variable, and the behavioural control variable by 0.758 or 75.8%, while other variables outside the study explain the remaining 24.2%.

Table 6. Goodness of Fit (GoF)

Determination Coefficient (R-Square) Students' intention to run businesses (Y)	0,758	
Goodness of Fit (GoF) Average $R^2=0,758$ $GoF = \sqrt{\text{average AVE} \times \text{average } R^2}$ $GoF = \sqrt{0,654 \times 0,758}$ $GoF = \sqrt{0,495732}$ $GoF = 0,704$	0,704	Great

From the calculation results, it is obtained a GoF value of 0.704 which means large.

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Hypothesis Testing Analysis

Hypothesis testing with the Smart PLS 3.0 method is carried out through a bootstrapping process so that the relationship between the influence of exogenous variables on endogenous variables is obtained as follows:

Table 7. Direct Effect Bootstrapping Results Table

Relationship between variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude toward behaviour (X1) -> Entrepreneurial intention toward the agricultural sector (Y)	0,205	0,210	0,081	2,523	0,013
Subjective Norm-(X2)> Entrepreneurial intention toward the agricultural sector (Y)	0,243	0,239	0,068	3,561	0,000
Behavioural Control (X3)-> Entrepreneurial intention toward the agricultural sector (Y)	0,497	0,498	0,079	6,319	0,000

The results of hypothesis testing in the study are seen from the path coefficients table above, and the descriptions are as follows:

Attitudes towards behaviour have a p-value of 0.013 <0.05. The original sample value of 0.205, which has a positive value, indicates that the relationship has a positive effect. The attitude variable towards behaviour affects the intention of agricultural students in East Java to become entrepreneurs in the agricultural sector. These results align with the previous study (Shah & Soomro, 2017; Suryawirawan et al., 2021). One's attitudes include respect for time, hard-working, daring to take risks, honesty, self-confidence, not giving up easily, creativity, independence, leadership, and perseverance, which are believed to be essential components for starting a business. The higher the attitude towards one's entrepreneurial behaviour, the higher the entrepreneurial intention.

The subjective norm has a p-value with a value of 0.000 <0.05. The relationship also has a positive effect because the original sample has a value of 0.243 and is positive. This value shows that the subjective norm variable strongly influences the intentions of students in East Java Province to develop businesses in the agricultural sector.

Subjective norms in question are family support, closest people, and role models for choices to become entrepreneurs, especially in agriculture. The results of this study indicate that subjective norms have a positive and significant impact on entrepreneurial intentions in the agricultural sector. This is supported by the mindset that begins to change in the students' families and closest people. The mindset that has developed lately is that we can also be financially successful by entrepreneurship. That is what causes families and close people to support students in entrepreneurship. In addition, recently, there have been many business plan competitions, both from the government and the private sector (banks). This phenomenon can foster students' creative and innovative spirit to start their businesses. Therefore, the higher the support obtained, the higher the intention for entrepreneurship. This finding is supported by (Chrismardani, 2016), (Palupi & Santoso, 2017), (Novanda et al., 2017), and (Wibowo et al., 2022), which stated that subjective norms have a positive effect on entrepreneurial intentions in the agricultural sector.

Behavioural control has a p-value of 0.000 <0.05. The relationship has a positive effect because the original sample value has a value of 0.497 and is positive. Behavioural control variables significantly affect the intentions of agricultural students in East Java Province to become entrepreneurs in the agricultural sector. This means that students' intentions to become entrepreneurs in the agricultural sector will be higher when their confidence and strength in accessing finance, overcoming boredom, overcoming the complexities of entrepreneurship, and fulfilling their agreements are also higher. The results of this study are supported by the previous studies conducted by (Palupi & Santoso, 2017), (Novanda et al., 2017), and (Wibowo et al., 2022). The study showed that the perceived behavioural control of students influenced their intention to become an entrepreneur.

CONCLUSION

Based on the results obtained, it can be concluded that attitudes towards behaviour, subjective norms and behavioural control positively affect entrepreneurial intentions in the agricultural sector.

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SUGGESTION

Students are advised to participate in various entrepreneurship training and seminars to develop skills in entrepreneurship. In addition, students can participate in several programs provided by the Ministry of Education and Culture, including the Student Creativity Program, Indonesian Student Business Competition, Entrepreneurial Student Program and others.

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