

EFFECT OF ATTITUDE, SUBJECTIVE NORMS, AND ENTREPRENEUR BEHAVIOR CONTROL ON SME'S ATSAPE COMMUNITY BEHAVIOR WITH ENTREPRENEUR INTENTION AS MEDIATOR VARIABLE

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ABSTRACT

The purpose of this research is to examine and analyze the influence of attitude, subjective norms, and perceived behavior control on SME's atsape community behavior with entrepreneur intention as mediator variable. The research is research causal by adopting quantitative approach. A population that used in the research is are SME's agents in Atsape, Timor Leste by the number of as many as 1,300 people. Technique the sample collection in this research was purposive sampling and the number of respondents used in this research determined by using slovin formula. Technique data collection was carried out by interviews, survey and documentation. Technique analysis was conducted using analysis structured equation model (SEM) partial least square (PLS). The results of the study indicating that attitude, subjective norm and perceived behavior control have had a positive impact and significant impact on SME's atsape community behavior, in Timor Leste. In addition, perceived behavior control also have a positive impact and significant impact on SME's atsape community behavior, in Timor Leste.

Keyword: Small Medium Enterprises, behavior, attitude, subjective norms, perceived behavior control.

INTRODUCTION

Now the activity entrepreneurial traits that encouraged by many regions is small and medium enterprises programs (SME). It because the SME had already been assessed having a resistance relatively better than with effort a larger scale. The role of umkm are also highly strategically important in terms of various aspects. First, the number of its industry a great and there are in every sector of economic. Second, the potential that is great in creating more employment opportunities compared with the investment that same at a venture with scales greater. Third, contribution SMEs in it was reflected from gdp significant. Fourth, having donation to foreign exchange the state with the export value are fairly stable (Hadiyati, 2011). The empowerment of SME, will also capable of engendering a flagship program of program entrepreneurship and existing partnership.

SME in indonesia arranged on constitution no. 20 years 2008 who classifies micro business is business have criteria having net assets most of fifty million rupiah, except land and building, and having earnings a year the most three hundred million rupiah, small businesses is the business that have criteria net assets more than fifty million rupiah up to 500 million rupiah, and having results sales were from 300 million rupiah to 2.5 billion rupiah a year, while medium

enterprises mempunyai criteria having net assets more than rp 500 million up to rp 10 billion and earnings were 2.5 billion rupiah up to 50 billion rupiah a year. In Timor Leste, SMEs arranged on the act of no. 5 of year 2005 and can be seen in Table 1 follows:

Table 1 The classification of SME in Timor Leste

No	Criteria	Asset (\$)	Rendimento Annual (\$)
1	Micro Empresa	100 ate 5.000	6.000
2	Medio Empresa	5.000 ate 100.000	6.000 ate 500.000
3	Alto Empresa	100.000 ate 1.000.000	500.000 ate 5.000.000

Sumber: MoF, Imposto Timor Leste

Timor Leste was one of the countries in Asean having dependence on natural resources as main source of revenue the state. The main commodities be main source of revenue Timor Leste is oil and gas. This shown through the data is presented in Figure 1 follows:

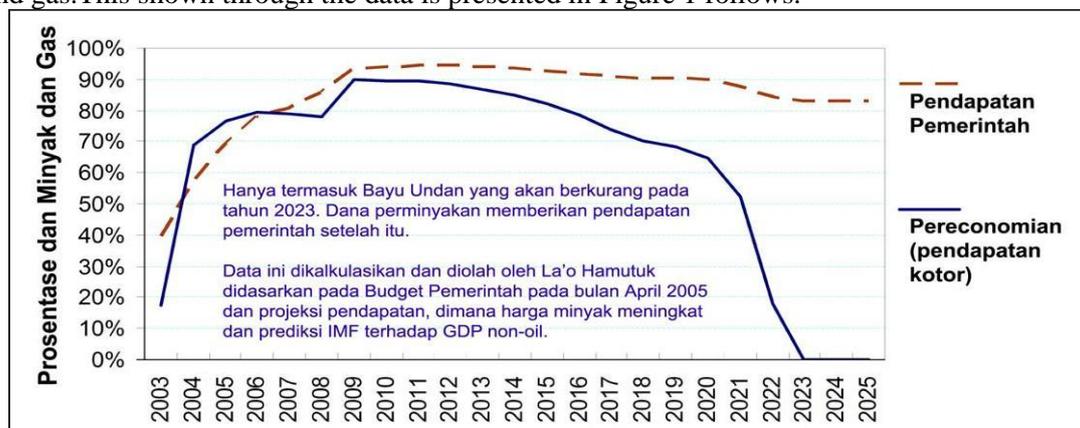


Figure 1. The Prediction GDP Timor Leste from oil and gas on 20 years.

Source: (Kementrian Perencanaan dan Keuangan-RDTL, 2005)

Figure 1 shows that the contribution of oil and gas to state revenues reached more than 90% or more precisely of 94%. This condition and pushing level demand job high in the oil sector and gas. But, private companies also is not optimal to do investment because security conditions and politics in east timor not yet stable. This led unemployment rate in Timor Leste increased.

Unemployment rate consisting of productive age between 15 up to 35 years. Researcher find that economy of Timor Leste divided between the non oil and gas, which is agriculture, and oil and gas. The 11% from age productive work in the agricultural sector, which was taken from 76,899 the Timor Leste population, who exertion on the agricultural sector and others workers was between 40 to 55 years, with most of them still depends on agricultural production subsystem. According to SEPFOPE (Secretaria de Estado The Formacao Profesional e Emprego), through force survey work done in 2013 unemployment in east timor to 11 % of the total productive age as many as 699,620 people of the population as many as 1.212.107 million people, where consisting of male are 618,789 and female are 593,318 (source: Statistic East Timor The Population Projection 2014).

Readiness of youth people Timor Leste to labor market, if there was a progress in the education sector, but still too many young people at adulthood without education, about 20 percent youth people of Timor Leste is, only 12 percent who completed secondary education and succeeded in continuing their studies to college. The unemployment rate in Timor Leste also caused by the more youth educated who aspires to leave sectors traditional and not formal, in particular the agriculture. Similarly, the impact of economic growth in the future to employment opportunities promised because the private sector do not increase and almost does not develop the last few

years. It's not really simple in solving the unemployment rate in Timor Leste is a problem happened since three decades ago, but some field who promised can identified with consider the prospect of natural resources and opportunities demographic faced by Timor Leste in to overcome the problem of unemployment. Solution can try to get out of the complexity problems above demanding thoughts and actions creative and innovative, achieved through the creation of entrepreneurial young in the quantity and quality of sufficient.

Entrepreneurial contribution in timor leste was significant, this can be seen from the receipt of the state tax sourced from SME, count of 2012 until 2015 \$198,072,270.05. This contribution only come from 5,557 SME's entrepreneurs who is active, while in the ministry of industry trade and environment the number of investors micro and small entrepreneurs who teregistrasi as many as 9,722. (source: The Department Of Taxation And The Department Of Commerce In Town), when calculated on a mathematics means that there are 4,165 SME entrepreneurs who were not contribute to government income sourced from tax.

Tracing desire for knowledge or the initiative of the entrepreneurship of Timor Leste people, researcher convey in this scientific, that there are several municipio the city madia in Timor Leste is the famous with a entrepreneurship, of them are municipio ermera, exactly posto administrativo municipio Atsabe .Atsabe is one of areas in Timor Leste that having the number of entrepreneurs reached 10 % of the total the population as shown by table 2 the following.

Table 2 The population of Atsabe

Male	Female
10.034	3.897
SME's entrepreneur are 1.393 (10%)	

Mostly people of atsabe was not a a graduate of a college who has knowledge and skills from a stool in entrepreneur lecture and concentrate on entrepreneurship, but factors that located within the around which affect the pattern he thought to be an entrepreneur. The environment around which mostly comes the community who also work as entrepreneur teaches about knowledge and skills being entrepreneur.

The study is done to analyze behavior entrepreneurial traits that doing the atsabe by using fundamental principle of the theory behavior the theory planned behavior. Conceptually tbp said three determinan intention is independent. First is attitude, is a pattern of behavior, tendention, predisposing to to fit in social situation, or simply too are defined in response to social stimulation which have been conditioned (Musdalifah, 2015). Then there is subjective norm which is a social pressure that was felt to be to do or behave certain (Mahmoud et al, 2015). The third of the determinan intention according the concept of TPB is perceived behaviour control, is a variable showing easy or the difficulty of doing of an act which referred to (Firmansyah, 2013).

The Objectives of Study

The objectives of this study are:

1. To know and analysis the influence of entrepreneur attitude against entrepreneur intention of Atsabe people.
2. To know and analysis the influence of subjective norm against entrepreneur intention of Atsabe people.
3. To know and analysis the influence of perceived behaviour control against entrepreneur intention of Atsabe people.
4. To know and analysis the influence of entrepreneur intention against entrepreneur behavior of Atsabe people.
5. To know and analysis the influence of perceived behaviour control against entrepreneur behavior of Atsabe people.

LITERATUR REVIEW

Theory of Planned Behavior

Theory of planned behavior (TPB) developed by Ajzen as the expansion of theory of reasoned action (TRA). TPB is the conceptual framework that used to scrutinize the conduct individual which in theory of planned behavior allow it can be seen factor that influences individual decisions in behave so that it can be said an individual in behave based on taking into account rational (Kumar, 2012). TPB is model resulting from tra by assuming that certain behavior determined by intention of actually doing it. TPB as the expansion of tra because in TRA there is no components control behavior felt, so that TRA model difficulty in clarifying conduct of one who not having control over his behavior (Mok & Lee, 2013). TPB explained that conduct of one determined by intention behavior. In TPB components an attitude toward behavior and subjective norm have in common with the theory TRA, but in TPB added perceived behavior control as a component that determines intention behavior.

Intention behavior is the size of individual willingness to do desired behavior. Based on thought TPB model, so intention behave is strong predictor determine behavior. Someone who intentional behavior high will allow the person engages or undertakes these behaviors are (Mok & Lee, 2013). TPB consisting of three variable, which is determinan that determines intention behave someone, namely:

1. The first variable is attitude, that define as the extent to which someone evaluate or judge these behaviors are profitable or not, agreeable or disagreeable, good or bad, dangerous or beneficial, like or dislike towards an object will mediate all responses to the object. Become determinan attitude that determines intention behave someone (Hasbullah et al, 2014). Attitude are steps from the belief conduct of one, this is a function individuals who feel that they have the possibility of the result of behavior that will be done as well as their evaluations (Mok & Lee, 2013).
2. The second variable is subjective norm, that define as a reference that originated in the neighborhood of social impact a person in behave. TPB suggested that someone could be certain based on what is expected others on the person .People can have good manners towards an object certain, but if any pressure from others not to do it, so that person will be have a negative attitude (Hasbullah et al, 2014). A subjective norm measuring the effects of the influence of social given on individual (Mok & Lee, 2013).
3. The third variable is perceived behavior control, namely feel ease or trouble in carrying behavior. Behavior felt can be a reflection of a creed against the resources and the chance to make any specific behavior (Hasbullah et al, 2014). Perceived behavior control is size of perception someone about ease and difficulty where they were certain behavior. The extent to which someone succeeded in changing behavior intention to conduct actual relies heavily on the control of behavior felt (Mok & Lee, 2013).

Entrepreneur

Entrepreneur is someone who develops of a new product or a new idea and build business with a new concept. In this case will require a number of creativity and a the ability to see patterns and trend-trend that apply to be an entrepreneur (apriianty, 2012). Sonny et. al (2012) clear that entrepreneur is a soul take risks to open a business on a number of occasions, independent and will begin to business, without over to the fear or anxious even in the condition uncertain. Based on a number of understanding about entrepreneur can be explained a entrepreneur having in the ability to change things for the better or created seseuatu an entirely new, soul creative and innovative.

Behavior business expressed by Thobias et al, (2013) as spirit, the ability, attitude, behavior individual in handling businesses or activities that leads to the effort to recruit, created, apply

how to work, technology, and new products with improve the efficiency in order to give better service and or make a profit greater.

Behavior approach in the concept of entrepreneurship like approach trait is emphasized behavior whatever dominated in entrepreneurship successful. In this approach, myths about entrepreneurship be broken. For example that entrepreneurship not can be learned. It approach behavior is emphasized an opportunity for anyone to learn entrepreneur (Helmi, 2011). Based on a number of the discussion definition entrepreneurial behavior, so can be concluded that behavior entrepreneur man is actions that can be measured performed with courage, eminence and strength in meet the needs and issues concerning activities business with capability and power derived from itself.

Small Medium Enterprises (SME)

Anggraeni et al, (2013) describing on small and medium enterprises as follows:

1. Micro business is a productive belonging to someone individuals and or business entity individuals meet the criteria micro business as regulated by law.
2. Small businesses are productive economic undertakings that stands alone, practiced by the individuals or business entities that are not is a subsidiary or not the branch company owned, controlled, or become a part either directly or indirectly of an effort middle class or big enterprise that meet the criteria small businesses as stipulated under the law.
3. Medium enterprises is a productive economic that stands alone, practiced by the individuals or business entities that are not is a subsidiary or branch company owned, controlled, or become a part either directly or indirectly with small businesses or great effort with the total net assets of or result annual sales as are regulated in the law of.

Based on the meaning of on top can explained that SME is a form of productive economic undertakings practiced by the individual or business entity individuals meet the criteria micro business, small, and medium business. Based on the literature review above, the conceptual and thinking framework for this study can be illustrated as the Figure 2 and Figure 3.

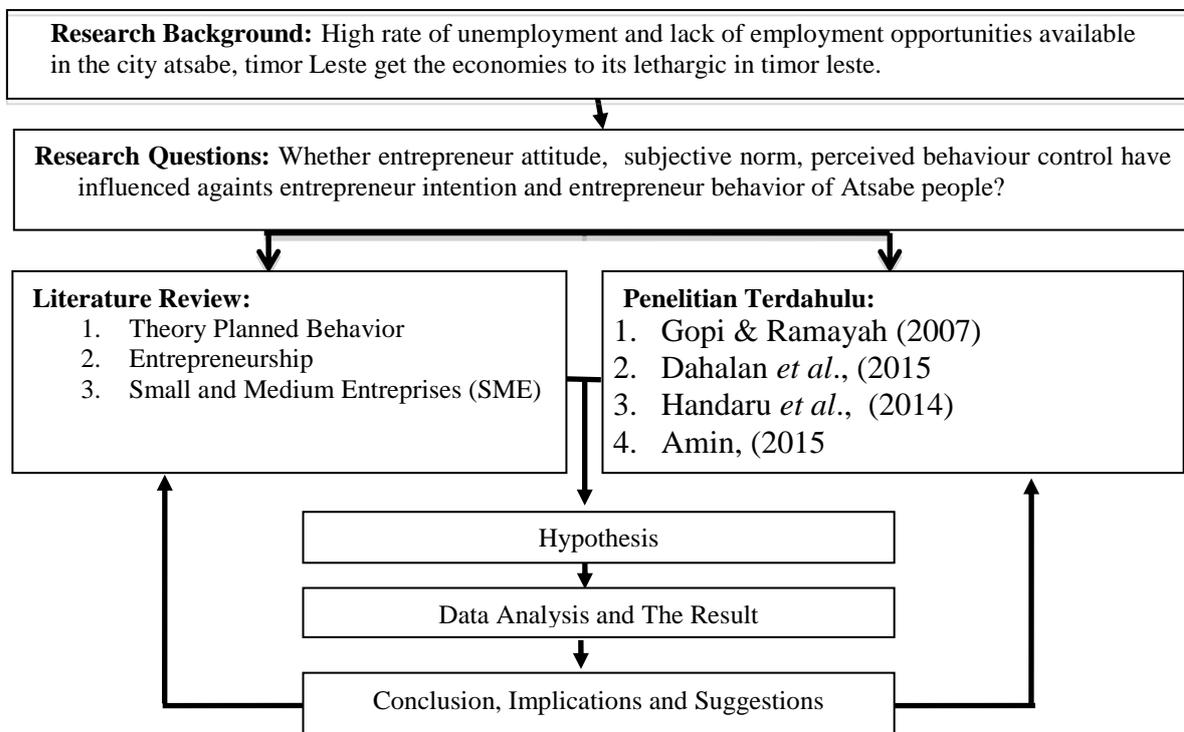


Figure 2 Thinking Framework

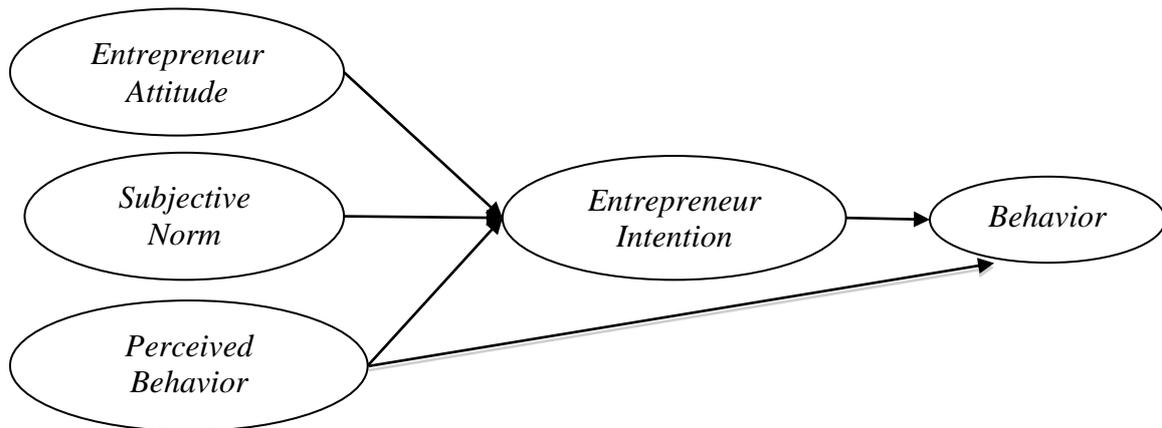


Figure 3 Conceptual Framework

Research Hypothesis

Based on the background and the formulation of the problem posed in this study and the previous study presented above, then the hypothesis proposed in this research are as follows:

- H₁: Entrepreneur attitude has significant influence against entrepreneur intention of people of Atsabe.
- H₂: Subjective norm has significant influence against entrepreneur intention of people of Atsabe.
- H₃: Perceived behavior control has significant influence against entrepreneur intention of people of Atsabe.
- H₄: Entrepreneur intention has significant influence against entrepreneur behavior of people of Atsabe.
- H₅: Perceived behavior control has significant influence against entrepreneur behavior of people of Atsabe.

RESEARCH METHODS

The kind of research it is the type of research causal by adopting quantitative approach .The research also expected descriptive, according to Hamdi & Bahrudin, (2015:6) is research devoted to describe or described the facts is. Descriptive research is a form of research devoted to described the facts is, good a natural phenomenon and phenomena were made. The phenomena can be the form of, activity, characteristic, change, relations, in common, and the contrast between phenomenon one with the phenomenon other.

The population used in this study is a society Atsabe SMEs in Timor Timur with a total of 1,300 people. The sampling technique in this research is purposive sampling. Counting technique using a sample size formula Slovin. Data collected by conducting interviews, survey and documentation study. Then the analytical technique used is structural equation model using partial least square.

RESULT AND DISCUSSION

In this research will test hypotheses done with review of the coefficients path by comparing between p-value this value of alpha 0,05. Decision making hypothesis would be if value of alpha 0,05 smaller than p-value so ho rejected that is significant. But if value of alpha 0,05

larger than p-value so ho received does not affect significantly. Are the main the analysis shown in figure 4 following:

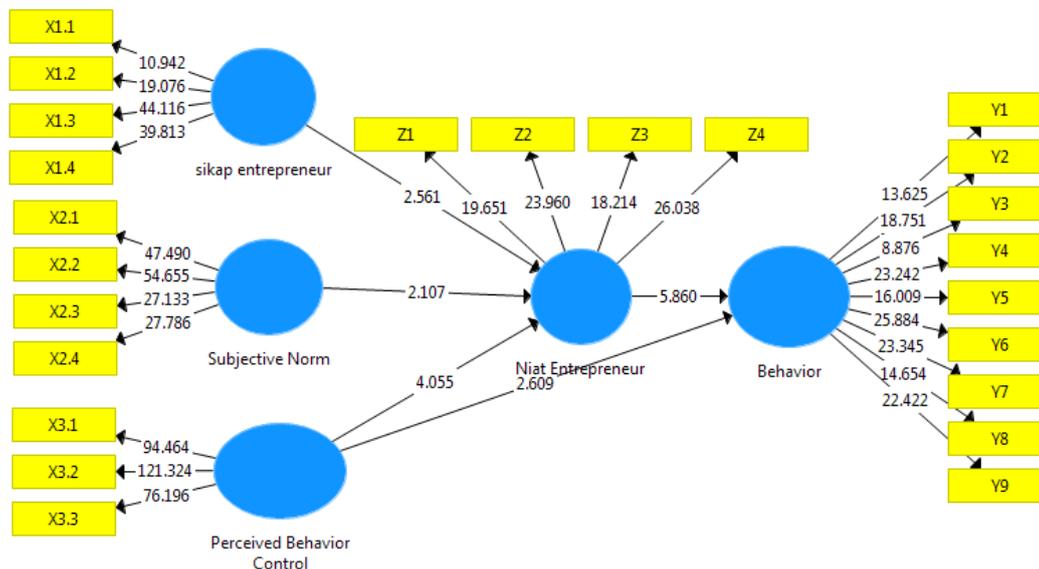


Figure 4 Partial Least Square Model for Bootstrapping

Based on the analysis that has been done and the criteria used in this study, the following table is the result obtained in hypothesis testing are obtained.

Table 3 Hipotesis Analysis Result

Hipotesis	Pengaruh	t-Hitung	P-Value	Keputusan
H1	Niat Entrepreneur => Behavior	5,860	0,000	Diterima
H2	Perceived Behavior Control => Behavior	2,609	0,009	Diterima
H3	Perceived Behavior Control => Niat Entrepreneur	4,055	0,000	Diterima
H4	Subjective Norm => Niat Entrepreneur	2,107	0,036	Diterima
H5	Sikap Entrepreneur => Niat Entrepreneur	2,561	0,011	Diterima

Sumber: Data processed

The analysis has shown in table 2, explain that entrepreneur attitude have significant influence on the entrepreneur intention of people Atsabe. This result confirms that the that the interest is something which excite attention on something thing. Interest will indicate what is desired or done or what people being endeared. Someone who is interested in a thing , then all action or what is done will led him to his interest (Aprilianty, 2012). Based on results of descriptive analysis, known that attitude entrepreneur and intentions entrepreneur atsabe of society including in the category of high, that reveals the attitudes entrepreneur owned by the community high atsabe also cause or affecting entrepreneur intention of people atsabe.

The influence of subjective norm on entrepreneur intention of people atsabe, known to have a positive and significant. This outcome indicating that when a norm subjective increased, so intention people to do a business are also increased. Vice versa, if a norm subjective decline, so intention people in doing effort or entrepreneurship also declined. Based on analysis of the

descriptive, it is also known that a norm subjective the people atsabe have a high. Hence known that in the people atsabe a subjective norm owned the affect his intention to perform the act of entrepreneurship hopefully with a a subjective norm high so the intention is also high.

The influence of perceived behavior control, based on the results of the analysis which is shown in table 2 , be seen that is the positive a significant impact on entrepreneur intention .This outcome indicating that perceived behavior control increased, so intention people to do the effort or entrepreneurship also rose. Vice versa, if perceived behavior control decline, so intention people to do the effort or entrepreneurship also declined. Based on the results of descriptive analysis done, be seen that perceived behavior control of the people Atsabe have a high. In addition the people Atsabe also have high entrepreneur intentional. Thus known that in the people Atsabe perceived behavior control owned the affect his intention to perform the act of entrepreneurship hopefully with a control behavior entrepreneurship high so the intention is also high.

On entrepreneurial intentions having significant influence and give a positive response to the entrepreneurs behavior of the people people Atsabe. This result confirms that if the entrepreneur increased, then entrepreneur behavior residents to conduct a business are also increased. Vice versa, if entrepreneur intention decline, then entrepreneur behavior the people to make an effort or entrepreneurship also declined. Based on analysis of the descriptive it is also seen that the people entrepreneurship intention Atsabe have a very high level. Then for variables behavior owned by the people Atsabe also has a very high level. Thus seen that on the community atsabe intention entrepreneurship owned that affected conduct of a in the community atsabe to perform the act of entrepreneurship.

On perceived behavior control to entrepreneur behavior of the people atsabe, seen that control behavior berwirausaha having influence a positive and significant impact on entrepreneur behavior of the people atsabe. This outcome indicating that when perceived behavior control increased, so the behavior of the people to perform the business or entrepreneurship also rose. Vice versa, if perceived behavior control decline, so the behavior of the people to perform the business of also declined. Based on the results of descriptive analysis be seen that perceived behavior control the people atsabe and entrepreneur behavior owned by the people atsabe have a high.

CONCLUSION AND RECOMMENDATION

The conclusions obtained from this study based on the formulation of the problem and the results of data analysis that has been done in previous chapters are as follows:

1. The attitude of the entrepreneur has a significant influence on the entrepreneur intention of the people Atsabe. If the attitude of the entrepreneur increases, the entrepreneur intention will also increase.
2. Subjective norm has a significant influence on the entrepreneur intention of the people Atsabe. If subjective norm increases, the entrepreneur intention will also increase.
3. Perceived behavior control has a significant influence on the entrepreneur intention of the people Atsabe If the perceived behavior control increases, the entrepreneur intention will also increase.
4. Entrepreneur intention has a significant influence on the entrepreneur behavior of the people Atsabe. If entrepreneur intention increases, the entrepreneur behavior will also increase.
5. Perceived behavior control has a significant influence on the entrepreneur behavior of the people Atsabe. If perceived behavior control increases, the entrepreneur behavior will also increase.

Recommendation that can be given based on the results of the analysis and conclusions of this study is that the government may increase entrepreneurial attitudes, subjective norms,

and perceived behavioral control by the people Atsabe to improve entrepreneurship intentions. The intention then would increase public entrepreneur behavior. This is necessary because based on the results of the analysis still needs to improve the community who work as entrepreneur. So as to improve on the three factors to be able to increase the number of entrepreneurs from the people Atsabe.

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