

ENTREPRENEURSHIP LEARNING ANALYSIS ON THE READABILITY OF ENTREPRENEUR THROUGH SUBJECTIVE NORM AND ATTITUDES IN STUDENTS OF ECONOMIC FACULTY ECONOMY UNPAZ

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ABSTRACT

This study aims to determine the effect of entrepreneur readability to entrepreneur learning through subjective norm and attitudes on Unpaz Students of the Faculty of Economics. The method used in this research is quantitative method by using Structural Equation Modeling (SEM) AMOS. The sample used in this study were students UNPAZ Faculty of Economics majoring in Accounting, Management, and Banking totaling 187 students. This research data collection methods by using a questionnaire with Likert scale. The results of this study are entrepreneurial learning, subjective norm, attitude to entrepreneurs have a significant and positive influence on the intention entrepreneur. Meanwhile, entrepreneurial learning also has a significant and positive effect on the subjective norm. Four variables showed Da Paz implication that the University should provide an opportunity to the students a lot of activity in the field, sharing with colleagues who merged his business. Students are taught to try to learn the business from the communities around and from an entrepreneurial family background, always creative and read a great opportunity to succeed and never give up until achieving success.

Keywords: Analysis of Entrepreneurship Education, Subjective Norm, Attitude and Entrepreneur Readability.

INTRODUCTION

The State of Timor-Leste is a fully independent State and a fully sovereign State on 20 May 2002. In 2005 East Timor's population was estimated at 1,040,880 inhabitants. The population of Timor Leste is a mixture of Malay and African tribes, a small part of Portuguese descent. The majority of the population is Catholic (93%), followed by Protestant (3%), Islam (1%), and Buddhist, 1%, 0.5%), and 2% confidence. Because the majority of the population is Catholic, with international recognition through the United Nations (UN). As a newly independent State, where the actual world situation enters the era of globalization, the era of global development along with the development of science and technology, thus, the Government of East Timor in general and the Office of the Ministry of National Education and especially in the Human Resources Management Division of East Timor , Certainly faced with global challenges and developments, this condition will greatly affect the development process in Timor Leste. To respond to these conditions, the Human Resource Management Department is required to develop a strategic plan in order to increase Entrepreneur's work spirit towards subsequent development. (Kusminitarti, 2014).

Entrepreneur is one of the supporters who determine the advancement of the economy, because the field of entrepreneurs have the freedom to work and independently. A person will have a

desire for an object or behavior if the individual is affected by the people around him to do it or the individual believes that the environment or the people around him support what he does (Saeroji & Tjahningsih, 2015). Profession as an entrepreneur is an option for Life and a respectable professional choice that must be well planned and mature. Entrepreneur is a chosen way of life because it has been believed with the facts and facts that the entrepreneur has a big role in improving the quality of life of individuals, communities and countries.

Readability of entrepreneurship should and should be grown in the community including students because it has many benefits, among others, proposed by Siswadi (2013). Entrepreneurship learning can also increase the interest of students to choose entrepreneurship as a career option in addition to career choice to be a private employee, civil servant, or BUMN employee. Based on research conducted (Boukamcha, 2015) states the importance of entrepreneurial learning in raising the desire to do entrepreneurship. Interest in entrepreneurship activities will predict entrepreneurial behavior. Based on research conducted by Hussain and Norashidah (2015) also shows a significant influence of entrepreneurial learning on entrepreneurial readability. Attitudes of entrepreneurship is one aspect that must be prepared mentally or emotionally in the form of action on a form of entrepreneurship. Based on research (Dahalan et al.2015) shows that there is an influence between attitudes or entrepreneurial behavior towards entrepreneurial readability. In addition, Susetyo and Lestari research (2014) also mentions that entrepreneurship attitudes have a significant influence on entrepreneurship readability of students.

Unemployment is not bad for the economy of Timor Leste. The country's GDP grew by eight percent last year, according to the Asian Development Bank, and this will continue until 2015. But Paulo Alves, the labor director at the Secretary of State for Skills and Employment Training, warned of no employment in Timor Leste, Making it the poorest country in Southeast Asia. The proof, Timor Leste has raised more than \$ 10 billion since independence in 2002 from offshore oil and gas reserves, but remains a low-income country, with extreme poverty and complex social problems (UCA News, 2014).

LITERATURE REVIEW

Entrepreneurship

Entrepreneurs are individual activities aimed at starting or maintaining the management of profit-oriented business units (Singh and Gupta, 2015: 14). Understanding of entrepreneurship is a creative effort built on innovation to produce something new, have added value, give benefits, create jobs, and the results are useful for others (Soegoto, 2011: 3).

Another sense Entrepreneur is the process of creating a new business. Through the process, an individual will spend time, energy, money and risk taking for intrinsic rewards and extrinsic rewards (Khuong and An, 2016). Entrepreneurship can also be interpreted as an individual way of managing any opportunity with regard to resources currently owned or controlled (Bula, 2012).

The entrepreneurial process involves more than just solving a problem in a management position. The entrepreneurship process has several stages, namely (Leach and Melicher, 2015: 5): formulating ideas for opening new businesses, gathering resources, and managing and running a business.

Entrepreneur Learning

Entrepreneur learning can be interpreted as a process of acquiring new knowledge from direct experience or from observing directly the behavior and actions of others applied to open new business (London, 2011: 392). In entrepreneurial learning will be trained skills, abilities, and attitudes to be creative and courageous and to be able to recognize opportunities, act independently, and also develop the ability to work together (Axelsson, et al, 2015).

Students in this process start thinking how to run business creation. Students also experience personal development processes and connections with their individual needs to achieve personal satisfaction with what they will do (Mueller & Anderson, 2014)

Subjective Norm

According to Fishbein and Ajzen in Anggelina and Japariato (2014) explains subjective norms or subjective norms are individual perceptions related to whether the important person thinks that behavior should be done. The subjective norm is also interpreted as a social influence, ie the perception of a person indicating that most people are important to think about should or should not do the behavior in question (Yau & Ho, 2015).

Meanwhile, according to Huda et al. (2012) subjective norm is a person's perception or assumption about the expectations of others from certain behaviors that one will or will not perform. Because, this perception is very subjective naturally, this dimension is called subjective norm. The same attitude toward behavior, subjective norms is also influenced by belief. Saeroji et al. (2015) explains that subjective norms are a person's perception of social pressures to perform or not to engage in behavior. According to Marhaini in Saeroji et al. (2015) states that in this theory the behavior of a person depends on the intention, then the intention in behaving depends on the attitude (attitude) and subjective norms. On the other hand, beliefs about behavior and evaluation will determine behavior. Normative beliefs and motivations to follow the opinions of others will determine subjective norms. Therefore, the theory of subjective attitudes and norms is also called the theory of reasoned action.

The subjective norms are the social influences that influence a person to behave. A person will have a desire for an object or behavior if the individual is affected by the people around him to do it or the individual believes that the environment or the people around him support what he does Saeroji et al. (2015).

According to Ajzen in Anggelina and Japariato (2014), the subjective norm is the extent to which a person has the motivation to follow the person's view of the normative belief. If the individual feels it is his personal right to decide what he or she is going to do, not determined by others around him, then that person will ignore people's view of his behavior. Fishbein and Ajzen in Anggelina and Japariato (2014) use the term motivation to comply to describe this phenomenon, namely whether the individual obeys the views of others who have influence in his life or not.

Entrepreneurship Attitude

Entrepreneurship attitude is a feeling or selection in becoming an Entrepreneur. Entrepreneurship attitude is something that is based on the beliefs and beliefs of the entrepreneur in the business that is being worked on (Susetyo and Lestari, 2014). The formation of entrepreneurial attitude can be seen in everyday life. A person who decides to become an entrepreneur can be called an entrepreneur. An entrepreneur is someone who develops new products or new ideas and builds a business with a new concept. An entrepreneurial attitude of an individual can be seen from how one's appreciation of entrepreneurship up to the individual's willingness to act and change attitudes in accordance with the characteristics of entrepreneurship (Nurbudiyani, 2013).. Individuals who are entrepreneurial will have the beliefs, feelings and tendencies to behave entrepreneurs or establish business independently. The presence or absence of an entrepreneurship spirit in a person is something that is very important in encouraging someone to become Entrepreneur because it is the boundary of an individual attitude in starting to become an entrepreneur. Entrepreneurs' attitudes can be measured using several indicators, namely (Susita, 2013): self-confidence, task-oriented, risk-taking, leadership

traits, pioneering, and exemplary, shown by an attitude that always wants to be different, and originality.

Entrepreneur Readability

Generally the stronger the readability, the more likely someone is to perform certain behaviors. Readability in entrepreneurship is closely related to entrepreneurial behavior. Interest is a direct predictor of Koe et al. (2012). Can also be interpreted readability in entrepreneurship as a level of cognitive awareness that leads individuals to establish a new business. Readabilities are situations of thought that involve individual concentration, experience and behavior toward a particular purpose or behavior. In the entrepreneurial study, readability is usually related to building new business Mat et al. (2015).

RESEARCH METHODS

Population and Sample

The population according to Ferdinand (2002: 223) are all units from which the sample is selected. The population may be an organism, person or group of persons, communities, organizations, objects, objects or events. In this study the population is an even semester student of Faculty of Economics, consisting of regular class and extension class with a total of 2591 students and each department with the number of students as being scattered: management = 950 students, accounting = 562 students, and banking = 989 students and the sample used is 187 students.

Test Validity and Reliability

Test validity by Waluyo (2011: 16) validity test is the essence and truth of a study. A statement item is said to be valid if it is able to measure what is desired and can reveal data from the variables that will be accurately precisely. The validity test was performed with SPSS 16.0 to measure the validity performed by using Pearson Correlation. If the sig value is less than 0.05 then it is declared valid. Data obtained from the research quizoner must be tested first instrumentation. Testing of research instrument used in this research is test of validity and reliability test. Validity test is used to measure whether the instrument or indicator used in the study is valid or not. Valid means the instrument can be used to measure what should be measured. An instrument or indicator can be said to be valid if pearson product moment has a significant value smaller than alpha 0.05 (Ghozali, 2002). Reliability test according to Ridwan and Sunarto (2013) reliability is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable over time. The measurement scale is said to have good reliability if it has a value of cronbach alpha > 0.6 .

Model of Structural Equations

The model used to analyze the data in this study is Structural Equation Modeling (SEM) using AMOS software. Its software is used because in the conceptual model there are latent variables and indicators, and to know how big influence of each latent variable and covariance based.

RESULT AND DISCUSSION

Here is a model image after modification

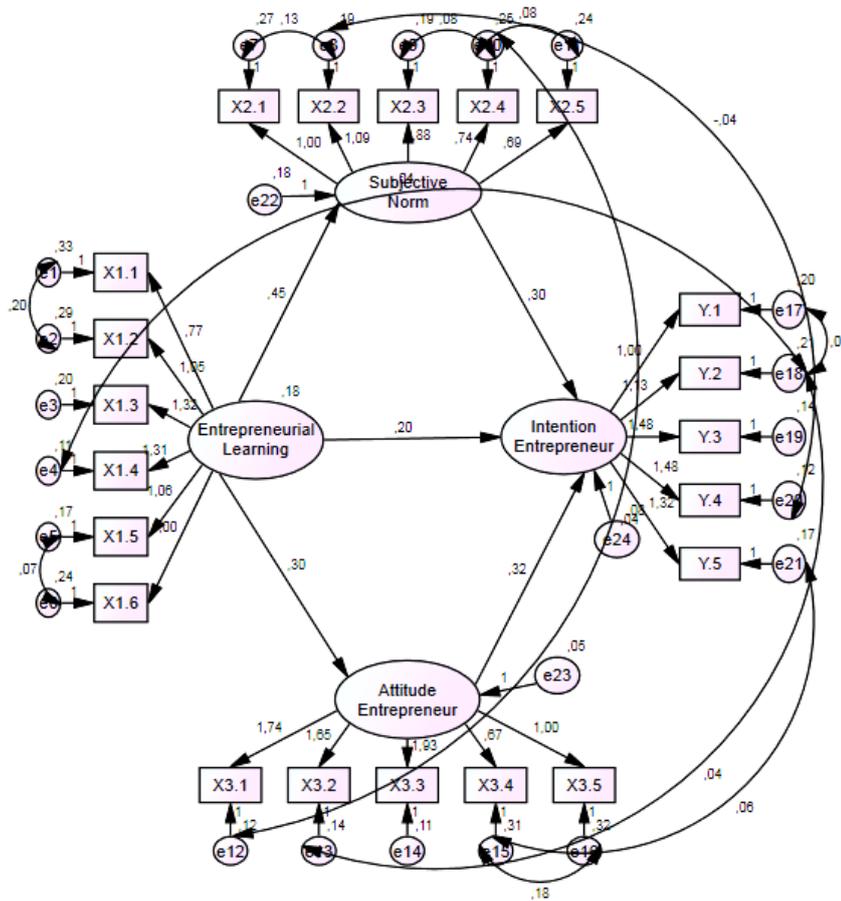


Figure 1. One Step Approach Modification Model of Causality Measurement

Table 1. Evaluation of Goodness of Fit Indices Criteria after Modification

Criteria	Result	Cut-off Value	Evaluation
Chi-square (χ^2)	200,024	$< X^2 (172;0,001=235,05)$	Good
Probability	0,071	$\geq 0,05$	Good
CMIN/DF	1,163	$\leq 2,00$	Good
RMSEA	0,030	$\leq 0,08$	Good
GFI	0,911	$\geq 0,90$	Good
AGFI	0,881	$\geq 0,90$	Marginal Fit
TLI	0,982	$\geq 0,90$	Good
CFI	0,985	$\geq 0,90$	Good

Source: Results Data Processing

Effect of Entrepreneurial Learning on Subjective Norm

Entrepreneurial learning has a significant and positive influence on subjective norms because it has a positive estimate standard value with a significance value of less than 0, 05. The existence

of this significant and positive influence means that the increase of entrepreneurial learning will be able to increase subjective norms on UNPAZ students of the Faculty of Economics. This is also supported by research conducted by Gerba (2012) which states that students who follow entrepreneurial learning or who have entrepreneurial learning tend to have entrepreneurial interest and have a good perception of things about entrepreneurship.

Effect of Entrepreneurial Learning on Attitude to Entrepreneur.

Entrepreneurial learning has a significant and positive influence on attitude to entrepreneurs because it has a positive estimate standard value with a significance value of less than 0.05. The existence of this significant and positive influence means that the increased entrepreneurial learning will be able to improve attitude to entrepreneurs in UNPAZ students of the Faculty of Economics. Susetyo and Lestari (2014) which concluded that there is a significant influence between entrepreneurship knowledge variables on entrepreneurship attitudes

Effect of Entrepreneurial Learning on Intention Entrepreneurs

Entrepreneurial learning has a significant and positive influence on intention entrepreneurs because it has a positive estimate standard value with a significance value of less than 0.05. The existence of this significant and positive influence means that the increase of entrepreneurial learning will be able to increase the intention of entrepreneur in UNPAZ student of Faculty of Economics. This is supported by research conducted by Hussain and Norashidah (2015) which suggests a significant influence of entrepreneurial learning on entrepreneurial interest.

Influence of Subjective Norm to Intention Entrepreneur.

Subjective norms have a significant and positive influence on intention entrepreneurs because they have a positive estimate standard value with a significance value of less than 0.05. The existence of this significant and positive influence means that the increasing of subjective norm will be able to increase intention of entrepreneur at UNPAZ student of Faculty of Economics. Huda et al. (2012) the subjective norm is a person's perception or assumption about the expectations of others of a particular behavior that one will or will not perform. Meanwhile, Saeroji et al. (2015) explains that subjective norms are a person's perception of social pressure to perform or not to engage in behavior.

Influence of Attitude to Entrepreneur to Intention Entrepreneur

Attitude to entrepreneur has a significant and positive influence on intention entrepreneurs because it has a positive estimate standard value with a significance value of less than 0.05. The existence of this significant and positive influence means that the increased attitude to entrepreneur will be able to increase intention of entrepreneur in UNPAZ student of Faculty of Economics. The results of this study also supported by research conducted by Susetyo and Lestari (2014) states that there is a significant influence relationship on entrepreneurship attitude towards entrepreneurship readability.

CONCLUSION AND SUGGESTION

1. Entrepreneurial learning has a significant and positive influence on subjective norms. It is proved that UNPAZ students of Faculty of Economics who follow entrepreneurial learning or who have entrepreneurial learning tend to have interest in entrepreneurship and have good perception about matter of entrepreneurship.
2. Entrepreneurial Learning has a significant and positive influence on Attitude to Entrepreneur. It is proved that students who have followed the learning of entrepreneurship will have entrepreneurial knowledge and start thinking how to run and create business, Entrepreneurship attitude to entrepreneur them.

3. Entrepreneurial Learning has a significant and positive influence on intention entrepreneur. This is evidenced by students of UNPAZ Faculty of Economics who have followed the learning of entrepreneurship will have knowledge and entrepreneurship skills that encourage student interest to become entrepreneur.
4. Subjective Norm has a significant and positive influence on intention entrepreneur. This can be proven in the UNPAZ students of the Faculty of Economics who have a subjective norm regarding entrepreneur will bring the intention to behave entrepreneur.
5. Attitude to Entrepreneur has a significant and positive influence on intention entrepreneur. This can be proven in UNPAZ students of Faculty of Economics who have entrepreneurial attitude have confidence, interest and tendency to behave entrepreneur or establish business independently.

Suggestion

1. The results of this study can be used as reference material for students to conduct assessments and considerations in increasing their interest in entrepreneurship through entrepreneurial learning, subjective norm, and attitude to entrepreneur.
2. For further research using the same theme is expected to add or use new variables other than those in this study. So that the results obtained can be mutually support and strengthen.

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