

An empirical study on the Theory of Planned Behavior: The effect of gender on entrepreneurship intention

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ABSTRACT

This study aimed to examine the effect of gender on entrepreneurship intention through attitude as a mediating variable of entrepreneurship, subjective norms, and perceived behavior controls, and their implications. The sample of this research consisted of 429 students from four state and private universities in East Java. The sample was taken by non-random sampling that is through accidental sampling. In addition, the sample was taken from the students who were still taking the lecture. This was done to facilitate the distribution of questionnaires and the return and accuracy of answers given by students. The analysis technique used in this research is quantitative data analysis technique using Path Analysis modeling. The results shows that, gender directly affects the intention of entrepreneurship. The effect of gender on entrepreneurial intention is mediated by attitude toward entrepreneurship, subjective norms, and perceived behavioral control.

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh gender terhadap niat berwirausaha melalui variabel pemediasi sikap terhadap kewirausahaan, norma subjektif dan kontrol perilaku yang dipersepsikan serta implikasinya. Sampel penelitian ini sebanyak 429 mahasiswa yang berasal dari empat perguruan tinggi negeri dan swasta yang ada di Jawa Timur. Pengambilan sampel dilakukan dengan non-random sampling, yaitu melalui accidental sampling. Sampel diambil dari mahasiswa yang sedang mengikuti perkuliahan. Hal ini dilakukan untuk mempermudah penyebaran kuisioner dan pengembaliannya serta akurasi jawaban yang diberikan oleh mahasiswa. Teknik analisis yang digunakan dalam penelitian ini adalah teknik analisis data kuantitatif menggunakan pemodelan Path Analysis. Hasil penelitian membuktikan bahwa, gender secara langsung berpengaruh terhadap niat berwirausaha. Pengaruh gender terhadap niat berwirausaha dimediasi oleh sikap terhadap kewirausahaan, norma subyektif dan kontrol perilaku yang dipersepsikan.

1. INTRODUCTION

In reference to the data compiled by the World Bank, in most countries in the world, the number of female entrepreneurs is less compared to the male ones. Similarly, in Indonesia, the number of female entrepreneurs is less than 0.1% of the total population. Among them, most female entrepreneurs are on average engaged in cottage industry sector (Purwadi 2011 in Sumantri, Fariyanti and Winandi 2013). Another evidence is the study done by Kirk and Belovics (2006) in Sumantri, Fariyanti and Winandi (2013), the intention to entrepreneurs for male and females is different. For

females, their motive is their desire to have a balance of time between caring their children or family and their work. Yet, for males, their intention is to get prosperous or economically established, to make them even more innovative.

The future may have different challenges for the college graduates in Indonesia. For example, now the government provides a positive stimulus for the development of the business world. The students as the future generation are expected to have an entrepreneurial spirit they can get from formal education in universities. The government suggests that the colleges provide their students

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with entrepreneurship courses, seminars, motivators coming from young entrepreneurs who have been successful. These can be done in or during creative weekend activities. In this case, the students are expected to have the spirit of entrepreneurship in the future.

Entrepreneurship is the spirit, attitude, behavior, and ability to handle business or activity with the effort to find, create, and implement ways of working, new technologies and products to improve efficiency in order to provide better services and or gain greater. According to Krueger and Carsrud (1993) in Indarti and Rostiana (2008), the intention to be an entrepreneur is induced by the factor that can greatly affects the action to start a business. By the intention to start a business, the individual can be more willing to move forward compared to the individuals with less interest in starting a business.

The intention to be an entrepreneur is influenced by several factors such as personality characteristics, demographic factors, and environmental characteristics. Personality characteristics entail such as self-efficacy and need for achievement that is a significant predictor interest in entrepreneurship. The demographic factors are also important such as age, gender, educational background, and work experience the individuals have. They can be considered as determinant for interest in entrepreneurship, environmental factors such as social relationships, physical and institutional infrastructure as well as factors culture can affect the interest in entrepreneurship (Indarti 2008).

This study tries to develop the Theory of Planned Behavior (TPB) by Ajzen (1991), to see the effect of gender differences on entrepreneurship intention with attitude towards entrepreneurship and perceived behavioral control as the mediation. In addition, this study attempts to determine the role of gender on entrepreneurial intentions directly and the effect of attitudes towards entrepreneurship, subjective norms (subjective norm) and perceived behavioral control as mediators in the effect of gender on entrepreneurial intentions.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Entrepreneurship Intention

Naturally, when individual has intention or interest, he will love what he intends to do with better results, or the other way around. This also applies in starting a business. With the intention, it is expected that individuals will behave better to pro-

mote the progress and development of his efforts. It is important to remember for the business owners, that the company success depends on the emergence of new ideas. That is from the spirit of loving the job with high intention.

For the students as the young generation, their interest in entrepreneurship will encourage the emergence of new prospective entrepreneurs. According to the Son (2012), interest in entrepreneurship can be seen from the willingness to work harder, be willing to take the risks and find new ways for getting the output to be generated. They always learn from what they have experienced previously. According to the Theory of Planned Behavior (Ajzen & Fishbein, 1980) in Wulandari, Pudyantini and Giyatno (2012) intention is the result of how people behave towards an object, the values emphasized by the social environment, as well as the confidence to achieve a chance of realizing and the intention success calculation.

Gender towards Entrepreneurship Intention

As referred to Leroy et.al (2009), entrepreneurial activities undertaken by females tends to be less than males. Cromie (1987) in Leroy et.al (2009) suggested that the motivation of men choose entrepreneurship for wealth, while females choose entrepreneurship as a career they gain over the time that is unsatisfactory. Females re relatively more expensive aspects of 'social pressure' against the decision made than men, so that the entrepreneurial activity of women would consider their social environment, if there is support from the social environment or not. Besides the role of 'role model' for females to entrepreneurship is higher than males. Females in entrepreneurship also consider how the existing opportunities of the business, knowledge and skills in entrepreneurship (Langowitz and Minnitti (2007) in Leroy et al. 2009)

Azhar et.al (2010) argued that males and females have differences in interest in entrepreneurship. In research conducted for students in Pakistan showed that the gender has a significant effect on the interest in entrepreneurship. Similarly, research conducted by Yuhendri (2015) showed that the male students' interest in entrepreneurship is higher than the female students.

The Attitude towards Entrepreneurship

Autio et al. (1997) in Duijn (2003) described that attitude is the expectation and beliefs about the personal effect resulted from a particular behavior. The traits are most visibly associated with

interest in entrepreneurship that is the willingness to take risks that it might arise when the business is running. According Untarini (2014), beliefs and also the knowledge of someone's behavior will shape the attitudes towards entrepreneurial behavior in the end.

Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). In TRA explaining that the intention of a person's behavior is formed by two main factors, namely attitude toward the behavior and subjective norms (Fishbein and Ajzen, 1975) in Wahyono (2013). However, in TPB, it is added one more factor that is Perceived Behavioral Control (Ajzen, 1991) in Wahyono (2013). TPB is suitable to explain a variety of behaviors in an entrepreneurship. As argued by Ajzen (1991) in Wahyono (2013) that TPB is suitable to explain any behavior of which requires planning, such as entrepreneurship. That TPB is a theory that is appropriate to describe a previously planned behavior, such as entrepreneurship.

Attitudes towards entrepreneurship related to the assessment of one's entrepreneurial activity is seen as an activity that can generate positive or negative impact. Referring to research carried out by Setiawan (2016) that the attitude towards entrepreneurship positive effect on the interest in entrepreneurship, so that more people have a belief that the entrepreneur can positively affect the intention of entrepreneurship to be higher

Subjective Norm

Subjective norm is a condition when a person is influenced by the perception built by others (Ajzen 1991). When individual decided to become an entrepreneur or not, the subjective norm describes the normative beliefs about entrepreneurship as a career option. This career is considered by the motivation to comply. Each individual will think whether colleagues or relatives will agree with his decision to become an entrepreneur.

In the context above, Hebert (1997) in Leroy et al. (2009), in some cases, stated that females are more affected by the pressure of the social environment than the males. Females tend to have the motivation to comply with what is desired by the family, close friends or colleagues. Research conducted by Untarini (2014) shows that the subjective norm significant positive effect on interest in entrepreneurship. Leroy et.al (2009) also shows that females are more influenced by subjective norms as compared to men. In addition, a study conducted by Kolvereid & Isakson (2006) in Leroy (2009), shows that there is significant influence

though it is weak against the effect of subjective norm on entrepreneurial intentions.

Perceived Behavioral Control

Lo Choi tung (2011) argued that perceived behavioral control is related to the presence or absence of support and resources as well as barriers to entrepreneurial behavior. Langowitz and Minniti (2007) in Leroy (2009), found that the trend of women starting new businesses related to their ability to get opportunities in entrepreneurship and self-assessment on the skill and knowledge. For example, Hidayat and Nugroho (2010), described that perceived behavioral control is a person's perception towards his ability to behave. Inside that perception, there are two aspects to consider: first, to what degree the person has control over a behavior (controllability), and secondly, how confident the person feels able to perform a behavior (self-efficacy). Hence, perceived behavioral control has two effects that influence the intention to act and direct influence to the behavior.

Ajzen (2002) in Leroy (2009) identified that the internal and external factors are the n important predictors for the perceived behavioral control. Internal control is the feeling or internal beliefs associated with the capabilities possessed by the individuals, as to have the ability to solve or resolve problems, able to manage money, creative, able to be a decision maker, can become an influential leader. However, the external confidence is associated with situational characteristics, such as the individual's perception that the capital or other sources of funds play an important role to start a business.

Research Framework Model

Based on the relationship among the variables that is shown in Figure 1, this research has some hypotheses as the following:

H1a: Gender affects the attitude toward entrepreneurship.

H1b: attitude toward entrepreneurship affects the entrepreneurship intention.

H1c: The effect of gender on the entrepreneurship intention is mediated by attitude toward entrepreneurship.

H2a: Gender affects subjective norms.

H2b: subjective norms affects entrepreneurship intention.

H2c: The effect of gender on the entrepreneurship intention is mediated by subjective norms.

H3a: Gender affects the perceived behavioral atti-

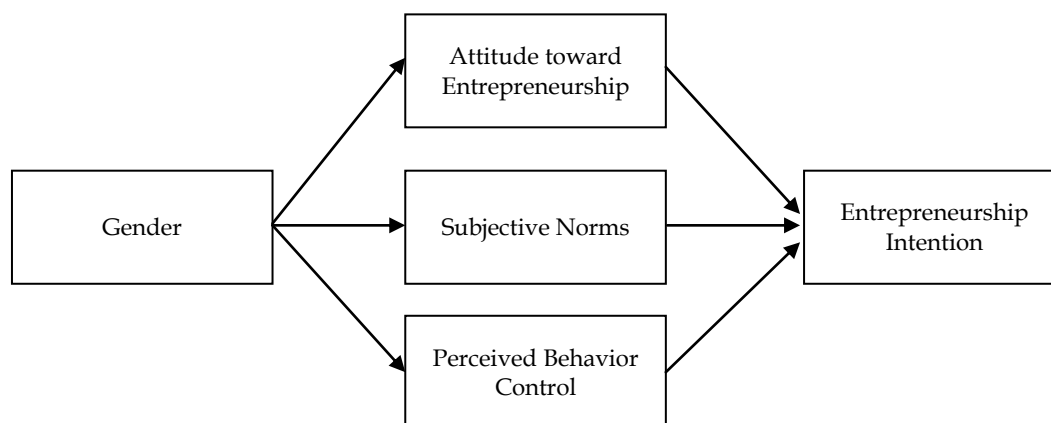


Figure 1
Model of Theoretical Framework of the Study

tude.

H3b: the perceive behavioral control affects the entrepreneurship intention.

H3c: The effect of gender on the entrepreneurship intention is mediated by the perceive behavioral control.

3. RESEARCH METHOD

Sample of the Research

The research sample consists of 429 students from four universities and the private sectors in East Java, the students of the Faculty of Economics College of Indonesia (STIESIA) Surabaya, Muhammadiyah University in Sidoarjo and State University Trunojoyo, Madura, and University of Nahdlatul Ulama Surabaya (Unusa). They were selected using a non-random sampling, namely through accidental sampling. They were taken from students who were still taking the lecture during the research. This was done to facilitate the distribution of questionnaires and the accuracy of the responses by students.

Method and Analysis Technique

The analysis as referred to Istijanto (2008: 157) is the process data for getting useful information for answering the research problem. At this stage, the researchers processed the data that had been inputted in the previous stage into the output that is the required information. The analysis technique is quantitative data, using modeling Path Analysis. According to Ferdinand (2000), some of the assumptions that must be met prior to analysis modeling Path Analysis as the following:

1. Size of the sample: 100-200
5-10 × parameter
5-10 × number of indicators
1. Indicators that are reflective

2. The data scale are not nominal

3. All variables are the latent ones.

The responses to the question on the questionnaire were done by using a Likert scale of 1-5. This study also used some control variables being suspected of having links with the two main variables of the study. The control variables include attitude towards entrepreneurship, subjective norms, and perceived behavioral control.

Before distributed to the respondents, the questionnaire was tested for the variability and reliability. According Sumarsono (2004: 291), the validity of the testing is to be performed to test whether the data obtained can to measure and reveal the data of the variables selected appropriately. High and low validity indicates the extent to which the data collected does not deviate from the description of the variables in question. Reliability is a way to test the extent to which the results of a measurement can be trusted. Measuring instrument has a high reliability if the number of times execution of measurements of the same subject group obtained relatively similar results, as long as the aspect that is measured in the subject have not changed (Sugiono 2007: 75)

Data Collection Process

The procedure of collecting was done by using the procedure of collecting both primary data and secondary data. The primary data was obtained directly from the source of the study (in this case the respondent) that is through filling a questionnaire to the respondent. The secondary data were collected by others, so the researchers were the second party who utilized the data already collected by the first party. In this study, the secondary data were obtained from the information and data from books, literature, websites and journals

published.

The study used questionnaire because it has some advantages of lower costs and can save energy and time. Questionnaires of interest of the entrepreneurship is measured by four questions. It was adopted from a questionnaire by Leroy et al. (2009). Perceived behavioral control consists of 4 questions adopted from research conducted by Duijn (2003). Attitudes towards entrepreneurship were measured by five questions adopted from Duijn (2003), whereas subjective norm using a 3 point questions adopted from Duijn (2003). For the gender variable, it was measured by a dummy variable, 1 for females and 0 for males.

Steps of Path Analysis

1. Developing theory-based model is done by analyzing the causal relationship between exogenous and endogenous,
2. Testing the validity and reliability of the indicators of research is done so that the understanding of respondents to the questionnaire can be achieved.
3. Constructing the flow path diagram to show a causal relationship between exogenous and endogenous.
4. Converting the path diagram into a structural model.
5. Estimation parameters.
6. Testing models
 - Overall Model: goodness of fit statistics
 - Testing for normality: the value of Z value (kurtosis) is smaller than the critical value, then the normal data distribution
 - Evaluation of Outlier: when Mahalanobis < value χ^2 it does not indicate multivariate outlier.

4. DATA ANALYSIS AND DISCUSSION

Characteristics of the Respondents

The respondents were selected and resulted in the number of 429 respondents. The female respondents consist of 290. There were 127 female respondents, interested in entrepreneurship. The male respondents consist of 139 respondents. There were 66 male respondents interested in entrepreneurship. When viewed from their age, most respondents are aged 20 years who are interested in entrepreneurship. Those who are 20 years suitable for starting the business.

If seen from their parents' jobs, most parents are self-employed but only 114 students who wish to follow their parents' career as being self-employed, whereas students whose parents work

as self-employed and employees are only 23 respondents. It could be said that it is not always for the students to follow their parents who work as entrepreneurs. When viewed from the status of students' jobs, most respondents are students who have never worked. They think that owning own business is one solution to create jobs for themselves and others. Hence, 24 students other than their own work are eager to have their own business. Most of them joined the seminar or the course of entrepreneurship but not all took the course of entrepreneurship.

The Test of Data Quality

The test of Goodness of Fit Indices

The results of goodness of fit indices are as presented in Table 1. The results of one-step approach model turns out that the modification of all the goodness of fit criteria are used, not all showed good results of the evaluation model. In other words, it does not matter whether the model has been in accordance with the data. Thus, the conceptual model was developed and based on the theory that has been fully supported by the facts. In this case, the model is the best one for describing the relationship between variables in the model.

Hypothesis Testing

Direct Effects

Benchmarking has a direct effect of gender on entrepreneurship intention which is to determine the role of mediating variables in mediating the effects of gender on entrepreneurial intention. As in Table 2, provides the results of Standardized direct effect. The data processing was done using AMOS 4.01 program.

The results of causality test can be seen in Table 3, and it can be described as the following:

1. It shows that the standard value is 0.017 and the probability estimate is $0.731 > 0.05$ significance level so that it can be concluded that gender does not have a significant effect of attitudes towards entrepreneurship.
2. Next is the standard value of 0.049 and a probability estimate of $0.307 > 0.05$ that is of significance level so that it can be concluded that gender does not have a significant effect on the subjective norm.
3. It also shows that the standard value is of -0.033 and a probability estimate of $0.495 > 0.05$ significance level so that it can be concluded that gender does not have a significant effect on behavior control.

Table 1
Results of Goodness of Fit Indices Test

Goodness of Index	Critical Values	>/<	Results	Description
Probability	≥ 0.05	>	0.000	Not good
RMSEA	≤ 0.08	<	0.434	Not good
GFI	≥ 0.90	>	0.917	good
AGFI	≥ 0.90	>	0.985	Good
CMIND/DF	≤ 2.00	<	1.553	Good
TLI	≥ 0.95	<	0.983	Good
CFI	≥ 0.94	<	0.105	Not good

Source: Processed data.

Table 2
Results of the Research

Description	Std. Estimate	Significance	Description
Gender → Attitude towards Entrepreneurship	0.017	0.731	Not significant
Gender → Subjective Norms	0.049	0.307	Not significant
Gender → Behavior Control	-0.033	0.495	Not significant
Attitude towards Entrepreneurship → Entrepreneurship Intention	0.182	0.002	Significant
Subjective Norm → Entrepreneurship Intention	0.196	0.000	Significant
Behavior Control → Entrepreneurship Intention	-0.093	0.111	Not significant
Gender → Entrepreneurship Intention	-0.091	0.049	Significant

Source: Processed data.

- The standard value is 0.182 and the probability estimate is $0.002 < 0.05$ of the significance level so that it can be concluded that the attitude towards entrepreneurship has a significant effect on entrepreneurial intention.
- The test also shows the standard value is 0.196 and the probability estimate is $0.000 < 0.05$ of the significance level so that it can be concluded that subjective norms have a significant effect on entrepreneurial intention.
- The standard value is -0.093 and a probability estimate is $0.111 > 0.05$ of the significance level so that it can be concluded that the behavior control has a significant effect on the entrepreneurship intention.
- Last of all, it shows that the standard value is -0.091 and a probability estimate is $0.049 < 0.05$ of the significance level so that it can be concluded that gender has a significant effect on entrepreneurial intention.

Indirect Effects

The indirect effect is the effect between variables through other variables. It also includes the indirect effect of gender on entrepreneurial intention through attitude towards entrepreneurship, subjective norms and behavioral control. The test was done separately on each of the mediating variables, namely the effect of gender on entrepre-

neurship intention through attitude towards entrepreneurship, the effect of gender on entrepreneurship intention through subjective norm, and the effect of gender on entrepreneurship intention through behavior control. The tables were used to analyze the indirect effect is the result of Table Standardized Indirect Effect. These are all as presented in Table 3.

All the results have indications as the following:

- The indirect effect of gender on entrepreneurship intention through attitude towards entrepreneurship, subjective norms and behavioral control is by 0.016 or 1.6%.
- The indirect effect of gender on entrepreneurial intention through attitude towards entrepreneurship is 0.003 or 0.3%.
- The indirect effect of gender on entrepreneurial intentions through subjective norm is by 0.011 or 1.1%.
- The indirect effect of gender on entrepreneurial intentions through behavioral control is by -0.002 or -0.2%.

Direct and Indirect Effects

In reference to the comparison between the direct and indirect effects, it proves that, the indirect effect of gender on entrepreneurship intention through attitude towards entrepreneurship, sub-

Table 3
Results of Indirect Effects

		Paths		Estimate	
Gender	→	Attitude towards Entrepreneurship Subjective Norms and Behavior control	→	Entrepreneurship intention	0.016
Gender	→	Attitudes towards Entrepreneurship	→	Entrepreneurship intention	0.003
Gender	→	Subjective norms	→	Entrepreneurship intention	0.011
Gender	→	Behavior control	→	Entrepreneurship intention	-0.002

Source: Processed data.

jective norms, and behavior control is by 0.016 or 1.6%. However, the direct effect of gender on entrepreneurship intention is -9.1% -0.091. This proves that the attitude towards entrepreneurship, subjective norms and behavior control can increase the effect of gender on entrepreneurship intention.

The value of the indirect effect of gender on entrepreneurship intention through attitude towards entrepreneurship is 0.003 or 0.3%. Yet, the direct effect of gender on entrepreneurship intention is -9.1% -0.091. This proves that the attitude towards entrepreneurship can increase the effect of gender on entrepreneurship intention. The results of this study support the hypothesis 1c, namely the effect of gender on entrepreneurship intention is mediated by attitudes toward entrepreneurship. This study also supports previous study conducted by Leroy et al. (2009).

The indirect effect of gender on entrepreneurship intention through subjective norm is by 0.011 or 1.1%. Yet, the direct effect of gender on entrepreneurship intention is -9.1% -0.091. This proves that, subjective norms can increase the effect of gender on entrepreneurship intention. Thus, this can support the hypothesis 2c, namely the effect of gender on entrepreneurship intention is mediated by the subjective norm. But, this study does not support the previous study conducted by Leroy et al. (2009).

The indirect effect of gender on entrepreneurship intention through behavior control is -0.002 or -0.2%. However, the direct effect of gender on entrepreneurship intention that is -9.1% -0.091. This proves that, behavior control can increase the effect of gender on entrepreneurship intention. Thus, this supports the hypothesis 3c, namely the effect of gender on entrepreneurship intention is mediated by perceived behavior control. This study also supports the previous research conducted by Leroy et al. (2009).

Discussion

Hypothesis testing results can be described as the

following:

First of all, gender does not affect the attitude towards entrepreneurship. This suggests that there is no difference between males and females in the view of entrepreneurship. In that case, hypothesis 1a is rejected. On the contrary, this is different from that conducted by Leroy et al. (2009) who found there was an effect of gender on entrepreneurship attitudes.

Secondly, the attitude towards entrepreneurship has a positive and significant effect on the entrepreneurship intention so that hypothesis 1b is accepted. For this finding, this study supports the research conducted by Setiawan (2016), Mirawati et al. (2010) and Leroy et al. (2009). The more one considers the entrepreneurship; it will have a positive impact on the greater for entrepreneurship intention. Besides that, the more one is sure of his choice towards entrepreneurship, even though in a large company, he would increase his entrepreneurial intention.

Thirdly, it is about the effect of gender on entrepreneurship intention in which it is mediated by attitudes toward entrepreneurship. Thus, hypothesis 1c is accepted. With this evidence, it is obvious that this study supports the research conducted by Leroy et al. (2009). According to Cromie (1987) in Leroy et al. (2009), the motivation of male entrepreneurship is due to get wealth while the female ones to be entrepreneurs is gained over this time unsatisfactorily. For the females, by having their own business they can balance their families for satisfaction while doing business or entrepreneurial careers. Yet, for the males, it is due to being viewed more from the financial aspects, economic growth, and the flexibility to innovate. These are their orientation.

Fourthly, gender has no effect on the subjective norm, thus, hypothesis 2a is accepted. This result supports the research conducted by Leroy et al. (2009). This also suggests that both females and males are equally affected by the subjective norm. In other words, in this concern, there is no difference between them. When it is referred to the

meaning of the subjective norm, both males and females are equally stimulated by the environment that is their families, friends or associates.

Fifthly, the subjective norm has a positive and significant effect on the entrepreneurship intention. Thus, hypothesis 2b is accepted. This fifth finding supports the by Mirawati et al. (2010). However, the result is different from that by Leroy et al. (2009). The existence of good support from the families, schools, and someone who made 'role models' really affects entrepreneurship intention. Therefore, the higher the support given, the higher the students intention to be entrepreneurs.

Sixthly, the effect of gender on entrepreneurship intention is mediated by the subjective norm. For that reason, hypothesis 2c is accepted. This evidence indicates that the female and male student entrepreneurship intentions are supported by the contention that are nearby or they do not support entrepreneurial activity they did. Females are more directed by the opinions of their environment than the males. There is no motive for the females to be entrepreneurs in which they look more to the 'opinion' environment. This study does not support the research conducted by Leroy et al. (2009) stating that the effect of gender is not mediated by the subjective norm.

Gender has a significant effect on the perceived behavioral control, hypothesis 3a is accepted. This supports the research conducted by Leroy et al. (2009). According to Leroy et al. (2009), gender also affects internal and external controls. Internal controls is related to the availability of personal or individual while dealing with the control of external situational characteristics such as funding, entrepreneurial climate and government support

The perceived behavioral control has no effect on entrepreneurial intentions, 3b hypothesis is accepted. This can illustrate that students feel that they have less ability to manage the business, inability in terms of leading and lack of confidence to start a business. In addition, it also can be caused because the sample used was a student who was in college so do not have the desire to pursue the business world, is still focused on lectures. This is in contrast to the results by Mirawati et.al (2010), where this research provided a positive result that is significance between perceived behavioral control and the effect on entrepreneurial intentions.

The effect of gender on entrepreneurship intention is mediated by perceived behavioral control that is hypothesis 3c is accepted. This supports the research conducted by Leroy et al.

(2009). Females have a tendency to see the ability before doing entrepreneurship. If they feel they the capability, they can be willing to take the next step to do entrepreneurship.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

There are some conclusions to be asserted in this study. First of all, gender does not directly affect the attitude towards entrepreneurship. Secondly, gender has no effect on the subjective norm but it significantly affects the perceived behavior. It also directly affects the entrepreneurship intention which is mediated by an entrepreneurial attitude, subjective norm, and perceived behavior control. This study also resulted in the discovery that gender affects the entrepreneurship intention. In this case, females have lower entrepreneurship intention compared to males.

This study provide evidence that it is necessary to have learning mechanisms that can increase students' interest in entrepreneurship, so that after they complete the education or even start from their study they were still on the course they can start to do their own business. It is clear that they don't have high intention to do entrepreneurship, despite taking entrepreneurship courses or seminars in entrepreneurship.

They should get support from both internal and external environment that is a stimulus for both female students and the male ones in entrepreneurship. The supports can be both the aspects of funding, ease of licensing, and the incubation carried out by the relevant agencies with the support of family, friends, and closest associates. By doing so, they have more positive intention and confidence to run a business.

The limitations of this study are that this study still used relatively homogeneous sample because the students were from the economic faculty. Therefore, it is important for further research; the researchers can expand the sample of students from other faculties or add other variables that can strengthen the entrepreneurship intention.

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