

Entrepreneurial Intention Of University Student In Medan City With Structural Equation Model (Sem) Approach

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Abstract: *This paper manifests intentional student entrepreneurship intention model. The purpose of this study is to build a model of entrepreneurial desire influenced by exogenous and endogenous factors. Exogenous factors consist of intellectual intelligence, emotional intelligence, creativity, moral obligation and social support. Whereas endogenous variables consist of attitudes towards entrepreneurship, subjective norms and perceived behavioural control. This research was conducted on students who are studying at the final level from various higher education institutions in Medan. Samples were taken by purposive random sampling totalling 466 students. The data analysis was performed using path analysis and structural equation model (SEM) with Amos Version 22 software. The results of this study indicate that exogenous variables, including intellectual intelligence, emotional intelligence, creativity, moral obligation and social support, affect directly or indirectly towards endogenous entrepreneurial intention variables for final year students in Medan. The attitude variable toward entrepreneurship, subjective norm and perceived behavioural control in this study can be intervening for the variables of intellectual intelligence, emotional intelligence, creativity, moral obligation and social support in influencing the final level of entrepreneurial intention in Medan City.*

Keywords: entrepreneurial intention, intellectual intelligence, emotional intelligence, creativity, moral obligation

Introduction

Over the past decade we have found nationally that entrepreneurship has become the core of business education. Various historical experiences and economic crises and consideration of past socio-economic factors have also led strategic planners and policy makers to consider entrepreneurship development as an important element in supporting economic growth and development. In addition, various studies have reported that important variables have become policies that are considered to trigger entrepreneurial behaviour for college graduates, especially fresh graduated (Farooq, 2016). College graduates generally, especially business graduates are expected to create new jobs for others by starting a new business venture (Kolvereid & Isaksen, 2006). However, it is often observed, that most college graduates, who have very high ambitions start a new business venture at the start; usually end up looking for work after graduating from the lecture program (Farooq, 2016). In particular, in the current situation when entrepreneurs are considered as the answer to problems for socio-economic challenges, as well as crises; it is very important to understand the factors that can influence the entrepreneurial intentions of college graduates (Liñán & Chen, 2009).

By having a better understanding of the determinants of intentions to become entrepreneurs, policy makers can benefit to develop supportive mechanisms that can be applied and formulate reliable policies to support entrepreneurship development and the emergence of successful young

entrepreneurs (Chen et al., 2015). In this regard, it is very important to explore all determinants of EI and entrepreneurial behaviour (Farooq et al., 2016; Liñan and Chen, 2009).

In addition, it was also observed that the nature of an individual's lifestyle is shaped through their family background, cultural values, education and social networks, which might influence one's perception of intentions towards entrepreneurial behaviour (Ajzen, 1991; Farooq, 2016; Miralles et al, 2016). This also requires the need to understand how social inclusion, social support from individual social networks can influence their perception of intentions towards entrepreneurial behaviour (Farooq, 2016; Liñán & Chen, 2009).

In this case, this study intends to explore new insights about whether the assumptions previously studied in the entrepreneurship literature have used, some of the variables proposed in this study to explain entrepreneurial intentions also apply to this under-explored phenomenon felt support from social support to determine entrepreneurial intentions. Specifically, this study was conducted in order to investigate the effect of intellectual intelligence, emotional intelligence, creativity, moral obligation and social support on entrepreneurship intentions either directly or through intervening variables of attitudes towards being an entrepreneur, subjective norms and perceived behaviour control. The addition of both exogenous and endogenous variables was done to bridge the research gap which had not received attention in previous studies.

Literature Review

According to Syah (2011:152), interest is a relatively high preference and tendency or a great desire for something. Djaali (2013:121) mentions interest as a sense of resemblance or liking or feeling more attracted to something, whether orientation, thing or activity or activity, even if it is not ordered from someone. Not much different from the previous opinion, Slameto (2010:180), intention is the tendency or attachment to something. Interest can simply be understood as a bias and a higher desire for something to be done (Priansa & Suwatno, 2016:60). Various studies have reported strong correlations between antecedents and entrepreneurial intentions, for example Farooq (2016), Krueger et al. (2000) and Liñan and Chen (2009). Entrepreneurial intentions refer to commitment, determination and willingness to make the effort needed to start a new business venture (Farooq, 2016; Liñán & Chen, 2009).

Regarding indicators of entrepreneurial intentions, (Slameto, 2010:180) states that entrepreneurial intentions can be assessed based on three indicators, namely: a) cognition (entrepreneurial knowledge of entrepreneurial interest), b) emotions (happy, interested or having an interest in entrepreneurship), 3) conation (there is a desire, there is an effort and there is a belief for entrepreneurship). A similar opinion was expressed by Hurlock (2003:480) that indicators of entrepreneurial intentions were as follows: a) attention, b) will, c) pleasure, d) activity. Suryabrata (2008:14) states that indicators of entrepreneurial intentions are feelings of interest in entrepreneurship, attention to entrepreneurship, efforts to study entrepreneurship, hopes for the future and application of entrepreneurial characteristics. The indicators of entrepreneurial intentions further stated by (Tarmiyati, 2017) are as follows: a) the frequency of participating in entrepreneurial activities, b) the desire to do or own a business, c) business and entrepreneurship are the preferred objects, d) efforts to realize the desires and feelings of pleasure towards something.

Ramdani (2015:13) defines intelligence as the ability of individuals to carry out various needs in accordance with what has been determined, requires the ability to think rationally, and also supports the environment effectively. Galton, Joseph in Febiola (2005:15) intelligence is a cognitive skill possessed by someone in an effort to adapt themselves to effectiveness in a dynamic environment and its complications with many factors. The intelligence components according to Dwijayanti (2009:58) are; the ability to solve problems, verbal intelligence, and practical intelligence. Further related to this intellectual intelligence, according to Purwanto (2013_55-56), supported by several factors namely, innate and maturity. Febiola (2005:17)

mentions several dimensions of intellectual intelligence, including; numerical ability, verbal ability and numerical ability.

According to Goleman (2015:13) emotional intelligence is the ability to control oneself, encourage enthusiasm, motivate perseverance, and resolve in doing self-motivation. According to Patton (2002:11) emotional intelligent is needed to detect the emotional conditions of individuals in building productive relationships and achieving success at work. Meanwhile, according to Cooper & Sawaf (2002:147) emotional intelligence is defined as competency in understanding, feeling, applying emotional sensitivity, and the power of thought as a source of energy, connections, information and humane influence in work relationships. Goleman (2015: 267) describes that, there are two things that can change emotional intelligence, namely the family environment and non-family environment. The aspects of emotional intelligence according to Tridhonanto (2009:5) include; a) personal skills (ability to manage themselves), b) social skills (ability to handle a relationship) and c) social skills (ability to change the feedback of others). Furthermore, Goleman (2015: 58) outlines a number of emotional intelligent indicators so that someone can use it to achieve success, among others; self-awareness, self-regulation, motivation, empathy and social skills.

Creativity can be defined as a person's skill to develop ideas and find various alternatives in solving various problems by utilizing the various opportunities that exist (Zimmeree in Suryana, 2017:11). Slameto (2010: 145-146) thinks that the notion of creativity is related to the discovery of something new. Suryana (2017:66) states that creativity is having a different new concept. Entrepreneurial creativity according to Buchari (2013:69) is the ability to arrange new combinations and modifications or see a new pattern of relationships between elements of data variables that already exist. As for Supriadi (in Buchari, 2013: 70), entrepreneurial creativity is the ability of a person to give birth to something new, both in the form of ideas and real work that is relatively different from what has been there before. Machfoedz & Machfoedz (2015:98-99) argues, creativity can be grouped into two classifications namely; 1) external creativity; can be stimulated by exercising curiosity and 2) internal creativity; ideas that cross spontaneously. It was further stated that the element of creativity in entrepreneurship could be stated as follows: a) curiosity, b) optimism, c) finding solutions to problems and d) imagining.

Furthermore, according to Kao in Basrowi (2016:38) creative people have characteristics, namely: the openness in sharing various experiences they have, seeing out of the box, curiosity, can accept and adapt to the opposite, not allergic to difference, and have high self-confidence. Meanwhile according to Basrowi (2016: 40), entrepreneurship creativity can be measured from; 1) Creating is the process of realizing something from before nothing came into existence; 2) Modifying something is formalizing and adjusting a new format, form, method or function, so that there are differences from previously existing ones, and; 3) Combine, combine functions of two or more.

Uno & Nurdin (2015:252) suggested indicators of creativity as follows; a) there is a great curiosity, b) often raises questions that are difficult to weight, c) recommends many ideas and proposals on a problem, d) experts in expressing opinions even though spontaneously and not shy in expressing opinions, e) have or appreciate beauty, f) not easily influenced by others, g) have a high sense of humour, h) have a strong biological power, i) always have different thoughts from others, j) can work alone, k) likes to try things new, l) able to elaborate.

Guilford in Basrowi (2016: 41-41) suggests indicators of creativity are as follows; a) fluency, namely the ability to generate many ideas, b) flexibility (flexibility), namely the ability to convey various solutions / approaches to problems, c) authenticity (originality), which is able to spark original ideas, d) decomposition (elaboration), the ability to describe in detail, e) redefinition, namely the ability to analyse the problem.

Moral obligations have many meanings. Moral obligations are metaphysical commitments, but in the long run, they must produce something physical, such as an action or change. In general moral

obligations are defined as the tendency to help others within religious boundaries Bryant (2009:351). Initially, Fishbein used moral elements along with attitudes toward subjective behaviour and norms to predict intentions (Fishbein, 1967:234). Moral obligations in relation to social entrepreneurs are related to the extent to which social entrepreneurs are fully committed to their ideas and morally feel obliged to pursue them (Beugré, 2016:34). Haines et al. (2008:88) determine a model for measuring moral compliance. He considers moral obligation as a sub-process of the decision making process that motivates individuals to make moral judgments before forming moral information. According to moral obligations, people feel a sense of responsibility to help people who are less capable in certain situations. Moral obligation as an antecedent is very important for social entrepreneurs because it conveys the intention that overcoming certain social problems is the right thing to do. The indicators of moral obligation, according to Beugré (2016): namely; a) to fulfil family responsibilities, follow family traditions, live the principles of life and conduct self-verification.

Furthermore, related to social support, according to Wills (1991) social support refers to individual perceptions and actuality, that they are valued, cared for and are part of a supporting social network; besides that they can get support from their social networks whenever they need them. Various scientists such as Farooq & Radovic-Markovic (2016); Semrau & Werner (2014); Sullivan & Ford (2014) argue that new-born entrepreneurs initially seek support from their close social circle, which includes their family members, spouses and in-laws. In addition, in this case, a famous quote from an anonymous writer says, "if your father is poor, it is not your fault; but if your father-in-law is poor, it must be your fault ". This statement is interpreted by Farooq (2016) as the desire of longing from the support of a close social circle of individuals. Likewise, in this case, Langford et al. (1997) suggest that the presence of social support provides a feeling of security that helps people make better decisions and live lives without stress. Furthermore, Langford et al. (1997) note that social support can take many different forms, such as 1) emotional support, 2) real support (e.g. financial assistance), support 3) information (e.g. sharing valuable knowledge) and 4) friendship support (e.g. intangible support).

Scientists have identified various sources for social support such as family, friends, colleagues, neighbours, community organizations, etc. According to Kristiansen & Indarti (2004) a socially supportive environment not only increases the desire for entrepreneurship, but also paves the way for potential entrepreneurial behaviour in new-born entrepreneurs. Therefore, this study assumes that there is a strong relationship between social support and the desire for entrepreneurship. The concept of social support used is the concept of Langford et al. (1997). Where social support has indicators; emotional support, real support, information support and friendship support.

In connection with the attitude towards entrepreneurship or attitude towards entrepreneurship, according to Ajzen (1991:191) this attitude refers to personal beliefs, which people hold about each object or behaviour given. Furthermore, he notes that beliefs about any object or behaviour are formed by certain attributes, which are related to certain objects or behaviours. As a result of strong beliefs, people develop their attitudes towards the behaviour given by Ajzen (1991). In addition to this an analysis of the entrepreneurial literature by Armitage and Conner (2001) reveals that entrepreneurial attitudes have the highest predictive power for entrepreneurial intentions, explaining more than 50 percent of the total variation. Furthermore, Kim & Hunter (1993) reported that attitude toward entrepreneurship has a strong relationship with the level of perceived intention. According to Robinson et al. (1991) personal attitudes are responsible for liking or disliking someone, and as a result increases the likelihood of carrying out certain behaviours.

According to Keller & Kotler (2016) there are a number of dimensions and factors that influence behaviour including: 1) cultural influences, including aspects of culture, sub-culture and social class 2) social influence, including aspects of the reference group, family and social status 3) influence of personal factors, including age and stages of the life cycle, work and economic

environment, lifestyle, personality / self-concept and 4) psychological influences (including motivation, perception, learning, beliefs and attitudes, while Gelderen et al. (2008) in his research suggests the dimensions of attitude or behaviour consists of: 1) importance of autonomy, 2) importance of wealth, 3) challenge, 4) financial security and 5) work load avoidance.

According to Ajzen (1991) subjective norms refer to individual normative beliefs about the opinions of others around them which are divided into; 1) normative beliefs and 2) motives to comply. As mentioned in the previous section, subjective norms still have a variety of discussions in studies related to entrepreneurial intentions that have been done before, for example, as stated by Conner & Armitage (1998); Farooq (2016); Farooq & Radovic-Markovic, (2016). In this case, Heuer & Liñán (2013) argues that previous studies using simplified measurement scales or single item scales, for example Krueger et al., (2000) report that subjective norms have insignificant influence on entrepreneurial intentions.

Contrary to this, studies that use multi-item scales, which cover all dimensions of subjective norms, for example Kolvereid, (1996); Kolvereid & Isaksen (2006); Gelderen et al., (2008) report that subjective norms have a significant impact on entrepreneurial intentions. In addition, Heuer & Liñán (2013) argues that subjective norms, capture opinions from social beliefs, and given this fact that entrepreneurship is a social activity, subjective norms are considered as important predictors of entrepreneurial intentions. Furthermore, in this case, they suggest that subjective norms need to be explored more deeply to resolve the controversies reported by previous research. Another study by Gelderen et al. (2008) report that subjective norms significantly influence decision making for entrepreneurship. In addition, they argue that being an entrepreneur is the main decision of one's life. When choosing a career path, the majority of individuals take advice from their parents, spouse, father-in-law and friends. In this way, the opinions of parents, spouse, father-in-law and friends may influence prospective entrepreneurs.

Perceived behaviour control is a belief about how strong the control is to bring about behaviour. In perceived behaviour control can determine behaviour both directly and indirectly. Indirect influence is done by influencing individual intentions in a behaviour. In planned behaviour theory, perceived behaviour control is formed from two components. These components are; 1) control belief, that is someone's perception or belief about how difficult a behaviour is raised which comes from his perception of difficulties, risks, and challenges there if he wants to do a behaviour, 2) perceive power that talks about one's perception of whether he is able or not to displaying this behaviour by considering the difficulties, risks and challenges that exist. In other words, perceived behaviour control can also be seen as a person's self-efficacy to bring up behaviour (Yogatama, 2013).

According to Ajzen (1991) perceptions of ease or difficulty inherent in behaviour affect one's intention to do something. If the task is considered very easy to do, there is a high probability that people will do the task. This phenomenon is referred to as perceived behaviour control, this was also stated by Farooq and Radovic-Markovic, (2017). Previous studies on entrepreneurial desires (e.g. Kolvereid, 1996b; Krueger et al., 2000; Radovic-Markovic et al., 2017; Gelderen et al., 2008; Wilson et al., 2007) also reported empirical evidence of a relationship between perceived behaviour control and entrepreneurial intention.

Research Method

The methodology must be clearly stated and described in sufficient detail or with sufficient references. The author shall explain the research question, describe the research framework, and the methods applied in detail. It should be furthermore highlighted why the research question is relevant to theory and practice, and why the chosen method(s) are suited for the problem.

The location of this study was conducted in the city of Medan with the taking of respondents carried out in several higher education institutions namely; 2 universities that represent state universities, namely; 1) North Sumatra University and 2) Medan State University. 2 universities

that represent private universities, namely 1) Medan Area University and 2) Dharma Agung University. And Medan State Polytechnic which represents vocational-based education (polytechnic). By using a purposive random sampling technique in proportional sampling from each campus, a sample of 466 respondents was obtained, which were spread out among others; USU 97 respondents, Unimed 94 respondents, UMA 88 respondents, UDA 92 respondents and Polmed 95 respondents. Data is collected from respondents given to respondents, where answers are measured using a Likert Scale (5 levels). In the process of analysis, the data in the form of a Likert Scale is then transformed into interval data using the Method of Successive Interval-MSI (Solimun et al. (2017). Technical data analysis was performed using Structural Equation Model (SEM) with AMOS 22 software. The general model of research can be seen in Figure 1

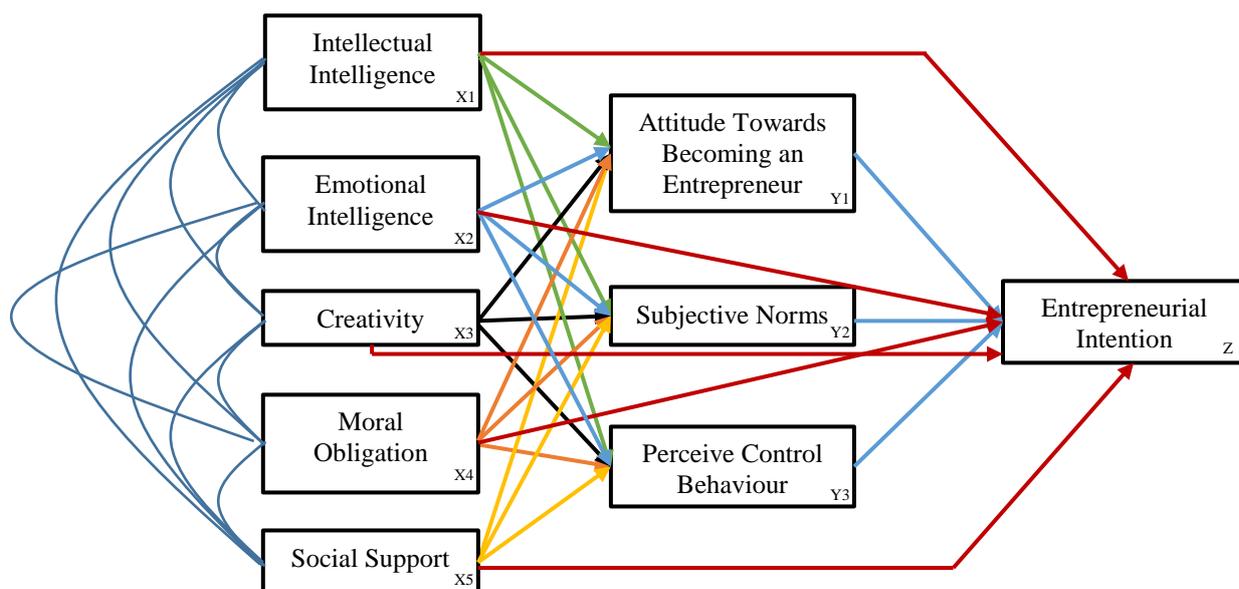


Figure 1 Research Model

Based on the above model structural equation models can be arranged as follows:

$$Z = a_1 * X_1 + a_2 * X_2 + a_3 * X_3 + a_4 * X_4 + a_5 * X_5 + e$$

$$Z = a_1 * X_1 + a_2 * X_2 + a_3 * X_3 + a_4 * X_4 + a_5 * X_5 + a_6 * Y_1 + a_7 * Y_2 + a_8 * Y_3 + e$$

Where as:

- X1 = intellectual intelligence
- X2 = emotional intelligence
- X3 = creativity
- X4 = moral obligation
- X5 = social support
- Y1 = attitude toward entrepreneurship
- Y2 = subjective norm
- Y3 = perceived behavioural control
- Z = entrepreneurial intention

Result and Discussion

seen that the number of respondents is quite proportionally distributed between men and women. The number of male respondents 232 people (49.8%) while the number of female respondents 234 people (50.2%). The composition of respondents based on the origin of tertiary institutions is spread proportionally among tertiary institutions which are the object of research. The number of respondents from USU totaled 97 people (20.8%), from UNIMED 94 people (20.2%), from

UMA as many as 88 people (18.9%), from UDA 92 people (19.7%) and from Polmed 95 people (20.4%).

The entrepreneurial intention variable in this study was measured using 4 item in the questionnaire based on 4 indicators. The overall average value of 4.295. Of the 4 indicators of entrepreneurial intention that has the highest average value, namely Z2 (the desire to have their own business) with a value of 4.445 while the lowest value is Z1 (the desire to participate in activities around entrepreneurship) and Z4 (try to run a startup) each with a value 4,294. The variable intelligence is measured using 3 statement items in the questionnaire based on 3 indicators. The overall average value of 4,259. Of the 3 intellectual intelligence indicators that have the highest average value, X1.1 figure ability with a value of 4.283 while the lowest value is X1.2 verbal ability with a value of 4.242.

For emotional intelligence variables in this study were measured using 5 items of statement based on 5 indicators. The overall average value of 4,257. Of the 5 emotional intelligence indicators that have the highest average value of X2.3 (motivation) with a value of 4,273 while the lowest value is X2.1 (self awareness) and X2.2 (self regulation) each with a value of 4.245 . The creativity variable is measured by 5 statement items based on 5 indicators. The overall average value of 4,182. Of the 5 creativity indicators that have the highest average value, X3.5 (redefinition) with a value of 4,204 while the lowest value is X3.3 (originality) with a value of 4,202. Whereas the moral obligation variable in this study was measured using 4 statements in the questionnaire based on 4 indicators. Based on the table, the overall average is 4,196. Of the 4 moral obligation indicators that have the highest average value, namely X4.1 (family responsibility) and X4.4 (self proof) each with a value of 4.204. While the lowest value is X4.2 (family tradition) with a value of 4,187.

Furthermore, the social support variable with 4 statement items based on 4 indicators, obtained an overall average of 4.079. Of the 4 social support indicators that have the highest average value, namely X5.1 (emotional support) and X5.4 (friendship support) with a value of 4.086. While the lowest value is X5.2 (real support) with a value of 4.062. While attitude toward entrepreneurship variables are based on 5 indicators. Obtained an overall average of 4.206. Of the 5 indicators, attitude toward entrepreneurship which has the highest average value is Y1.5 (workload avoidance) with a value of 4.253. While the lowest value is Y1.4 (financial security) with a value of 4.146.

For subjective norm variables, use 3 item based on 3 indicators. Obtained an overall average value of 4,300. Of the 3 subjective norm indicators that have the highest average value, Y2.2 (normative beliefs) with a value of 4.347. While the lowest value is Y2.3 (motive to comply) with a value of 4.231. Finally, the variable perceived control behavior in this study was measured using 3 statements in the questionnaire based on 3 indicators. Based on the table, the overall average is 4,181. Of the 3 indicators of perceived control behavior that has the highest average value, Y3.1 (control beliefs) with a value of 4.195. While the lowest value is Y3.3 (perceived power) with a value of 4.157.

After analysing the validity, reliability of the indicators forming latent variables as well as the test, normality and outliers, the next analysis is a full model Structural Equation Modelling (SEM) analysis. Analysis of the results of data processing at the full SEM model stage is done by conducting a model feasibility test and a test of the significance of causality. A path diagram for a full analysis of invalid and reliable indicator models has been aborted and is presented in Figure 2. Based on the figure, it can be seen that the value of the feasibility test of the model has shown a fit model.

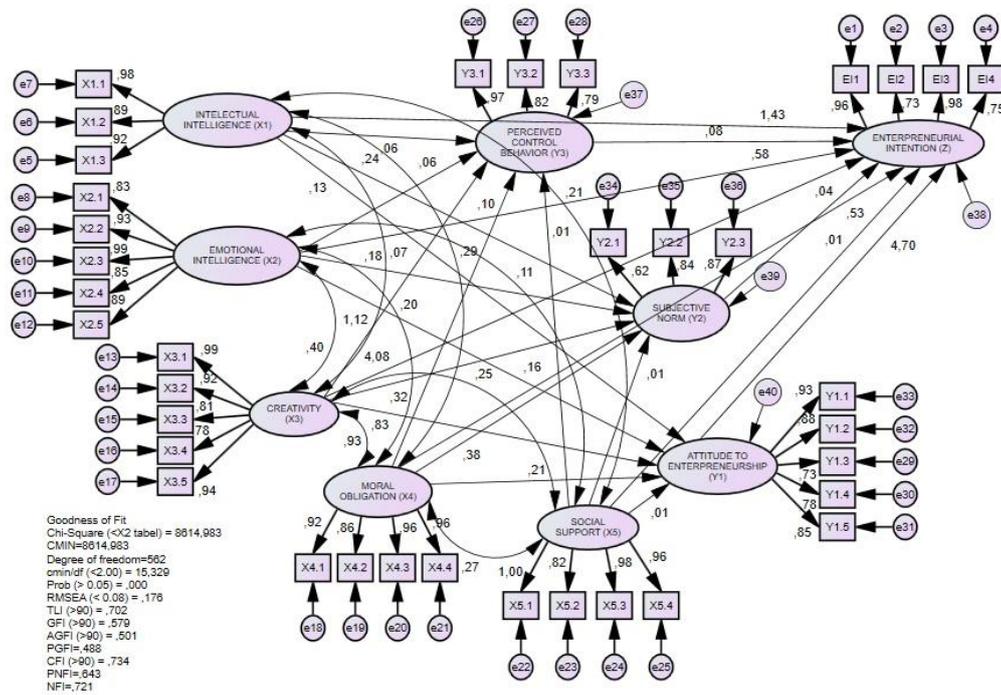


Figure 2 Output of Full Model

Goodness of fit results, after the model modification process is presented in Table 3, which shows all the important indicators that the model used is good and meets the required goodness of fit criteria.

Table 1 Output Summary Goodness of Fit

Criteria of Goodness of Fit	Rule of Thumb Goodness of Fit	Result	Conclusion
Chi square (Cmin)	Smaller is better	8614,983	Fit
Degree of freedom	Value must (+)	562	Fit
Probability	$> 0,05$	0,086	Fit
Cmin/df	<2.0 or <5.0	1,173	Fit
RMSEA	$0,05 \leq RMSEA \leq 0,08$	0,007	Fit
Tucker Lewis Index (TLI)	$0,80 \leq TLI \leq 1$	0,931	Fit
Composite Fit Index (CFI)	$0,80 \leq CFI \leq 1$	0,914	Fit
Goodness of Fit Index (GFI)	$0,80 \leq GFI \leq 1$	0,916	Fit

Direct, Indirect and Total Effect

For direct, indirect and total influence, the results of the analysis can be seen based on Tables 4, 5 and 6. In table 4 it can be seen in social support that the total number of entrepreneurial intentions is 0.048 (this value corresponds to the number of comparisons, attitudes towards entrepreneurship and behaviour perceived control Moral obligation also has the largest total of entrepreneurial intentions of 0.427, and so on.

Table 2 Output Standardized Total Effect

	Social support	Moral obligation	Creativity	Emotional	Intellectual	Subjective norm	Attitude	Control behavior	Ent_ Intention
Subjective norm	,009	,381	,321	,178	,237	,000	,000	,000	,000
Attitude	,008	,206	,829	,156	,130	,000	,000	,000	,000
Control behavior	,005	,096	1,124	,055	,065	,000	,000	,000	,000

	Social support	Moral obligation	Creativity	Emotional	Intellectual	Subjective norm	Attitude	Control behavior	Ent_Intention
Ent_Intention	,048	,427	,259	,158	,821	,037	4,700	,078	,000

Table 3 Output Standardized Direct Effect

	Socialsupport	Moralobligation	Creativity	Emotional	Intellectual	Subjectivenorm	Attitude	Controlbehavior	Ent_Intention
Subjectivenorm	,009	,381	,321	,178	,237	,000	,000	,000	,000
Attitude	,008	,206	,829	,156	,130	,000	,000	,000	,000
Controlbehavior	,005	,096	1,124	,055	,065	,000	,000	,000	,000
Ent_Intention	,012	,534	4,077	,577	1,433	,037	4,700	,078	,000

Table 4 Output Standardized Indirect Effect

	Social support	Moral obligation	Creativity	Emotional	Intellectual	Subjective norm	Attitude	Control behavior	Ent_Intention
Subjective norm	,000	,000	,000	,000	,000	,000	,000	,000	,000
Attitude	,000	,000	,000	,000	,000	,000	,000	,000	,000
Controlbehavior	,000	,000	,000	,000	,000	,000	,000	,000	,000
Ent_Intention	,036	,962	3,818	,735	,612	,000	,000	,000	,000

Conclusion

The results of this study indicate that exogenous variables, including intellectual intelligence, emotional intelligence, creativity, moral obligation and social support, affect directly or indirectly on endogenous entrepreneurial intention variables for final year university students in Medan. The attitude variable toward entrepreneurship, subjective norm and perceived behavioral control in this study can be intervening for the variables of intellectual intelligence, emotional intelligence, creativity, moral obligation and social support in influencing entrepreneurial intention. Furthermore, each variable relationship in this study has a positive relationship and the majority of all relationships are statistically significant, except for the relationship, the effect of perceived behavior control on entrepreneurial intention, the effect of attitude toward entrepreneurship on entrepreneurial intention, the effect of moral obligation on entrepreneurial intention and subjective norm on entrepreneurial intention.

The recommendations given related to this research, that the institutions of higher education providers, in an effort to encourage the emergence of new entrepreneurs and their intention to become entrepreneurs, are implemented in order to maximize; intellectual and intellectual aspects, emotional intelligence, creativity, moral responsibility, social support, attitudes to become an entrepreneur, subjective norms from a person and perceived behavioral control.

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