

INDONESIAN UNIVERSITY STUDENTS' ENTREPRENEURIAL INTENTION: A CONCEPTUAL STUDY

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Abstract

Either in public, private or vocational universities, entrepreneurship is recognized as a decent field of study, as a derivation of economics and business. Therefore, it is quite important to measure the entrepreneurial intention of the students. Therefore, entrepreneurship is a process requiring someone or group to act or behave in finding, evaluating, and exploiting the existing opportunities in production of items, service, or new effective process, so they will be able to compete with their own resources. While entrepreneurship intention can be defined as first step in a construction process of a commonly long-term effort or seen as an intention to commence a new business. there is contextual element including academic support, social support, and environment condition. Therefore, this study aims to provide theoretical approach on entrepreneurship intention of university students.

Keywords: Entrepreneurial intention, Entrepreneurship, Business Administration

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INTRODUCTION

Indonesia has been recorded as one of several countries with the best economic growth. According to the newest report of the World Bank, the archipelagic country is enjoying 5.1% economic growth and predicted to be having 5.3% in 2017. One of the crucial factors supporting Indonesia's economic growth is the growing numbers of entrepreneurs. Some indicators to measure entrepreneurial activity in Indonesia are establishments of new businesses.

According to [1], three phases of entrepreneurs are starting point (nascent entrepreneurship), new entrepreneurship (new business ownership), and established entrepreneurship. From the academic business point of view, some research suggested that there are more entrepreneurship departments opened in Indonesian universities [2,3]. Either public, private or vocational universities, entrepreneurship is recognized as a decent field of study, as a derivation of economics and business. Therefore, it is quite important to measure the entrepreneurial intention of the students in the first and second year of study

Amount of unemployment in Indonesia based on information from Badan Pusat Statistika (BPS) has increased to be 7,56 million people and 6,4% of them are alumnus of college [3]. High number of unemployment is a problem for Indonesia to deal with. This unemployment problem happens because of the limited jobs which incapable of absorbing job seeker number maximally. High number of unemployment from college's graduates is caused by many existing college in Indonesia which actually scores graduates annually, so that existing jobs are not comparable to the amount of existing college's graduates every year [3].

Beside the problems of those unemployments, there is another factor causing many alumnus to be unemployed, that is GPA standard which has to be fulfilled when applying for a job. One of factors encouraging the entrepreneurship growth in a nation is

located on college's role through exertion of entrepreneurship education. [4] College is responsible in educating and handing entrepreneurship ability for its graduates and giving motivation to be brave in choosing entrepreneurship as their career. Lastly, college graduates are expected to be able to create many jobs through entrepreneurship [2]. The problem is how to go deep into knowledge concerning entrepreneurship in students' area and what is influencing factor toward the students' intention to choose entrepreneurship career after they graduated, are still being a question and need a further study [3].

Attitude elements and contextual element comprise academic support, social support, and environment condition [5]. Therefore, this paper offers the fundamental conceptualization of entrepreneurial intention in its relationship with attitude and contextual aspects.

LITERATURE STUDIES

The fear of failure in starting a business is measured only for those who perceived that they had the opportunity to start a business [6]. The level of fear of failure is 35% and this has tended to close with an average value for the countries that fall into the category of efficiency-driven. Fear of failure in women aged 25-34 years old have a fear of failure that is lower than men's. Through this paper, the related indicators will be tested on university students to find out whether Indonesian university students are eager to become entrepreneurs or start new ventures.

Consequently, when the number of available jobs can not accommodate the number of graduates, only a few seek to find a solution in the form of entrepreneurship work. There is also data on registered job seekers, job data is registered, and data placement / fulfillment of labor in Indonesia and gender in 2014, published by the Central Bureau of Statistics (Indonesia) as in table below:

Table 1:Level of Human Capital Absorption

Years	Numbers of Employment	Employment	Unemployment	Rate of Participation	Open Unemployment
1999	67.20	65.38	1.82	66.43	2.70
2000	69.40	67.58	1.82	66.68	2.62
2001	71.56	69.52	2.04	66.89	2.85
2002	72.46	70.43	2.04	66.04	2.81
2003	75.02	73.10	1.91	66.33	2.55
2004	75.90	73.91	1.99	65.92	2.62
2005	78.03	75.89	2.14	66.29	2.74
2006	78.91	76.72	2.20	65.60	2.78
2007	83.32	79.69	3.64	66.75	4.36
2008	87.83	83.55	4.28	66.85	4.87
2009	89.23	85.05	4.18	66.32	4.69
2010	92.34	87.29	5.05	66.91	5.46
2011	94.85	88.82	6.03	67.22	6.36
2012	95.65	89.84	5.81	67.76	6.08
2013	98.81	90.81	8.01	68.60	8.10
2014	100.78	91.65	9.13	67.76	9.06
2015	102.75	92.81	9.94	67.86	9.67
2016	103.97	93.72	10.25	67.54	9.86

The above table describes the total job seekers in Indonesia. From the data above, we can see that the jobs listed do not meet job seekers who are still very much thus resulting in high unemployment in Indonesia. According to [7], entrepreneurship is an identifier and exploiter of unexploited opportunities. So, this is supposed to be a trip requiring someone or group to act or behave in finding, evaluating, and exploiting the existing opportunities in production of items, service, or new effective process, so they will be able to compete with their own resources. According to [8], entrepreneurship is a science about ethics and reviewing development and establishment of creativity spirit and courage to deal with risk toward job to actuate the results.

Entrepreneurial Intention

Entrepreneurial intention is the first step in a construction process of a commonly long-term effort [9]. Intention is the best predictor to see an attitude dynamic [10]. Entrepreneurship intention is an intention to commence a new business [11].

Attitude

Attitude is evaluation, emotional feeling, and action tendency that connects and remains in someone toward an object or statement [3]. According to [5, 11], an attitude is to learn the tendency to give a response to an object or object's group either liked or disliked consistently.

Contextual

In students and college world as the provider of entrepreneurship education, contextual factor is translated as environment factor in college which capable of influencing the entrepreneurship intention in students, consisting economic, politic, and culture situation in a country, administrative

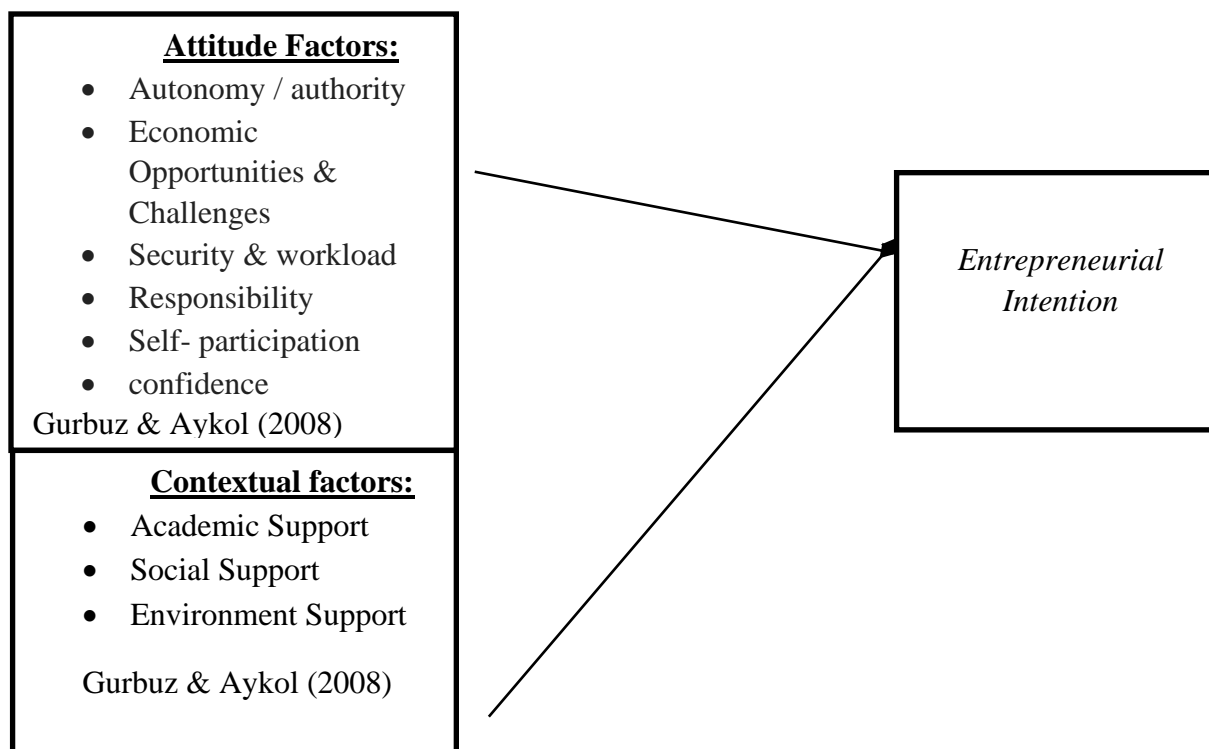
complexity, access to resources, and physical infrastructure and institutional according to [11]. Some studies also proved that academic support, social support, and environmental support influences students' intention to start a new business [12].

In this framework, the attitude and attitude factors will be discussed contextual that affects entrepreneurial intentions in students. Intention shows how hard someone dared to try in [2]. Furthermore, there are several things that must be understood to do with intention, namely:

1. Intention is considered as a catcher or among motivational factors that have impact on behavior.
2. Intention shows how hard someone dares to try.
3. Intention also shows how much effort someone planned to do or act.
4. Intention is the strongest relationship with the next behavior.

For attitude (attitude) using the theory of [13] using the modification of Theory of Planned Behavior (TPB) of [10] that influence entrepreneurial intentions on students and will shape one's intentions directly. According to [8], entrepreneurship develops and begins with innovation. This innovation is triggered by personal, environmental and sociology.

The entrepreneurial intention research model is incomplete if it does not involve contextual besides attitude, because of these two groups of factors forming an integral whole in the entrepreneurial intention research model someone. Some contextual factors that have received enough attention from researchers is academic support (social support), social support and environmental support [13]. We consequently formulate this model:



EXPECTED CONTRIBUTIONS

Theoretical Aspects

This research is expected to provide broader insights on theories about the characteristics of entrepreneurship and its application in the field of entrepreneurship. Theoretically the results of this study are also expected to be useful as a reference and additional knowledge for further research related to entrepreneurial characteristics and entrepreneurial interests.

Practical aspects

Based on practical aspects, research is expected to be useful for Business Administration study programs at Telkom University as a driver to improve entrepreneurship characteristics so as to give birth to new entrepreneurs.

Disclosure statement

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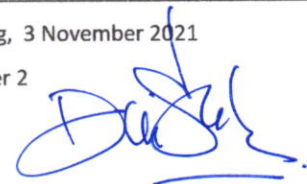
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