

The Influence of Entrepreneurial Attitudes, Subjective Norms and Self-Efficacy on Entrepreneurial Behavior through Entrepreneurship Intentions (Study on Agropreneurs in Kupang City)

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Abstract. This research focuses on Small and Medium Enterprises (MSMEs) in agriculture, especially agribusiness actors, namely agropreneurs in kupang city. The purpose in this research is to examine entrepreneurial attitudes, subjective norms and self-efficacy influence on entrepreneurship behavior in agropreneurs in kupang city and use intermediate or moderating variables as mediation variables against independent and dependent variables. The methods in this study use quantitative descriptive research types and quantitative research approaches using data collection techniques in the form of questionnaires, interviews, observations and documentation. While the data analysis technique uses the Smart Partial Least Square (PLS) 3.0 statistical application using structural equation pls model and intervening. The results showed that Model 1 (Influence of Independent Variables on Entrepreneurship Intentions) i.e. entrepreneurial attitudes did not significantly affect the intention of entrepreneurship.

Keywords: Agropreneur; Entrepreneurial Attitude; Subjective Norms; Self-Efficacy; Entrepreneurial Behavior; Entrepreneurship Intentions

1 Introduction

Seeing opportunities in entrepreneurship, an entrepreneur must certainly choose a good and appropriate strategy in running a business that is creative, innovative and of course has high competitiveness. In addition, there is an understanding of Entrepreneurship as the basis in entrepreneurship, is the creative and innovative ability that is used as the basis, tips and resources to find opportunities to succeed, the core of entrepreneurship is the ability to create something new and different (create new and defferent) through creative thinking and acting innovatively to create opportunities (Nasud.2004). Through skills, innovative and skills in creating entrepreneurial opportunities owned by a true entrepreneur, mostly in its implementation is fairly successful. Many people are successful and successful because they have the ability to think creatively and innovatively in terms of entrepreneurship. Entrepreneurial success will be achieved when thinking and doing something new or something old in new ways (thing and doing new things or old thing in new way) (Suryana,

2006). Therefore, the new entrepreneur is needed who is able to answer challenges and opportunities. The characteristic of entrepreneurship is a character in someone who encourages entrepreneurship activities that is also needed an attitude in the development of a business or in entrepreneurship.

Agribusiness according to Sjarkowi and Sufri (2004) is any business related to agricultural production activities that include the business of agricultural inputs and or production business itself or also the business of managing agricultural products. Development in an increasingly advanced era that is the era of globalization certainly needs a strategy or system activity in an entrepreneurial-based economy in other words in the field of agro as a boost in new ventures. Agribusiness is a business field that is suitable for agropreneurs to be run in the present to boost the economy of the community. Brathwaite (2009) said Agropreneurship is a variety of efforts made by parties, especially entrepreneurs, in utilizing agribusiness industry opportunities. East Nusa Tenggara (NTT) region, dominated by dry land of dry climate. Dry land in NTT is spread across West Timor, Sumba, Alor, Sabu and Flores. Climatological and geographical conditions are very colorful to the pattern of life and behavior for the community, especially in agricultural activities as the main livelihood of ntt community. As a distinctive feature of the difference between farming on dry land and wetlands is drought conditions that have an impact on the risk of large crop failures (Fanggidae and Airtur, 2020). Agricultural problems are also accompanied by other problems such as the use of agricultural technology that has not been maximal, distribution problems, to agricultural budget problems. The reason why these problems have not been resolved until now is because farmers in Indonesia who do not have the spirit of entrepreneurship (entrepreneurship). In reality, entrepreneurship is the soul or spirit of someone who is able to see something as an opportunity, supply and demand and take advantage of it. If farmers have an entrepreneurial spirit, they are always driven to continue to create opportunities from what they have, constantly thinking about how to raise their farms to be more effective and efficient. They will never think pragmatically. Entrepreneurship is the absolute soul needed by farmers. It is able to overcome basic problems of farmers such as, dry land use, ignorance in the use of technology, capital utilization, finding markets, making value-added products, and production that has not been effective and efficient.

Economic system development activities that rely on small and medium enterprises will encourage the growth of an entrepreneurial-based economy, which will later encourage the growth of new businesses (Wijaya, 2008). Small and medium enterprises and small and medium-sized micro enterprises in various fields are quite dominant in East Nusa Tenggara province (NTT) especially the kupang city area. Based on data from the Kupang city cooperative and SME Office that recorded in 2020 there are Small and Medium Micro Enterprises (MSMEs) in NTT province amounting to 38,760 MSMEs recorded cleanly in the Kupang City Cooperative and SME Office with various business fields in NTT, while the net number of MSMEs in Kupang City amounted to 6,891 MSMEs recorded in the Kupang City Cooperative and SME Office with various fields in 2020. Kupang City which is an urban area with a population of 434,972 people as of 2019 (BPS Kota kupang) most of the people of Kupang City are farmers in the field of MSMEs. Based on this description, the author conducted research on; "The Influence of Entrepreneurial Attitudes, Subjective Norms, and Self-Efficacy On Entrepreneurial Behavior Through Entrepreneurship Intentions (Study on Agropreneurs in Kupang City)".

2 Literature Review

In general, the quality of human resources is a priority in the driving factors of a country's economy, in this case the quality of human resources in entrepreneurial activities to see entrepreneurial opportunities. Praag and Versloot (2007), suggest that entrepreneurship is often associated with stimulating economic growth, innovation, employment and business creation. Nasud (2004) defines the core of entrepreneurship as the ability to create something new and different through creative thinking and acting innovatively to create opportunities. Thus entrepreneurship behavior also takes a role in entrepreneurship to create entrepreneurial opportunities, so as to create new and different entrepreneurs and creatively the need for entrepreneurial behavior in improving and maintaining the existence of quality human resources that continue to grow over time.

2.1 Entrepreneurial Behavior

Entrepreneurship behavior according to Wijaya (2008) is an apparent action or oral statement about entrepreneurship behavior that can be measured by the scale of entrepreneurship behavior. Nishimura and Tristan (2011) in their research explained about behavioral theories that have a strong relationship to new entrepreneurial activities, namely the behavior of knowing other business people, the perception of opportunities to open new businesses, the ability to entrepreneurship, and the fear of failure. Such success will be largely determined by achievement motivation, profit-oriented, strength and fortitude / tenacity of effort, hard work, energy, and initiative (Hunger and Wheelen, 2003). Entrepreneurship behavior according to Wijaya (2008) is an apparent action or oral statement about entrepreneurship behavior that can be measured by the scale of entrepreneurship behavior. Nishimura and Tristan (2011) in their research explained about behavioral theories that have a strong relationship to new entrepreneurial activities, namely the behavior of knowing other business people, the perception of opportunities to open new businesses, the ability to entrepreneurship, and the fear of failure. Such success will be largely determined by achievement motivation, profit-oriented, strength and fortitude / tenacity of effort, hard work, energy, and initiative (Hunger and Wheelen, 2003).

Based on the above understanding, it can be concluded that entrepreneurship behavior is a statement of existing business development plans. Entrepreneurship behavior is an activity or activity in acting on doing everything based on self-determination, motivating yourself and in decision making in entrepreneurship. Entrepreneurship behavior is also an ability in entrepreneurship and in capturing opportunities. According to Wijaya (2008) behavioral indicators are measured with indicator scales divided into several parts:

- a) Entrepreneurial decisions,
- b) Concrete actions have been carried out by the business, and
- c) Statement of existing business development plan.

Another expert, Hendro (2011), suggests that he has explained the indicators of entrepreneurial behavior for individuals that manifest in individual attitudes. Indicators of entrepreneurial behavior are:

- a) Individual entrepreneurial behavior
- b) Entrepreneurial behavior socially and environmentally
- c) Entrepreneurial behavior at work
- d) Entrepreneurial behavior in the face of risk
- e) Entrepreneurial behavior in leadership (leadership)

2.2 Entrepreneurial attitude

Entrepreneurship is a tendency to respond or receive a stimulus to an object consistently, and is the ability to respond positively to all the opportunities that come to benefits and apply the way of work by honing courage in taking risks, creative and innovative nature in entrepreneurship. According to Assael (2001) attitudes defined the tendency learned to respond to objects or classes of objects consistently in both likes and dislikes. While according to Mowen and Minor (2002) attitude is affection or feelings towards a stimulus. According to Gadaam (2008) entrepreneurial attitude is the tendency to react affectively in response to the risks that will be faced in a business that can be measured by the scale of entrepreneurship attitude. Based on some of the definitions above, entrepreneurship can be summed up as a learned tendency to respond or receive stimuli to objects consistently in both likes and dislikes. According to Gadaam (2008) entrepreneurial attitudes can be measured by the scale of entrepreneurship attitudes with indicators:

- a) Interested in business opportunities,
- b) Think creatively and innovatively,
- c) A positive view of business failure,
- d) Have a spirit of leadership and responsibility,
- e) I like to face risks and challenges.

Meredith (2005: 5-6) presents indicators of entrepreneurial attitude, namely there are six characteristics and entrepreneurial character that are used as a reflection of the attitude of an entrepreneur, namely:

- a) Confident and Optimistic. Have strong self-confidence, dependence on others, and individualistic.
- b) Orientate tasks and results. The need to achieve, be profit-oriented, have a strong drive, energetic, diligent and steadfast, determined to work hard and initiative.
- c) Take risks and love challenges. Able to display reasonable risk.
- d) Leadership. Leadership, adaptable to others, and open to suggestions and criticism.
- e) This is similar. Innovative, creative and flexible.
- f) Future-oriented. Have a vision and perspective on the future.

2.4 Subjective Norms

Subjective Norms according to Caecilia (2012) is an individual's perception of whether or not others will support or not realize the action. Subjective norms are a belief in the individual to obey the directions or advice of those around him to participate in activities in doing entrepreneurship. (Ramayah & Harun, 2005) presents subjective norms as an individual's belief to obey the directions or advice of surrounding people to participate in entrepreneurship activities. Mada (2005) states that subjective norms are a person's perception of the opinions or inputs of others that are able to influence a person's intention to carry out or not carry out their behavior. Based on the definition of Subjective Norms above, it can be concluded that subjective norms are individual perceptions of whether or not others will support or not realize the action. According to Fishbein and Azjen (2005), subjective norms generally have the following two components:

- a) *Normative beliefs* (Keyakinan Norma).
Perceptions or beliefs about the expectations of others about him that are a reference to display behavior or not. Beliefs related to the opinions of other figures or people that

are important and influential to the individual or role model whether the subject should or not perform a particular behavior.

b) *Motivation to comply* (motivasi untuk memenuhi).

Individual motivation to meet these expectations. Subjective norms can be seen as the dynamic between the perceived impulses of the individual from those around him and the motivation to follow their views (motivation to comply) in doing or not doing the behavior. Subjective norms are measured by subjective norm scale (Hogg & Vaughan, 2005) with indicators:

- 1) Family, friends, and other role models / *role model*,
- 2) The atmosphere and environment around the individual socializes and,
- 3) Supporting attributes such as capital, relationships, education and others.

Subjective norms are measured by subjective norm scale (Ramayah & Harun, 2005) with indicators:

- 1) Beliefs in the role of the family in starting a business,
- 2) Confidence in the support of friends in the effort,
- 3) Confidence in the support of the lecturer,
- 4) Confidence in the support of successful entrepreneurs,
- 5) Confidence in support in the efforts of people who are considered important.

2.5 Self-Efficacy

Self-efficacy is defined as the strength of a person's belief that he or she will be able and successful in performing various roles in entrepreneurship. Manda & Iskandarsyah (2012) defines self-efficacy as a person's belief in one's ability to complete a job, in other words a person's motivational condition that is based more on what they believe than on what is objectively true. Self-efficacy is a perception of an individual's beliefs about an ability to form entrepreneurial behavior. Nursito (2013) defines self-efficacy as self-assessment of one's ability to organize and implement actions necessary to achieve established performance. Moiz (2011) also states that self-efficacy or confidence in a particular domain is based on an individual's self-perception of their skills and abilities. According to the above definition it can be concluded that self-efficacy is an individual's belief in his or her ability to organize and complete a task necessary to achieve a particular outcome. Self-efficacy is also a person's belief in one's ability to complete a job, in other words a person's motivational condition that is based more on what they believe than on what is objectively true. Self-efficacy is measured by scale (Moiz, 2011), with indicators: (a) Potential self, (b) The opportunity you have, (c) Ability to organize and (d) Take action. Self-efficacy measured by scale (Gadaam, 2008) with indicators: (a) Confidence in the ability to manage business, (b) Human resource leadership, (c) mental maturity in effort, and (d) Feeling able to start a business.

2.6 Entrepreneurship Intentions

According to Emnet & Chalchissa (2013), intention is a person's motivation to act in a certain way and explains how hard the person is willing to try and how much time and effort is made to elicit a behavior. Maulida and Nurkhin (2017) argue that entrepreneurship intentions show a person's commitment to start entrepreneurship and learn about entrepreneurship. Tunjungsari and Hani (2013) define that entrepreneurship intentions are the first step that needs to be understood from a business formation process that often takes time in the long run.

Based on the above understanding can be concluded that intention is the earnestness of a person's intention to do an act or give rise to a certain behavior. Entrepreneurship intentions are the tendency of individual desire to take entrepreneurial action by creating new products through business opportunities and risk-taking. Entrepreneurship intentions measured by the scale of entrepreneurial intention (Ramayah & Harun, 2005) with indicators:

- Choosing a path of business instead of working on someone else,
- Choosing a career as an entrepreneur,
- Make plans to start a business,
- Improve social status (self-esteem) as an entrepreneur and
- Get a better income.

Entrepreneurship intentions measured by the entrepreneurial intention scale (Rasli, 2013) with indicators:

- Making the decision to become an entrepreneur
- Have a plan to build a business and
- Strive to create an entrepreneurial intention

Entrepreneurship activities can be seen as a management function consisting of activities outside of routine work that present challenges to human thinking and behavior (B'echard and Gr'egoire, 2005). Several studies have been conducted on variables that affect entrepreneurship intentions and behavior. Wijaya (2008) found that attitudes, subjective norms and self-efficacy simultaneously affect entrepreneurship intentions and behavior.

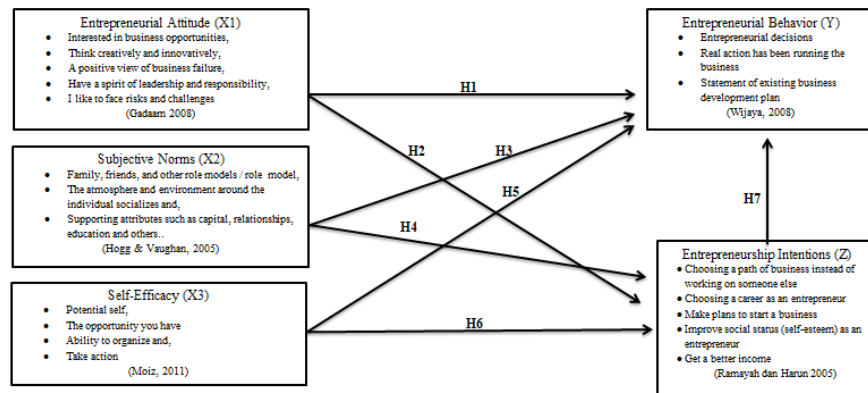


Fig. 1. Frame of Mind

Hypothesis:

- H1: There is an influence of entrepreneurial attitudes on entrepreneurial behavior in agropreneurs in Kupang City.
- H2: There is an influence of entrepreneurial attitudes on entrepreneurship intentions on agropreneurs in Kupang City
- H3: There is a subjective norm influence on entrepreneurship behavior on agropreneurs in Kupang City.
- H4: There is a subjective norm influence on entrepreneurship intentions on agropreneurs in Kupang City
- H5: There is an influence of self-efficacy on entrepreneurial behavior in agropreneurs in Kupang City
- H6: There is an influence of self-efficacy on entrepreneurship intentions on agropreneurs in Kupang City

H7: There is influence through entrepreneurship intentions, entrepreneurial attitudes, subjective norms, self-efficacy of entrepreneurial behavior in agropreneurs in Kupang City.

3 Methodology

3.1 Data Collection Techniques

- a) Questionnaire. Questionnaire is a technique of collecting data by distributing a written questionnaire in the form of a list of questions to agropreneurs in kupang city to answer every question for research conducted.
- b) Interview. Interview is a technique of collecting data by asking directly to the person concerned on the object of research.
- c) Observation. Observation is a direct observation at the location of the research object by observing all the activities and routines of agropreneurs in kupang city.
- d) Documentation. Documentation is a data retrieval technique in the form of taking pictures with all the activities and routines of agropreneurs in the field, in order to be complementary in the collection of related data.

3.2 Measurement Scale

According to (Sugiyono 2017: 159) the Likert scale where to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. Likert scale then the variable measured is spelled into a variable indicator. Then the indicator is used as a benchmark to arrange instrument items in the form of statements or questions. The answer of each instrument item that uses the likert scale has a gradation from very positive to very negative, which can be words among others: (a) Strongly agree, (b) Agree, (c) Doubting – doubt, (d) Disagree, (e) Strongly disagree.

3.3 Data Analysis Techniques

3.3.1 Instrument Test

a) Measurement Model or Outer Model

This model specifies the relationship between latent variables and their indicators or it can be said also to define how each indicator is related to its latent variables (Wati, 2017):

- 1) Convergent validity. Convergent validity value is the loading value of factors on latent variables with their indicators. The expected value > 0.7 . but for the first study the value above 0.5 is still considered valid (Wati, 2017).
- 2) Discriminant validity. This value is a useful cross loading factor value to find out whether the construct has adequate diskriminant, namely by comparing the loading value on the intended construct must be greater than the loading value with other constructs (Wati, 2017). This key model is valued based on Average Variance Extracted (AVE) with each construct having a correlation between other constructs in the model. For each indicator has a criterion of > 0.5 to be said to be valid and is said to have a good discriminant validity value (Ghozali, 2014).

- 3) Composite reliability. Data that has composite reliability > 0.8 can be said to have high reliability (Wati, 2017). So if the composite value > 0.8 then it is said reliable.
- 4) Cronbach alpha. Reliability tests are strengthened by cronbach alpha values. Expected value > 0.6 for all constructs.
- 5) Multicollinearity test. This test is done to find out the relationship between indicators. To find out if the formative indicator experiences multicollinearity by knowing the value of VIF. Vif value between 5-10 can be said that the value is multicollinearity (Waty, 2017).

b) Inner model (Model Structural)

Tests on this structural model are used to test the relationship between latent constructs. In testing this structural model there are several tests for structural models (Inner Model) (Wati, 2017). This model is evaluated using path coefficients test, goodness of fit, and hypothesis test.

1) Uji Keباikan (*Goodness of Fit*)

The use of goodness of fit is known from the value of Q-Square. Q-Square values mean the same coefficient determination (R-Square) in regression analysis. The correlation coefficient is the degree of intensity of the relationship between a free variable and a bound variable that is worth between 0-1. If R-Square is close to 1, it means that the influence of dependent variables can be explained entirely by independent variables and no other factor causes the effect of dependent variables (Ghozali, 2009).

3.3.2 Hypothesis Test

This hypothesis test is done by looking at t statistics and p values using smart PLS.

a) Test t

Hypothesis testing in this study was conducted using the t test. The t test aims to determine the magnitude of the effect of each independent variable individually (partially) on the dependent variable. If $t_{hitung} > t_{tabel}$ then H_0 is rejected and H_a is accepted, meaning that independent variables partially have a significant effect on dependent variables. If $t_{hitung} < t_{tabel}$ then H_0 is accepted and H_a is rejected, meaning that the independent variable partially has no significant effect on the dependent variable using the error rate of 0.05. The criteria used are as follows:

- H_0 is accepted if the t_{hitung} value $\leq t_{tabel}$ or sig value $> \alpha$

- H_0 is rejected if the t_{hitung} value $\geq t_{tabel}$ or sig value $> \alpha$

If there is an acceptance of H_0 , it can be concluded that there is no significant influence, while if H_0 is rejected it means that there is a significant influence.

b) SEM PLS Analysis with Mediation (Intevening)

This test is useful for finding out how much direct influence on the mediation variable by using Smart PLS 3.0 through the inner image of the model on the path Coefficients table. As for indirect influences can be seen through the results of indirect effect table analysis.

3.3.3 Multiple Linear Regression Analysis

Multiple Linear Regression Analysis intends to predict how the state (up and down) of dependent variables (riterium), when two or more independent variables as factor predators

are manipulated (decreased in value). So, multiple regression analysis will be done if the number of independent variables is at least two (Sugiyono, 2014). Les mesures de croissance linéaires sont les plus difficiles à faire.:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \quad (1)$$

Where :

Y = Entrepreneurial Behavior

X1 = Entrepreneurial Attitude

X2 = Subjective Norms

X3 = Self-Efficacy

a = constant

b1,b2,b3 = regression coefficients/coefficients for each independent variable.

4 Results and Discussions

Based on the results of this hypothesis analysis was done to see the results of the hypothesis test on this study that can be done by looking at the results of t Statistic and P Values. The results of this analysis are said to be received if the value if P Values < 0.05. The results of this study also displayed direct and indirect influences on each variable because in this study used dependent, independent and intervening variables. For direct influence tests can be seen from the path coefficients table on Bootstrapping Smart PLS 3.0 as follows:

a) Direct Influence Testing

In the path coefficients test shows how strong the direct influence of dependent variables to independent based on the inner scheme of the model that has been displayed in the image, and in the table of path coefficients that can be explained starting from the largest influence of the smallest.

Table 1. Direct Influence Testing (Path Coefficients)

Model	Original Sample (O)	T Statistics (O/STDEV)	P Values
Self-Efficacy (X3)-> Entrepreneurship Intentions (Z)	0,433	3,413	0,001
Self-Efficacy (X3)-> Entrepreneurship Behavior (Y)	0,142	1,459	0,145
Entrepreneurship Intentions (Z)-> Entrepreneurial Behavior (Y)	0,355	4,856	0,000
Subjective Norms (X2)-> Entrepreneurship Intentions (Z)	0,131	1,255	0,210
Subjective Norms (X2)-> Entrepreneurship Behavior (Y)	0,089	1,287	0,199
Entrepreneurial Attitude (X1)-> Entrepreneurship Intentions (Z)	0,287	1,954	0,051
Entrepreneurial Attitudes (X1)-> entrepreneurial behavior (Y)	0,393	4,089	0,000

Source: Primary Data, processed Smart PLS (2021)

Model 1 (Influence of Independent Variables on Entrepreneurship Intentions)

- 1) Partially the value generated in the variable Entrepreneurship Attitude towards Entrepreneurship Intentions with tStatistic 1,954 with P Values 0.051 can be explained by tStatistic 1,954 > ttable 1.664 or P Values 0.051 > 0.05 statistically Ho received and Ha rejected or meaning the variable of entrepreneurial attitude has no effect and is not significant to the entrepreneurship intentions. Based on the theory according to Gadaam (2008) entrepreneurial attitude is the tendency to react affectively in response to the risks

that will be faced in a business that can be measured by the scale of entrepreneurship attitude, while the theory of entrepreneurship intentions according to Tunjungsari and Hani (2013) defines that entrepreneurship intentions are the first step that needs to be understood from a business formation process that often takes time in the long term. But in this study contrary to the theory, where the variable of entrepreneurial attitude towards intentions does not apply in this study and directly the variable of entrepreneurship intentions has no influence in this study, because basically agribusiness actors do entrepreneurship activities based only on hobbies and hereditary routines. This is because agribusiness actors do not fully make the factor of entrepreneurial attitudes towards entrepreneurship intentions as a reference in entrepreneurship.

- 2) The value generated in the variable Subjective Norms to Entrepreneurship Intentions with tStatistic 1.255 with P Values 0.210 can be explained by tStatistic $1.255 < t_{\text{table}} 1,664$ or P Values $0.210 > 0.05$ statistically H_0 received and H_a rejected or meaning that subjective norm variables have no significant effect on entrepreneurship intentions.

Based on the theory according to Mada (2005) suggests that subjective norms are one's perception of the opinions or inputs of others that are able to influence one's intention to carry out or not carry out behavior. While the theory of entrepreneurship intentions according to Tunjungsari and Hani (2013) defines that entrepreneurship intentions are the first step that needs to be understood from a business formation process that often takes time in the long run. The results of the research conducted by (Islami, 2017) said that the subjective norm variable did not have a significant effect on the variable of entrepreneurship intentions. The same findings were also presented by (Andhika and Iskandarsyah Madjid, 2012) with the same research results that the subjective Norma variable had no significant effect on the entrepreneurship intention. This is because the subjective norm factor is where as a supporting or driving factor in the individual agribusiness actors are not in them, because indirectly the agribusiness actors do entrepreneurship activities in this case farming based on their own will without encouragement or support from others, so that the subjective norma indicator of entrepreneurship intentions has no effect on agribusiness actors in Kupang city. . Because basically agribusiness actors do entrepreneurship activities only based on hobbies and hereditary routines.

- 3) The value generated in the variable Self-efficacy to Entrepreneurship Intentions with tStatistic 3,413 with P Values 0.001 can be explained by tStatistic $3,413 > t_{\text{table}} 1,664$ or P Values $0.001 < 0.05$ statistically H_0 in reject and H_a received or meaning that the variable Self-efficacy has a significant effect on the entrepreneurship intention. Based on the theory according to Manda and Iskandarsyah (2012) that self-efficacy as a person's belief in one's ability to complete a job, in other words the condition of one's motivation is based more on what they believe than on what is objectively true. While Tunjungsari and Hani (2013) define that entrepreneurship intentions are the first step that needs to be understood from a business formation process that often takes time in the long run. The results of this study are in line with the theory and in line with research conducted by (Nur santi et al., 2017) and (Andhika and Iskandarsyah Madjid, 2012) who say that the variable of self-efficacy has a positive and significant effect on entrepreneurship intentions. It can be concluded that the variable of self-efficacy has a strong relationship in influencing the variable of entrepreneurship intentions in business actors in the city of Kupang..

Model 2 (Influence of Independent Variables on Entrepreneurship Behavior)

- 1) Partially the value generated in the variable Entrepreneurship Attitude to Entrepreneurial

Behavior with tStatistic 4,089 with P Values 0.000 can be explained by tStatistic 4,089 > ttabel 1,664 or P Values 0.000 < 0.05 statistically Ho in rejected and Ha received or meaning the variable entrepreneurial attitude has a significant effect on entrepreneurial behavior. According to Gadaam (2008) entrepreneurial attitude is the tendency to react affectively in response to the risks that will be faced in a business that can be measured by the scale of entrepreneurship attitudes. While Nishimura and Tristan (2011) in their research explained about behavioral theories that have a strong relationship to new entrepreneurial activities, namely the behavior of knowing other business people, the perception of opportunities to open a new business, the ability to entrepreneurship, and the fear of failure. The results of this study are in line with the theory and the results of research conducted by (Andika and Iskandarsyah Madjid, 2012), (Wijaya, 2008) and (Dewi, 2016) which say that the variable entrepreneurial attitude positively and significantly affects entrepreneurship behavior. Thus, it can be concluded that the entrepreneurial attitude variable is strongly indicated in influencing entrepreneurship behavior in agropreneurs in kupang city.

- 2) The value generated in the variable Subjective norms to entrepreneurial behavior with tStatistic 1,287 with P Values 0.199 can be explained values with tStatistic 1,287 < ttabel 1,664 or P Values 0.199 > 0.05 statistically Ho received and Ha rejected or meaning that subjective norm variables have no significant effect on entrepreneurship behavior. Based on the theory of subjective norms according to (Ramayah & Harun, 2005) present subjective norms as an individual's belief to obey the directions or advice of surrounding people to participate in entrepreneurship activities. While the theory according to Nishimura and Tristan (2011) in his research describes the theory of behavior that has a strong relationship to new entrepreneurial activities, namely the behavior of knowing other business actors, the perception of opportunities to open new businesses, ability to entrepreneurship, and fear of failure. But this is not true in this study, because in this study it was produced that the subjective norms of entrepreneurship behavior did not significantly affect the entrepreneurship. The results of this study are in line with the findings put forward by (Islami, 2017) which says that the variable Subjective Norms partially have no effect on entrepreneurship behavior. But contrary to the results of research conducted by (Wijaya, 2008) which said that subjective norms are one of the predictors that positively affect entrepreneurship behavior. Thus it can be concluded that the subjective norm variable is indicated weakly, because it contradicts the theory of subjective norms to entrepreneurship behavior in agribusiness actors, namely agropreneurs in kupang city.
- 3) The value generated in the variable Self-Efficacy to Entrepreneurial Behavior with tStatistic 1,459 with P Values 0.145 can be explained value with tStatistic 1,459 < ttabel 1,664 or P Values 0.145 > 0.05 statistically Ho received and Ha rejected or meaning the variable Self-efficacy does not have a significant effect on entrepreneurship behavior. Based on the theory according to Manda & Iskandarsyah (2012) defines self-efficacy as a person's belief in one's ability to complete a job, in other words a person's motivational condition is based more on what they believe than on what is objectively true. While the theory according to Nishimura and Tristan (2011) in his research describes the theory of behavior that has a strong relationship to new entrepreneurial activities, namely the behavior of knowing other business actors, the perception of opportunities to open new businesses, the ability to entrepreneurship, and the fear of failure. But in this study the theory has no effect on agribusiness actors in the city of Kupang. The results of research presented by Wijaya (2008) which explained that self-efficacy is one of the predictors that positively affect entrepreneurship behavior. Wong and Lena's (2005) research concluded

that perception variables such as self-efficacy have a significant influence in all aspects of entrepreneurial activity in Singapore, self-efficacy has the greatest impact. But the results of the study contradict the results of research found by (Wijaya, 2008) which explains that partially the variables of self-efficacy do not have a significant effect on entrepreneurship behavior directly or through entrepreneurship intentions. In this study in line with the results of research by (Wijaya, 2008) where the variable of self-efficacy did not have a significant effect on entrepreneurship behavior. Thus it can be concluded that the variable of self-efficacy is indicated weakly to entrepreneurial behavior in agribusiness actors, namely agropreneurs in kupang city. This is because agribusiness actors, namely farmers do not make self-efficacy as a factor of confidence in individuals that a person's belief in his will he is able to complete the task in the process and achieve a good result as well, but different from the results of this study because basically agribusiness actors are farmers able to undergo farming business individually, But there are some things that make farmers need some help as a factor to support them, so that they form a farming business group as a container for them to use and get help in the form of materials or materials.

- 4) The value generated in the variable Intention of entrepreneurship to Entrepreneurial Behavior with tStatistic 4,856 with P Values 0.000 can be explained by tStatistic 4,856 > tabel 1,664 or P Values 0.000 < 0.05 statistically Ho rejected and Ha received or meaning the entrepreneurship intensi variable has a significant effect on entrepreneurial behavior. Based on the theory of entrepreneurship intentions according to Tunjungsari and Hani (2013) defines that entrepreneurship intentions are the first step that needs to be understood from a business formation process that often takes time in the long run. While the theory according to Nishimura and Tristan (2011) in his research describes the theory of behavior that has a strong relationship to new entrepreneurial activities, namely the behavior of knowing other business actors, the perception of opportunities to open new businesses, the ability to entrepreneurship, and the fear of failure. In this study, the research can be received and has a significant effect on agropreneurs in the city of Kupang. The results of this study contradict the opinions and results of previous research by (Islami, 2017) which explained that the variables of entrepreneurship intentions do not have a significant effect on entrepreneurship behavior. But it does not apply in this study, where this study got the results of research variables Entrepreneurship intentions have a significant effect on entrepreneurship behavior, it can be concluded that the entrepreneurship intention variable is strongly indicated against entrepreneurship intentions in agribusiness actors in kupang city, namely agropreneurs.

b) Indirect Influence Testing Results Conducted as indirect processing testing using varibael mediation, here are the variables obtained

Table 2. Indirect Effect

Type	Original Sample (O)	T Statistics (O/STDEV)	P Values
Entrepreneurial Attitudes (X1)-> Entrepreneurship Intentions (Z)-> entrepreneurial behavior (Y)	0,102	1,976	0,049
Self-Efficacy (X3)-> Entrepreneurship Intentions (Z)-> Entrepreneurship Behavior (Y)	0,154	2,799	0,005
Subjective Norms (X2)-> Entrepreneurship Intentions (Z)-> Entrepreneurship Behavior (Y)	0,046	1,178	0,239

Source: Primary Data, processed Smart PLS (2021)

- 1) Based on the results of the analysis in the table above it shows that the tstatistic values 1,976 and P Values 0.049 with a coefficient value of 0.102 in the variable Entrepreneurial Attitude Towards Entrepreneurial Behavior through Entrepreneurship Intentions are seen tstatistic values of $1,976 > t_{table} 1.664$ or P Values $0.049 < 0.05$ with coefficient values showing in a positive direction of 0.102. Thus the mediation variable, namely Entrepreneurship Intentions, positively and significantly affects the entrepreneurial attitude towards entrepreneurship behavior. Thus the variable of entrepreneurship intentions as mediators is indirectly able to mediate entrepreneurial attitudes towards entrepreneurial behavior in agribusiness actors in kupang city, namely agropreneurs..
- 2) Tstatistic values 1,178 and P Values 0.239 with coefficient values of 0.046 in the variable Subjective Norms Against Entrepreneurship Behavior through Entrepreneurship Intentions are seen tstatistic values of $1.178 < t_{table} 1.664$ or P Values $0.239 > 0.05$ with coefficient values showing in a positive direction of 0.046. Thus the mediation variable i.e. Entrepreneurship intentions lead in a positive direction but does not significantly affect between Subjective Norms to Entrepreneurship Behavior. The results of this study are the same as the findings presented earlier by (Islami, 2017) which explained that the Intention variable is not able to mediate subjective norms to entrepreneurship behavior. Thus the variable of entrepreneurship intentions as mediators is indirectly unable to mediate subjective norms to entrepreneurship behavior in agribusiness actors in kupang city, namely agropreneurs.
- 3) Tstatistic values 2,779 and P Values 0.005 with coefficient values of 0.154 in the variable Subjective Norms Against Entrepreneurship Behavior through Entrepreneurship Intentions are seen tstatistic values of $2,779 > t_{table} 1.664$ or P Values $0.005 < 0.05$ with coefficient values showing in a positive direction of 0.154. Thus the mediation variable, namely entrepreneurship intentions, positively and significantly affects self-efficacy towards entrepreneurship behavior. Thus the variable of entrepreneurship intentions as mediators is indirectly able to mediate self-efficacy towards entrepreneurial behavior in agribusiness actors in kupang city, namely agropreneurs.

5 Conclusion

- a) Model 1 (Influence of Independent Variables on Entrepreneurship Intentions)
 - 1) Based on the results of testing the model of entrepreneurial attitudes did not significantly affect the intention of entrepreneurship in agropreneurs in kupang city..
 - 2) Based on the results of testing model 1 subjective norms have no significant effect on entrepreneurship intentions in agropreneurs in kupang city.
 - 3) Based on the results of model 1 variable self-efficacy variables have a significant effect on entrepreneurship intentions.
- b) Model 2 (Influence of Independent Variables on Entrepreneurship Behavior)
 - 1) Based on the results of model 2 testing partially variables Entrepreneurial attitudes have a significant effect on entrepreneurship behavior in agropreneurs in kupang city.
 - 2) Based on the results of testing Model 2 variable Subjective Norms have no significant effect on entrepreneurship behavior in agropreneurs in kupang city.
 - 3) Based on the results of testing Model 2 variable self-efficacy does not have a significant effect on entrepreneurship behavior in agropreneurs in kupang city.

- 4) Based on the results of the Model 2 variables Entrepreneurship intentions have a significant effect on entrepreneurship behavior in agropreneurs in kupang city.
- c) Indirect influence testing on mediation variables
 - 1) The variable intention of entrepreneurship as a mediator is indirectly able to mediate entrepreneurial attitudes towards entrepreneurial behavior in agribusiness actors in kupang city, namely agropreneurs..
 - 2) The variable intention of entrepreneurship as a mediator is indirectly unable to mediate subjective norms to entrepreneurship behavior in agribusiness actors in kupang city, namely agropreneurs..
 - 3) The variable intention of entrepreneurship as a mediator is indirectly able to mediate self-efficacy to entrepreneurial behavior in agribusiness actors in the city of Kupang.

Limitations and Future Studies

For the researchers are expected to be able to research with indicators or other factors that cannot be examined in this study and add variables affect or mediation variables in the development of research. And also, researchers can add variables and theories about entrepreneurial attitudes, subjective norms and self-efficacy to entrepreneurial behavior through entrepreneurship intentions in conducting other studies related to these theories..

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