

The Application of Planned Behavior Theory to Consultant PT. X

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Keywords: Entrepreneurial behavior, subjective norms, behavioral control, consultant.

Abstract: This research aims to understand, to test, and to analyze the direct effect entrepreneurial attitude toward entrepreneurial behavior, subjective norms, and behavioral control to entrepreneurial intention of PT. X's consultant. The sample used in this study were 75 consultant at PT. X. The analysis in this study using PLS. There are significant positive relationship between entrepreneurial attitude toward entrepreneurial behavior, positive relationship between behavioral control toward entrepreneurial intention, insignificance relationship between subjective norms toward entrepreneurial intention, positive significance relationship between entrepreneurial intention toward entrepreneurial behavior, positive significance relationship between entrepreneurial attitude toward entrepreneurial behavior, and positive significant relationship between behavioral control toward entrepreneurial behavior of consultant PT. X.

1 INTRODUCTION

1.1 Introduction

The high unemployment rate is the empirical phenomenon that occurs in Indonesia. The limited field of work available has increased the number of unemployed. In Indonesia, according to Central Bureau of Statistics (BPS), the number of unemployed workforce up to February 2013 was 5.92%, a further decline of 6.14% in August 2012. The number of unemployed until February 2013 can be estimated at 7.17 million people compared to August 2012 which reached 7.24 million people. While in terms of work, still contributed by the private sector, trade, community services, and industrial sectors that became the largest contributor of employment in Indonesia.

Faced with such a situation, it is necessary to find a more creative path and change the approach from becoming a scholar looking for a job to become a scholar who can create self-employment (self-employment). At least college graduates have the characteristics of entrepreneurial spirit, because the world of entrepreneurship is a rational choice and relevant at least in the current national economic conditions. As many as 5.04% of university graduates have a desire to become new entrepreneurs, meaning they are still hesitant to become entrepreneurs. These doubts can be seen from the predictors, namely; 1) attitude towards entrepreneurship, students are still

not sure of the results to be obtained in entrepreneurship. 2) Subjective norms, i.e. the students perceive that the people around them are less supportive to become entrepreneurs so that the motivation to become entrepreneurs is also weak. 3) Control of perceived behavior, namely the understanding of things that facilitate or inhibit if you want to run a business is still weak (wijaya, 2008).

According to Ajzen (1991) in the theory of Planned behavior theory that perceived behavioral control applies as a final analysis that determines a person will decide to act or not to run a behavior (including entrepreneurial behavior). Being an entrepreneur is a brave decision, because the job becomes entrepreneurial dealing with the consequences of uncertain outcomes. Ajzen (1991) explains that a person's decision is preceded by an attitude toward the behavior that refers to the belief and evaluation of the behavioral outcomes to be undertaken; this subjective norm refers to the perceived social pressure to exercise behavior and motivation to carry out the behavior; Perceived behavior control refers to things that will be perceived to be easier or will hamper if the behavior is implemented, it is related to the experiences of the past.

The decision to become an entrepreneur can be seen from his intention or intention to become an entrepreneur. Intention itself is a unanimous desire to perform an action. (Dharmmesta, 1998) mentions intention as a person's intention to perform an action.

Intention is a motivational factor that influences behavior, which shows an indication of how strong a business is doing to show the actual behavior of Ajzen (1991). Intention plays a distinctive role in directing action that is, connecting the deep considerations that a person believes and desires with a particular action. Based on the understanding as above then itensi can be concluded as a decision to act or bring up a certain behavior based on genuine.

1.2 Objective

The objective of this study is: a) To know, measure and analyze the direct influence of entrepreneurship attitude, subjective norms, and behavior control on the intention of entrepreneurship consultant in PT. X, b) To know the direct influence of the entrepreneurship intent on the behavior of entrepreneurship consultant in PT. X, and c) To know the direct influence of the attitude of entrepreneurship and behavioral control on the behavior of entrepreneurship consultant in PT. X.

2 LITERATURE REVIEW

2.1 Entrepreneurial attitude

Murphy and Perck (in Alma, 2005) say that entrepreneurial attitudes include capacity for hard work, working with others (getting things done with and through people), good looks, Confidence), making decisions (making decision), education (college education), ambition (drive) and batio (communicate). Based on the understanding of attitudes and entrepreneurship above, the attitude of entrepreneur is the readiness of a person to respond consistently to the six characteristics of entrepreneurial behavior that include: confidence, taskoriented and results, risk taking, leadership, originality and oriented to the future that can be measured direction And their intensity by showing behaviors that reflect cognitive, affective, and conative judgments.

2.2 Entrepreneurial intention

The intention of entrepreneurship can be interpreted as a process of seeking information that can be used to achieve the goal of forming a business (Katz and Gartner, 1988). A person with an intention to start a business will have better readiness and progress in the business run than someone without the intention to

start a business. As stated by Krueger and Carsrud (1993), the intention has proven to be the best predictor of entrepreneurial behavior. Therefore, the intentions can serve as a reasonable basic approach to understanding who will become entrepreneurs (Choo and Wong, 2006).

2.3 Entrepreneurial behavior

Behavior is a person's traits that are formed due to daily habits. Entrepreneurial behavior is influenced by internal and external factors. They are competency / ability, and incentive, while external factors include the environment. Thus Attitudes and behavior can be changed by self or by the existence of environmental pressure / influence. The existence of influence from within self and from outside of social environment hence grow behavior of specific individual.

Entrepreneurial behavior is an individual action that is indicated by the decision of entrepreneurship. Entrepreneurship behavior is measured by the scale of entrepreneurial behavior adapted from the behavioral model of Azjen (2008) with real action indicator has been running business, entrepreneurship decisions, and revelation of existing business development support.

2.4 Subjective norms

According to Kreitner and Kinicki (2001), subjective norms are defined as acceptance of social pressure to present a specific behavior. Furthermore, Fishbein and Ajzen (1975) explained that "The Subjective norm is the person's perception that most people who are important to him think he should or should not perform the behavior in question". They define if subjective norms are individual perceptions related to most of the people who are important to themselves expecting individuals to do or not to perform certain behaviors, people who are important to him then be used as a reference or benchmark to direct behavior.

In Theory of Planned Behavior, subjective norms are defined as individual perceptions about whether the person is important to the individual thinking the behavior should be done. The contribution of the opinion of each given reference is weighted with the motivation that an individual must abide by the wish of that reference.

2.5 Perceived behavioral control

Ajzen (1988) defines Perceived Behavioral Control (PBC) as follows: "this factor refresh to the perceived ease or difficulty performing the behavior and it

assume to reflect past experience as well as anticipates impediment and obstacles”, This factor illustrates the individual's perception of whether or not the individual is capable of behavior and is assumed to be a reflection of previous experience and anticipated obstacles.

In Ajzen (2005), the thing to remember about the theory of planned behavior is not directly with the number of individual controls affecting the situation, it considers the possible effects of Perceived Behavioral Control in achieving the end of behavior.

3 METHODS

3.1 Research Approach

This research uses quantitative approach. This research focuses on hypothesis testing with statistical methods analysis tool and produces generalizable conclusions. The assumptions used in this study are in the form of measurable variables and useful for explaining mutual relationships (causality) beginning with hypotheses and theories.

3.2 Identify Variables

A variable is something whose value varies, changes according to time or differs by place or element (Supranto and Limakrisna, 2009: 12). This study uses three types of variables, is: 1) Independent Variables. The independent variable is a variable that influences the dependent variable positively or negatively (Sekaran, 2003: 89). The independent variable (X) in this research is entrepreneurship attitude, subjective norm and behavior control. 2) Dependent Variables. The dependent variable is a predicted variable through independent variables (Sekaran, 2003: 88). Dependent variable (Y) in this research is entrepreneurship behavior. 3) Intervening Variables. The intervening variable is the variable that emerges as an operational function of the independent variable in various situations and helps to conceptualize and explain the effect of the independent variable on the dependent variable (Sekaran, 2003: 94). Intervening variable (Z) in this research is Intensi entrepreneurship.

3.3 Operational Definition of Variables

The operational definition is to define operational variables based on observed characteristics that enable the researcher to observe or accurately

measure an object or phenomenon (Hidayat, 2007). The operational definition of the variables in this study are as follows:

3.3.1 Entrepreneurial attitude

The attitude of entrepreneurship is the tendency to react affectively in response to the risks that will be deal with in a business. Entrepreneurship attitude is measured by the scale of entrepreneurship attitude (Gadaam, 2008) with indicators: 1) interested in business opportunities, 2) a positive view of business failure, and 3) Like to take on business risks.

3.3.2 Subjective norms

Subjective norm is individual belief to obey the direction or suggestion of people around to participate in entrepreneurship activity. Subjective norm is measured by subjective norm scale (Ramayah and Aaron, 2005) with indicator: 1) Belief of the family role in starting a business, 2) Belief of support in the business of the person who is considered important, and 3) Belief of friend support in business.

3.3.3 Behavioral control

Behavioral control is the basis for the formation of perceived behavioral controls on the strength of the better or new factors (Gelderen, 2008) with indicators: 1) Perseverance or persistence, 2) Readiness of entrepreneurship, 3) Selfefficacy for entrepreneurship, and 4) Creativity.

3.3.4 Entrepreneurial intention

Entrepreneurial intention is the tendency of individual desire to do entrepreneurial action by creating new products through business opportunities and risk taking. The intention of entrepreneurship is measured by entrepreneurial intention scale (Ramayah and Harun, 2005) with indicators: 1) choose the path of business rather than work on others, 2) choose a career as an entrepreneur, and 3) Planning to start a business.

3.3.5 Entrepreneurial behavior

Entrepreneurial is an individual action that is indicated by the decision of entrepreneurship. Entrepreneurship behavior is measured by the scale of entrepreneurial behavior adapted from the behavioral model of Ajzen (2008) with indicators: 1) the real action has been running the business, 2)

decision of entrepreneurship, and 3) statement of existing business development support.

Measurement of variables Entrepreneurship attitudes, subjective norms, control of entrepreneurship behavior, and entrepreneurship intentions based on respondents' answers or ratings on the statements in the questionnaire whose value is determined on a Likert scale, with the following assessment: 1) the value of 1 represents a strongly disagreeable answer, 2) The value of 2 represents the disapproving answer, 3) The value of 3 represents a neutral answer, 4) The value of 4 represents the answer agreed, and 5) The value of 5 represents the answer strongly agree.

3.4 Types and Data Sources

This research uses the types and sources of data as follows: 1) The data used in this study is primary data, is the source of research data obtained directly from the object (Supranto and Limakrisna, 2009: 3). The data will be used to see the effect of entrepreneurship attitude, subjective norm, and behavior control have influence to entrepreneurship behavior, with intent entrepreneurship as intervening variable. Primary data to find out result of filling questioner by consultant at PT. X that meets the criteria as the research respondents. 2) Secondary data is the source of research data obtained in the form of publication (Supranto and Limakrisna, 2009: 3). Secondary data is obtained from various sources and used to support the necessary information related to research writing. Sources of secondary data used in the form of national and international journals, literature books on human resources that support the theories in this study, as well as company documents owned by PT. X.

3.5 Data Collection Procedures

To collect the required data in this research, conducted several stages, is: 1) Preliminary survey, by asking the company profile in the personnel department, especially regarding the total of consultants in PT. X, 2) Distribute questionnaires to respondents, and 3) Collect questionnaires that have been filled by respondents to then processed and analyzed.

3.5.1 Determination of Population and Sample Techniques

The techniques of population determination and sample in this study are as follows: 1) in this research, which is included in the population is all consultants

in PT. X. And 2) in this research, sample determination was done by using purposive sampling technique which included in nonprobability sampling. Purposive sampling is used to obtain specific information from specific target respondents, where the target respondents are adjusted to the characteristics specified by the researcher (Sekaran, 2003: 277). In connection with the existence of entrepreneurship attitude variable, the criteria assigned to the respondent in this research is the permanent consultant who has joined in PT. X with a minimum join period of one year. Furthermore, the number of respondents taken for this study as many as 75 consultants at PT. X. Questionnaires can be given to the consultant in person.

3.6 Technical Analysis and Reliability

3.6.1 Data Processing Technique

This research uses technical analysis of Partial Least Square (PLS). It is based on the reason that the test in this study is done simultaneously and there are variables that have formative construct dimension (Ghozali, 2008: 22).

Jogiyanto (2009: 57) the path analysis model of all latent variables in the PLS consists of two sets of relationships: 1) Inner Model, describes the relationship between latent variables based on substantive theory. Inner model is a relationship to test the influence between research variables. by getting: a) The value of RSquare or coefficient of determination is a value that describes the size of model goodness, or the effect of the influence of independent variables on the bound variables and the value of Q2 or the relevance of the prediction. If the value of Q2 is greater than zero and close to 1, It provides evidence that the model has predictive relevance but if it is obtained Q2 below zero then it is proven that the model has no predictive relevance. b) Significance of causality relationships, by obtaining tstatistics that ultimately used to answer the hypothesis. 2) Outer Model or weight, defines how each indicator relates to its latent variable. The indicator is said to be part of the constraint if the model outer value is more than 0.5.

In processing Partial Least Square (PLS) in two stages, is: 1) the first stage is to conduct a measurement model test. In stage is essentially testing the validity and reliability of the constituents of each each indicator whether it is part of the constants or research variables. The reading of validity and reliability of the constants is from the outer weight or outer model. The indicator is said to be valid and

reliable if it has a loading factor value greater than or equal to 0.5. 2) The second stage is to perform structural testing model. In this stage aims to determine whether there is influence between variables. Testing is done by using t test. The research hypothesis is accepted if t count value > t table.

3.6.2 Validity Test

Validity indicates the extent to which accuracy and accuracy of a measuring instrument in giving the measuring function, or provide a measuring result in accordance with the purpose of the measurement (Jogiyanto, 2011: 70). At the inner evaluation stage of the model, PLS examines construct validity consisting of convergent validity and discriminant validity. The validity of the construct shows how well the results of the use of a measurement in defining a construct (Jogiyanto, 2011: 70). Convergent validity and discriminant validity are measured using the following conditions: 1) Convergent validity is related to the principle that the measurements or instruments of a construct must have a high correlation (Jogiyanto, 2011: 70). Convergent validity measurement is based on the value of factor loading or outer loading that must reach a value greater than 0.5, meaning that there must be at least 50% of the data diversity of the variables to be measured can be explained by the question items. If the outer loading is smaller than 0.5, then the item is declared invalid and must be reduced. Outer loading is a value that describes the proportion of variable data diversity that can be explained by question items. 2) Discriminant validity is related to the principle that different construct measure or instruments must have a low correlation (Jogiyanto, 2011: 71). The measurement of discriminant validity is based on the value of cross loading. An item is said to meet the discriminant validity if the value of cross loading items to the variable is the largest compared to other.

3.6.3 Reliability Test

PLS performs a reliability test to measure the consistency of the measuring tool of a construct. According to Sekaran (2003: 203), the reliability of a measurement indicates the extent to which such measurements can ensure the stability and consistency of measurement. In other words, the reliability of an instrument can be seen through the results of accurate and stable measurements over time.

Test reliability in PLS can use two methods, that is Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a measuring instrument, while composite reliability measures the true value of the reliability of the measuring instrument (Jogiyanto, 2011: 72). a measuring instrument is said to be reliable when the value of composite reliability is greater than 0.7.

In this test aims to determine the extent to which the measurements used can give the same results if remeasured against the same subject.

4 RESULTS AND DISCUSSION

4.1 Validity test

Testing validity in PLS consists of two parts, namely convergent validity and discriminant validity: a) Convergent Validity is the first evaluation of the outer model is convergent validity. Measuring convergent validity is done by looking at the value of each outer loading. An indicator is said to meet convergent validity if it has an outer loading value greater than 0.5. The following is presented a structural model to determine the value of outer loading of each indicator on the research variables on figure 1:

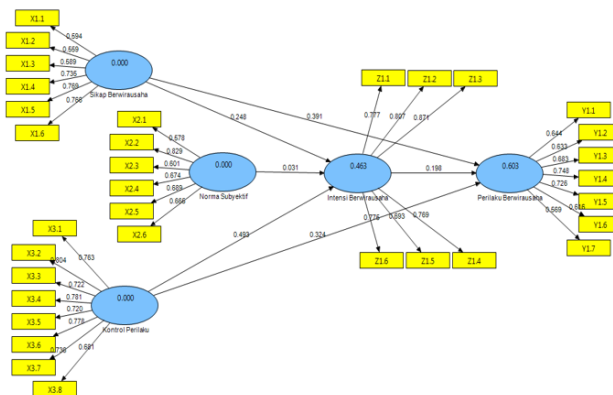


Figure 1: Structural Model of PLS

Based on the structural model above, it can be seen that all indicators have outer loading value above 0.5, so that the concept of convergent validity has been fulfilled, or in other words, each indicator in each variable has good measurement capability, b) Discriminate Validity is the second evaluation of the outer model is discriminant validity. Measure

discriminant validity is done by using the value of cross loading. An indicator is said to meet the discriminant validity if the value of cross loading indicator to the variable is the largest when compared to other variables. Here is presented table of cross loading more:

Table 1: Cross Loading Value

Indicator	Variabel				
	<i>Entrepreneurial - Intention</i>	Behavioral Control	<i>Subjective -Norms</i>	Entrepreneurial Behavior	<i>Entrepreneuri al Attitude</i>
X1.1	0.298	0.337	0.351	0.392	0.594
X1.2	0.215	0.382	0.273	0.361	0.559
X1.3	0.146	0.300	0.237	0.307	0.589
X1.4	0.420	0.494	0.317	0.550	0.735
X1.5	0.459	0.386	0.261	0.480	0.769
X1.6	0.480	0.353	0.321	0.563	0.766
X2.1	0.152	0.354	0.578	0.256	0.174
X2.2	0.439	0.520	0.829	0.646	0.464
X2.3	0.145	0.178	0.601	0.316	0.154
X2.4	0.180	0.225	0.674	0.386	0.263
X2.5	0.143	0.264	0.689	0.432	0.191
X2.6	0.232	0.240	0.665	0.337	0.289
X3.1	0.446	0.763	0.421	0.534	0.336
X3.2	0.505	0.804	0.283	0.541	0.449
X3.3	0.420	0.722	0.335	0.398	0.306
X3.4	0.479	0.781	0.387	0.526	0.546
X3.5	0.450	0.720	0.460	0.542	0.507
X3.6	0.554	0.778	0.462	0.595	0.526
X3.7	0.520	0.736	0.337	0.447	0.314
X3.8	0.482	0.681	0.183	0.385	0.300
Y1.1	0.470	0.437	0.421	0.644	0.346
Y1.2	0.323	0.336	0.439	0.633	0.512
Y1.3	0.434	0.458	0.285	0.683	0.530
Y1.4	0.554	0.557	0.437	0.748	0.611
Y1.5	0.423	0.496	0.447	0.726	0.384
Y1.6	0.317	0.344	0.507	0.616	0.244
Y1.7	0.261	0.422	0.471	0.569	0.402
Z1.1	0.777	0.340	0.235	0.307	0.385
Z1.2	0.807	0.514	0.329	0.549	0.533
Z1.3	0.871	0.615	0.349	0.564	0.455
Z1.4	0.769	0.521	0.319	0.470	0.372
Z1.5	0.693	0.470	0.185	0.446	0.314
Z1.6	0.775	0.516	0.318	0.495	0.428

Based on the value of cross loading, it can be seen that all the indicators that make up each variable in this study (the value in bold) has met the discriminant validity because it has the largest cross load value for the variables it formed and not on other variables. From this result, the concept of discriminant validity has been fulfilled.

4.2 Reability test

The end result on the outer model is the composite reliability. Composite reliability. Instrument

reliability on a variable. A variable states satisfy composite reliability if it has composite reliability value greater than 0.7. Here is the value of the composite reliability of each variable:

Table 2: Composite Reliability

Variabel	Composite Reliability
Entrepreneurial Intention	0.905
Behavioral Control	0.911
Subjective Norms	0.834
Entrepreneurial Behavior	0.844
Entrepreneurial Attitude	0.831

Research value of more than 0.7. Thus it can be concluded that each variable has met the concept of expected reliability.

4.3 Inner Model Evaluation

The inner evaluation section of the model includes rsquare assessment and causality testing. a) RSquare value: The first evaluation of the inner model is seen from the RSquare value or the coefficient of determination. Based on data processing with PLS, the resulting RSquare value as follows:

Table 3: Nilai RSquare

Variabel	R Square
Intensi Berwirausaha	0.463
Entrepreneurial attitude	0.603

The value of RSquare for entrepreneurship intention is 0.463, meaning that the percentage of data diversity in entrepreneurship intentional variable that can be explained by entrepreneurship attitude variable, subjective norm and behavior control is 46.3%. The value of RSquare for entrepreneurial behavior is 0603, meaning that the percentage of data diversity in entrepreneurship behavior variable can be explained by entrepreneurship attitude variable, entrepreneurship intention, and behavior control is 60.3%.

In the PLS model, the overall goodness of fit assessment is known from the value of Q2 (predictive relevance). The higher the QSquare, then the model can be said to be more fit with the data. From Table 4.13 we can calculate the value of Q2 as follows:

The value of

$$Q2 = 1 - (1 - 0.463) \times (1 - 0.603) = 0.787 \dots\dots\dots (1)$$

The calculation results show the value of Q2 of 0.787, meaning that the magnitude of the research data that can be explained by the structural model is 78.7%, while the remaining 21.3% is explained by other factors outside the structural model. Based on these results, the structural model in the study can be said to have goodness of fit good.

4.4 Discussion

Table 4: Path Coefficient and t-count

No	Effect Relationship	CoefficientPath	T Statistic	Information
1	Entrepreneurial Attitude -> entrepreneurial Intention	0.248	2.929	Significant
2	Subjective Norms -> Entrepreneurial Intention	0.031	0.361	Unsignificant
3	Behavioral Control -> Entrepreneurial Intention	0.493	4.998	Significant
4	Entrepreneurial Intention -> Entrepreneurial Behavior	0.198	2.082	Significant
5	Entrepreneurial Attitude -> Entrepreneurial Behavior	0.391	4.602	Significant
6	Behavioral Control -> Entrepreneurial behavior	0.324	3.006	Significant

From table 4 can be structured model to prove the research hypothesis as follows: 1) Effect of Entrepreneurship Attitude → Intent of Entrepreneurship Based on table 4:14 it can be seen that the coefficient path of entrepreneurship attitudes toward entrepreneurship intentions is 0.248 with tstatistics of 2.929 greater than the value of ttable 1.96, it shows that there is a significant positive influence between entrepreneurship attitudes towards the intentions of entrepreneurship. That is, an increase in the attitude of entrepreneurship will result in increased intentions of entrepreneurship significantly, 2) Influence of Subjective Norms → Intent of Entrepreneurship. The value of path coefficient of influence of subjective norm toward entrepreneurship intention is equal to 0.031 with tstatistic equal to 0361 smaller than ttable value 1.96, it shows that there is positive influence but not significant between subjective norm to intense entrepreneurship, 3) The Influence of Behavior Control → Intent of Entrepreneurship. The coefficient of path influence of behavior control to entrepreneurship intention is equal to 0.493 with tstatistic equal to 4,998 which is bigger than ttable value 1.96, it shows that there is significant positive influence between behavior controls to entrepreneurship intention. That is, an increase in behavior control will result in a significantly enhanced intention of entrepreneurship, 4) Effect of

Intensi Entrepreneurship → Entrepreneurship Behavior. Path coefficient of entrepreneurship intentional influence to entrepreneurship behavior is 0.198 with tstatistic equal to 2,082 which is bigger than ttable value 1.96, it shows that there is significant positive influence between entrepreneurship intent to entrepreneurship behavior. That is, an increase in the intention of entrepreneurship will result in the improvement of entrepreneurship behavior significantly, 5) Effect of Entrepreneurship Attitudes → Entrepreneurial Behavior. The coefficient of the path of entrepreneurship attitudes toward entrepreneurship behavior is 0.391 with tstatistics of 4,602 which is greater than the value of ttable 1.96, it shows that there is a significant positive influence between entrepreneurship attitudes towards entrepreneurship behavior. That is, an increase in entrepreneurship attitudes will result in an increase in entrepreneurial behavior significantly, 6) Influence of Behavioral Control → Entrepreneurial Behavior. Path coefficient of influence of behavior control to entrepreneurship behavior is equal to 0.324 with tstatistic equal to 3,006 bigger than ttable value 1.96, it shows that there is significant positive influence between behavior controls to entrepreneurship behavior. That is, an increase in behavior control will result in a significant increase in entrepreneurial behavior.

5 CONCLUSIONS

Based on the results of data management using Partial Least Square (PLS) analysis, the following conclusions can be drawn: 1) There is a significant positive influence between entrepreneurship attitudes towards the intention of entrepreneurship at the consultant PT. X, 2) There is a positive but insignificant influence between subjective norms on the intention of entrepreneurship at the consultant PT. X, 3) There is a significant positive influence between the behavior control on the intention of entrepreneurship at the consultant PT. X, 4) There is a significant positive influence between the intention of entrepreneurship on entrepreneurship behavior at the consultant PT. X, 5) There is a significant positive influence between entrepreneurship attitudes toward entrepreneurship behavior at the consultant PT. X, 6) There is a significant positive influence between behavior control on entrepreneurship behavior at the Consultant PT. X.

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