## CONTENTS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>TITLE &amp; NAME OF THE AUTHOR (S)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AWARENESS AND RISK PERCEPTION OF ATM CARD USERS: AN EMPIRICAL INVESTIGATION</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>PRIYODARSHINI DHAR &amp; SAMIRENDR NATH DHAR</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>BRAND LOYALTY AND CUSTOMER SATISFACTION OF INTERNET SERVICE PROVIDERS</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>R.MUTHUKUMAR &amp; DR. V. VIJAYALAKSHMI</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>SYAHRAN, MUGI HARSONO &amp; TULUS HARYONO</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ESTIMATION OF DAILY EXCHANGE RATE VOLATILITY: A COMPARATIVE STUDY OF INDIAN CURRENCY WITH TOP TRADABLE CURRENCIES OF THE WORLD</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>NISCHITH, S &amp; DR. MAHESH.R</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>INVESTOR SAFEGUARDS ACTIONS IN CAPITAL MARKET</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>DR. K.VS.N.JAWAHAR BABU &amp; K. GIRIDHAR</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>A STUDY ON CUSTOMER SATISFACTION TO BSNL 3G MOBILE SERVICES IN MYSORE</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>KIRANA D.V &amp; SRI RANJINI S</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>COMMITMENT OF INDUSTRIAL HOUSES TO NEIGHBOURING WORLD</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>DR. MARIYA T CHEERAN, GEORGE JOSEPH &amp; RENJITH T A</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>IMPACT OF ANNUAL INFLOW OF FOREIGN DIRECT INVESTMENT WITH SELECTED ECONOMIC GROWTH FACTORS</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>R.MAHEsh &amp; A.PALANISAMY</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>FUNDAMENTAL ANALYSIS OF OLD GENERATION PRIVATE SECTOR BANKS IN INDIA</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>R. CHANDRASEKARAN &amp; C. KANDASAMY</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>A COMPARATIVE ANALYSIS OF EMPLOYEES WORK VALUES OF GEN X AND GEN Y IN COMPANIES</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>DR. BHAGIRATHI NAYAK &amp; DR. PRATIMA SARANGI</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>A STUDY ON PERCEPTION OF PU STUDENTS TOWARDS EATING JUNK FOOD WITH SPECIAL REFERENCE TO BANGALORE CITY</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>ASHA RANI.K</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>INCLUSIVE GROWTH IN INDIA: ISSUES AND CHALLENGES</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>PADALA SANDYA RANI</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>EVALUATION OF THE REALIZATION OF SCIENTIFIC SPECULATIONS ON FUTURE ADVANCEMENT IN COMPUTER TECHNOLOGY</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>FITHANEVEST KASSA DAGNEW</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>PROBLEMS AND PERFORMANCE OF SHGs IN SHIVAMOGGA DISTRICT</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>SHIVAPRASAD D T</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>ONLINE BUYING AND CONSUMER BEHAVIOUR: AN ANALYSIS OF FLIPKART.COM SHOPPERS</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>RAMYA R &amp; JYOTHI A N</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>A COMPARATIVE STUDY ON PHARMACEUTICAL COMPANIES’ SHARE PRICES</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>PRATHYUSH VISWANATH &amp; VIDHYA AVADHANI</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>CUSTOMERS’ PERCEPTION TOWARDS e-BANKING SERVICES OF THE COMMERCIAL BANKS IN KOLLAM DISTRICT</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>DR. PRADEEPKUMAR, K.S</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>THE IMPACT OF THE INTERNET NETWORK TECHNOLOGY ON ACCOUNTING INFORMATION SYSTEMS</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>CARLITO BILI CAEIRO</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>EFFICIENCY OF THE SUGAR MANUFACTURING FIRMS OF INDIA</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>RAMA RANI</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>A STUDY ON CUSTOMER SATISFACTION OF FASTRACK WATCHES IN MYSORE</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>PRAVEEN KUMAR L</td>
<td></td>
</tr>
<tr>
<td></td>
<td>REQUEST FOR FEEDBACK &amp; DISCLAIMER</td>
<td>104</td>
</tr>
</tbody>
</table>
INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT
A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
http://ijrcm.org.in/

CHIEF PATRON
PROF. K. K. AGGARWAL
Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya’s University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON
LATE SH. RAM BHajan AGGARWAL
Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR
DR. S. GARG
Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS
PROF. M. S. SENAM RAJU
Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi
PROF. S. L. MAHANDRU
Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR
PROF. R. K. SHARMA
Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD
DR. RAJESH MODI
Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia
PROF. PARVEEN KUMAR
Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.
PROF. H. R. SHARMA
Director, Chhatarpal Shivaji Institute of Technology, Durg, C.G.
PROF. MANOHAR LAL
Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi
PROF. ANIL K. SAINI
Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi
PROF. R. K. CHOUDHARY
Director, Asia Pacific Institute of Information Technology, Panipat
DR. ASHWANI KUSH
Head, Computer Science, University College, Kurukshetra University, Kurukshetra
DR. BHARAT BHUSHAN  
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA  
Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA  
Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND  
Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA  
Associate Professor, P.J.L.N. Government College, Faridabad

DR. SHIVAKUMAR DEENE  
Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET  
Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL  
Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWARE ALI KHAN  
Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA  
Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA  
Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL  
Advocate & Tax Adviser, Panchkula

NEENA  
Investment Consultant, Chamba Ghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL  
Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA  
Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA
CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript anytime in M.S. Word format after preparing the same as per our GUIDELINES FOR SUBMISSION; at our email address i.e. infoijrcm@gmail.com or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: ______________

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/ Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ‘ __________________________________________’ for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Institution/College/University with full address & Pin Code:
Residential address with Pin Code:
Mobile Number(s) with country ISD code:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No):
Landline Number(s) with country ISD code:
E-mail Address:
Alternate E-mail Address:
Nationality:
NOTES:

a) The whole manuscript has to be in ONE MS WORD FILE only, which will start from the covering letter, inside the manuscript. pdf. version is liable to be rejected without any consideration.

b) The sender is required to mention the following in the SUBJECT COLUMN of the mail: New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.

d) The total size of the file containing the manuscript is expected to be below 1000 KB.

e) Abstract alone will not be considered for review and the author is required to submit the complete manuscript in the first instance.

f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.

g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised.**

3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.

4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.

5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between 150 to 300 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**

6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.

7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.

8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**

9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.

11. **MAIN TEXT:**

   **THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**

   INTRODUCTION
   REVIEW OF LITERATURE
   NEED/IMPORTANCE OF THE STUDY
   STATEMENT OF THE PROBLEM
   OBJECTIVES
   HYPOTHESIS (ES)
   RESEARCH METHODOLOGY
   RESULTS & DISCUSSION
   FINDINGS
   RECOMMENDATIONS/SUGGESTIONS
   CONCLUSIONS
   LIMITATIONS
   SCOPE FOR FURTHER RESEARCH
   REFERENCES
   APPENDIX/ANNEXURE

   The manuscript should preferably range from **2000 to 5000 WORDS.**
12. **FIGURES & TABLES**: These should be simple, crystal CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.

13. **EQUATIONS/FORMULAE**: These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.

14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.

15. **REFERENCES**: The list of all references should be alphabetically arranged. The author(s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author(s) are supposed to follow the references as per the following:
   - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
   - Use (ed.) for one editor, and (ed.s) for multiple editors.
   - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
   - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
   - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
   - For titles in a language other than English, provide an English translation in parenthesis.
   - *Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.*

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

**JOURNAL AND OTHER ARTICLES**

**CONFERENCE PAPERS**

**UNPUBLISHED DISSERTATIONS**

**ONLINE RESOURCES**
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**
LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP

SYAHRAHAN
LECTURER
FACULTY OF ECONOMICS
BORNEO UNIVERSITY
INDONESIA

MUGI HARSONO
LECTURER
FACULTY OF ECONOMICS & BUSINESS
SEBELAS MARET UNIVERSITY OF SURAKARTA
INDONESIA

TULUS HARYONO
PROFESSOR
FACULTY OF ECONOMICS & BUSINESS
SEBELAS MARET UNIVERSITY OF SURAKARTA
INDONESIA

This study is aimed to examine the relationship between Attitudes, perceived desirability, subjective norm, and the role of self-efficacy as a moderating variable on the intention to become entrepreneurs. The research method was in a survey design involving sample of 200 student of economics faculties of universities in Yogyakarta. The results showed that the perceived desirability, attitude, subjective norm had a positive effect on intention to entrepreneurship, self-efficacy variable as a variable moderating influence of subjective norms on intentions to become entrepreneurs.

KEYWORDS
perceived desirability, attitude, subjective norm, self-efficacy, intention of entrepreneurship.

INTRODUCTION
Entrepreneurial growth in Indonesia is very slow compared to other countries (www.Smecda.com). Based on data from the General entrepreneur Monitoring (GEM) 2009, the number of entrepreneurs in Indonesia is around 0.24 percent of the total population, to build a developed economy takes a minimum of 2 percent or 4.8 million entrepreneurs from Indonesia's current population. As a comparison, Singapore has 7.2 percent of entrepreneurs; Malaysia 2.1 percent; Thailand 4.1 percent; South Korea 4.0 percent; and the United States 11.5 percent of its population. As an illustration of the economic progress of the country such as Singapore, Malaysia, Thailand, South Korea and the United States are determined by the number wirausahawannya ranging from 2.1 percent to 11.5 percent of the country's population (Ministry of Cooperatives and SMEs of the Republic of Indonesia).

It is necessary to accelerate the creation of new entrepreneurs increase employment opportunities and to encourage long-term economic growth. The efforts made by the Indonesian government to encourage entrepreneurship in an effort emergence of creative and innovative businesses that are competitive in the global market (Ministry of Cooperatives and SMEs in the Republic of Indonesia). Therefore, the government launched the National Entrepreneurship Movement (GKN) in order to achieve a number of entrepreneurs at least 2 percent of the population in Indonesia in 2014 (Ministry of Cooperatives and SMEs of the Republic of Indonesia).

GKN shows the government's commitment to reduce unemployment and poverty. It's also the government's efforts to achieve performance targets Second United Indonesia Cabinet, which targets the decrease of unemployment from 7 percent in 2013 to 5-6 percent in 2014, then economic growth of 6.5 percent in 2011 to 7.7 percent in 2014 and poverty fell from 12.5 percent to 8-10 percent in 2014 (Ministry of Cooperatives and SMEs of the Republic of Indonesia).

The government made some efforts to increase the number of new entrepreneurs through stages of increasing motivation, spirit and intention of entrepreneurship. Some one with a spirit and intention to start a business, will have the readiness and progress better in carrying out a business rather than someone with no intention to start a business (Indarti and Rosiana, 2008). Bird (1988) stated that the intention of entrepreneurship is essential for business success.

REVIEW OF LITERATURE
A theory most often used to estimate an intention to behave is the theory of planned behavior (TPB) (Ajzen, 1991; Segal, Borgia and Schoenfeld (2005). Ajzen (1991) expressed the intention as a desire within the individual that refers to the desire to do certain behaviors. Boyd and Vozikis (1994) stated that the intention to behave influenced by three variables: (1) attitude toward the behavior (2) subjective norms (3) perceived behavioral control. However, according to Shapero Entrepreneur Event (SEE) developed by Shapero and Sokol (1982), not all entrepreneurs are born and developed following the path of systematic and planned from the beginning. The intention of entrepreneurs emerges due to changes in the lives of individuals for example: being fired from a job, just getting out of prison, dropping out of school, divorced, retirement, or the influence of other parties, for example partners, customers, and mentors (Kruger, Reilly, dan Casrud (2000)). Kruger et al. (2000) said that the intention of entrepreneurship is influenced by the perceived desirability, perceived feasibility and propensity to act.

Kruger, Reilly, and Casrud (2000) conducted a comparison between TPB model and SEE model and found that the model was better in explaining intention of entrepreneurship. Furthermore Kruger et al. (2000) concluded that one of the TPB variables, SEE models and models of perceived behavioral control and perceived feasibility, these two variables are the same variables with self-efficacy variables defined by Bandura (1982). Bandura (1982) defines self-efficacy as a perception of a person's ability to perform a behavior (Prasad and Raud, 2000); Segal, et al. (2005); Farzier and Niehm (2008)

NEED/IMPORTANCE OF THE STUDY
This study presents a theoretical approach by combining behavioral approaches Shapero Entrepreneurial Event model and the Theory of Planned Behavior.
STATEMENT OF THE PROBLEM

Formulation of the problem is to be answered in a study (Sekaran, 2010). Statement formulation of the problem in this research is that there are still low gap phenomenon growth of entrepreneurship in Indonesia. Problems in this study is whether Attitude, Perceived desirability And Intention Of Subjective Norm influence Entrepreneurship. Is Self Efficacy As A Moderating Variable Of Subjective Norm On Intention Of Entrepreneurship

OBJECTIVES

This study aimed to test the intentions of entrepreneurs using Theory of Planned Behavior approach by combining existing variables in enterpreneur Shapero Event Model (seem)

HYPOTHESIS DEVELOPMENT

Krueger et al. (1993) stated that the events of entrepreneurship is the result of interaction of situational, social and cultural factors. Entrepreneurship occurs as a result of a dynamic process that provides a situational momentum that has an influence on individual perceptions and values are determined by the influence of social, cultural and previous experience. The model proposed by Krueger et al. (1993) focuses on the model and the model TBP SEE models and focuses on the factors that shape entrepreneurship. According to Krueger (1993) attitude affects the perceived desire on the perception of the consequences of behavioral outcomes. The results of the behavior of the possibility that being an entrepreneur is an action that is beneficial or detrimental (Krueger, 1993)

A previous research of Scott and Twomey (1988) reported that 24.6 percent of students in America are interested in self-employment because of the financial benefits. Doh et al. (1996) conducted a survey of post-year undergraduate students and found that 61.8 percent of the 339 students was interested in starting a business as a career option. Ghazali et al. (1995) conducted a survey on 2,486 graduates in Singapore and found 8.6 percent of them were interested in becoming self-employed. Similarly, research conducted by Volery et al. (1997) who studied entrepreneurship intention of a number of students in Australia. The research result showed that students were interested in becoming entrepreneurs as a promising career option. One research conducted by Wong and Wang (2002) to a number of students in Singapore showed that entrepreneurship is influenced by ethnic and regarded as a career option. A survey conducted by Chow and Wong (2004) for military retirees in Singapore, the results showed that retirees are interested in becoming entrepreneurs because of the financial benefits, the satisfaction of autonomy, and entrepreneurship as a next career option. Based on the aforementioned descriptions, some hypotheses can be formulated as follows:

Hypothesis 1: attitude has positive effect on the perceived desirability for entrepreneurship

Kruger (2003) said that the intention of entrepreneurship arise due to changes in the lives of individuals such as being fired from a job, divorce, boredom during work, just releasing out of prison, fresh graduate from school. This situation makes them seemed to be in a new environment and the middle of a different world, but they still have to fight to maintain the continuity of his life, they come out to be an entrepreneur because they are working with self-reliant (Kruger, 2000).

Fitzsimmons and Douglas (2011) explored the perceived feasibility of an interaction effect between perceived desirability in the formation of individual entrepreneurial intentions. Krueger et al (2000) comparing TBP SEE models and models and found a perceived desirability to explain more than half of the variance in entrepreneurial intentions. Krueger, (2000) found a positive relationship between the perception perceived desirability intention to start a business, this is due to factors to meet the needs of family.

Regulatory focus theory says that people will bring harmony in their intentions (Broockner, Higgins, Murray, 2004). This theory discusses the importance of two focus orientations on various stages of entrepreneurial process, namely the promotion focus and prevention focus (Broockner et al., 2004). Based on the regulatory focus theory, Fitzsimmons and Douglas (2011) found an evidence of a positive impact on the interaction between perception desired in their intention to become self-employed. Promotion focus is more profitable during the initial stage in which individuals tend to seek an easier solutions to problems. In a Preventive focus, individuals are induced to filter business idea or to form an entrepreneur. This happened because of their attention to the risks associated with entrepreneurship and thus they act in a more careful.

A research of carslul et al. (2007) stated that the intention of being an entrepreneur because entrepreneurship may become as an attractive career choice in financial gain. Ngugi, Dakere, Waithaka, Kiwara (2012) conducted a Shapero model on a number of business students in Kenya, and found a positive relationship between the desire for entrepreneurship to entrepreneurial intentions. Furthermore, the results of the study concluded that the economic opportunities and autonomy are very important in making choices for entrepreneurship. The results also suggested that educational institutions and government may develop entrepreneurship programs so that learners have knowledge of entrepreneurial activity. Based on these descriptions, some hypotheses can be formulated as follows:

Hypothesis 2: The perceived desirability on entrepreneurship has positive effect on entrepreneurial intentions

Segal et al. (2005) stated that the most important determinant of a person’s behavior is the intention to behave. Individual intention to show a behavior is influenced by attitudes to display such behavior. Individual attitudes toward behaviors include evaluation of behavioral outcomes. In the context of entrepreneurial attitude as favorable or unfavorable evaluation of the self-employed (Yang, 2013). Thus, the attitude towards entrepreneurship intentions will show a specific response that the intention of entrepreneurship as a favorable or adverse action (Yang, 2013).

Previous research found that every intention of entrepreneurship as measured greatly influenced the attitudes of entrepreneurs (gird and Bagrain 2008) this was due to financial gain factor, autonomy and lifestyle. Similar results were also found by Gelderen et al. (2008) Venesar, Urve, Ene Kolbre, and Toomas Piliste (2006) conducting a study on student attitudes to entrepreneurship intention in Talli University of Technology. The attitude of the students towards entrepreneurship was assessed through their motivation to start a business. This research reveals ambitions for autonomy to seek opportunities to earn better income influencing entrepreneurship intentions. Veciana, Josè Aponte, and Urbano (2005) compared the attitudes of students towards entrepreneurship in Catalonia and Puerto Rico, using, each sample of 837 and 433 students. The survey revealed that students both in Puerto Rico and in Catalonia has a positive attitude perception toward entrepreneurship intention (92.2% in Puerto Rico and74.0% in Catalonia). Further research revealed each sample 28.7% in Puerto Rico and 12.1% considering entrepreneurship as a career option. Based on these descriptions, a hypothesis can be formulated as follows:

Hypothesis 3: entrepreneurpship Attitude has a positive effect on entrepreneurial intentions

Subjective norm is a function of the perceived importance of normative beliefs derived from the opinions of others, such as family, friends, and coworkers (Harton, 2007). Subjective norm reflects the influence of organizational culture or society and provides guidance to decide whether an act of support for the other side (Yang, 2013). The norms and social culture is emphasized as the main force of entrepreneurial intentions and as a differentiating factor that increases the activity of entrepreneurship in different country (Minnit and bygrave, 2000). Entrepreneurial activity is influenced by cultural and social (Rehnolds, 1992). The closest environment of an individual has ability to shape their perceptions through encouragement and support (Giahtzi 2013). Engle et al. (2010) evaluated the Ajzen models of planned behavior to predict entrepreneurship intention in twelve countries. The finding showed that social norms were proven be a significant predictor of intention in all countries.

Scott and Twomey (1988) reported that students whose parents had a small business showed the highest preference to become entrepreneurs. Brown (1990) also observed a similar phenomenon in the UK. Furthermore, Brown (1990) conducted a training program to help students start their own business and found 38 percent of students who came from businessmen families were very interested in starting their own business. Ghazali et al. (1995), conducted a research in Singapore, by comparing student residence. Students who lived within the urban business were intending to entrepreneurship than those who lived within private housing. Ghazali et al. (1995) reported similar observations on the choice of graduate entrepreneurship in Singapore.

The most detailed analysis conducted by Matthews and Moser (1996) which used a longitudinal investigation for graduate students in the United States. They found the family background factors to be significant in the two surveys, the first one was conducted after graduation and, two years after graduation, but it was not significant within 5 years after graduation. Kickul and Krueger (2004) revealed one of the problems during measuring the effect of subjective norm that is subjective norms tend to vary. Davidson and Hukl (1997) found that in the United States, being an entrepreneur is a measure of achievement and personal
success. Carsrud et al. (2007) revealed that in Finland found to be entrepreneurs generate more diverse reactions, being an entrepreneur is considered personal success, and cause admiration and envy. Yang (2013), examining the theory of planned behavior to predict entrepreneurial intentions to 1,300 students in China. The results showed that subjective norm had an effect on entrepreneurial intentions. In Chinese culture places a great emphasis on collectivism (Hofstede, 2001). Therefore, people see the important things of an individual will have a strong impact on individuals for entrepreneurship. If the people who are important for Chinese students, as teachers and their parents, believe that students must build a new business, or if these people support the entrepreneurial process of students, then students will increase entrepreneurial motivation (Yang 2013). Based on these descriptions can be formulated hypotheses as follows:

**Hypothesis 4:** Subjective Norms positive effect on entrepreneurial intentions

According to Clement and Wang, (2002), there are two models to explain the influence of family roles: role of parents and family support. The role of parents asserted that an entrepreneur who comes from a family of entrepreneurs will become entrepreneurs because of the example of their parents. Another challenge while measuring the social norm is to identify group reference. Group Reference for potential employers is not only family and friends, but also co-workers and business partners (Carsrud et al., 2007).

A research conducted by gird and Bagraim (2008); Joao, et al. (2012); Marina, et al. (2012), Renner, et al. (1991) finding that subjective norm was found has no support to intention of entrepreneurship. Prabhu et al. (2012) proposed that the relationship of subjective norms on entrepreneurial intentions can be moderated by self-efficacy variable. In the case of a family company Hadjimanolis and Poutziouris (2011) said that the previous generation when it will choose his successor is not based on order of oldest child, but choosing based on high self efficacy owned by child to run business founded by his parents, it is for the company’s survival who have high self-efficacy, the support for entrepreneurship is also high (Schunk, 2001). Based on the description, a hypothesis can be formulated as follows:

**Hypothesis 5:** Self-efficacy as a variable moderating subjective norms on entrepreneurial intentions

### RESEARCH MODEL

![FIG. 1](image)

### RESULTS AND DISCUSSION

To answer this hypothesis, a hierarchical regression analysis method was used. In the first section, it will discuss testing hypotheses related to influence of attitudes towards desire. In the second part, it will discuss the influence of hypothesis testing attitudes, desires and subjefit norm on intention to entrepreneurship. The third section will discuss the influence of self-efficacy hypothesis testing as moderating variable relationship of subjective norm on intention of entrepreneurship. Moderated regression analysis (MRA) is a test that is designed in a hierarchical regression to determine the relationship between the two variables moderated by a third variable (Hair et al., 1998). Significant moderating influence will be seen from the increase of $R^2$ value.
Hypothesis 1: attitude affects the desire of entrepreneurship: Regression Test results obtained value of 0.291 and the regression coefficient t value for 98256 table 1.98, and the value of R² of 0272, and a p-value of 0.000. It can be concluded that hypothesis 1 is supported. The results of this study are consistent with previous studies conducted by Kruger et al., 2000, Carmen and Joaquin, 2010, Jessica et al., 2003. An individual will intend to show a certain behavior when s/he judge it positively (Ajezn 1991).

Hypothesis 2: The desire of entrepreneurship effects on intention to entrepreneurship. Results of regression test was coefficient value 0.391 and t value of 8462, and the p-value 0.000. It can be concluded that hypothesis 2 is supported. This study is consistent with the previous studies conducted by Kolvereid, 1996, Marina et al., 2008, Gery et al., 2010, showing the perceived desire has positive effect on intention of entrepreneurship. Fishbein and Ajzen (1975) expressed the intention as a component within the individual that refers to the desire to do a particular thing. Theory of planned behavior and entrepreneurial intention models are widely used to predict intentions and entrepreneurial behavior.

Hypothesis 3: Attitudes have positive effect on entrepreneurial intentions. The value of regression coefficient was 0.391 and the regression coefficient t value was 8462, and p-value was 0.010. It is concluded that hypothesis 3 is supported. In the case of entrepreneurship, attitudes towards entrepreneurship refers to the personal judgment whether being an entrepreneur is an action that is beneficial or detrimental (Kolvereid, 1996). Therefore, high expectations and their confidence reflect a favorable attitude towards entrepreneurship. It depends on the expectations and beliefs about the personal impact of the results generated from the behavior. Conversely, if the low expectations and confidence reflects a negative attitude to entrepreneurship.

Hypothesis 4: Subjective norm has positive effect on intention of entrepreneurship. The regression coefficient value was 0348 and t value was 5143, and the p-value was 0.000. The inferential hypothesis 4 is supported. Subjective norm refers to the individual's perception of social pressure to perform or not perform the behavior (Ajzen, 1987). It is called as subjective norms since it is related to perceived normative prescriptions, namely the perception or perceptions of social pressure (trust the opinions of others) which will affect the intention to perform or not perform the behavior.

In the subjective norm, there are two main aspects, namely: belief in hope, hope of referents norms, the belief in hope was the views of others that are considered to be important by individuals who advise people to show or not to show a certain behavior and motivation to comply with the normative expectations referent is the willingness of individuals to implement or not implement or opinion of others that are considered important that individuals should or should not perform certain behaviors.

Research conducted by Carr and Scerra (2006) discussing the previous business experience will expose his business experience to the next generation. Davidson (2003), which conducted a research on family social capital among business beginners, a new research has shown that 75% of a businessman who comes from a family of entrepreneurs will get the support of the family to do business than non-family businesses, in the form of support, access to capital, access to raw materials, the potential market information, and information resources.

Hypothesis 5: Self-efficacy as a moderating variable has an effect of subjective norm intention to entrepreneurship. The change of R² 0563, concluded that Hypothesis 5 is supported. According to Schunk (2001) self-efficacy affects a person in choosing activities. Individuals with low self-efficacy may avoid things that involve many tasks, especially for challenging tasks, while individuals with high self-efficacy has a great desire to motivate him to perform tasks that are considered challenging. Bandura (1997) promoted, that the individual in self-efficacy beliefs also influences the selection task, effort, perseverance, endurance, and achievement. Perception of feasibility consistently predict where the goal is directed to problematic control (Ajzen 1991). The most important, related feasibility perception of journey of options career, including self-employment as an entrepreneur. For instance gender and ethnic differences in career preferences seems entirely are fully moderated by differences in self-efficacy.

Individuals who have high self-efficacy will race more on the obstacles they face and consider the failure made is as the result of a lack of effort made (Schunk, 2001). On the other hand, individuals with low self-efficacy tend to face difficulty and heavy to carry out a task (Schunk, 2001). This assumption causes stress and inhibit the use of self ability optimally so that the obtained failure is the result of the low ability owned.

FINDINGS

The role of self-efficacy as one moderating relationship variable of subjective norm on intention of entrepreneurship was proven to be successful. This can be seen in the analysis result. This result is based on measurement and representative evaluation of relation of the constructions. Entrepreneurship education in families or in educational institutions like college is important to emerge a positive attitude toward entrepreneurship. It is important to increase self-efficacy in entrepreneurship in families or colleges.

CONCLUSION

This study presents a theoretical approach by combining behavioral approach Theory of Planned Behavior and Entrepreneurial Event Shapero models. The study found that the theory of planned behavior models and Shapero Entrepreneurial Event models interconnected both models when applied to the study of entrepreneurship.

LIMITATIONS AND RESEARCH SUGGESTION FOR FUTURE RESEARCH

This study has methodological limitations such as presented in the previous section. They are:

1. The number of samples collected at several universities are deemed to be small in number so it is considered not reflect the real condition. Therefore, for the next study, the amount of samples collected at each college can be added so that the large sample would approach the real situation
2. Samples were taken only from student of bachelor program of economic faculty, so it resulted a high homogeneity. It is necessary for future study to take samples from other faculties, such as the faculty of engineering, fisheries, and agriculture, so that the data collected will be more varied.
3. This experiment tries to present a comprehensive model. However, there are some weakness therein, especially on the subjective norm variable, the real form of family support which is in the only form of moral support. The future research should observe the real form of family support, such as capital support, support of raw material resources and potential market information, and this research can also be developed by using theory of family social capital.
REFERENCES


45. www.desktop.go.id , about entrepreneurship movement, accessed October 2012


REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Instructional Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Instructional Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author(s) concerned.
ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals
LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY

by Leon Akbar
# CONTENTS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>TITLE &amp; NAME OF THE AUTHOR (S)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>AWARENESS AND RISK PERCEPTION OF ATM CARD USERS: AN EMPIRICAL INVESTIGATION</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>PRIYODARSHINI DHAR &amp; SAMIRENDA NATH DHAR</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>BRAND LOYALTY AND CUSTOMER SATISFACTION OF INTERNET SERVICE PROVIDERS</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>R.MUTHUKUMAR &amp; DR. V. VIJAYALAKSHMI</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>SYAHRAH, MUGI HARSONO &amp; TULUS HARYONO</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>ESTIMATION OF DAILY EXCHANGE RATE VOLATILITY: A COMPARATIVE STUDY OF INDIAN CURRENCY WITH TOP TRADABLE CURRENCIES OF THE WORLD</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>NISCHITH. S &amp; DR. MAHESH.R</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>INVESTOR SAFEGUARDS ACTIONS IN CAPITAL MARKET</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>DR. K VS N. JAWAHAR BABU &amp; K. GIRIDHAR</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>A STUDY ON CUSTOMER SATISFACTION TO BSNL 3G MOBILE SERVICES IN MYSORE</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>KIRANA D.V &amp; SRI RANJINI S</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>COMMITMENT OF INDUSTRIAL HOUSES TO NEIGHBOURING WORLD</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>DR. MARYA T CHEERAN, GEORGE JOSEPH &amp; RENJITH T A</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>IMPACT OF ANNUAL INFLOW OF FOREIGN DIRECT INVESTMENT WITH SELECTED ECONOMIC GROWTH FACTORS</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>R.MAHESH &amp; A.PALANISAMY</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>FUNDAMENTAL ANALYSIS OF OLD GENERATION PRIVATE SECTOR BANKS IN INDIA</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>R. CHANDRASEKARAN &amp; C. KANDASAMY</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>A COMPARATIVE ANALYSIS OF EMPLOYEES WORK VALUES OF GEN X AND GEN Y IN COMPANIES</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>DR. BHAGIRATHI NAYAK &amp; DR. PRATIMA SARANGI</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>A STUDY ON PERCEPTION OF PU STUDENTS TOWARDS EATING JUNK FOOD WITH SPEICAL REFERENCE TO BANGALORE CITY</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>ASHA RANI.K</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>INCLUSIVE GROWTH IN INDIA: ISSUES AND CHALLENGANCE</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>PADALA SANDHYA RANI</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>EVALUATION OF THE REALIZATION OF SCIENTIFIC SPECULATIONS ON FUTURE ADVANCEMENT IN COMPUTER TECHNOLOGY</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>FITHANEGEST KASSA DAGNEW</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>PROBLEMS AND PERFORMANCE OF SHGs IN SHIVAMOGGA DISTRICT</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>SHIVAPRASAD D T</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>ONLINE BUYING AND CONSUMER BEHAVIOUR: AN ANALYSIS OF FLIPKART.COM SHOPPERS</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>RAMYA R &amp; JYOTHI A N</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>A COMPARATIVE STUDY ON PHARMACEUTICAL COMPANIES’ SHARE PRICES</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>PRATHYUSH VISWANATH &amp; VIDHYA AVADHANI</td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>CUSTOMERS’ PERCEPTION TOWARDS e-BANKING SERVICES OF THE COMMERCIAL BANKS IN KOLLAM DISTRICT</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>DR. PRADEEPKUMAR, K.S</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>THE IMPACT OF THE INTERNET NETWORK TECHNOLOGY ON ACCOUNTING INFORMATION SYSTEMS</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>CARLITO BILI CAEIRO</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>EFFICIENCY OF THE SUGAR MANUFACTURING FIRMS OF INDIA</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>RAMA RANI</td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>A STUDY ON CUSTOMER SATISFACTION OF FASTRACK WATCHES IN MYSORE</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>PRAVEEN KUMAR L</td>
<td></td>
</tr>
<tr>
<td></td>
<td>REQUEST FOR FEEDBACK &amp; DISCLAIMER</td>
<td>104</td>
</tr>
</tbody>
</table>
DR. BHARAT BHUSHAN
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA
Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA
Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND
Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA
Associate Professor, P.I.L.N. Government College, Faridabad

DR. SHIVAKUMAR DEENE
Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET
Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL
Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN
Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA
Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA
Faculty, Government M.S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL
Advocate & Tax Adviser, Panchkula

NEENA
Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL
Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA
Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA
CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript by email in M.S. Word format after preparing the same as per our GUIDELINES FOR SUBMISSION at our email address i.e. infoiircm@gmail.com or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: ____________

THE EDITOR

IIRC

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF:

(e.g., Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/ Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ‘__________________________’ for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation:

Institution/College/University with full address & Pin Code:

Residential address with Pin Code:

Mobile Number(s) with country ISD code:

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No):

Landline Number(s) with country ISD code:

E-mail Address:

Alternate E-mail Address:

Nationality:
NOTES:

a) The whole manuscript has to be in ONE MS WORD FILE only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**

b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message w.r.t.** to the manuscript.

d) The total size of the file containing the manuscript is expected to be below 1000 KB.

e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.

f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.

g) The author(s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised.**

3. **AUTHOR NAME (S) & AFFILIATIONS:** Author(s) name, designation, affiliation(s), address, mobile/landline number(s), and email/alternate email address should be given underneath the title.

4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.

5. **ABSTRACT:** Abstract should be in **fully italicized text,** ranging between 150 to 300 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARAGRAPH.** **Abbreviations must be mentioned in full.**

6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in **small letters,** except special words e.g., name of the Countries, abbreviations.

7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code(s). JEL codes are available at [www.aeaweb.org/econlit/jelCodes.php](http://www.aeaweb.org/econlit/jelCodes.php), however, mentioning JEL Code is not mandatory.

8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER.** It should be free from any errors i.e., grammatical, spelling or punctuation. It must be thoroughly edited at your end.

9. **HEADINGS:** All the headings must be **bold-faced, aligned left and fully capitalised.** Leave a blank line before each heading.

10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.

11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably range from 2000 to 3000 WORDS.
FIGURES & TABLES: These should be simple, crystal CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.

EQUATIONS/FORMLAE: These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.

ACRONYMES: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.

REFERENCES: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author(s) are supposed to follow the references as per the following:

All works cited in the text (including sources for tables and figures) should be listed alphabetically.

Use (ed.) for one editor, and (eds) for multiple editors.

When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.

Indicate (opening and closing) page numbers for articles in journals and for chapters in books.

The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.

For titles in a language other than English, provide an English translation in parenthesis.

Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS


Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS


JOURNAL AND OTHER ARTICLES


CONFERENCE PAPERS


UNPUBLISHED DISSERTATIONS


ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF Efficacy AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP

SYAHRRAN
LECTURER
FACULTY OF ECONOMICS
BORNEO UNIVERSITY
INDONESIA

MUGI HARSONO
LECTURER
FACULTY OF ECONOMICS & BUSINESS
SEBELAS MARET UNIVERSITY OF SURAKARTA
INDONESIA

TULUS HARYONO
PROFESSOR
FACULTY OF ECONOMICS & BUSINESS
SEBELAS MARET UNIVERSITY OF SURAKARTA
INDONESIA

ABSTRACT

This study is aimed to examine the relationship between Attitudes, perceived desirability, subjective norm, and the role of self-efficacy as a moderating variable on the intention to become entrepreneurs. The research method was in a survey design involving sample of 200 student of economics faculties of universities in Yogyakarta. The results showed that the perceived desirability, attitude, subjective norm had a positive effect on intention to entrepreneurship, self-efficacy variable as a variable moderating influence of subjective norms on intentions to become entrepreneurs.

KEYWORDS
perceived desirability, attitude, subjective norm, self-efficacy, intention of entrepreneurship.

INTRODUCTION

Entrepreneurial growth in Indonesia is very slow compared to other countries (www.Smedis.com). Based on data from the General entrepreneur Monitoring (GEN) 2009, the number of entrepreneurs in Indonesia is around 0.24 percent of the total population, to build a developed economy takes a minimum of 2 percent or 4.6 million entrepreneurs from Indonesia's current population. As a comparison, Singapore has 7.2 percent of entrepreneurs; Malaysia 2.1 percent; Thailand 4.1 percent; South Korea 4.0 percent; and the United States 13.5 percent of its population. As an illustration of the economic progress of the country such as Singapore, Malaysia, Thailand, South Korea and the United States are determined by the number wirausaha/angkanya ranging from 2.1 percent to 11.5 percent of the country's population (Ministry of Cooperatives and SMEs of the Republic of Indonesia).

It is necessary to accelerate the creation of new entrepreneurs increase employment opportunities and to encourage long-term economic growth. The efforts made by the Indonesian government to encourage entrepreneurship in an effort emergence of creative and innovative businesses that are competitive in the global market (Ministry of Cooperatives and SMEs in the Republic of Indonesia). Therefore, the government launched the National Entrepreneurship Movement (GNK) in order to achieve a number of entrepreneurs at least 2 percent of the population in Indonesia in 2014 (Ministry of Cooperatives and SMEs of the Republic of Indonesia).

GNK shows the government's commitment to reduce unemployment and poverty. It also the government's efforts to achieve performance targets Second United Indonesia Cabinet, which targets the decrease of unemployment from 7 percent in 2011 to 5-6 percent in 2014, then economic growth of 6.5 percent in 2011 to 7.7 percent in 2014 and poverty fell from 12.5 percent to 8-10 percent in 2014 (Ministry of Cooperatives and SMEs of the Republic of Indonesia).

The government made some efforts to increase the number of new entrepreneurs through stages of increasing motivation, spirit and intention of entrepreneurship. Some one with a spirit and intention to start a business, will have the readiness and progress better in carrying out a business rather than someone with no intention to start a business (Indarti and Rosiana, 2008). Bird (1998) stated that the intention of entrepreneurship is essential for business success.

REVIEW OF LITERATURE

A theory most often used to estimate an intention to behave is the theory of planned behavior (TPB) (Ajzen, 1991; Segal, Borgia and Schoenfeld (2005). Ajzen (1991) expressed the intention as a desire within the individual that refers to the desire to do certain behaviors. Boyd and Yoon (1994) stated that the intention to behave influenced by three variables: (1) attitude toward the behavior (2) subjective norms (3) perceived behavioral control. However, according to Shapero Entrepreneur Event (SEE) developed by Shapero and Sokol (1982), not all entrepreneurs are born and developed following the path of systematic and planned from the beginning. The intention of entrepreneurs emerges due to changes in the lives of individuals for example: being fired from a job, just getting out of prison, dropping out of school, divorced, retirement, or the influence of other parties, for example partners, customers, and mentors (Kruger, Reilly, dan Casrud 2000)). Kruger et al. (2000) said that the intention of entrepreneurship is influenced by the perceived desirability, perceived feasibility and propensity to act.

Kruger, Reilly, and Casrud (2000) conducted a comparison between TPB model and SEE model and found that the model was better in explaining intention of entrepreneurship. Furthermore Kruger et al. (2000) concluded that one of the TPB variables, SEE models and models of perceived behavioral control and perceived feasibility, these two variables are the same variables with self-efficacy variables defined by Bandura (1982). Bandura (1982) defines self-efficacy as a perception of a person's ability to perform a behavior (Prasad and Raud, 2000; Segal, et al. (2005); Farzler and Niehm (2008))

NEED/IMPORTANCE OF THE STUDY

This study presents a theoretical approach by combining behavioral approaches Shapero Entrepreneurial Event model and the Theory of Planned Behavior.
STATEMENT OF THE PROBLEM

Formulation of the problem is to be answered in a study (Kotarbaas, 2010). Statement formulation of the problem in this research is that there are still low gap phenomenon growth of entrepreneurship in Indonesia. Problems in this study is whether Attitude, Perceived desirability And Intention Of Subjective Norm influence Entrepreneurship. Is Self Efficacy As A Moderating Variable Of Subjective Norm On Intention Of Entrepreneurship.

OBJECTIVES

This study aimed to test the intentions of entrepreneurs using Theory of Planned Behavior approach by combining existing variables in entrepreneur Shapero Event Model (sem).  

HYPOTHESIS DEVELOPMENT

Krueger et al. (1993) stated that the events of entrepreneurship is the result of interaction of situational, social and cultural factors. Entrepreneurship occurs as a result of a dynamic process that provides a situational moment that has an influence on individual perceptions and values are determined by the influence of social, cultural and previous experience. The model proposed by Krueger et al. (1993) focuses on the model of the model TPB 83E models and focuses on the factors that shape entrepreneurship. According to Krueger (1993) attitude affects the perceived desire on the perception of the consequences of behavioral outcomes. The results of the behavior of the possibility that being an entrepreneur is an action that is beneficial or detrimental (Krueger, 1993)

A previous research of Scott and Teunen (1988) reported that 24.6 percent of students in America are interested in self-employment because of the financial benefits. Deh et al. (1996) conducted a survey of post-year undergraduate students and found that 61.8 percent of the 359 students was interested in starting a business as a career option. Ghazali et al. (1995) conducted a survey on 2,486 graduates in Singapore and found 8.6 percent of them were interested in becoming self-employed. Similarly, research conducted by Volery et al. (1997) who studied entrepreneurship intention of a number of students in Australia. The research result showed that students were interested in becoming entrepreneurs as a promising career option. One research conducted by Wong and Wang (2002) to a number of students in Singapore showed that entrepreneurship is influenced by ethnic and regarded as a career option. A survey conducted by Chow and Wang (2004) for military retirees in Singapore, the results showed that retirees are interested in becoming entrepreneurs because of the financial benefits, the satisfaction of autonomy, and entrepreneurship as a next career option. Based on the aforementioned descriptions, some hypotheses can be formulated as follows:

Hypothesis 1: attitude has positive effect on the perceived desirability for entrepreneurship

Krueger (2003) said that the intention of entrepreneurship arise due to changes in the lives of individuals such as being fired from a job, divorce, boredom during work, just releasing out of prison, fresh graduate from school. This situation makes them seems to be in a new environment and the middle of a different world, but they still have to fight to maintain the continuity of his life, they come out to be an entrepreneur because they are working with self-reliant (Krueger, 2003).

Fitzsimmons and Douglas (2011) explored the perceived feasibility of an interaction effect between perception and perceived desirability in the formation of individual entrepreneurial intentions. Krueger et al. (2000) comparing TPB SEE models and models and found a perceived desirability to explain more than half of the variance in entrepreneurial intentions. Krueger, (2000) found a positive relationship between the perception of desirability intention to start a business, this is due to factors to meet the needs of family.

Regulatory focus theory says that people will bring harmony in their Intensions (Brockner, Higgins, Murray, 2004). This theory discusses the importance of two focus orientations on various stages of entrepreneurial process, namely the promotion focus and prevention focus (Brockner et al., 2004). Based on the regulatory focus theory, Fitzsimmons and Douglas (2011) found an evidence of a positive impact on the interaction between perception desirability desire in their intention to become self-employed. Promotion focus is more profitable during the initial stage in which individuals tend to seek an easier solutions to problems. In addition, individuals are induced to filter business idea or to form an entrepreneurship. This happened because of their attention to the risks associated with entrepreneurship and thus they act in a more careful way.

A research of carrassi et al. (2007) stated that the intention of being an entrepreneur because entrepreneurship may become as an attractive career choice in financial gain. Ngugi, Gakure, Wathaka, Kiwara (2012) conducted a Shapero model on a number of business students in Kenya, and found a positive relationship between the desire to become an entrepreneur to entrepreneurial intention. Furthermore, the results of the study concluded that the economic opportunities and autonomy are very important in making choices for entrepreneurship. The results also suggested that educational, institutional and government departments may develop entrepreneurship programs so that learners have knowledge of entrepreneurial activity. Based on these descriptions, some hypotheses can be formulated as follows:

Hypothesis 2: the perceived desirability on entrepreneurship has positive effect on entrepreneurial intentions

Segal et al. (2005) stated that the most important determinant of a person's behavior is the intention to behave. Individual intention to show a behavior is influenced by attitudes to display such behavior. Individual attitudes toward behaviors include evaluation of behavioral outcomes, in the context of entrepreneurial attitude as favorable or unfavorable evaluation of the self-employed (Yang, 2013). Thus, the attitude towards entrepreneurship intentions will show a specific response that the intention of entrepreneurship as a favorable or adverse action (Yang, 2013).

Previous research found that every intention to measure of entrepreneurial intentions (giri and Bagrain 2008) this is due to financial gain, factor, autonomy and lifestyle. Similar results were also found by Godderen et al. (2008). Venceslar, Une, Ene Kolbre, and Toomas Pileste (2006) conducting a study on student attitudes to entrepreneurship intention in Tallinn University of Technology. The attitude of the students towards entrepreneurship was assessed through their motivation to start a business. This research reveals ambitions for autonomy to seek opportunities to earn better income influencing entrepreneurial intentions. Vercana, Josip Aport, and Urbano (2013) compared the attitudes of students towards entrepreneurship in Catalonia and Puerto Rico, using, each sample of 437 and 435 students. The survey revealed that students both in Puerto Rico and in Catalonia has a positive attitude perception toward entrepreneurship intention (52.2% in Puerto Rico and 74.0% in Catalonia). Further research revealed each sample 28.7% in Puerto Rico and 12.1% considering entrepreneurship as a career option. Based on these descriptions, a hypothesis can be formulated as follows:

Hypothesis 3: entrepreneurial attitude has a positive effect on entrepreneurial intentions.

Subjective norm is a form of the perceived importance of normative beliefs derived from the opinions of others, such as family, friends, and coworkers (Hartono, 2007). Subjective norm reflects the influence of organizational culture or society and provides guidance to decide whether an act of support for the other side (Yang, 2013). The norms and social culture is emphasized as the main force of entrepreneurial intentions and as a differentiating factor that increases the activity of entrepreneurship in different country (Minah and Bygraven, 2000). Entrepreneurial activity is influenced by cultural and social (Reynolds, 1993).

The closest environment of an individual has ability to shape their perceptions through encouragement and support (Gratza 2013). Engel et al. (2010) evaluated the Ajzen models of planned behavior to predict entrepreneurial intention in twelve countries. The finding showed that social norms were proven be a significant predictor of intention in all countries.

Scott and Teunen (1988) reported that students whose parents had a small business showed the highest preference to become entrepreneurs. Brown (1990) also observed a similar phenomenon in the UK. Furthermore, Brown (1990) conducted a training program to help students start their own business and found 38 percent of students who came from businessmen families were very interested in starting their own business. Ghazali et al. (1995), conducted a research in Singapore, by comparing student residence. Students who lived within the urban business were intending to entrepreneurship than those who lived within private housing. Ghazali et al. (1995) reported similar observations on the choice of graduate entrepreneurship in Singapore.

The most detailed analysis conducted by Matthews and Mozer (1990a) which used a longitudinal investigation for graduate students in the United States. They found the family background factors to be significant in the two surveys, the first one was conducted after graduation and, two years after graduation, but it was not significant within 5 years after graduation. Kickul and Krueger (2004) revealed one of the problems during measuring the effect of subjective norm that is subjective norms tend to vary. Davidson and Winkle (1997) found that in the United States, being an entrepreneur is a measure of achievement and personal
success. Carusn et al. (2007) revealed that in Finland found to be entrepreneurs generate more diverse reactions, being an entrepreneur is considered personal success, and cause admiration and envy. Yang (2013), examining the theory of planned behavior to predict entrepreneurial intentions to 1,300 students in China. The results showed that subjective norm had an effect on entrepreneurial intentions. In Chinese culture places a great emphasis on collectivism (Hofstede, 2001). Therefore, people see the important things of an individual will have a strong impact on individuals for entrepreneurship. If the people who are important for Chinese students, as teachers and their parents, believe that students must build a new business, or if these people support the entrepreneurial process of students, then students will increase entrepreneurial motivation (Yang 2013). Based on these descriptions can be formulated hypotheses as follows:

**Hypothesis 4:** Subjective Norms positive effect on entrepreneurial intentions

According to Clement and Wang. (2002), there are two models to explain the influence of family roles: role of parents and family support. The role of parents asserted that an entrepreneur who comes from a family of entrepreneurs will become entrepreneurs because of the example of their parents. Another challenge while measuring the social norm is to identify group reference. Group Reference for potential employers is not only family and friends, but also co-workers and business partners (Carusn et al., 2007).

A research conducted by girl and Bagraini (2008); Joao, et al. (2012); Marina, et al. (2012); Renner, et al. (1991) finding that subjective norm was found has no support to intention of entrepreneurship. Prabhu et al. (2012) proposed that the relationship of subjective norms on entrepreneurial intentions can be moderated by self-efficacy variable. In the case of a family company Hadjimanolis and Poutziouris (2011) said that the previous generation when it will choose his successor is not based on order of oldest child, but choosing based on high self-efficacy owned by child to run business founded by his parents, it is for the company’s survival who have high self-efficacy, the support for entrepreneurship is also high (Schunk, 2001). Based on the description, a hypothesis can be formulated as follows:

**Hypothesis 5:** Self-efficacy as a variable moderating subjective norms on entrepreneurial intentions

![Research Model]

**RESEARCH RESULT**

Questionnaires distributed were 200 copies. This questionnaires were directly spread to facilitate researchers to explain respondents if there is a list of questions that are less understood. In this research, respondents addressed by the researcher were students of economic faculty bachelor program obtained from a variety of existing campus in Yogjakarta. Total questionnaire distributed directly was 200. The profile of respondents can be seen in Table 1.

<table>
<thead>
<tr>
<th>Profile category</th>
<th>total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>160</td>
<td>80%</td>
</tr>
<tr>
<td>Woman</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>18</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>19</td>
<td>59</td>
<td>29.5%</td>
</tr>
<tr>
<td>20</td>
<td>80</td>
<td>40%</td>
</tr>
<tr>
<td>21</td>
<td>20</td>
<td>10%</td>
</tr>
<tr>
<td>22</td>
<td>19</td>
<td>9%</td>
</tr>
<tr>
<td>23</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>24</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>37</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>

Reliability testing is conducted by using Cronbach’s alpha. Cronbach’s alpha coefficient of more than 0.60 is acceptable (Nunnally., 1978). The results of reliability testing Cronbach’s Alpha on all the larger construct was 0.60 because each construct Alpha value was above 0.60 it means that all constructs have met the reliability test. In other words, the internal consistency of the items in the questionnaire questions are acceptable.

**RESULTS AND DISCUSSION**

To answer this hypothesis, a hierarchical regression analysis method was used. In the first section, it will discuss testing hypotheses related to influence of attitudes towards desire. In the second part, it will discuss the influence of hypothesis testing attitudes, desires and subjective norm on intention to entrepreneurship. The third section will discuss the influence of self-efficacy hypothesis testing as moderating variable relationship of subjective norm on intention of entrepreneurship. Moderated regression analysis (MRA) is a test that is designed in a hierarchical regression to determine the relationship between the two variables moderated by a third variable (Hair et al., 1998). Significant moderating influence will be seen from the increase of R² value.
Hypothesis 1: attitude affects the desire of entrepreneurship. Regression Test results obtained value of 0.291 and the regression coefficient t-value for 98.250 exceeding t-table value of 1.99, and a p-value of 0.000. It can be concluded that hypothesis 1 is supported. The results of this study are consistent with previous studies conducted by Kneger et al., 2000, Carmen and Joaspan, 2010, Jessica et al., 2003. An individual will intend to show a certain behavior when they judge it positively (Ajzen 1991).

Attitude toward the behavior, there are two main aspects, namely: a belief that an individual display or not certain behaviors will result in consequences or certain outcomes, and an aspect of the individual’s knowledge about an object. Attitude can be either individual opinions that do not necessarily correspond to reality. Attitude is the evaluation of trust (belief) or feeling (affect) positive or negative on the individual if they have to perform certain behaviors desired. The more positive the individual belief as the result of an object, individual attitudes toward the object will be positive too, and vice versa (Fishbein and Ajzen, 1975).

Hypothesis 2: The desire of entrepreneurship affects the intention to entrepreneurship. Results of regression test was coefficient value 0.391 and t-value 8462, and the p-value 0.000. It can be concluded that hypothesis 2 is supported. This study is consistent with the previous studies conducted by Kolverd, 1996, Mander et al., 1986, Gery et al., 2010, showing the perceived desire has positive effect on intention of entrepreneurship. Fishbein and Ajzen (1975) expressed the perceived desire as a component within the individual that refers to the desire to do a particular thing. Theory of planned behavior and entrepreneurial intention models are widely used to predict intentions and entrepreneurial behavior.

Hypothesis 3: Attitudes have positive effect on entrepreneurial intentions. The value of regression coefficient was 0.391 and the regression coefficient t-value was 8462, and p-value was 0.010. It is concluded that hypothesis 3 is supported. In the case of entrepreneurship, attitudes towards entrepreneurship refers to the personal judgment whether being an entrepreneur is an action that is beneficial or detrimental (Kolverd, 1996). Therefore, high expectations and their confidence reflect a favorable attitude towards entrepreneurship. It depends on the expectations and beliefs about the personal impact of the results generated from the behavior. Conversely, the low expectations and confidence reflects a negative attitude to entrepreneurship.

Hypothesis 4: Subjective norm has positive effect on intention of entrepreneurship. The regression coefficient value was 0.348 and t-value was 5.143, and the p-value was 0.000. The inferential hypothesis 4 is supported. Subjective norm refers to the individual’s perception of social pressure to perform or not perform the behavior (Ajzen, 1987). It is called as subjective norms since it is related to perceived normative prescriptions, namely the perception or perceptions of social pressure (trust the opinions of others) which will affect the intention to perform or not perform the behavior.

In the subjective norm, there are two main aspects, namely: belief in hope, hope of refers norms, the belief in hope was the views of others that are considered to be important by individuals who advise people to show or not show a certain behavior and motivation to comply with the normative expectations referent is the willingness of individuals to implement or not implement or opinion of others that are considered important that individuals should or should not perform certain behaviors.

Research conducted by Carr and Sarns (2000) discussing the previous business experience will expose his business experience to the next generation. Davidson (2001), which conducted a research on family social capital among business beginners, a new research has shown that 25% of a businessman who comes from a family of entrepreneurs will get the support of the family to do business than non-family businesses, in the form of support, access to capital, access to raw materials, the potential market information, and information resources.

Hypothesis 5. Self-efficacy as a moderating variable has an effect of subjective norm intention to entrepreneurship. The change of R² (0.63), concluded that Hypothesis 5 is supported. According to Schunk (2001) self-efficacy affects a person in choosing activities. Individuals with low self-efficacy may avoid things that involve many tasks, especially for challenging tasks, while individuals with high self-efficacy has a great desire to motivate him to perform tasks that are considered challenging. Bandura (1997) promoted, that the individual in self-efficacy beliefs also influences the selection task, effort, perseverance, endurance, and achievement.

Perception of Flasby's constant pressure that the goal is directed to pragmatic control (Ajzen 1991). The most important related feasibility perception of journey of options career, including self-employment as an entrepreneur. For instance gender and ethnic differences in career preferences seems entirely are fully moderated by differences in self-efficacy.

Individuals who have high self-efficacy will race more on the obstacles they face and consider the failure made is as the result of a lack of effort made (Schunk, 2001). On the other hand, individuals with low self-efficacy tend to face difficulty and heavy to carry out a task (Schunk, 2001). This assumption causes stress and inhibit the use of self ability optimally so that the obtained failure is the result of the low ability owned.

FINDINGS

The role of self-efficacy as one moderating relationship variable of subjective norm on intention of entrepreneurship was proven to be successful. This can be seen in the analysis result. This result is based on measurement and representative evaluation of relatedness of the constructed. Entrepreneurship education in families or in educational institutions like college is important to emerge a positive attitude toward entrepreneurship. It is important to increase self-efficacy in entrepreneurship in families or colleges.

CONCLUSION

This study presents a theoretical approach by combining behavioral approach Theory of Planned Behavior and Entrepreneurial Events Shapero models. The study found that the theory of planned behavior models and Shapero Entrepreneurial Event models interconnected both models when applied to the study of entrepreneurship.

LIMITATIONS AND RESEARCH SUGGESTION FOR FUTURE RESEARCH

This study has methodological limitations such as presented in the previous section. They are:

1. The number of samples collected at several universities are deemed to be small in number so it is considered not reflect the real condition. Therefore, for the next study, the amount of samples collected at each college can be added so that the large sample would approach the real situation

2. Samples were taken only from student of bachelor program of economic faculty, so it resulted a high homogeneity. It is necessary for future study to take samples from other faculties, such as the faculty of engineering, fisheries, and agriculture, so that the data collected will be more varied.

3. This experiment tries to present a comprehensive model. However, there are some interferences to present a on the subjective norm variable, the real form of family support which is in the only form of moral support. The future research should observe the real form of family support, such as capital support, support of raw material resources and potential market information, and this research can also be developed by using theory of family social capital.

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

http://ijrcm.org.in/
REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IURCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infojrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infojrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its Publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The Journal, neither its Publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author(s) concerned.
ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.
LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY

ORIGINALITY REPORT

25% SIMILARITY INDEX
15% INTERNET SOURCES
13% PUBLICATIONS
19% STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

1%
★ indianjpsychiatry.org
Internet Source

Exclude quotes Off
Exclude bibliography Off
Exclude matches Off
**LEMBAR HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW**

**KARYA ILMIAH : JURNAL ILMIAH**

| Judul Karya Ilmiah (artikel) | Linkage Between Attitude, Perceived Desirability And The Role Of Self Efficacy As A Moderating Variable Of Subjective Norm On Intention Of Entrepreneurship |
| Jumlah Penulis | 3 Orang (Syahrani, Mugi Harsono, Tulus Haryono) |
| Status Pengusul | Penulis pertama : penulis ke 2 / penulis korespondensi ** |
|                      | b. Nomor ISSN : 2231 - 1009 |
|                      | d. Penerbit : Academic Research Publishers |
|                      | e. DOL artikel (jika ada) : |
|                      | f. Alamat web Jurnal : https://repository.feb.uns.ac.id/ihatpdf.php?lokasi=publikasi&kode=765 |
| g. Terikdeks di Scimagojr/Thomson Reuter ISI knowledge atau di……………** |

Kategori Publikasi Jurnal Ilmiah (beri * pada kategori yang tepat):
- [ ] Jurnal Ilmiah Internasional / Internasional bереputasi.**
- [ ] Jurnal Ilmiah Nasional Terakreditasi
- [ ] Jurnal Ilmiah Nasional/Nasional terindeks di DOAJ, CABI, COPERNICUS**

**Hasil Penilaian Peer Review**:

<table>
<thead>
<tr>
<th>Komponen Yang Dinilai</th>
<th>Nilai Maksimal Jurnal Ilmiah 20</th>
<th>Nilai Akhir Yang Diperoleh</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Kelengkapan unsur isi artikel (10%)</td>
<td>2</td>
<td>1.6</td>
</tr>
<tr>
<td>b. Ruang lingkup dan kedalaman pembahasan (30%)</td>
<td>6</td>
<td>4.6</td>
</tr>
<tr>
<td>c. Kecukupan dan kemudahan data/informasi dan metodologi (30%)</td>
<td>6</td>
<td>4.4</td>
</tr>
<tr>
<td>d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%)</td>
<td>6</td>
<td>5.0</td>
</tr>
<tr>
<td>Total (100%)</td>
<td>20</td>
<td>15.6</td>
</tr>
</tbody>
</table>

Nilai Pengusul = (40% x 15.6) / 2 = 3.12 (Penulis kedua)

**Catatan Penilaian artikel oleh Reviewer**:

a. Kelengkapan dan kesesuaian unsur isi artikel:
   Kelengkapan dan kesesuaian unsur telah memenuhi persyaratan publikasi karya ilmiah, namun format penulisan kurang rapi.

b. Ruang lingkup dan kedalaman pembahasan:
   Sudah cukup mendalam pembahasan yang dilakukan, sesuai dengan unsur-unsur yang ada.

c. Kecukupan dan pemutakhiran data/informasi dan metodologi:
   Data dan metode yang digunakan untuk analisis telah sesuai dengan model penelitian.

d. Kelengkapan unsur dan kualitas terbitan:jurnal:
   Unsur dan kualitas terbitan sudah cukup memenuhi persyaratan.

e. Indikasi Plagiat:
   Similarity Index 25%, tidak terindikasi plagiasi.

f. Kesesuaian bidang ilmu:
   Substansi penelitian sesuai dengan bidang ilmu manajemen.

Surakarta, ………………… 20 MAY 2020

Review Ke. 1

Prof.Dr. Hunik Sri Runing Sawitri, M.Si
NIP. 19590-031986012001
Jabatan : Guru Besar
Pangkat, Gol Ruang : Pembina Tingkat I / IV/b
Unit Kerja : Fakultas Ekonomi dan Bisnis
Bidang Ilmu : Manajemen

*Dinilai oleh dua Reviewer secara terpisah

**set nama tidak wajib
LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : JURNAL ILMIAH*

Judul Karya Ilmiah (artikel) : Linkage Between Attitude, Perceived Desirability And The Role Of Self Efficacy As A Moderating Variable Of Subjective Norm On Intention Of Entrepreneurship

Jumlah Penulis : 3 Orang (Syahran, Mugi Harsono, Tulus Haryono)

Status Penulis : Penulis pertama / penulis ke 2 / penulis korespondensi*

Identitas Jurnal Ilmiah

b. Nomor ISSN : 2231 - 1009
d. Penerbit : Academic Research Publishers
e. DOL artikel (jika ada) :
f. Alamat web Jurnal : https://repository.feb.uns.ac.id/ihatpdf.php?lokasi=publikasi&kode=765
g. Terikdeks di Scimagoj/Thomson Reuter ISI knowledge atau di..............**

Kategori Publikasi Jurnal Ilmiah

☐ Jurnal Ilmiah Internasional / Internasional bereputasi,**
☐ Jurnal Ilmiah Nasional Terakreditasi
☐ Jurnal Ilmiah Nasional/Nasional terindeks di DOAJ, CABI, COPERNICUS**

Hasil Penilaian Peer Review :

<table>
<thead>
<tr>
<th>Komponen Yang Dinilai</th>
<th>Nilai Maksimal Jurnal Ilmiah</th>
<th>Nilai Akhir Yang Diperoleh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Internasional/Internasional bereputasi</td>
<td>Nasional Terakreditasi</td>
</tr>
<tr>
<td>a. Kelengkapan unsur isi artikel (10%)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>b. Ruang lingkup dan kedalaman pembahasan (30%)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>c. Kecepatan dan kemutakhiran data/informasi dan metodologi (30%)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td><strong>Total (100%)</strong></td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

Nilai Pengsusul = (40% x 10,5..) / 2 = 3,75 (Penulis kedua)

Catatan Penilaian artikel oleh Reviewer :

a. Kelengkapan dan kesesuaian unsur isi artikel :
   Unsur artikel ini cukup lengkap

b. Ruang lingkup dan kedalaman pembahasan :
   Ruang lingkup dan pembahasan mandalarn, Hanya temuan studi dan kesimpulan dasar yang luas.

   *Kesimpulan yang sangat ringkas

c. Kecepatan dan pemutakhiran data/informasi dan metodologi :
   Data cukup dan metodologi mutakhir

d. Kelengkapan unsur dan kualitas terbitan :
   Kualitas terbitan baik

   *Kualitas terbitan baik

e. Indikasi Plagiat :
   Similarity Index 25%

f. Kesesuaian bidang ilmu :
   Sesuai dengan bidang ilmu

Surakarta, .........

[Signature]

Prof. Dr. Asri Laksmi Riani, M.S
NIP. 195901301986012001
jabatan : Guru Besar
Pangkat, Gol Ruang : Pembina Utama Madya / IV/d
Hub. : 081.234.567.890

*Pengisi formulir ini harus ditandatangani dengan tanda tangan.
**Jika tidak bersubsidi maka dikosongkan.
***Jika tidak bersubsidi maka dikosongkan.

---

[Handwritten Notes]