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Integrating Perceived University Support and Theory of Planned Behavior in Determining Entrepreneurship Intention among Student

Integrasi Dukungan Universitas dalam Kegiatan Kewirausahaan dan Theory of Planned Behaviour pada Intensi Mahasiswa menjadi Wirausaha

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Abstract

Based on the Theory of Planned Behavior, this study investigates how perceived university support influences entrepreneurship intention through the mediating variables of attitude, subjective norms, and perceived behavioral control. Using a quantitative approach with 188 Generation Z student respondents from Jakarta, data was collected via online questionnaires and analyzed with SEM using SmartPLS 4. The results show that perceived university support significantly affects attitude toward behavior, subjective norms, and perceived behavior control. However, its impact on entrepreneurship intention is only significant when mediated by attitude and perceived behavioral control, while subjective norms show no significant indirect effect.

Keywords: Attitudes toward Behavior, Entrepreneurship Intentions, Perceived Behavioral Control, Perceived University Support, Subjective Norms.

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Abstrak

.Berdasarkan Teori Perilaku Terencana, studi ini menyelidiki bagaimana dukungan universitas yang dirasakan mempengaruhi niat berwirausaha melalui variabel mediasi, yaitu sikap, norma subjektif, dan kontrol perilaku yang dirasakan. Pendekatan kuantitatif digunakan dengan 188 responden mahasiswa Generasi Z dari Jakarta, data dikumpulkan melalui kuesioner online dan dianalisis dengan metode SEM menggunakan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa dukungan universitas yang dirasakan secara signifikan mempengaruhi sikap terhadap perilaku, norma subjektif, dan kontrol perilaku yang dirasakan. Namun demikian, pengaruhnya terhadap niat berwirausaha hanya signifikan jika dimediasi oleh sikap dan kontrol perilaku yang dirasakan, sedangkan norma subjektif tidak menunjukkan efek tidak langsung yang signifikan.

Kata Kunci: *Sikap terhadap Perilaku, Niat Kewirausahaan, Kontrol Perilaku yang Dipersepsikan, Dukungan Universitas yang Dipersepsikan, Norma Subjektif.*

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INTRODUCTION

Entrepreneurship often refers to opportunities that generate new ventures or simply generate new ideas or innovations that can continue to be developed (McMullen *et al*., 2021). Entrepreneurship is a natural business activity to create new business opportunities and economic value (Diandra & Azmy, 2020). According to Zainea *et al*. (2020), entrepreneurship is a remedy for social problems such as unemployment with the opportunity for the availability of new jobs and the development of better and sustainable work skills. Empirical statistics from the Indonesian Central Bureau of Statistics state that Indonesian unemployment as of February 2023 is at 5.45 percent (Central Bureau of Statistics, 2023). Meanwhile, when compared with a report from the World Population Review, the global unemployment rate is estimated to be in the range of 6.3 percent per year in 2021 and then decrease to 5.7 percent by the following year (United Nations, 2021). Nowadays, entrepreneurship is increasingly emanating as a significant factor that can support growth and increase productivity, economic efficiency and employment for a country (OECD, 2009). Referring to data collected by the Global Entrepreneurship Development Institute (GEDI), Indonesia is still unable to explore the top 50 in the Global Entrepreneurship Index where Indonesia's position as of 2019 is still ranked 75th with an index score of 26.0 (Szerb *et al*., 2020).

According to a statement by the Indonesian Ministry of Industry, the entrepreneur ratio in Indonesia, which is still in the range of 3.4 percent of the total Indonesian population needs to grow at least 4 percent by 2024 (Ministry of Industry of the Republic of Indonesia, 2018; Djumena, 2021). The Indonesian Ministry of Education and Culture has also emphasized that students are a core target and it is expected that 10 percent of every new graduate each year is engaged to become entrepreneurs (Medcom.id, 2021). Considering that many other institutions in Jakarta and surrounding areas produce new graduates and it increases over the years, it will greatly impact the growth of young entrepreneurs in the country. Therefore, this research will include active students in Jakarta and surrounding areas as the subject of research.

In examining entrepreneurship intentions, this study uses the basis of Theory of Planned Behavior (TPB) which contains three ascendants inside the theory, namely attitudes, perceived behavior control, and subjective norms (Handayani *et al*., 2023). Furthermore, researchers also developed perceived university support into a variable in determining entrepreneurial intention and will be tested for its correlation with the TPB. The investigation of perceived university support and its influence on entrepreneurship intention with the mediation of the TPB is considered to be still slightly explored (Nguyen & Duong, 2021), so this study wants to provide additional empirical studies in relevant studies on entrepreneurship. Previous research findings still provide inconsistent outcomes, where Turker & Selcuk (2009) stated that structural and educational support has a positive influence on entrepreneurship intention, while Soria-Barreto *et al*. (2017) argued that perceived university support insignificantly influences entrepreneurial intentions. Within this debate, this research aims to study the influence of perceived university support as well as variables in TPB toward entrepreneurial intentions among Generation Z students in Jakarta and surrounding areas.

LITERATURE REVIEW

Entrepreneurship Intention and Theory of Planned Behavior

Shane & Venkataraman (2000) stated that creating a new business entity that is valuable and stands alone or providing new value to an existing business entity is characteristic of the purpose of entrepreneurship. While intention refers to the approach of action to the action in question (Raz,

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2017). According to Fini *et al*. (2009), entrepreneurship intention is a representation of the actions of an individual who has a cognitive drive to build a new business or enrich the value of a business that has been running before. Many factors have an empirical influence on entrepreneurial intentions, including cognitive, personality, educational, social and others, and the results show that cognitive factors with the theory of planned behavior measurement model play a big role in this research study (Maheshwari *et al*., 2022).

The Theory of Planned Behavior (TPB) which was coined by Ajzen (1991) brings a perspective regarding the behavior of an individual in a particular way that allows it to be predicted. This is in line with the statement of Steinmetz *et al*. (2016) in their study that the intention to execute a particular behavior becomes the main determining factor of behavior in the TPB. The capacity of an individual to realize an intention in behavior is greatly influenced by attitude, subjective norms together with perceived behavior control (Bosnjak *et al*., 2020). Attitude toward behavior is described as a subjective attitude or belief toward a specific behavior that is interesting and produces a certain experience (Ajzen, 2020). Subjective norms are assessed as encouragement or pressure from other people's influence on whether or not an individual does something (Rhodes *et al*., 2002). Perceived behavior control is conceptually a way for individuals to control their perceived behavior, based on the perceived difficulty or ease of carrying out a behavior and how to anticipate obstacles that may exist (Ajzen, 1991).

Perceived University Support

The findings of a study by Henderson & Robertson (2000) revealed that although innate characteristics are frequently correlated with entrepreneurs, most respondents also feel that these innate characteristics and habits are supported and perpetuated by external factors. There is still limited research on contextual or environmental factors in the entrepreneurship literature, especially the correlation between environmental or institutional factors using the TPB to predict entrepreneurial intentions (Lortie & Castogiovanni, 2015; Su *et al*., 2021). One environmental factor that plays an essential role is the university. University support is considered capable of encouraging and stimulating student motivation in the context of entrepreneurship not only from an educational perspective, but from the perspective of educational institutions as a whole (Saeed *et al*., 2013; Lestari *et al*., 2022). Consideration of environmental factors or specifically the role of universities combined with TPB literature will produce a supplemental comprehensive explanation to predict entrepreneurial intentions (Liu *et al*., 2022).

Perceived University Support and Theory of Planned Behavior

Perceived university support is highlighted as an element of environmental factors that is crucial, especially regarding its correlation with the Theory of Planned Behavior (TPB) to envision entrepreneurship intention (Lortie & Castogiovanni, 2015). Perceived university support here refers to the university support that students feel or received in motivating them to pursue entrepreneurship (Lestari *et al*., 2022). In line with that, the acceptance of knowledge of business and entrepreneurship will form the basis of knowledge and skills needed, especially students for entrepreneurship (Rahmiati *et al*., 2022). This form of support will form a positive attitude towards entrepreneurship among students. In accordance to the previous research, first hypothesis proposed:

H1: Perceived university support has a significant influence to attitude towards entrepreneurship among Generation Z students in Jakarta and surrounding areas.

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Subjective norms are social impulses that affect individual motivation in certain behaviors, or in this case the encouragement of social pressure to do or not do business (Ajzen, 1991). University support that is received, within the scope of organizations and communities in the context of providing proper education and development programs both conceptually to business development, must be able to encourage student motivation for entrepreneurship (Aliedan *et al*., 2022). Therefore, the second hypothesis in this study is proposed:

H2: Perceived university support has a significant influence to subjective norms among Generation Z students in Jakarta and surrounding areas.

Along with educational, concept development as well as business development support, student knowledge and skills are formed, thus encouraging students to be more confident in their own abilities. This is reported by previous research which perceived university support has a significant impact on perceived behavior control (Su *et al*., 2021; Aliedan *et al*., 2022). Therefore, the third hypothesis in this study is proposed:

H3: Perceived university support has a significant influence on perceived behavior control among Generation Z students in Jakarta and surrounding areas.

Theory of Planned Behavior and Entrepreneurship Intention

Students will have positive entrepreneurial behavior if they feel that self-employment produces more profits than working for other people in the company (Al-Mamary & Alraja, 2022). This also aligned with the findings of some previous studies that showed attitude toward behavior has a positive and significant influence on entrepreneurial intention (Mahmoud & Garba, 2019; Mahmood *et al*., 2021; Handayani *et al*., 2023). Reflecting on this explanation, the fourth hypothesis is proposed for this study:

H4: Attitude towards behavior has a significant influence on entrepreneurship intention among Generation Z students in Jakarta and surrounding areas.

Subjective norms refer to pressure from the closest person such as family or friends, and colleagues that has an impact on acting or even not acting on a behavior (Dotong & Manalang, 2023). A previous study by Agolla et al. (2019) conducted on students at universities in Botswana showed the results that subjective norms insignificantly affect entrepreneurial intentions. This shows that support from the closest people may influence an individual's entrepreneurial intentions. Then the fifth hypothesis is proposed for this study:

H5: Subjective norms have a significant influence on entrepreneurship intention among Generation Z students in Jakarta and surrounding areas.

According to Kumar & Aprilia (2020), perceived behavior control is an individual's manner to deal with difficulties in a particular behavior that are often related to their previous experiences. A study revealed that perceived behavior control has positively affect entrepreneurial intention (Adhikusuma & Genoveva, 2020; Mamary & Alraja, 2022; Handayani *et al*., 2023), which means that the higher the control of the behavior that a person feels, the higher their confidence and intentions. Therefore, the sixth hypothesis in this study is proposed:

H6: Perceived behavior control has significant influence on entrepreneurship intention among Generation Z students in Jakarta and surrounding areas.

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Perceived University Support and Entrepreneurship Intention Mediated by TPB

As support from the university for its students will be very impactful and determine how the student will act on something. Similarly, attitudes toward behavior or specifically toward entrepreneurship in students will be formed positively if the university provides effective entrepreneurial support (Liu *et al*., 2022). They argued that students' desire to start a business will increase if they receive sufficient knowledge from education, understanding of business ideas and market analysis techniques. These things will form a positive attitude towards entrepreneurship for students which indirectly influences entrepreneurial intentions (Su *et al*., 2021). Thus, the researcher proposes a hypothesis:

H7: Perceived university support has a significant indirect influence on entrepreneurship intention through attitude toward behavior among Generation Z students in Jakarta and surrounding areas.

Perceived university support can also be a supporting factor for subjective norms. As a higher education institution, universities have a more complex environment in which there are roles of lecturers, friends, and even alumni who will reflect diverse perceptions of entrepreneurship (Lu *et al*., 2021). This condition will form subjective norms that can influence the student to both engage and not engage in entrepreneurial practice. Research by Liu *et al*. (2022) showed an indirect positive effect on the entrepreneurship intentions of university students in Vietnam by perceived university support through subjective norms. Thus, the hypothesis proposed:

H8: Perceived university support has a significant indirect influence on entrepreneurship intentions through subjective norms among Generation Z students in Jakarta and surrounding areas.

Ultimately, students receiving effective support from the university will influence perceived behavior control. Support in terms of education, concept development, and business will move students to consider themselves capable of participating in entrepreneurship so that their intentions strengthen (Liu *et al*., 2022). Similar to the findings of previous studies (Makai & Dőry, 2023). Thus, the last hypothesis proposed in this study:

H9: Perceived university support has a significant indirect influence on entrepreneurship intention through perceived behavior control among Generation Z students in Jakarta and surrounding areas.

A research framework has been developed referring to previous literature. Researchers illustrate the research framework logically, systematically, and with interrelated concepts as shown in Figure 1. The framework shows the relationship between each variable that has been elaborated in hypothesis development. Thus, the research aims to determine whether there is a significant influence between variable X and the mediating variable Y that affects variable Z.

METHOD

This study utilized quantitative approach methods which focus on concepts and measurement of statistical data (Moraga *et al*., 2020). The methodology of data collection in the study was through questionnaires consisting of questions or statements designed to explore the information needed to answer the research hypothesis (Taherdoost, 2022). Likert scale applied to questionnaires then be administered to respondents to obtain the data needed.

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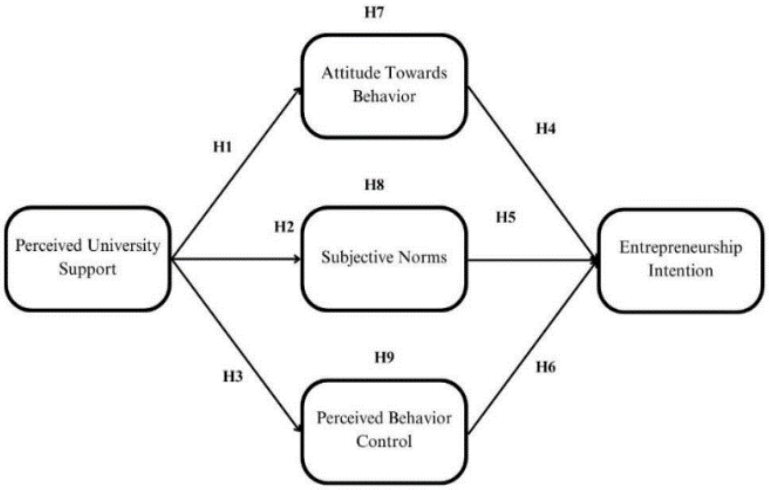


Figure 1. Theoretical Framework
Source: Processed by Authors, 2023.

The target population in this study is university students. However, according to Majid (2018), when it is not possible to take the entire population, a sample from that population will be taken for the study. In determining the sample size, where the population size is unknown, this study adopted the calculation model from Hair *et al*. (2019) was used with a 5:1 ratio calculation model. Non-probability sampling was used as a sampling technique in this study with unspecified or unknown population size because it is suitable for a sample of respondents who meet specific criteria (Mweshi & Sakyi, 2020). Purposive sampling is used to get answers to research questions from samples with specific characteristics that represent the interests of the population (Tongco, 2007). Thus, the sample criteria set of this study are Generation Z students who live in Jakarta and surrounding areas.

The study used a questionnaire adopted from previous research and developed as primary data collected to become a research source (Mwita, 2022). The construct statement of Liñán & Chen (2009) was adapted and used to assess entrepreneurship intention variables (6 statements), to measure attitude towards behavior variables (5 statements), subjective norms variables (3 statements) along with variable perceived behavior control (6 statements). Following to measure the perceived university support variable, researchers contemplate adapting the statement construct from Saeed *et al*. (2013), which used 13 statements. Google Form was used as a survey tool, forwarded to respondents online by a link through social media including WhatsApp, Twitter/X, and Telegram, due to easier to reach respondents (Regmi *et al*., 2017). To measure the research instrument, the researcher applied a five-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree), then respondents are expected to complete each statement in the questionnaire according to their degree of agreement.

Operational variables refer to a detailed explanation of the measurement of the variables developed in the research including the validity and reliability of the research (Andrade, 2021). The variables developed in this research is perceived university support as independent variable; attitude towards behavior, subjective norms, and perceived behavior control as intervening variable; and, the entrepreneurship intention as dependent variable.

The data then processed and analyse using the partial least square – structural equation modeling (PLS-SEM). Referring to Hair *et al*. (2019), PLS-SEM is an appropriate data analysis technique for testing hypotheses developed in research, specifically mentioned when the purpose of research is to

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look for influences between variables accompanied by many constructs or indicators. The PLS-SEM software used in this study is SmartPLS with the latest version, namely SmartPLS 4. SmartPLS is indicated to be able to test the variables proposed in the research with more valid and reliable analysis results (Ringle *et al*., 2015).

RESULTS

Based on the respondent profile with a total of 188 accepted responses (Table 1), the age range of respondents who participated in this research questionnaire was the majority age 18-21 (60 percent) and age 22-25 (40 percent). The age group of 18-25 years is right in representing Generation Z students (De Witte, 2022). Respondent data also showed that the majority are students majoring in Business (71.81 percent) who study in Jakarta (48 percent) and its surroundings.

Tabel 1. Demographic Profile of Respondents

Demographic Aspects	Frequency	Percentage
Age:		
- 18-21	113	60
- 22-25	75	40
Gender:		
- Male	121	64
- Female	67	36
Major Study:		
- Business	135	71.81
- Non-business	53	28.19
Domicile:		
- Jakarta	84	48
- Bogor	15	9
- Depok	15	9
- Tangerang	20	11
- Bekasi	40	23

Source: Primary data (processed), 2024.

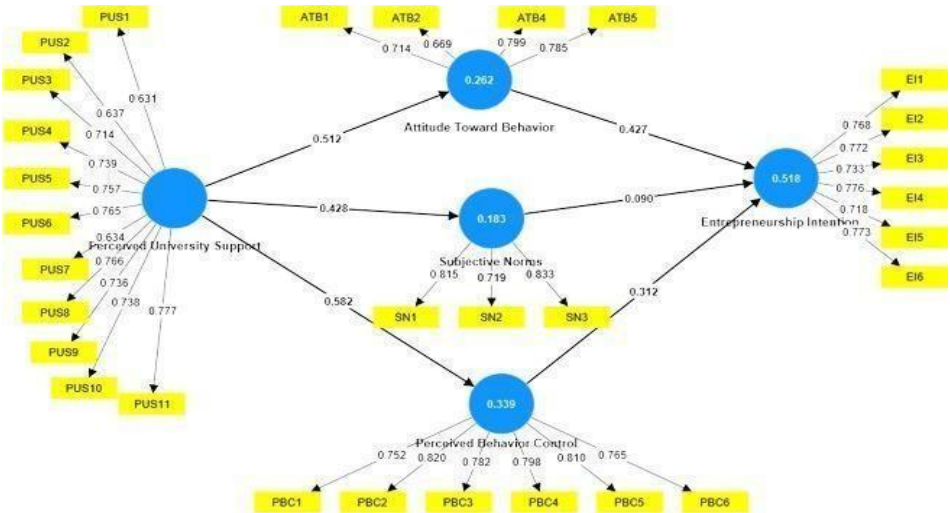


Figure 2. Adjusted Outer Model
Source: Processed by Authors, 2023.

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Tabel 2. Results of Validity Test

Indicators	ATB (Y1)	EI (Z)	PBC (Y3)	PUS (X)	SN (Y2)
ATB1	0.689				
ATB2	0.680				
ATB3	0.478				
ATB4	0.773				
ATB5	0.782				
EI1		0.772			
EI2		0.769			
EI3		0.735			
EI4		0.777			
EI5		0.713			
EI6		0.775			
PBC1			0.753		
PBC2			0.820		
PBC3			0.782		
PBC4			0.798		
PBC5			0.810		
PBC6			0.765		
PUS1				0.635	
PUS10				0.735	
PUS11				0.775	
PUS2				0.639	
PUS3				0.715	
PUS4				0.741	
PUS5				0.756	
PUS6				0.766	
PUS7				0.634	
PUS8				0.767	
PUS9				0.733	
SN1					0.815
SN2					0.719
SN3					0.833

Source: Primary data (processed), 2024.

Analysing the outer model aims to measure both the validity and reliability of each research instrument. When measuring outer loading with PLS-SEM, acceptable values are not less than 0.6 (Hair *et al*., 2021). Figure 2 represents the outer model after the removing process of the ATB3 indicator from the Attitude to Behavior variable as it has a value of < 0.6. As presented in Table 2, the outer loading results for all indicators for each variable are categorized as absolute and valid because they meet the required values. Indications of outer loading results represent a correlation between variations in the indicator construct of each variable. Thus, only the remaining 30 item indicators that meet the standard outer loading values will be applied to advanced analysis.

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Tabel 3. Results of Hypothesis Test

	Original sample (O)	Standard deviation	t-Stats (|O/STDEV|)	*p*-values	Conclusion
PUS -> ATB	0.512	0.068	7.539	0.000	H1 Accepted
PUS -> SN	0.428	0.068	6.253	0.000	H2 Accepted
PUS -> PCB	0.582	0.066	8.890	0.000	H3 Accepted
ATB -> EI	0.427	0.085	5.023	0.000	H4 Accepted
SN -> EI	0.090	0.076	1.188	0.235	H5 Rejected
PBC->EI	0.312	0.088	3.557	0.000	H6 Accepted
PUS -> ATB -> EI	0.219	0.051	4.325	0.000	H7 Accepted
PUS -> SN -> EI	0.039	0.034	1.145	0.252	H8 Rejected
PUS -> PBC -> EI	0.182	0.053	3.403	0.001	H9 Accepted

Source: Primary data (processed), 2024.

Next step, this research employs bootstrapping testing to the significance of the hypothesis. Bootstrapping with SmartPLS will produce results in the form of t-statistic values with a threshold greater than 1.96 and a significance threshold of 0.05 (Yahaya *et al*., 2019). Table 3 refers to the results of hypothesis testing. Based on direct and indirect results of hypothesis testing, it was found that only seven hypotheses were proven to be accepted because the *p*-value was less than 0.05, while one direct hypothesis (H5) and one indirect hypothesis (H8) were proven to be rejected because the *p*-value was more than 0.05.

Discussion

The findings in this study prove a significant influence between perceived university support and attitude towards behavior. This study has similar findings to previous research (Nguyen & Duong, 2021), where the support coming from the university received by students is an influential factor in shaping student attitudes. Universities that provide complete support from all these aspects in terms of entrepreneurship will have a significant influence on the attitude of their students in responding to entrepreneurship positively (Lestari *et al*., 2022). Thus, with the support of universities received by the students, they feel that the resources for entrepreneurship are embedded in them.

The second hypothesis in this study was that perceived university support has a significant influence on subjective norms. Perceived university support as an environmental factor can influence the intention of students to engage in entrepreneurship. These findings are coherent with research by Lu *et al*. (2021) which stated a positive correlation between university support and entrepreneurship intention in students in China. Similarly a study by Aliedan *et al*. (2022) among students in Saudi Arabia. Hence, it can be stated that the perceived university support for university students in Jakarta and its surrounding areas will affect subjective norms or the vision of the closest people towards entrepreneurship. This study discovered a significant influence between perceived university support and perceived behavior control. Consistent with previous research by Nguyen & Duong (2021) where university support which will be received by students as important assistance to stimulate entrepreneurial intentions. Support such as knowledge and various theoretical matters will then be developed into practical knowledge which will certainly greatly influence self-efficacy and form a good self-perspective for students so that they feel more capable of being involved in entrepreneurship because of the perceived university support (Genoveva & Gaby, 2019).

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Attitude toward behavior has shown a significant influence on entrepreneurship intention attitude toward behavior. If elaborated in entrepreneurial terms, the more positive a person's experience of entrepreneurship, the more positive his emotions and attitudes in responding to entrepreneurship. Thus, someone who has a positive attitude towards entrepreneurship will tend to be willing to try, or intend to be involved in entrepreneurship itself. The findings are also in line with previous studies (Lu *et al*., 2021; Wu & Tian, 2022; Bazan, 2022). The results showed that subjective norms have an insignificant influence on entrepreneurship intention so H5 is rejected. The findings of this study have similar results with previous research by Wu & Tian (2022) and Permatasari *et al*. (2018). As stated by Hassan & Bakri (2016), entrepreneurship comes more from the motive of self-dependence than external control such as the influence of people. Thus, this study has proved that subjective norms do not play an essential factor in forming entrepreneurship intentions for Generation Z students in Jakarta and surrounding areas. Although they receive support or encouragement from those closest to them, these factors are still not sufficient to build or increase their intentions in entrepreneurship.

Hypothesis 6 which is perceived behavior control reported to have a significant influence to entrepreneurship intention among Generation Z students. The results are accordant with previous research conducted by Su *et al*. (2021) that also stated a significant correlation between perceived behavior control and entrepreneurship intention. This is especially important when a person with self-efficacy and aware of their abilities, then the perceived control of behavior will have a positive influence on their intentions (Liu *et al*., 2022). Generation Z students who have confidence in their perceived behavioral control over entrepreneurship will determine their entrepreneurship intentions. This study investigates the indirect yet significant influence on entrepreneurship intention by perceived university support mediated by attitude toward behavior. This result is in line with previous research by Liu *et al*. (2022) and Lu *et al*. (2021) which stated that there is an indirect influence between perceived university support and entrepreneurship intention with a mediating role of attitude towards behavior. Thus, this study proved the university's support includes knowledge from courses, skill development programs, or training as well as support in the form of venture capital as felt by students greatly affects attitude which will stimulate and determine students' intentions or intentions in starting entrepreneurship.

The influence between perceived university support and entrepreneurship intention mediated by the subjective norm was interpreted as insignificant in this study which means that there was insignificant influence on entrepreneurship intention by perceived university support mediated by subjective norms variables. Although the results are inconsistent with previous research by Lu *et al*. (2021), but another study (Liu *et al*., 2022) showed similar results where the research involved university students in Vietnam. The decision taken from the results of this study shows that the perceived university support factor does not necessarily affect the entrepreneurial intentions of students indirectly through subjective norms.

The final hypothesis has proved the influence between perceived university support and entrepreneurship intention mediated by perceived behavior control. The finding is coherent with preceding research (Nguyen & Duong, 2021; Makai & Dőry, 2023). This finding indicates that students who receive or feel support from universities in terms of entrepreneurship; will contribute to the perceived behavior control of students themselves. Students will then feel capable and feel that they have good enough control over themselves which then stimulates the intention to participate in entrepreneurial practices.

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The implications of this study, especially for the academic community and universities to continue to optimize their support for their students in the scope of entrepreneurship. The Ministry of Education must continue to be proactive in cultivating entrepreneurship programs such as the independent entrepreneurship program by fully collaborating with universities to strive for the creation of an entrepreneurship curriculum that can strongly support students' entrepreneurship intentions. In addition, universities can also boost out-of-class programs or facilities such as business incubation programs and entrepreneurship-based internships. Business incubation provided by the university will help students in developing business ideas to the process of building a business. So that students will feel their intention to become entrepreneurs or entrepreneurs fully supported by the university because they are facilitated and guided. Out-of-class learning programs such as entrepreneur-based internships, provided by the university are equally beneficial. This will certainly shift the theoretical knowledge gained from the course to practical knowledge. Thus, students who will gradually explore the concept of entrepreneurship itself by being involved in it start from basic things. Another thing that the university is advised to do is to provide capital and assistance in terms of business development for students when students are involved in starting a business, such as helping to market. This form of support is indicated indirectly to be a consideration for Generation Z students in Jakarta and its surrounding areas to intend become entrepreneurs.

CONCLUSION

The objectives of this study were to identify the influence of perceived university support on entrepreneurship intentions among Generation Z students in Jakarta and surrounding areas, using attitude toward behavior, subjective norms, and perceived behavior control as mediating variables. The findings revealed that of the nine hypotheses proposed, seven were accepted while two were rejected. The results indicate that perceived university support significantly influences attitude toward behavior, subjective norms, and perceived behavior control, while both attitude towards behavior and perceived behavior control significantly influence entrepreneurship intention.

Additionally, the study found that subjective norms do not significantly influence entrepreneurial intentions. Perceived university support was shown to have a significant indirect influence on entrepreneurship intention when mediated by attitude towards behavior and perceived behavior control, but it had an insignificant indirect influence when mediated by subjective norms. These findings highlight the crucial role of university support in shaping entrepreneurial intentions through specific behavioral attitudes and perceived control, although subjective norms may play a less pivotal role.

This study's limitations include a narrow university coverage, as most respondents were students from institutions in Jakarta, Bogor, Depok, Tangerang, and Bekasi, including both public universities (University of Indonesia, Jakarta State University, Jakarta Veteran National Development University, and Bogor Agricultural Institute) and private universities (President University, Tarumanegara University, Bina Nusantara University, Gunadarma University, and ESQ Business School). Future research should expand the scope to include universities with a broader geographic range or focus on institutions that specialize in business and entrepreneurship for deeper insights.

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