



DOI: <https://doi.org/10.38035/dijemss.v6i6>  
<https://creativecommons.org/licenses/by/4.0/>

## The Effect of Self-Efficacy on Entrepreneurial Intentions Through Subjective Norms Among Business Administration Students at Universities in Sukabumi City

Silla Prasasti<sup>1</sup>, Erry Sunarya<sup>2</sup>, Tetty Sufianty Zafar<sup>3</sup>

<sup>1</sup>Universitas Muhammadiyah Sukabumi, Sukabumi, Indonesia, [sillapra21@ummi.ac.id](mailto:sillapra21@ummi.ac.id)

<sup>2</sup>Universitas Muhammadiyah Sukabumi, Sukabumi, Indonesia, [errysoen@ummi.ac.id](mailto:errysoen@ummi.ac.id)

<sup>3</sup>Universitas Muhammadiyah Sukabumi, Sukabumi, Indonesia, [tetty@ummi.ac.id](mailto:tetty@ummi.ac.id)

Corresponding Author: [sillapra21@ummi.ac.id](mailto:sillapra21@ummi.ac.id)<sup>1</sup>

**Abstract:** This study aims to analyze the effect of self-efficacy on entrepreneurial intention with subjective norms as a mediating variable among business administration students at universities in Sukabumi City. A quantitative approach was used with a survey method targeting students at Muhammadiyah University Sukabumi and Sukabumi Polytechnic. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results of the study indicate that self-efficacy has a positive and significant effect on entrepreneurial intention. Additionally, subjective norms were found to significantly mediate the relationship between self-efficacy and entrepreneurial intention. These findings confirm that students' confidence in their entrepreneurial abilities can increase their entrepreneurial intentions, especially when supported by positive social norms from their surroundings. This study has implications for higher education institutions in designing psychological and social-based entrepreneurship development programs to encourage the emergence of young entrepreneurs.

**Keyword:** Self-Efficacy, Subjective Norms, Entrepreneurial Intention

### INTRODUCTION

The increase in unemployment, including among college graduates, is a serious challenge in Indonesia. According to data from Statistics Indonesia (2022), the unemployment rate reached 5.83% of the total working-age population, with 14% of them being diploma and bachelor's degree graduates. The disparity between the number of graduates and the availability of jobs requires strategic solutions, one of which is through the development of entrepreneurial spirit among students.

Entrepreneurship not only contributes to economic growth but also reduces unemployment and fosters innovation. However, students' interest in entrepreneurship remains low due to a tendency toward formal employment. In this context, self-efficacy is an important factor influencing entrepreneurial intent. Self-efficacy refers to an individual's belief in their ability to handle specific situations (Bandura, Ningsih & Hayati, 2020). Individuals with high

self-efficacy are more likely to have a strong intention to engage in entrepreneurship (Wibowo, 2017).

In addition, subjective norms also influence an individual's intention to become an entrepreneur. These norms refer to an individual's perception of the expectations of important people around them (Ajzen, Maullah & Rofiuddin, 2021). Social support from family and friends is believed to strengthen students' intention to become entrepreneurs (Nabilah et al., 2020).

This study was conducted on Business Administration students at Muhammadiyah University Sukabumi and Sukabumi Polytechnic who have the potential to develop their own businesses due to their academic background and practical learning experiences. Therefore, this study aims to examine the influence of self-efficacy on entrepreneurial intentions through subjective norms as a mediating variable. The research questions to be addressed in this study are as follows:

- 1 How does self-efficacy influence subjective norms?
- 2 How do subjective norms influence entrepreneurial intentions?
- 3 How does self-efficacy influence entrepreneurial intentions?
- 4 Do subjective norms mediate the relationship between self-efficacy and entrepreneurial intentions?

## METHOD

This study uses a quantitative method with a descriptive associative approach, which is to describe the relationship between variables in the population (Dhewy, 2022). The model used is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) to test the effect of self-efficacy on entrepreneurial intention through subjective norms as a mediating variable. (Hair et al, 2014) states that SEM allows for the simultaneous testing of complex relationships between latent variables and observed indicators.

The population in this study consisted of 954 students in the Business Administration Study Program at Muhammadiyah University Sukabumi and Sukabumi Polytechnic. Sampling was conducted using simple random sampling because the population was homogeneous (Sugiyono, 2017). The measurement tools were tested through validity tests, namely item-total correlation ( $r > 0.3$ ) and reliability tests, namely Cronbach's alpha ( $\alpha > 0.6$ ).

## RESULTS AND DISCUSSION

### Data Analysis

#### PLS Model

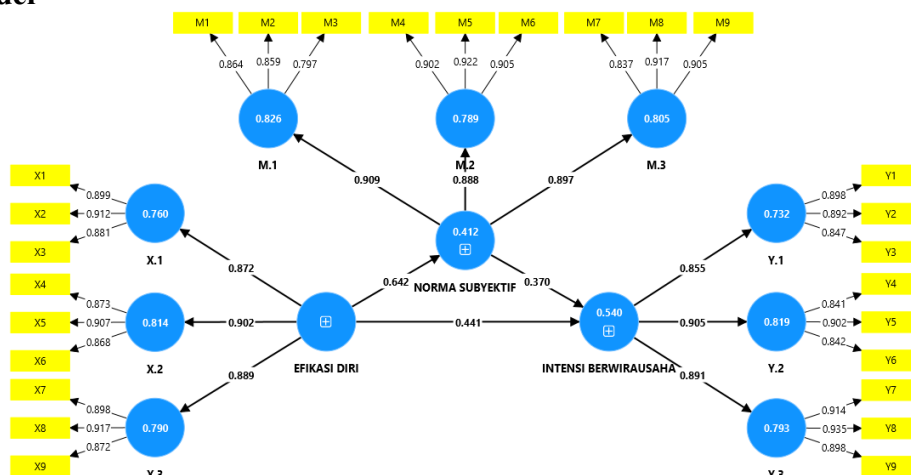


Figure 1 PLS Model

Convergent validity was tested by examining the loading factor value of each indicator against its construct. In this study, the minimum acceptable loading factor was > 0.7 (Riyanto & Setyorini, 2024).

From the PLS output image above, we can see the magnitude of the factor loading value of each indicator located above the arrow between the variable and its indicator. We can also see the magnitude of the path coefficient above the arrow line between the exogenous variable, namely self-efficacy, while the mediating variable in this study is subjective norms and the endogenous variable is entrepreneurial intention.

**Validity Test ( Outer Model )**

**Table 1 Loading Factor Results**

	Loading Factor	Loading Factor	P Values
X1 ← X.1		0,899	0,000
X2 ← X.1	0.872	0,912	0,000
X3 ← X.1		0,881	0,000
X4 ← X.1		0,873	0,000
X5 ← X.1	0.902	0,907	0,000
X6 ← X.1		0,868	0,000
X7 ← X.1		0,898	0,000
X8 ← X.1	0.889	0,917	0,000
X9 ← X.1		0,872	0,000
M1 ← M.1		0,864	0,000
M2 ← M.1	0.909	0,859	0,000
M3 ← M.1		0,797	0,000
M4 ← M.1		0,902	0,000
M5 ← M.1	0.888	0,922	0,000
M6 ← M.1		0,905	0,000
M7 ← M.1		0,837	0,000
M8 ← M.1	0.897	0,917	0,000
M9 ← M.1		0,905	0,000
Y1 ← Y.1		0,898	0,000
Y2 ← Y.1	0.855	0,892	0,000
Y3 ← Y.1		0,847	0,000
Y4 ← Y.1		0,841	0,000
Y5 ← Y.1	0.905	0,902	0,000
Y6 ← Y.1		0,842	0,000
Y7 ← Y.1		0,914	0,000
Y8 ← Y.1	0.891	0,935	0,000
Y9 ← Y.1		0,898	0,000

Source: Compiled by researchers, 2025

The estimation results from the Outer Loading Table show that the convergent validity test on the outer loading values of each dimension and indicator has a value of more than 0.7, so all items are declared valid.

The next measurement model is the Average Variance Extracted (AVE) value, which indicates the amount of variance in the indicators contained by the latent variables. Testing with the AVE value is more critical than testing with composite reliability. The Average Variance Extracted (AVE) value for each construct must be above 0.50 for all variables to be considered valid (Riyanto & Setyorini, 2024).

**Table 2 Average Variance Extracted (AVE) Results**

	Average Variance Extracted (AVE)
Self-efficacy (X)	0,627
Subjective norms (M)	0,623
Entrepreneurial intention (Y)	0,613

Source: Compiled by researchers, 2025

The results of testing with AVE values show that all constructs have potential validity for further testing. This is because the AVE values for all constructs are greater than 0.5.

**Reliability Test**

The Composite Reliability Test assesses the reliability values of indicators within a construct. A construct or variable is considered to meet composite reliability criteria if it has a composite reliability value > 0.7 (Riyanto & Setyorini, 2024). The complete results can be seen in the following table.

**Table 3 Composite Reliability & Cronbach’s alpha Results**

	Composite Reliability	Cronbach’s alpha
Self-efficacy (X)	0,938	0,925
Subjective norms (M)	0,937	0,924
Entrepreneurial intention (Y)	0,934	0,921

Source: Compiled by researchers, 2025

Cronbach's alpha tests the measure used to interpret the correlation between the scale created and all existing variable scales. The test is conducted on each statement item in each variable. A construct or variable is considered reliable if the Cronbach's alpha value is > 0.60 (Saragih, 2019).

**Structural Model ( Inner Model )**

The evaluation of structural models in SEM with PLS was conducted using the R-Square test and F-Square test through path coefficient estimation (Riyanto & Setyorini, 2024). If the R2 value is low, it indicates that the ability of the independent variables to explain the dependent variables is low, while if the R2 value is close to 1 (one), it indicates that the independent variables have a high ability. The assessment criteria are 0.25 for low, 0.50 for moderate, and 0.75 for strong (Riyanto & Setyorini, 2024). As follows :

**Table 4 R-Square**

	R-Square
Subjective norms (M)	0.409
Entrepreneurial intention (Y)	0.537

Source: Compiled by researchers, 2025

The table results show that the r-square value for the subjective norm variable (m) is 0.412, which means that subjective norms have a low influence on entrepreneurial intention. The r-square value for the entrepreneurial intention variable (y) is 0.540, which means that entrepreneurial intention is moderate.

**Hypothesis**

Testing a hypothesis will result in a decision to accept or reject the existing hypothesis. To test the path coefficient, the research hypothesis must first be translated into a statistical hypothesis with a p-value < 0.05 as the significance threshold (Riyanto & Setyorini, 2024). As follows :

**Table 5 Summary Matrix of Effects**

	<b>T-Statistics Path Coefficients</b>	<b>P-value</b>	<b>Direct Influence</b>	<b>Indirect Influence</b>	<b>Total Influence</b>
X → M	14.259	0.000	0.642		0.642
M → Y	5.169	0.000	0.373		0.373
X → Y	5.795	0.000	0.437		0.437
X → M → Y	4.395	0.000		0.240	0.240

Source: Compiled by researchers, 2025

The table results show that the p-value is < 0.05, so it can be concluded that all are significantly influential. Subjective norms (m) mediate the relationship between self-efficacy (x) and entrepreneurial intention (y).

**Discussion**

**The Effect of Self-Efficacy (X) on Subjective Norms (M)**

Hypothesis testing can be seen in the path coefficient table or in Table 4.8, which has a t-statistic value > 1.96 and a p-value < 0.05, indicating that the relationship between the self-efficacy variable (x) and the subjective norm (m) is significantly influential, with a t-statistic value of 5.795 and a p-value of 0.000. This can be concluded that there is a real and statistically significant influence of the subjective norm variable on entrepreneurial intention.

This study aligns with the research by Tahir (2023), which found that self-efficacy (x) significantly influences subjective norms (m).

**The Influence of Subjective Norms (M) on Entrepreneurial Intentions (Y)**

Hypothesis testing can be seen in the path coefficient table or in Table 4.8, which has a t-statistic value > 1.96 and a p-value < 0.05, indicating that the relationship between the subjective norm variable (m) and entrepreneurial intention (y) is significantly influential, with a t-statistic value of 5.169 and a p-value of 0.000. This can be concluded that there is a real and statistically significant influence of the self-efficacy variable on subjective norms.

This study aligns with the research by Fitriani & Hermawan (2024), which yielded values indicating that subjective norms (m) significantly influence entrepreneurial intention (y).

**The Effect of Self-Efficacy (X) on Entrepreneurial Intention (Y) through Subjective Norms (M)**

Hypothesis testing can be seen in the path coefficient table or in Table 4.8, which has a t-statistic value > 1. A t-statistic of 96 and a p-value < 0.05 indicate that the variable self-efficacy (x) on entrepreneurial intention (y) through subjective norms (m) has a significant effect, with a t-statistic value of 4.395 greater than 1.96 and a p-value of 0.000 less than 0.05, confirming that the relationship between the variables is significant.

This study aligns with the research by Hasan et al. (2021), which found that self-efficacy (x) significantly influences entrepreneurial intention (y) through subjective norms (m).

## CONCLUSION

Based on the results of the research and discussion as well as data analysis using PLS4, the following conclusions can be drawn :

- a. This study shows that self-efficacy (x) has a significant effect on subjective norms (m) among business administration students at universities in Sukabumi.
- b. This study shows that subjective norms (m) have a significant influence on entrepreneurial intention (y) among Business Administration students at a university in Sukabumi City.
- c. This study shows that self-efficacy (x) has a significant influence on entrepreneurial intention (y) through subjective norms (m) among Business Administration students at universities in Sukabumi City.

## REFERENCE

- Amanda, C., Suyono, H., & Diponegoro, A. M. (2020). Uji Validitas dan Reliabilitas Konstruk Dukungan Sosial Menggunakan SEM. *Psyche 165 Journal*, 13(02), 211–216. <https://doi.org/10.35134/jpsy165.v13i2.81>.
- Anand, F., & Meftahudin, M. (2020). Pengaruh Lingkungan Keluarga, Pendidikan Kewirausahaan, Efikasi Diri Dan Motivasi Terhadap Minat Berwirausaha Mahasiswa. *Journal of Economic, Business and Engineering (JEBE)*, 2(1), 88–97. <https://doi.org/10.32500/jebe.v2i1.1461>.
- Anita Apriani, Sri Yani Kusumastuti, Loso Judijanto, Dini Hariyanti, Sri Fitriya, Apriyanto Apriyanto, Muhammad Ari Kusuma, Andi Rustam, Tetty Sufianty Zafar, Ida Ayu Anggawulan Saraswathi, N. N. (2024). *Ekonomi dan Bisnis : Hubungan Ilmu Ekonomi dalam Dunia Bisnis* (I. K. S. Erfina Rianty (ed.)). PT. GreenPustakaIndonesia, 2024. <https://books.google.co.id/books?id=pyQ3EQAAQBAJ&lpg=PA126&ots=nbG5UG5oki&dq=info%3AdvdRI34qEicJ%3Ascholar.google.com&lr&pg=PP1#v=onepage&q&f=true>.
- Evelyna, F. (2021). Theory Of Planned Behavior Untuk Memprediksi Niat Pembelian Tiket Secara Online Pada Generasi Milenial. *Jurnal Bisnis, Manajemen, Dan Akuntansi*, 8(1), 1–19. <https://doi.org/10.54131/jbma.v8i1.113>.
- Gani, I. P., Larosa, E., & Toralawe, Y. (2023). Pengaruh Literasi Kewirausahaan terhadap Intensi Berwirausaha Mahasiswa Pendidikan Ekonomi. 6, 151–158.
- Lestari, A. W., Eliyani, C., Pamulang, U., & Selatan, K. T. (2024). *Intensi Berwirausaha Mahasiswa Universitas Pamulang*. 1(2).
- MARDIATMOKO, G.-. (2020). Pentingnya Uji Asumsi Klasik Pada Analisis Regresi Linier Berganda. *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342. <https://doi.org/10.30598/barekengvol14iss3pp333-342>.
- Marliana, R. R. (2019). Partial Least Square-Structural Equation Modeling Pada Hubungan Antara Tingkat Kepuasan Mahasiswa Dan Kualitas Google Classroom Berdasarkan Metode Webqual 4.0. *Jurnal Matematika, Statistika Dan Komputasi*, 16(2), 174. <https://doi.org/10.20956/jmsk.v16i2.7851>.
- Maullah, S., & Rofiuddin, M. (2021). Mengukur minat berwirausaha dengan menggunakan pendekatan theory of planned behavior dan religiusitas. 1(2), 105–121.
- Mawaddah, H. (2019). Analisis Efikasi Diri pada Mahasiswa Psikologi Unimal. 2, 19–26.
- Nabilah, F., Masripah, M., & Hindria DPS, R. (2020). Persepsi WPOP Mengenai Diskriminasi Pajak, Pengetahuan Perpajakan, dan Norma Subjektif Terhadap Etika Penggelapan Pajak. *Studi Akuntansi Dan Keuangan Indonesia*, 3(2), 165–183. <https://doi.org/10.21632/saki.3.2.165-183>.
- Ningsih, W. F., & Hayati, I. R. (2020). Dampak Efikasi Diri Terhadap Proses & Hasil Belajar Matematika (The Impact Of Self-Efficacy On Mathematics Learning Processes and Outcomes). *Journal on Teacher Education*, 1(2), 26–32. <https://doi.org/10.31004/jote.v1i2.514>.

- Nur Anisya, Faizal Mulia, Erry Sunarya. (2020). Minat Berwirausaha ditinjau dari Pengaruh Pendidikan Kewirausahaan dan Motivasi Berwirausaha. *Jurnal Pendidikan Ekonomi Undiksha*, 12(2), 185–191.  
<https://ejournal.undiksha.ac.id/index.php/JJPE/article/view/26011>.
- Pelipa, E. D., & Marganingsih, A. (2020). Membangun Jiwa Wirausahawan (Entrepreneurship) Menjadi Mahasiswa Pengusaha (Entrepreneur Student) Sebagai Modal Untuk Menjadi Pelaku Usaha Baru. *JURKAMI: Jurnal Pendidikan Ekonomi*, 5(2), 125–136.  
<https://doi.org/10.31932/jpe.v5i2.901>.
- Rahmawati, L. (2024). *Pengaruh Mediasi Theory Of Planned Behavior Dalam Hubungan Literasi Pasar Modal Syariah*.
- Risdiana Chandra Dhewy. (2022). Pelatihan Analisis Data Kuantitatif Untuk Penulisan Karya Ilmiah Mahasiswa. *J-ABDI: Jurnal Pengabdian Kepada Masyarakat*, 2(3), 4575–4578.  
<https://doi.org/10.53625/jabdi.v2i3.3224>.
- Seprianto, O. (2021). Pengaruh Keterlibatan Kerja Terhadap Kepuasan Kerja Dan Kinerja Pegawai. *Jurnal Manajemen Sains Dan Organisasi*, 2(1), 1–14.  
<https://doi.org/10.52300/jmso.v2i1.2795>.
- Silvia, M., & Hapuk, K. (2019). *Efikasi Diri dan Motivasi: sebagai Mediasi Pengaruh Pendidikan Kewirausahaan terhadap Minat Berwirausaha*. 59–69.
- Sudimantoro, A. S., Afridah, N., Kharisma, A. S., Mulyani, I. D., Manajemen, S., & Setiabudi, U. M. (2023). *Pengaruh Efikasi Diri dan Literasi Keuangan terhadap Intensi Berwirausaha pada Mahasiswa Fakultas Ekonomi dan Bisnis, Universitas Muhadi Setiabudi*. 1(4), 257–273.
- Wibowo, A. (2017). *Dampak Pendidikan Kewirausahaan bagi Mahasiswa*. 1(1), 1–14.
- Wulansuci, R., & Laily, N. (2022). *Academic Cheating: Dimensi Fraud Diamond Theory*. 10(2).