



**JOURNAL OF APPLIED MANAGEMENT  
AND BUSINESS**

**Intention Of Entrepreneurship Of The Economic Faculty Students In Surabaya**

Siti Mujanah

**Determinants Of Entrepreneurship Intention Based On Individual Aspects**

Siti Asiyah

**Self-Effication As The Determinants For The Intention Of Entrepreneurship**

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**Quality Of Service And Price Perception Affect Customer Loyalty With  
Consumer Satisfaction As A Mediation Variables**

Margareta Evy da Silva

**Personal Financial Management Behavior of Surabaya College Students**

Rini Astuti



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## Preface

Praise be to the presence of Tuhan Yang Maha Esa, because of His grace and grace, the Journal of Applied Management and Business (JAMB) can be published according to what was planned.

**Journal of Applied Management and Business (JAMB)** is a peer review journal published by Universitas Dinamika. This journal is published in July and December. Journal of Applied Management and Business (JAMB) is a learned journal in the management and marketing for a knowledge society, international and interdisciplinary in scope, JAMB keeps its readership well informed on all key aspects of business development, being an essential resource for policy makers and strategists across countries. Journal of Applied Management and Business (**JAMB**) is published in twice (Juli dan Desember) a year.

We would like to thank Dinamika University for its full support for the publication of the Journal of Applied Management and Business (**JAMB**). To the implementers of the community service program who have sent the results of community service and empowerment activities to the **JAMB** editor, and we would like to thank all parties, whether directly or indirectly involved.

Editor in Chief



Martinus Sony Erstiawan, S.E., MSA

# Intention Of Entrepreneurship Of The Economic Faculty Students In Surabaya

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## ABSTRACT

This research plans to discover: 1) understudy business enterprise goals studying Economic Education, 2) the impact of observations about pioneering learning, self viability, and inward locus of control on innovative expectations, 3) different elements that impact enterprising aims. This examination is causal acquainted research. The populace in this examination were understudies studying Economic Education who had taken business courses and enterprising practicum, to be specific class of 2018, and who had taken business enterprise courses and were taking business enterprise courses to be specific class of 2018. Tests in this examination were 131 respondents taken with stratified irregular inspecting proportionate procedure. The instrument utilized in this examination was a survey/poll. Information investigation strategies in this examination utilized various straight relapse investigation. The outcomes demonstrated that: 1) the enterprise expectations of understudies studying Economic Education incorporated into the high class were 37.4%, those incorporated into the high classification were 55.7%, and there were no understudies who had low pioneering aims. 2) There is a positive and noteworthy impact of observations about innovative learning on enterprising expectations. There is a positive and critical impact of self viability on innovative expectations. There is a positive and noteworthy impact of inside locus of control on innovative goals. There is a positive and noteworthy impact of recognitions about enterprising learning, self viability, and inner locus of control together on innovative goals, Relative Contributions discernments about pioneering learning by 20.40%, self adequacy 72.5%, and inside locus of control 7.1% of innovative expectations. In the interim, the Effective Contribution (SE) recognition variable about enterprising learning was 11.6%, self adequacy 41.2%, and inward locus of control 4% towards innovative goals. The measure of powerful commitment (SE) of the three free factors to the needy variable is 56.9% while the staying 43.1% is impacted by different factors. 3) Other components that impact the business aims of understudies studying Economic Education are financial variables, autonomy, leisure activities, innovativeness, work, opportunity, experience, character, and different elements.

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## Introduction

One approach to build business enterprise in Indonesia is through business instruction. Instruction is a shrewd answer for decrease joblessness, in light of the fact that with decent training will bring forth great human resources, yet with a huge populace, bringing about aggressive work, bringing about taught joblessness. School graduates should be coordinated and upheld to not exclusively be arranged as occupation searchers yet should be prepared to move toward becoming employment makers and cultivate understudy enterprising soul. In view of BPS (Central Statistics Agency) information with a populace of 252 million, the quantity of lasting nonfarming business people arrived at 7.8 million individuals or 3.1%. Hence the degree of enterprise in Indonesia has surpassed 2% of the populace, as a base prerequisite for a general public to flourish. However, this is still lower than different nations. With the expanding number of business people in Indonesia it ought to likewise build existing employments so it tends to be an answer for the issue of joblessness[1].

Business enterprise training in tertiary foundations is relied upon to have the option to get ready understudies to be free, in the wake of graduating understudies as alumni are never again centered on getting to be work hunters[2]. An individual's boldness to enterprise is frequently determined by inspiration from teachers who give viable and alluring enterprise courses, with the goal that it can stir understudies' enthusiasm to begin business enterprise[3].

The distinction in business enterprise learning in the Economics Study program with other investigation projects is that Economic Education expects understudies to take business realizing which comprises of business courses in the third semester with two semester credit units (SKS) and is supplemented by pioneering practicum picking up comprising of business enterprise practicum courses in fourth semester with two semester credit units (SKS). The point of the enterprise courses in the Economic Education study program as portrayed in the prospectus is to assemble innovative inspiration, shape pioneering character/mentality, comprehend the idea of business, and practice pioneering aptitudes.

The goals of the enterprise practicum course are to fabricate character, encourage inspiration and train innovative abilities and prepare understudies on the best way to educate business. In the event that the destinations of the business courses just as the enterprise practicum courses can be accomplished, the normal final product is the development of understudy pioneering conduct[4]. The more genuine encounters understudies have, the more exercises can be deciphered legitimately by understudies. The experience trains understudies to distinguish openings and how to accept the best open doors out of different chances[5]. One pointer of accomplishment in learning enterprise courses is the graduated class of instructive organizations that present enterprise subjects/courses that have taken an interest in the enterprise learning process in the foundation concerned, is relied upon to have an innovative soul and in any event 40% of graduated class can start autonomous organizations or accomplice.

Research on pioneering goals has been broadly done by specialists. Enterprising expectations can be affected by character and natural components[6]. Character components comprise of requirement for accomplishment, locus of control, and self adequacy. Self adequacy also significantly affects innovative expectations[7]. The

expectation of business is essentially affected by character factors, one of which is the interior locus of control, to be specific the conviction that achievement and disappointment that happen in life rely upon oneself[8]. Another factor impacting pioneering goals is enterprise training, instruction is significant for business visionaries getting a degree, however instruction likewise has an enormous job in defeating issues in business[9].

Another examination result, self adequacy is demonstrated to intervene business enterprise training and family condition towards innovative interests, these outcomes show that the presence of enterprise courses has encouraged a feeling of trust in understudies to move toward becoming business visionaries[5]. The modest number of alumni of the Department of Economic Education who have enterprise is dreaded to be brought about by an inspiration procedure that isn't yet adequate, while when understudies have taken business courses, understudies have pioneering expectations at the level being expected that the aims are not passed on to conduct, with the goal that the aim stops just getting to be unrealistic reasoning[8]. That is the reason specialists need to discover how far understudies 'enterprising expectations are and how much impact the elements of pioneering goals are understudies' impression of innovative learning, self-adequacy, and inner locus of control of enterprising aims in Economics Students. In light of the the foundation, the scientist is keen on leading further research on factors influencing the pioneering goals of economic education students.

### Research Methods

This research is an associative type of research. Associative research is research that aims to determine the relationship of two or more variables. This study uses a quantitative approach because the information in this study is centered on numbers (amount) and the management of information uses descriptive statistical analysis to arrive at the conclusions of the research results. Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples, sampling techniques are generally carried out arbitrarily, information collection using research instruments, information analysis is quantitative/statistical in order to test the hypothesis that has been set. The statistical analysis used is descriptive statistical analysis and inferential statistical analysis.

Descriptive statistical analysis is used to describe or provide an overview of research subjects, specifically students of Economics in East Java Province who have taken entrepreneurship courses and entrepreneurial practicum, which is class of 2018, and students who have taken entrepreneurial courses and are taking entrepreneurial practicum courses as a research sample without any intention of drawing broader conclusions (generalizations/inferences). Meanwhile, inferential statistical analysis is used to analyze information samples taken arbitrarily, then from the results of the analysis a conclusion is drawn to further generalize (referenced) for all students of Economic Education. This study was developed with a cross-sectional model in which the researcher only made observations at one time carried out simultaneously by distributing questionnaires to research subjects to obtain preliminary information.

### Result and Discussion



Theoretical framework and hypotheses: Intention of Entrepreneurship: Expectation is characterized as a person's abstract likelihood measurement in connection to self and conduct. Intention is an individual's estimation of the fact that it is so prone to make a specific move. Expectation is a segment in a person that alludes to the craving to play out specific practices [3]. The development of expectations can be clarified by arranged conduct hypothesis which accept people consistently have objectives in conduct and as a rule the aim precursor elements can be communicated through Theory Planned Behavior (TPB) comprising of inside and outside elements [6]. Inward factors comprise of convictions or social demeanors, abstract standards and conduct control. There are three essential determinants, in particular:

#### 1. Attitude Toward Behavior (Attitude to Behavior)

Disposition toward a conduct is a capacity that depends on convictions called social convictions, specifically singular convictions about the positive or negative outcomes that people will get from playing out a conduct. Specifically in the hypothesis of arranged conduct, dispositions toward conduct are characterized as the level of positive or negative evaluation of people towards a conduct. Frames of mind toward conduct are controlled by a mix of individual convictions and individual emotional qualities in regards to the positive or potentially negative results of a conduct[9].

#### 2. Subjective Norms

Abstract standards are characterized as individual recognitions about the perspectives on those nearest to a specific behavior. The perspectives on individuals nearest to you, for example, family, companions, and associates with respect to help or dismissal of a conduct will cause social weight felt by somebody and will influence one's judgment in doing the conduct being referred to[2].

#### 3. Behavioral control

Conduct control is a person's impression of the control he has regarding certain practices, control here identifies with faith in the degree of trouble in doing certain practices as per their abilities. In some pioneering examinations, conduct control is operationalized as self adequacy[1].

Entrepreneurship: Business enterprise is a capacity to oversee something that exists in a distinct individual to be used and demonstrated to be increasingly ideal (great) so it can improve the way of life of people later on. Business is the eagerness and capacity of an individual to manage different dangers by taking activities to make and do new things using a blend of different assets with the point of giving the best support everything being equal (partners) and get benefits as a result[4]. Business enterprise is the way toward experimenting and distinctive with the point of making flourishing for people and enhancing society. Business is the procedure of creating something different utilizing time and exertion joined by capital and hazard and getting prizes and fulfillment and individual flexibility[5].

From a portion of the clarifications above, it tends to be reasoned that business enterprise is the procedure of ideally utilizing existing assets with specific dangers so as to accomplish thriving for people and society[9]. In this way it very well may be comprehended that the goal picture originates from existing reality and furthermore tastes, from psychosensible conditions. Goal picture can be estimated through two markers to be specific (1) intellectual picture is a feeling of certainty and a lot of data

controlled by sightseers about a vacation spot and (2) full of feeling picture is a passionate feeling of a visitor towards a vacation spot.

**Entrepreneurship Course Learning:** Learning is to instruct understudies to utilize the standards of training and learning hypothesis which are the primary discourage minants of instructive achievement. Learning is a twoway correspondence professional cess, instructing is completed by the instructor as a teacher, while learning is done by understudies or understudies[3]. Learning is basically a procedure of collaboration between the instructor and understudies, and the encompassing condition, which in the process there is a push to improve the nature of understudies themselves better than anyone might have expected. Learning infers each movement that is intended to enable somebody to get familiar with another capacity as well as worth. Get the hang of learning is a procedure of conveying learning, which is completed utilizing the inconvenience strategy, by emptying information into understudies[4].

From the meanings of the specialists above it tends to be reasoned that innovative learning is a progression of exercises intended to show business enterprise hypothesis and practice to understudies, with direction from teachers and has the objective that understudies have the capacities and character of business people. The motivation behind learning is the authority of information that originates from the arrangement of subjects conveyed at school[5]. The arrangement of subjects is as different encounters that originated from guardians previously and that occurred in human life.

These encounters are portrayed, organized and distributed in course readings from different mean. Entrepreneurship learning is an external factor that influences entrepreneurial intentions. Empirical studies on the role of learning in increasing entrepreneurial intentions are increasingly widespread by researchers around the world. By introducing the concept of entrepreneurship through entrepreneurship learning, it can stimulate students' interests and desires for entrepreneurship. A better understanding of entrepreneurship will increase student entrepreneurship intentions[8].

**Self Efficacy:** Self adequacy is a person's dynamic faith in his capacity to be equipped in completing certain assignments or arrangement of exercises[3]. Self viability can be characterized as a person's confidence in his capacity to play out specific assignments at a specific level, or an individual's conviction that he can make a move to accomplish a specific result. Self viability as an individual's evaluation of himself or his capacities identified with his activities. In view of the above comprehension, it tends to be presumed that self- viability in business is one's conviction or judgement about the capacities had, in regards to how much exertion he can do in finishing certain undertakings to turn into an entrepreneur[4].

**Internal Locus of Control:** Locus of control is an image of an individual's convictions about the determinants of his conduct. Locus of control is an occasion experienced by somebody as a reward or fortification, can be seen distinctively and furthermore cause various responses in every person. Locus of control likewise characterizes as a proportion of an individual's general assumptions about control of fortification. Locus of control is individual command over work and trust in self-achievement[3]. From the depiction above it tends to be presumed that the locus of control is the degree of individual conviction about control that decides the achievement or disappointment that happens in him.

The Effect of Entrepreneurship Learning Perception on Entrepreneurial Intention: Business enterprise learning is a progression of exercises intended to show enterprise hypothesis and practice to scratches, with direction from instructors and has an objective so understudies' capacities and character of business visionaries[7]. The point of enterprise learning is to shape understudies to move toward becoming people who have innovative character and conduct, on the grounds that in a more extensive sense, business enterprise isn't just about exchanging, yet business is a predominant character that understudies ought to have with the goal that they can later turn into the country's age developers. Business visionaries carry numerous advantages to the nation since they drive the economy as far as generation, circulation and utilization. Being an entrepreneur means opening work open doors for the network, in order to diminish joblessness. The primary character of business enterprise is inventive, creative, and hazard taking. In this manner, the speculation can be closed as pursues:

1. H1 : Entrepreneurship Learning Perception Influences Entrepreneurial Intention

Effect of Locus of Control on Entrepreneurial Intention: Locus of control is the degree of individual conviction about control that decides achievement or disappointment that happens in him. There are two sorts of locus of control, in particular inner locus of control and outer locus of control[8]. Inner locus of control is one's conviction that what decides achievement is oneself, so people who have internal locus of control will in general be persevering and free, while people with outside locus of control have the conviction that achievement is deflect mined by the earth or fate or different things, not in view of the exertion he did himself. In the event that it is identified with the character of business that isn't anything but difficult to surrender and constantly sure, at that point people who have an inward locus of control positively additionally have high pioneering goals[2]. Since the individual believes in his solidarity to have the option to make progress with the goal that he will consistently attempt to make progress by proceeding to attempt regardless of disappointments, the endeavors made constantly will shape a conduct, this is a normal for individuals who have high innovative aims[1]. Along these lines, the theory can be finished up as pursues:

2. H2 : Locus of Control Influences the Entrepreneurial Intention

The Effect of Entrepreneurial Self Efficacy on Entrepreneurial Intention: Self adequacy with regards to business enterprise is an individual's conviction or judgment about the abilities he has, about how much exertion he can do in finishing certain errands to turn into a business visionary[6]. Self viability incorporates significant personality factors and when joined with explicit objectives, for this situation the proposed reason for existing is to turn into a business visionary. To be a business visionary requires solid self-assurance in managing all circumstances, this certainty is showed as self adequacy[9]. Every individual has an alternate degree of self viability in various circumstances relying upon the capacity to request, the nearness of other individuals or rivals, physiological and enthusiastic conditions, for example, uneasiness, discouraged, tired, etc. At the point when looked with troubles, understudies who have high innovative self viability will attempt to conquer these difficulties.

Understudies who have high pioneering self-viability will concentrate and spend more exertion on the circumstance they face, and any snags that emerge will urge them to invest much more energy. Consequently, understudies who have high pioneering self

adequacy are required to want to move toward becoming business visionaries or what is alluded to as innovative goals[7]. Innovative goals alluded to in this setting are aims that have been understood that are passed on to pioneering conduct. In light of the portrayal above it very well may be accepted that self viability significantly affects pioneering goals. In this manner the accompanying theories can be drawn:

### 3. H3 : Self Efficacy Entrepreneurship impacts enterprising expectations

The Influence of Perception on Learning Entrepreneurship, Locus of Control, and Self Efficacy of Entrepreneurship on the Entrepreneurial Intention: An individual's conduct for business does not emerge without anyone else's input. Numerous examinations that clarify that enterprising intentions are really impacted by numerous variables, both inside and outside elements. In this examination, it will be watched the impact of aims of inward factors as locus of control and self viability, and saw from outer factors, to be specific the view of innovative learning[4]. The outer factor of pioneering expectations that will be inspected in this investigation is understudies' view of entrepreneurial learning. Recognition is a perception of an item or occasion that is handled into the mind through the five detects which is then gotten by the understanding of the article or occasion[6].

Economic department students will have various impression of learning business enterprise courses despite the fact that the strategies and learning materials gave are the equivalent in a class[5]. Business enterprise learning is a progression of exercises intended to show business hypothesis and practice to understudies, with direction from instructors and has the objective that understudies have the capacities and character of business visionaries[7]. After understudies have learned business, understudies are relied upon to have a positive impression of innovative capacities in order to bring high enterprising expectations. In this way the accompanying speculations can be drawn:

### 4. H4 : Entrepreneurship Learning Perception, Locus of Control, and Self Efficacy of Entrepreneurship impacts the Entrepreneurial Intention.

Result: based on the results of the research discussion and conclusions drawn in this study, the following implications can be presented as this study reveals that there is a positive influence of perceptions about entrepreneurial learning on student entrepreneurship intentions, so the implications of entrepreneurial learning must lead to practice, thus educators should have empirical experience in doing business, so what is conveyed during learning is a real experience in the field. This research reveals that there is a positive effect of self efficacy on student entrepreneurship intentions, so the implication is that high confidence is needed to be an entrepreneur, students must have the courage to take risks and read business opportunities, this can be achieved if during running a student company, a diligent student and serious about running his business. This study reveals that there is a positive internal locus of control effect on student entrepreneurship intentions, so the implication is that students must be willing to work hard to achieve success, this can be achieved by changing students mind sets about success, that success can achieved with effort.

## Conclusion

Based on the discussion of the above research results, the writer tries to give some suggestions. First, there are still students who have enough entrepreneurial intentions,

therefore the Economic Education study program is expected to be more active in maintaining and increasing student entrepreneurship intentions. That way, entrepreneurship intentions that are still in the sufficient category can increase to high. Entrepreneurship learning on campus should be maintained the quality of the learning process, improve entrepreneurial learning facilities available such as places of business and capital, and improve learning media so that students feel enthusiastic when learning takes place and are able to absorb knowledge well.

Second, judging from the factor of self efficacy there are still students who have sufficient self efficacy, therefore students need to build confidence by reading inspirational figures and psychology books, because the ability to manage motivation and emotions is also important to be made into an entrepreneur. Third, judging from the internal locus of control factors, there are still students who have low internal locus of control. Therefore, guidance from educators is needed so that students have good control of their environment so as to improve internal locus of control. Finally, researchers can further develop research on factors of entrepreneurial intentions because there are still 27.39% of other variables that can affect the entrepreneurship intentions of students of economic education in East Java Province in addition to the variables that have been examined in this study.

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# Determinants of Entrepreneurship Intention Based on Individual Aspects

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## ABSTRACT

This investigation expects to decide the impact of (1) self-viability; (2) emotional standards; (3) demeanor toward conduct; and (4) enterprise instruction towards understudy business goals. This research comprised of 278 understudies as respondents. The instrument legitimacy test utilizes Confirmatory Factor Analysis, while the unwavering quality test utilizes Cronbach Alpha. The investigation system utilized is different direct relapse test. The consequences of the examination found that. (1) self-adequacy positively affects innovative expectations, (2) emotional standards positively affect pioneering aims, (3) conduct positively affects enterprising goals, (4) business enterprise instruction positively affects enterprising aims.

## Introduction

Right now Indonesia is as yet encountering joblessness issues. The quantity of work power isn't corresponding to the quantity of employments accessible. Network direction is as of now centered around the formal part, with the goal that when the formal segment is languid, the network does make an effort not to make their own occupations in the non-formal area or the private segment[1]. This is the motivation behind why the quantity of jobless individuals in Indonesia is still very high[2].

One approach to defeat joblessness and improve the Indonesian economy is to expand the enthusiasm of youngsters in enterprise. A nation can succeed if in any event 2% of the populace progresses toward becoming business people. For Indonesia, 2% of the 250 million populace implies 5 million business visionaries, this number is a long way from the real world, in light of the fact that the quantity of Indonesian business visionaries is just around 450,000 business visionaries, or just 0.18% of the number of inhabitants in Indonesia[3]. The improvement of business visionaries or pioneering exercises is generally excellent in created nations[4]. For instance in the United States the enterprise rate is 11.5-12%, Singapore has 7% business enterprise, China and Japan at 10% of the nation's populace[5].

Indonesia needs around 4.6 million business people, while the number accessible under the formal business approach is just 564,240 business visionaries or there are still around 4.07 million new business visionaries. In Indonesia, joblessness is right now ruled by instructed jobless or those with single guy, institute and secondary school training[6]. The modest number of business visionaries is identified with the low enterprising goals. The expectation of business enterprise is the capacity to be bold in gathering life's needs and tackling life's issues. The expectation of enterprise is the

inclination of people to make pioneering move by making new items through business openings and hazard taking. The goal of enterprise is estimated by the size of pioneering expectation with markers picking the way of business instead of working for other people, picking a vocation as a business visionary, making arrangements to begin a business, improving economic wellbeing (confidence) as a business visionary and winning more pay well[7].

In view of the pre overview results, the specialist will execute Theory of Planned Behavior (TPB) which is a further advancement of Theory of Reasoned Action (TRA). The contrast between Theory of Planned Behavior (TPB) and Theory of Reasoned Action (TRA) is an extra determinant of conduct goal that is seen social control (PBC). PBC is controlled by the factor of Control conviction (trust in the capacity to control). This build was included a push to comprehend the restrictions controlled by people so as to play out specific practices[8].

In view of the Theory of Planned Behavior (TPB), that a conduct with high inclusion requires certainty and assessment to encourage mentalities, emotional standards, and social control with expectations as middle people of the impact of different inspirational variables that effect on a conduct[9]. Enterprising choices are practices with high contribution (high inclusion) on the grounds that in settling on choices will include elements Believing in one's own capacities (self-adequacy), being sure (mentality towards conduct), and ecological help (abstract standards). At the end of the day, the expectation or conduct of an activity or not will be dictated by emotional frames of mind and standards, yet in addition the person's impression of the control he can do that originates from his convictions on those controls (control convictions). In the interim, conduct control is operationalized with self-viability. So the focal point of the Theory of Planned Behavior is on one's goal to play out a conduct, since goal is the premise of a conduct[3].

Another factor that can impact innovative expectations is the logical factor in enterprise instruction where business enterprise training is relied upon to encourage the longing and goal of. In light of past research, the outcomes demonstrated that the variable frame of mind, abstract standards, and self-viability positively affect understudy business enterprise goals[4]. The demeanor, social standards, emotional standards, and self-viability effectsly affected understudies at 6 colleges in Indonesia. Relevant factors, for example, enterprise training positively affected innovative expectations of understudies in the workforce of financial aspects and organization, Yasar University, Izmir, Turkey. From the above research is as yet restricted to inner elements or simply inspect TPB just, the creators include logical factors specifically business enterprise training as a supplement in this examination. Subsequently, the creators take the title of the exploration the effect of self-efficacy, objective norms, behavior attitudes, and entrepreneurship education toward entrepreneurial intentions[7].

## Research Methods

The author uses quantitative research. Information obtained through surveys by distributing questionnaires. The scale used is the Likert scale where the respondent stated the level of agreement or disagreement regarding various statements regarding



behavior, objects, people or events. The proposed scale consists of 4 choices, namely Strongly Agree (SS), Agree (S), Disagree (TS) and Strongly Disagree (STS). This research was conducted by taking location at the Faculty of Economics, in East Java. This study used the Krejcie and Morgan method using the chi-quadrat approach,  $p = 0.5$ , with an error limit assumed to be 5% (0.05). In this study the variables are determined based on the theoretical basis of attitudes, subjective norms, self-efficacy, entrepreneurship education, and entrepreneurial intentions.

Data analysis: in view of the aftereffects of the examination note that the estimation of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) is more noteworthy than 0.50 which is equivalent to 0.883, this demonstrates the current information is attainable for investigation, while the consequences of the Bartlett's Test of Sphericity are gotten the essentialness level is 0,000, which implies that between factors there is a relationship (criticalness  $< 0.05$ ), along these lines it tends to be reasoned that every current variable can be additionally broke down in light of the fact that they meet the criteria. The dependability test outcomes demonstrated that all inquiry things of the three factors concentrated were solid since they had a Cronbach Alpha value  $> 0.70$ . Hence, the appropriate responses from respondents as per reality and the following stage can be played out different relapse investigation.

## Result and Discussion

Theoretical framework and hypotheses: Intention of Entrepreneurship: Goal is the genuineness of one's expectation to complete a demonstration or achieve a specific conduct. In enterprise exercises must be founded on the aim that business exercises can run reliably. That is, each person when choosing business enterprise must have the goal as a main thrust in business enterprise. The accompanying comprehension of enterprising aims as indicated by certain specialists. Goal is the earnestness of one's aim to play out an activity or raise a certain behavior [8]. The aim of enterprise is the capacity to have the mental fortitude to address the issues of life and take care of life issues, advance business or make new organizations with existing quality in oneself. In the interim. The goal of entrepreneurship is characterized as the way toward discovering data that can be utilized to accomplish the targets of shaping a business [6].

Expectation of business is a mental wonder to center consideration and take care of the businessperson with a sentiment of joy since it carries advantages to himself. As a rule, expectation precursor variables can be communicated through Theory Planned of Behavior (TPB), to be specific convictions or frames of mind to carry on, abstract standards and control of conduct or self-adequacy. The arrangement of expectations can be clarified by arranged conduct hypothesis which accept people always have objectives in conduct [4]. Other than that, expectation additionally indicates how hard somebody is attempting, goal demonstrates how much exertion some-body is intending to do and aim is most firmly identified with ensuing conduct [1].

Theory of planned behavior: hypothesis of Planned Behavior is a hypothesis with respect to explicit conduct in people. Theory of Planned Behavior is a Theory of Reasoned Action that is upgraded by the expansion of Perceived Behavior Control or in operationally called self-adequacy [3]. The fundamental worry in the hypothesis of arranged conduct is the expectation or aim of an individual to play out a conduct. Since

expectation is a transitional variable that causes the conduct of a demeanor or different factors. Expectation is an arbiter of the impact of different persuasive components that affect a conduct. Moreover, the aim additionally demonstrates how hard somebody sets out to attempt [7]. Goal indicates how much exertion an individual intends to do, and goal is most firmly identified with ensuing conduct.

**Subjective Norms:** abstract standards are singular convictions about the encompassing condition and individual inspiration to pursue these standards. The fundamental part of abstract standards, in particular confidence in expectation, is the perspective on different gatherings that are viewed as significant by people who encourage people to or must not carry on [8]. So abstract standards can impact innovative goals from the outer side as help for the earth, both family and grounds condition. Somebody will get excitement if they get support from individuals around them. Abstract standards are view of social weight in completing certain practices. Abstract standards are singular convictions to comply with the mandates or proposals of people around them to take part in enterprising exercises [7].

**Attitude:** The frame of mind is the premise of the aims where mentalities have parts of the subject that is the conviction of people that showing or not showing the conduct of certain will deliver an outcome or result certain, the more constructive contemplations an individual then it will be progressively constructive also the demeanor of people towards the article [9]. Frame of mind characterized inclinations are concentrated to give a reaction to the article or class of items are reliably great in taste loves or dislikes. Frame of mind is a fondness or feeling towards an improvement [5]. In certain examinations the innovative demeanor of business enterprise operationalized in re-sistance of hazard and set out to confront snags. So mentalities can impact goals somebody to business of the choices he's going out on a limb or maintain a strategic distance from it[8].

**Business Education:** advanced education can be viewed as a potential wellspring of printing for planned business people. At the point when this, most significant colleges have contributed very huge for planning instructive business enterprise that is possible for understudies [9]. As per the understanding that increasingly broad, instruction business visionary ship is characterized as the whole scope of exercises of training and preparing in the arrangement of instruction or not, which is attempting to create goal on members to play out the conduct of enterprise, or a portion of the components that influence expectations, for example, information, business enterprise, ability action pioneering, or their qualification [1].

One of the components driving the development of business enterprise in an arranged a shot the job of colleges high through instruction business enterprise. In the examination pastly presumed that, while the college gives information and motivation that is sufficient for business, the likelihood to expand the craving of business visionary ship in among youngsters more youthful [3]. Gathering school high has obligation duty to teach and set up the businesspeople more youthful who are relied upon to energize the development of the economy in a nation. Gathering school high is relied upon to have the option to apply the example of discovering that is suitable and solid that depends on input exact which is required to encourage the soul of understudies to

business. The issue that emerges is the way to develop enterprising inspiration after understudies become graduates [4].

In view of a few investigations that have been directed, reasoned that the expectation of business visionary ship affected by a few elements, for example, variables of inward, outer, and relevant that it incorporates instructive enterprise. The job of business education is significant during the time spent shaping business visionaries. In principle accepted that on the off chance that the instruction of business enterprise given since right on time, at that point it will expand the potential for somebody become an entrepreneur [5].

Effect of self-efficacy on entrepreneurial intentions: self-viability is required for a business visionary. Self-viability is one's faith in his capacity to finish a vocation. Or on the other hand as it were, an individual's inspirational conditions depend more on what they trust in than what is dispassionately valid [3]. Self-adequacy has a significant job towards innovative aims, with a solid self-viability, an individual will be progressively certain about what he is doing and there is no uncertainty when making a move for enterprise. Aim or a compelling impulse from inside yourself is required for the arrangement to manufacture a business. Without the aim as a rule people will be hesitant to begin a business [2].

Goal is the genuineness of one's expectation to play out an activity or raise a specific conduct. Thus, it very well may be presumed that self-viability fortifies one's expectation and (goal) to make a move, in this unique situation, innovative exercises [8]. This is strengthened by research: With self-viability, the drive or expectation for business enterprise will be more grounded. In this way, the theory can be finished up as pursues:

H1: Self-efficacy Influences Entrepreneurial Intention: Effect of Subjective Norm Against the intention of Entrepreneurship: A businessperson has emotional standards to be increasingly certain and eager about beginning a business. Abstract standards are the person's convictions to comply with the bearing or exhortation of everyone around him. While as indicated by specialists' emotional standards are items and view of social weight in completing certain practices [2]. Emotional standards have a significant job in expanding pioneering expectations because abstract standards are a type of help from the encompassing condition in this setting is support for business [4]. This help can emerge out of family, companions, instructors, specialists, and individuals who are viewed as significant. It very well may be inferred that when an individual gets solid help from the earth or family, there will be a goal and trust in that individual [5]. Abstract standards have a solid impact in encouraging innovative goals. In this manner, the speculation can be finished up as pursues:

H2: Subjective Norms Influence Entrepreneurial Intention: Influence Attitudes behave Against the intention of Entrepreneurship: Though as per specialist's emotional standards are items and impression of social weight in completing certain practices. This help can emerge out of family, companions, instructors, businessmen, and individuals who are viewed as significant. It tends to be presumed that when an individual gets solid help from the earth or family, there will be a goal and trust in that individual [3]. Abstract standards have a significant job in expanding innovative expectations because emotional standards are a type of help from the encompassing condition in this setting is support for business enterprise [4]. A businessperson has abstract standards to be increasingly

certain and excited about beginning a business. Emotional standards are the person's convictions to comply with the heading or guidance of people around him [6]. Abstract standards have a solid impact in cultivating enterprising expectations. In this way, the speculation can be closed as pursues:

H3: Attitudes Behavior Influential Against the intention of Entrepreneurship: Effect of Educational Entrepreneurship Against the intention of Entrepreneurship Enterprise training is significant in pioneering exercises. business enterprise instruction is characterized in general arrangement of instructive and preparing exercises in the training framework or not, which attempts to build up an expectation for members to take part in innovative conduct, or a few components that impact goals, for example, information, business, want for pioneering exercises, or their qualification [4]. In its advancement, business enterprise training is nearly held by numerous colleges today. In the examination it was reasoned that business enterprise instruction expands understudy pioneering expectations [3]. Therefore, the accompanying speculations can be drawn. H4: Attitude Behavior Influential Against the intention of Entrepreneurship.

Result: Considering data got from the examination results, a few ends can be drawn as pursues. Self-adequacy (X1) positively affects innovative goals (Y). This can be demonstrated through relapse examination it is realized that the impact of self-viability impacts the Intention of entrepreneurship by ( $\beta$ ) 0.256 (\*\*  $p < 0.05$ ;  $p = 0.000$ ). The greatness of the impact of work inspiration on pioneering goals is ( $\Delta R^2$ ) 0.023\*\*. In view of these outcomes, it tends to be inferred that there is a beneficial outcome of Self-Efficacy on the Intention of Entrepreneurship. Along these lines, understudies who have an abnormal state of Self-Efficacy or fearlessness will expand their expectation to progress toward becoming business visionaries, since understudies will turn out to be progressively certain about their capacities and will lose their dread when starting a business.

Emotional Norms (X2) positively affect innovative aims (Y) Undergraduate students. This can be demonstrated through relapse examination; it is realized that the impact of Subjective Norms on Entrepreneurial Intention is ( $\beta$ ) 0.264 (\*\*  $p < 0.05$ ;  $p = 0.000$ ). The impact of emotional standards on pioneering expectations is ( $\Delta R^2$ ) 0.021\*\*. In view of this it very well may be presumed that there is a positive impact of Subjective Norms on the Intention of Entrepreneurship, and it tends to be inferred that the subsequent speculation is acknowledged. Along these lines, on the off chance that emotional standards or the help of the encompassing condition is solid, at that point understudies will be increasingly certain to set out to start a business.

The mentality of conduct (X3) affects the goal of business (Y). This can be demonstrated through relapse investigation; it is realized that the impact of disposition toward business expectation is ( $\beta$ ) 0.281 (\*\*  $p < 0.05$ ;  $p = 0.000$ ). The impact of disposition toward the innovative expectation is ( $\Delta R^2$ ) 0.022\*\*. In view of this, it tends to be reasoned that there is a positive effect on demeanor toward the enterprise expectations and it very well may be presumed that the third speculation is acknowledged. Along these lines, on the off chance that the frame of mind is solid, at that point understudies will be progressively certain to set out to start organizations.

Enterprise training (X4) positively affects pioneering expectations (Y). This can be demonstrated through a relapse investigation that the impact of enterprise training on innovative aims is ( $\beta$ ) 0,278 (\*\*  $p < 0.05$ ;  $p = 0,000$ ). The impact of business enterprise

training on business enterprise aims is ( $\Delta R^2$ ) 0.028\*\*. In light of this, it very well may be reasoned that there is a positive effect on business enterprise instruction on the business goals and it tends to be inferred that the fourth speculation is acknowledged. In this way, if business enterprise training can be completed well, it will assist understudies with having an image of business enterprise so the degree of want to play business enterprise on words will increment.

### Conclusion

Based on the results of research, discussion, and conclusions obtained, the suggestions that can be given are as follows. The undergraduate students should better approach the learning in business entrepreneurship with an internal approach that is the main foundation in starting being an entrepreneur. Based on the assessment of respondents in this study, the actual level of internal student foundation such as self-efficacy, attitude toward behavior, subjective norms is still lacking so that only a few students intend to become entrepreneurs. The campus should pay more attention to the formation of an entrepreneurial mentality on each individual, so that when they will be given lessons or direction on entrepreneurial activities the students will be far more interested in the field of entrepreneurship. In addition, entrepreneurship education must be further optimized as a forum for students to find solutions to the problems of the entrepreneurial world they face. The next researcher can develop this research by further investigating the level of action for entrepreneurship, because in this study the focus is more on the level of intention or intention in entrepreneurship. By conducting further research it will be able to develop entrepreneurship in the younger generation.

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# Self-Efficacy As the Determinants For the Intention of Entrepreneurship

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## ABSTRACT

This examination intends to decide: (1) The degree of self-adequacy of undergraduate management study programs in Surabaya, (2) The degree of enterprising expectations of undergraduate management study programs in Surabaya, (3) The impact of self-viability on undergraduate management study programs in Surabaya. The number of population in this examination is the undergraduate management study programs in Surabaya. The testing system utilizes Proportionate Stratified Random Sampling and acquired an example of 167 undergraduate management study programs in Surabaya. The instrument preliminary utilized master judgment and proceeded with preliminaries on 30 undergraduate management study programs in Surabaya. Validity test in this research utilizes the Product Moment connection method from Pearson. Unwavering quality test utilizing the Cronbach Alpha. Information gathering utilizes a survey that is dispersed straightforwardly and through electronic media. The investigation essential testing incorporates typicality test and linearity test. The information investigation method utilized is straightforward relapse to test theories.

## Introduction

The issue of joblessness is one of the serious issues in the field of work in Indonesia. The issue of joblessness has consistently been in the open spotlight in light of the fact that the joblessness rate in Indonesia is expanding step by step [1]. An undeniably dismal reality is that the informed joblessness rate in Indonesia is very huge. This is terrible in light of the fact that when seen from the capacities and ability controlled by understudies, the individual ought to have the option to find a new line of work or even open their own occupations [2]. The International Labor Organization, the International Labor Organization (ILO) takes note of that the quantity of jobless individuals in Indonesia has expanded. Presently it arrives at 6.25% until August 2013. The way that can be uncovered that the quantity of jobless in Indonesia keeps on expanding [3]. The quantity of the workforce isn't relative to the quantity of occupations. This outcomes in serious challenge for work. The gatherings who can't contend are eventually jobless.

Beginning from the present conditions, the calling as a business visionary is by all accounts one of the correct arrangements [4]. Individuals never again rely upon accessible employments, however begin considering approaches to make their own

occupations [5]. The administration likewise started to forcefully dispatch a national innovative development . The Directorate General of Higher Education Ministry of Education and Culture (Dirjen Dikti Kemendikbud) additionally underpins the advancement of business enterprise programs for understudies. The Ministry of Education and Culture's Director General of Higher Education has propelled the Entrepreneurial Student Program (PMW) to be actualized and created by open and private colleges. PMW expects to give information, abilities and dispositions or enterprising soul dependent on science and innovation to understudies with the goal that they can change the outlook of occupation searchers into employment makers. The program is likewise expected to diminish joblessness for tertiary training graduates.

Want or innovative expectations that exist in an individual surely does not show up immediately but rather through a few phases [6]. An individual does not begin a business by reflex, yet they do it deliberately. Hypothesis Planned of Behavior displays that enterprising goals have stages. Before the goal emerges at first in the person there is inspiration or want to make something, this urges the person to succeed [7]. These individuals have the requirement for high achievers who are made a decision to be fearless in settling on the choices they have made. Likewise, the presence of a high want to prevail with regards to accomplishing something will shape high fearlessness and poise (locus of control) of the person [8]. In the event that somebody has an inside locus of control, at that point the conviction will develop that he can control the earth with the capacity he must almost certainly accomplish what he needs [9]. The following stage that is shaped is self-adequacy (self viability) where people with high self-adequacy will have a high goal to advance themselves through business [4].

Want of business (innovative expectations) among understudies is still appalling, on the grounds that the enterprising aims of understudies can be a wellspring of birth of future business people [6]. One significant factor in making business is aim. Expectation or aim is the earnestness of somebody to do business exercises [7]. The more noteworthy the business visionary's expectation, the better it will be to begin a business. The aim of somebody who is offset with trust in himself will goodly affect the introduction of new business visionaries in order to make openings or work [9].

Through expectation, one can foresee the moves that will be made. In the event that the goals of business enterprise are low, at that point innovative conduct can likewise be conceivable low. Along these lines, investigate should be done on the effect of self-efficacy on student entrepreneurial intentions for undergraduate management study programs in Surabaya.

## Research Methods

This research is an ex-post facto type of research because this research reveals existing data or events without changing or manipulating the variables or samples studied. Ex-post facto research was conducted to examine events that had occurred. This research is a causal study because it intends to reveal the effect of the independent variables on the dependent variable. This research uses a quantitative approach, meaning that all of its data is expressed in numbers and its analysis is based on statistical analysis. This study uses a sample as research respondents. The study population was all students of undergraduate management study programs in Surabaya amounting to



303. The reason for choosing the class of 2018- 2019 was because students in the class had taken entrepreneurship courses which meant that the student had sufficient knowledge about entrepreneurship and was able to understand contents of statements in the instrument. Determination of the sample in this study using proportional stratified random sampling technique. From the table of the number of samples according to Isaac and Michael it is known that from a population of 303 with an error rate of 5%, a total sample of 167 students is known.

Data analysis: In view of the aftereffects of the examination note that the estimation of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) is more noteworthy than 0.50 which is equivalent to 0.783, this demonstrates the current information is attainable for investigation, while the consequences of the Bartlett's Test of Sphericity are gotten the essentialness level is 0,000, which implies that between factors there is a relationship (criticalness <0.05), along these lines it tends to be reasoned that every current variable can be additionally broke down in light of the fact that they meet the criteria. The dependability test outcomes demonstrated that all inquiry things of the three factors concentrated were solid since they had a Cronbach Alpha value > 0.70. Hence, the appropriate responses from respondents as per reality and the following stage can be played out different relapse investigation.

## Result and Discussion

Theoretical framework and hypotheses: Overview of Entrepreneurship: The theme of business is an interesting issue, since it is a test for the Indonesian individuals to create innovative frames of mind and capacities. Business enterprise is the way toward making something different utilizing time and exercises joined by capital and hazard and getting prizes and fulfillment and individual flexibility. Enterprise is frequently connected with the procedure, arrangement or development of another business that is situated to gainfulness, esteem creation, and the development of new items or administrations that are interesting and inventive.

Enterprise is a procedure of applying imagination and advancement in taking care of issues and discovering chances to improve life (business). In accordance with this conclusion, business enterprise is a procedure of making something (new creation) and making something other than what's expected from what as of now exists (development), the point is to accomplish singular welfare and increased the value of the network. Entrepreneurship means joining individual character, fund and assets. Along these lines, business is a vocation or profession that must be adaptable and innovative, ready to design, go out on a limb, choices and activities to accomplish objectives. Business visionaries are individuals who set out to face dangers and like difficulties. Business people (business visionaries) are individuals who are bold in going out on a limb to start organizations in different chances. In view of a portion of these suppositions, it very well may be reasoned that the innovative Adala h individuals who have the fortitude to go out on a limb to begin a business so as to accomplish gainfulness. A business visionary will use existing assets to be used in his business.

Advantages and Weaknesses of being an Entrepreneur: Basic leadership turns into a business person has constructive and pessimistic sides which can be called as focal points and disservices of being a business person. The advantages of being a business

visionary are 1) There are chances to accomplish your own ideal objectives; 2) There are chances to exhibit one's capacities and potential in full; 3) open doors for most extreme advantages and advantages; 4) Opportunities are available to assist the network with solid endeavors and 5) Open the chance to turn into a supervisor. There are a few shortcomings in business enterprise, specifically 1) Obtain dubious salary, and accept different dangers; 2) Work hard and work extended periods of time; 3) An amazing nature is still low until his business succeeds, in light of the fact that he needs to cut back; 4) His obligations are progressively huge, numerous choices that he should not ace the issues he faces.

Shortcomings in enterprise as indicated to be specific 1) Personal penance. At the outset, business visionaries, needed to work extended periods and were occupied; 2) The weight of obligation. Business visionaries must deal with all business capacities, both promoting, budgetary, individual, just as obtainment and preparing and 3) The little net revenues and the huge likelihood of disappointment. Business people utilize their very own wellspring of assets, the benefit/net revenue acquired is generally little. In light of a portion of these assessments, it tends to be reasoned that the advantages of being a business visionary are having the chance to accomplish their very own ideal objectives, helping the network with genuine organizations, the chance to be a supervisor, allowed to do anything on their business, roused to succeed, allowed to deal with their own accounts, and get benefit. The shortcomings of being a business person are questionable salary, long working hours, enormous duties that spread all things, toward the start of the endeavor benefit is little and has the likelihood of disappointment.

Entrepreneurial Characteristics: The idea of Need for Achievement, hereinafter contracted (N-Ach), which is characterized as a character infection that makes an individual need to improve and push ahead, continually considering improving, and have a practical objective by taking hazardous activities that have truly been determined. Mc Clelland subtleties the attributes of the individuals who have high N-Ach as pursues 1) Prefer work with sensible dangers; 2) Work harder in assignments that require mental capacities; 3) Do not work more earnestly on the grounds that there is cash consequently; 4) Want to work in circumstances where individual accomplishment can be gotten; 5) Demonstrate better execution in conditions that give positive clear input and 6) Tend to think into the future and have long haul thinking.

There are ten fundamental frames of mind (character) of business, in particular 1) (visionary) that can see a long ways ahead, consistently do the best in the present, while envisioning a superior future. A business person will in general be imaginative and creative; 2) Positive, which is to help a business visionary consistently think great, not be enticed to consider things that are negative, so he can transform difficulties into circumstances and consistently consider something greater; 3) Confident (certainty), this frame of mind will direct somebody in each choice and step. Certainty does not generally say "Yes" yet additionally sets out to state "No" if fundamental; 4) Genuine, a business person must have thoughts, feelings and permit his very own model. Not that he should make something genuinely new, he could have sold an item that is equivalent to another, however he should give included worth or new; 5) Goal Oriented (objective focused), constantly situated to the assignment and results. A business visionary needs to consistently need to consistently accomplish, benefit situated, driving forward, buckling

down, and order to accomplish something that has been set; 6) Persistent (hold the test), must go ahead, have vitality, and uplifted spirits, never surrender, not effectively debilitated, and on the off chance that you fall up quickly get back up; 7) Ready to confront a hazard, the most serious hazard is a business disappointment and cash runs out. Prepared to face hazard, rivalry, value vacillations, now and again benefit or misfortune, things not sold or no order. Must be looked with certainty. He makes evaluations and cautious arranging, with the goal that difficulties and dangers can be limited; 8) Creative (inventive mengap openings), openings are consistently there and go before us. Sharp mentality isn't just ready to see openings, yet additionally ready to make openings; 9) Healthy Competitor (being a decent contender). In the event that you set out to enter the business world, you should set out to enter the universe of rivalry. Rivalry ought not be upsetting, yet it must be believed to make us advance and think well. An uplifting mentality endures and exceed expectations in the challenge; and 10) Democratic pioneer (just pioneer), has a popularity based administration, ready to be a model and motivation for other people. Ready to satisfy others, without losing bearing, and objectives, and ready to be with others without losing their own personality.

In light of a portion of these feelings, it creates the impression that there are likenesses of conclusions between one master with another master. Accordingly, it very well may be presumed that the attributes of business visionaries who are effective are happy to go out on a limb, energy and diligent work, think long haul, have an awareness of other's expectations for his endeavors, having what it takes to handle a business, and a high certainty for progress.

Overview of Entrepreneurship Intention: Pioneering goals can be translated as the way toward discovering data that can be utilized to accomplish the targets of shaping a business. Aim is a segment in a person that alludes to the craving to play out specific practices. Aim is a major component that can clarify a conduct. As an indicator of conduct, goal is viewed as an imperative inspiration when somebody will submit certain practices. Aim is an effective indicator of conduct since it spans frames of mind and conduct. Aim has been demonstrated to be the best indicator of innovative conduct. In view of a portion of these suppositions, it tends to be presumed that goal is a significant marker that can be utilized to foresee an adjustment in conduct later on the grounds that aim has a cozy association with the ideal conduct. Pioneering expectation is characterized as the longing or goal that exists in an individual to show innovative conduct that can be seen from the goal of people to have the option to go out on a limb, exploit openings, become an inventive and free individual and have the option to process existing assets.

Aspects for Measuring Entrepreneurial Intention: One model of intention development formulated by Ajzen is Theory of Planned Behavior (TPB). The core of TPB remains in the behavioral intention factor as presented in the following figure. TPB identified three factors that preceded intention. Two factors reflect the perceived desire to perform a behavior, namely: personal attitude towards personal behavioral results and perceived social norms. The third factor is perceived behavioral control (perceived feasibility), reflecting the perception that behavior is personally controlled. Based on this description, then in this study, there are 3 aspects to measuring entrepreneurial

intentions, namely attitudes toward behavior, subjective norms and behavior control. These three aspects are also used as indicators of entrepreneurial intentions.

Factors that influence entrepreneurship intentions: Entrepreneurial intentions are influenced by three things namely demographic factors and individual backgrounds; personality factors (personality); and finally that several studies support that demographic factors influence a person's desire to become an entrepreneur. These demographic factors include gender, age, education and one's experience. Women are more likely to have low entrepreneurial intentions compared to men. The second factor is a person's personality characteristics. The concept of need for achievement as a psychological motive. Furthermore, the need for achievement as one of the characteristics of one's personality that will encourage someone to have entrepreneurial intentions. Someone who has a need for presenting has a tendency to persevere and even is compelled to fulfill the task entrusted to him. Self-efficacy factors namely that self-efficacy affects the intentions of one's entrepreneurship.

The third factor is the contextual element. Contextual elements which include three environmental factors that are believed to influence entrepreneurs are their access to capital, information and the quality of social networks they have, which is then called instrument readiness. Based on some of the opinions and results of these studies, it can be concluded that there are three factors that influence entrepreneurial intentions. These three factors are demographic factors, personality factors, and contextual element factors. Demographic factors include gender, age, education, background and experience of a person; personality factors include the need for achievement, locus of control and self efficacy; and contextual elements include access to capital, information, and network.

Overview of Self-Efficacy: Self-efficacy is the belief that someone can master a situation and produce various positive results. Self- efficacy helps people in various situations that are unsatisfactory and encourages them to believe that they can succeed. Self-efficacy is related to a number of positive developments in one's life. Positive self-efficacy is the belief to be able to perform the intended behavior. Without self-efficacy (certain beliefs that are very situational), people even want to do a behavior. Self-efficacy determines whether someone will exhibit certain behaviors, how strong that person can be survive when faced with failure or difficulties, and how success or failure in a particular task affects future behavior.

Self-efficacy is measured by the self-efficacy scale. Indicator in measuring self-efficacy namely confidence in the ability to manage the business and leadership in starting a business. Based on these opinions, it can be concluded that self-efficacy is a belief in one's abilities. If someone is not sure they can produce the results they want, they have little motivation to act. Someone who has high self-efficacy has the potential to be able to change events in his environment, will be more likely to act and more likely to be successful than people who have low self-efficacy.

Factors that affect Self-Efficacy: Self-efficacy can be obtained, improved, or reduced through one or a combination of four sources. The four sources are 1) The experience of mastering something (mastery experiences); 2) Social modeling; 3) Social persuasion; and 4) Physical and emotional conditions. Self-efficacy can be obtained, changed, increased or reduced, through one or a combination of the four sources. The

most influential source on one's self-efficacy is his past experience, while other sources have an effect but only in certain situations.

Framework of thinking: Intention is a strong predictor of an action. Someone who has entrepreneurial intentions has more entrepreneurial readiness than someone who has no intention. The intention of entrepreneurship can be a measure of a person's actions, whether he will choose a career to be an entrepreneur or not an entrepreneur. The intention of entrepreneurship is influenced by three things, namely demographic factors, personality, and contextual elements. Demographic factors include a person's sex, age, education, background, and experience; personality factors include the need for achievement, locus of control and self efficacy; and contextual elements include access to capital, information and networks. Self-efficacy is part of the personality factor that influences one's entrepreneurial intentions. Self-efficacy is a belief in one's abilities. Someone who has high self-efficacy in terms of entrepreneurship will have a strong desire to entrepreneurship, and vice versa. Someone who has low self-efficacy, also has low entrepreneurial desire. This means that self-efficacy is a factor that influences entrepreneurial intentions.

The results of research on the level of student self-efficacy are in the medium category. This is indicated by the number of research respondents who answered the most in the medium category of 113 students (67.66%). Then the number of students who answered the high category was 42 students (27.54%), and the number of students who answered the low category was 8 students (4.80%). Based on these data, it can be seen that not all students have high levels of self-efficacy so there are still students who have entrepreneurial intentions that are not yet high.

The results of research on student entrepreneurial intentions are in the medium category. This is indicated by the number of research respondents who answered the most in the medium category of 93 students (55.69%). Then the number of students who answered the high category was 71 students (42.51%), and the number of students who answered the low category was 3 students (1.80%). Based on these data, it can be seen that not all students have a high level of entrepreneurial intentions so there are still students who do not wish to become entrepreneur.

## Conclusion

Based on the research results obtained as a whole, the following conclusions can be drawn:

1. The level of self-efficacy of students of undergraduate management study programs in Surabaya is included in the moderate category (68%).
2. The level of entrepreneurial intention of undergraduate management study programs in Surabaya in the medium category (59%).
3. There is a positive and significant effect of self-efficacy on undergraduate management study programs in Surabaya as indicated by  $r_{xy}$  is 0.655 and  $r^2_{xy} = 0.429$ , which means that the self-efficacy variable affects entrepreneurial intention of 42.9% and the value of entrepreneurship t-value is greater than  $t_{table}$  at the 5% significance level that is  $11,648 > 1,960$  with  $N = 167$ .

Implication:

1. The results of this study indicate that the tendency of self-efficacy variables are in the medium category. Based on this, in order to increase entrepreneurial intentions, students must increase their self-efficacy or self-confidence, especially in terms of entrepreneurship. So, high self-efficacy can increase student entrepreneurship intentions.
2. The results of this study indicate that there is a positive and significant effect between self-efficacy on the entrepreneurial intentions of undergraduate management study programs in Surabaya. The results of these studies can be used for students to improve their self-efficacy so that their intensities increase and eventually entrepreneurial behavior will be realized.

Suggestion: based on the results of the research discussion and conclusions above, suggestions can be given for Further Researchers that this study provides information that the variable of self-efficacy affects the student entrepreneurship intentions of 45.1%. These results are still influenced by other variables by 54.9%. Therefore, it is expected in the next research to reveal other factors (other variables) that influence the amount of student entrepreneurship intentions.

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# Quality of Service and Price Perception Affect Customer Loyalty With Consumer Satisfaction As a Mediation Variables

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## ABSTRACT

This study investigates the effect of service quality and perceived price on customer satisfaction and the effect of customer satisfaction on customer loyalty. This study also seeks to determine the mediating role of customer satisfaction on the relationship between service quality and price perceptions and customer loyalty. This study focuses on observations on 100 students in Sidoarjo who have made purchases at Indomaret-Sidoarjo. The research hypothesis testing adopted the Structural Equation Model-Partial Least Square (SEM-PLS) technique using SmartPLS. This study found that customer satisfaction has a significant effect on customer loyalty and perceived price also has a significant effect on customer loyalty. However, this research proves that service quality does not have a significant effect on customer satisfaction.

## Introduction

Nowadays, the development of the retail business in Indonesia shows a truly positive popularity, this can be seen from the increasing number of minimarkets markets every year. The strong competition in the retail industry requires that the domestic retail business be managed professionally and can serve consumers [1]. So that the service strategy to attract consumers by observing pricing policies, and customer satisfaction [2]. This requires a pricing strategy and customer satisfaction to enable consumer loyalty in the retail business being run [3].

Customer loyalty is usually referred to as a person's loyalty to a product, a service, and a company. Customer loyalty is the expression and continuity of customer satisfaction by implementing the services offered by the company, and customers who are loyal to the company.

Consumer loyalty can have a significant impact on the company's business development, this can occur because the costs involved in attracting consumers are higher than the rates for maintaining loyal customers [4]. The loss of consumers will lead to company collapse. Therefore, businesspeople need to retain consumers by increasing loyalty [5].

The influence between service quality and customer loyalty and satisfaction as a mediating variable has been observed by experts [6]. As the survey results show, service quality has a positive impact on customer satisfaction. The population used for the study is the population of all consumers who have purchased at Indomart Jenggala 2



Gedangan. While the technique used in sampling used in this study is objective sampling. The data analysis technique uses SmartPLS version 3. The level of loyalty can be influenced by several aspects, namely, customer satisfaction, service quality, and price perception.

This customer loyalty can be influenced by customer satisfaction [7]. Satisfaction is based on feelings of disappointment or pleasure felt by someone by comparing product performance (results) with desired performance (results) [8]. All companies need to maintain their position in the market to remain competitive and keep their customers satisfied with better service [9].

In addition to customer satisfaction, there are other things that can affect customer loyalty, namely service quality [4]. Service quality is an important factor for a company in focusing on achieving customer loyalty [6]. Experts describe service quality as a dynamic situation and relate to service products, humanity, progress, and an environment in which consumers can meet and exceed consumer needs. Service quality is the key to a company's success, especially in the retail industry [2]. With such a statement, service quality must be a major focus in the company's attention. This statement is based on the results of a survey conducted by experts that the quality of service is said to be good if it has a positive impact on customer loyalty in minimarkets [8].

Price is the value for money intended to get the mix of products and services that come with it [9]. Perception based on experts is the progress of individuals in selecting, arranging, and translating stimuli (stimuli) into a comprehensive illustration. Although the fixing of the value for money is considered as some determining factor for some companies, the pricing strategy is not the only method used to solve different problems for a company, but each company must make decisions about pricing issues appropriately [10]. One of the company's methods to achieve customer loyalty is to offer consumers fair and reasonable prices [11]. Cheap or expensive products are relative. Researchers have found that there is a positive effect between price and customer loyalty [12].

Indomart is a trading company or retail business that aims to build the best retail distribution network in Indonesia that is owned by a broad community. However, Indomart's top brand data in the last 3 years is always below Alfamart.

Sidoarjo is an area that has tight competition in the retail business sector such as minimarkets. Meanwhile, Indomaret is a minimarket that competes with other minimarkets in Sidoarjo. One of Indomaret's address is Jl. Jenggala No.22, Megersari, Gedangan, Kec. Gedangan, Sidoarjo Regency, East Java. Indomaret Jenggala 2 has advantages over other Indomaret such as complete products, ample parking space and a large area for resting in the front. Based on this, the researcher surveyed 30 respondents through three angles, such as service quality, perceived price, and customer loyalty. According to the results of previous studies, almost all customers are not satisfied with this indicator. So, this research will focus on: The Effect of Service Quality and Price Perception on Customer Loyalty with Customer Satisfaction as a Mediation Variable. It also considers a significantly greater aspect of dissatisfaction.

## Research Methods

The research hypothesis testing adopted the Structural Equation Model-Partial Least Square (SEM-PLS) technique using SmartPLS.

## Result and Discussion

Service quality: service quality is a common attribute of a good or service and is identified by its ability to meet various defined and protected needs. So, there are three main themes in determining service quality:

1. For buyers, service quality is more difficult to measure than product quality.
2. Service quality is the result of a comparison between the expectations and the performance achieved by consumers.
3. Service evaluation includes not only service results but also the delivery process.

Quality has quite several parameters and is very dependent on the individual, the definition of quality varies from person to person. Many quality experts try to define quality based on every point of view they see. Some of their definitions are:

1. Quality is the needs and expectations of consumers.
2. Quality is zero defects, integrity, and conformance to requirements.
3. Quality according to specifications.

These three perceptions of quality are at the core of the Total Quality Management (TQM) guideline, which is a central issue. Some experts classify service quality as a unique situation involving service items, individuals, technology, and nature, with the aim of satisfying the desires of the buyers themselves. This explanation emphasizes that quality also focuses on consideration of human quality, process quality, and environmental quality and does not only focus on the final product point, product, or service. Therefore, it requires human support and quality processes to produce quality products or services.

The implementation of service quality for service companies can be used as a competitive advantage as expressed by several experts, namely another important factor in improving service quality is that superior quality is proven to be a competitive strategy in competitive advantage. Companies use services to be different, companies use services to increase productivity, companies use services to gain customer loyalty. Companies use services to spread advertisements by sharing positive word of mouth, companies use services to seek the same protection from price competition.

From this definition, it can be concluded that service quality is the main key in achieving success. The quality of services or goods depends on the ability of producers to meet buyers' expectations. Consumers who are satisfied then indirectly instill loyalty, generate a sense of wanting to recommend word of mouth, and will improve the company's image in the eyes of other consumers. Thus, the focus of company attention is the quality of services provided by the company.

Price perception: When a buyer evaluates the price of a product, the buyer is strongly influenced by consumer behavior. Experts argue that there are 4 main points of view related to social, cultural, personal (age, occupation, economic status) and psychological (belief, motivation, perception) consumer behavior

Perception has an individual process that consists of selecting, organizing, and translating stimuli and information from a broader perspective. Therefore, the valuation

of a product is dependent on individual perceptions based on individual circumstances and circumstances, and may not be highly valued, cheap, or common to everyone. The reality of estimating the price of a product depends on the consumer not only on the nominal price in absolute value, but also on his perception of the price. Basically, consumer perception is related to the perception of price differences and price references.

Some experts understand price perceptions, seen from the suitability of prices and products as well as the suitability of product prices with the financial ability to buy these products. Numerous studies have shown that price perceptions have a large impact on moving objectives. It is no wonder that price competition occurs in every industry. The purpose of price competition is to attract consumers to buy the products offered.

There are similarities in products and services in one industry, so consumers will think twice about what products and services consumers will use. Many experts say that price is an important factor and influence that influences the intention to move from one industry to another. In the transportation industry, tariffs and prices play an important strategic role in determining the marketing strategy, namely the close relationship between price and value, where consumers seek the price offered and the value provided.

Customer satisfaction: Consumer satisfaction is an emotional response to evaluate the experience of consuming a product or service and respond to their experience after using the product and service. Customer satisfaction is a form of customer perception that expectations have been met or exceeded. Customer satisfaction or dissatisfaction is the customer's reaction to the disagreement / dissatisfaction between previous consumer expectations and actual usage experienced by the consumer. Buyer satisfaction is the associative innering analysis of a purchase when the product choice is equal to or greater than the buyer's expectations. Buyers sometimes experience frustration when results do not meet consumer expectations. According to some experts, customer satisfaction can be divided into two, especially beneficial and psychological. User satisfaction is satisfaction resulting from the performance of the product used, and psychological satisfaction is satisfaction resulting from the intangible nature of the product.

There is intense competition, with more and more producers responding to consumer needs and wants, it should allow all companies to prioritize aspects of customer satisfaction as a priority in the company. This is reflected in the number of companies that are committed to customer satisfaction. Delivering value and customer satisfaction by offering high quality products at competitive affordable prices is the key to winning over the competition.

Service and product quality plays an important role in shaping customer satisfaction, but is also closely related to generating income for businesspeople. The more products and services offered, the more satisfaction the customer will receive. Many experts argue that customer satisfaction is a feeling of happiness and sadness that occurs after comparing the overall performance of a product with the expected performance. If the overall performance is not as expected, the buyer will be disappointed by showing disappointment. Conversely, if performance meets

expectations, buyers experience happiness. If the overall performance exceeds expectations, the buyer will be very satisfied.

Satisfaction refers to the overall attitude or behavior of the customer towards the services provided, or the emotional response to the difference between what the buyer will receive and what the customer expects. Buyer satisfaction is expressed by the extent to which the performance of a product or service in the business is as expected by the customer. If the performance meets or exceeds expectations, our customers are happy. On the other hand, if the performance is way below expectations, the customer is not always happy.

Some definitions of customer satisfaction can be concluded that the satisfaction obtained by consumers is the result of consumers' usual perceptions of the overall performance that has been produced by the company in response to expectations of the product or service used. The customer's expectation of the product or service received is beyond experience. When there is a failure in the protective joy between desire and hope, it becomes a motive for disappointment.

Customer loyalty: the main goal of the company is to have loyal customers. However, most businesses are not aware of increasing customer loyalty through many steps, from identifying potential customers to supporting customers who support the company. Consumer loyalty is a preference for a brand and over time the consistency of buying that brand.

Many experts claim that consumer loyalty is a key role of a company. Improving financial performance and maintaining the company's survival is one way to maintain customer loyalty. Consumer loyalty is also a basic reason to attract and retain consumers. Building loyal customers is something that does not work right away, but it goes through several stages. This stage includes the stage of finding potential customers to the stage of getting partners. Customer loyalty as a customer commitment to the company over the years or customers making multiple purchases for selected products and services, regardless of the influence of the situation and other company marketing efforts that can cause behavior change.

Consumer loyalty features include: 1. Repeating regular purchases. 2. Buy between service or product lines. 3. Evidence of resistance to rival temptations. 4. Will not be forced to sell to others. Becoming a loyal client takes many steps. Gradually, loyal customers appeared. This process is carried out over a period, with love and care at every stage of development. By identifying each stage and meeting specific needs, companies increase the chances of calling on loyal buyers, or customer loyalty.

Loyalty is a combination of psychological and consumer behavior, as well as loyalty to certain products or services provided by the company. Regardless of how behavior changes depending on the status and impact of marketing activities, Loyalties is committed to preserving details for the future by continuing to repurchase or re-subscribe to certain products or services.

Based on the many definitions of customer loyalty, it can be concluded that customer loyalty is a customer who is loyal to buy and become a customer at a particular company, and creates a positive attitude towards certain company products, has a commitment as a customer to a company that you want to continue to use in the future. And the emergence of an attitude of recommending others to buy.

## Conclusion

The results of this study indicate that service quality does not have a significant effect on customer satisfaction because consumers feel the services provided by Indomaret employees are mandatory. In addition, there is a perception of price which has a significant influence or influence on customer satisfaction. The perception that customers will bear on prices can trigger customers to feel satisfied with Indomaret because in Indomaret there are many promising promotions and discounts so that customers are satisfied when shopping at Indomaret. Customer satisfaction also affects customer loyalty. Customer loyalty has important values for a company, customer loyalty will be able to grow if customers are satisfied with what Indomaret has to offer.

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# Personal Financial Management Behavior of Surabaya College Students

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## ABSTRACT

This study aims to analyze the influence of academic ability, and allowance on the behavior and behavior of college students managing personal finance, with literacy or financial knowledge as intervening. This type of research is causal comparative with quantitative approach. The point of thought used in the research that is being worked on is the Theory of Planed Behavior (TPB). The research method used is discovery or quantitative. The population used is college students who are in Surabaya universities in the 2017-2019 school year. Samples in this study as many as 100 respondents, by means of data collection using questionnaires, the way of determining samples to be applied in this study is stratified random sampling. Analysis helper tools to process the data that will be used this research is SamartPls 3 and hypothesis test.

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## Introduction

At this time the demands of life are rising because of the precariousness and high value of the main commodities. For this reason, it is important to control the usual (medium) cash investments [1]. This suggests avoiding unwanted behavior. Nowadays the way of life is the most taken into account [2]. A lifestyle that seems fun, excessive, spends money without considering starting with western behavior [3].

Extravagant way of life is the tendency of one to devour indefinitely, buy something that exceeds the limits [4]. But in reality, it is usually not based on necessity but because it is based on desire [5]. Among individuals with higher social castes will be role models or commonly called socialites, who seem to view value without taking into account benefits [6]. This requires the ability on the personal finance side, information and understanding of personal finance administration in organizing to keep avoiding extravagant behavior [7].

In general, financial administration is a movement to monitor the budget in life undertaken by one or part of an individual who aims to obtain financial health [8]. By applying the right financial management strategy, an individual is expected to be able to obtain the most extreme benefits through his or her wealth [9]. The understanding of being someone who not only faces almost the same problems with high-level goods such as services, markets, and finances, but this student is more concerned with the need to take on the dangers of more important money in the future [10].

College students are a number of people who can provide assistance for the economy because in the future they will be able to enter the world of work and will start individually in managing their own finances, thus the financial proficiency of college

students will be appropriate to influence the state of Financial Education Indonesia. Furthermore, college students must be prepared with information and abilities. The goal is that there is no disruption in financial monitoring.

From data taken from Fintek Media "From a total of 64 million people aged 16-30 years, it turns out that not all financial literacy". Based on the expression of the Financial Services Authority Reported from the description of Bisnis.com Jakarta - Financial Services Authority always strives to empower the expansion of education and financial inquisition, especially among young people, thereby encouraging the goal of budget consideration level of 75% in 2019. Quoting from the Board of Commissioners of Financial Services Authority Instruction of the President of Buyer Security Tirta Segara "Young-spirited individuals have tremendous potential as a driver of the Indonesian economy both in terms of population forecasts, character, and level of education and monetary incorporation".

Financial literacy is the ability to form coercive choices for the utilization of funds in these circumstances and future financial administration [11]. Agree with the opinion of experts with previous research on finance, where there is an opinion that the urgency of money related proficiency cannot be exaggerated, because an individual who is not fiscally educated is unlikely to be legally supervised for the fulfillment of costs, so that a person is judged unable to elaborate on the budget on which goods or administration are available [12]. meet his needs, do not use understanding to acquire and assess a financial freely.

Allowance is the largest salary resource for college students [4]. The results of previous research say that cash deposits have a critical impact on education related to money. Remittances can encourage the community to supervise the cash as best as possible, because it can provide opportunities for both parents to channel the use in order to educate the child as best as possible. However, it is not like-minded with the findings of other studies that state that cash deposits have a considerable influence and there is a negative relationship with budget proficiency [6]. This situation provides a bright spot that if the allowance is low or negative, the increase in financial or financial literacy of an individual. On the other hand, if the allowance is more positive then financial education will decrease.

Academic ability can be a consideration that has to do with financial literacy and individual student financial management behavior [8]. College students' academic ability or proficiency can be a measure of effectiveness obtained by college students in meeting the final score of each program and scientific practicum achievement within a certain period of time. The achievement of studying in the field of scholastic can be seen from the Grade Point Average (GPA) obtained during the exams in college. GPA itself may be a plus consisting of different courses in the middle of the end of the semester. The results of previous research clarified that GPA has an impact on the level of literacy related to student wear and tear. Thus, it can be said that the higher the student GPA, the better the level of literacy or knowledge related to finance, and the lower the student GPA the lower the level of financial literacy. Another study stated that GPA factors do not have a significant influence on student financial proficiency. Because college students with higher GPAs have higher money-related education as well.



College students who have a poor level of financial literacy tend to do unhealthy financial management patterns; this is due to a lack of education about the basic concept of money management. College students will never get caught up in extravagant or consumptive attitudes if they have good financial knowledge and skills in devising personal financial strategies in their daily lives, therefore the author will conduct a study titled "The Influence of Allowance and Academic Ability on Personal Financial Management Behavior of Surabaya College students with Financial Literacy as Intervening Variables (Case Study on Surabaya College students)".

### Research Methods

Articles include Allowance, Academic Ability, Financial Literacy, Personal Finance Management Behavior.

### Result and Discussion

Allowance: allowance is money that is given to be spent at any time, which is usually given to children who do not have an income and with a not very large amount. Allowance is one of the factors that can influence a person in determining how to manage finances, so that the money provided by parents can be used for other important purposes such as transportation and investment funds. Allowance can also be used to buy ingredients for consumption and other important expenses. The goal is to provide learning media for individuals in order to monitor finances properly.

According to the article made by the Ministry of Education, the things that need to be considered in giving allowance are as follows:

1. Give allowance according to the age stage > Because the greater the age of the child, the greater the allowance that must be given. A child with a more mature age definitely needs more needs so he needs more allowance to live up to those needs.
2. The distance between school and home > The children who go and come to school together with their parents will definitely be different from the amount of allowance given inversely compared to children who have to use public transportation in traveling to their destination.
3. What activities he participates in > Children who actively participate in more activities than usual such as extracurricular activities or other organizations that need extra allowance to meet their needs.
4. Also pay attention to how much allowance is earned by friends his age > Do not let the child receive too large amounts, and not too little. Calculate the amount that suits the needs of the child.

Academic ability: college student's academic ability is decomposed in the lecture process by practicing psychomotor, affective (behavioral attitudes) and cognitive skills (practicum or work). With the 3-way capability component, college student's learning ability increases and learning outcomes can be seen from the cumulative index per semester or the cumulative index as a whole. High Grade Point Average (GPA) is the desire of every college student, but with a high GPA the struggle is not completed until the final judge, there is a struggle managed with good time management. Can also fight for it every semester with a variety of lecture activities.

Measure of college student success rate in the form of achievement index and academic ability. On the other hand, activities outside the academic field also need to be a special concern and need good management for college students. Special abilities of college student interest talents can be managed in college student activities from certain unit areas, namely sports and arts.

The assessment of college student's activity credit units is formed and collected by the selected field during a certain period which will be accumulated into the full activity value during the lecture period and becomes a special requirement before the lecture. So that with non-academic activities, college students are expected to learn a lot about college student activity management skills and hone soft skills so that college students become resilient, can cooperate with the world of organization and can develop the talents of college student interest to be felt and with the activities of college students can reduce outside activities. But it is also undeniable that the limitations of college student activities are also inseparable from hobbies and talents other than existing ones, which can later be honed and developed in college. And there is no denying that the need for process and support from various parties to be effective and other college students can participate in the activity.

Financial literacy: From the presentation presented by Kusumaningtuti S. Soetiono and Cecep Setiawan (2018) knowledge or commonly called literacy, in general can be interpreted as a practice in social relations related to knowledge, language, and culture that includes how one relates to society. While in the opinion of other experts stated that literacy includes one's expertise to process and understand with the information read written. Finance is a science that covers with assets.

Referring to the Circular Letter of the Financial Services Authority No. 30/SEOJK./07/2017 financial literacy is knowledge, skills, and beliefs, which affect attitudes and behaviors to improve the quality of decision making and financial processing. Financial literacy is one's skill to manage finances for future lives. The objectives of financial literacy according to the Financial Services Authority are:

1. Growing the level of literacy of individuals who previously did not know about financial literacy or did not even know at all about financial literacy became aware of financial literacy.
2. Growing the number of users of financial products and services.

Personal finance management behavior: financial management is a process of the overall view of one's personal finances, from various points of view of financial management, such as assets and assets available. The assets are used to overcome financial problems and fulfill the desire to start a systematic process. Nyoman Trisna Herawati (2018) said that student financial behavior is a behavior in managing their personal finances to manage the allowance provided by parents wisely.

Money-related administrative behavior can be measured by using five components of an individual's capacity to budget, set aside cash, and oversee costs. The five components are being able to spend or utilize cash as needed, pay monthly fees on time, arrange money for future needs, save reserve funds, and set aside for yourself and family. With respect to Bank Indonesia, the objectives of individual financial administration are as follows:

1. Reach certain funding targets in the future.

2. Protect and increase the assets owned.
3. Manage cash flow.
4. Conduct risk management and manage risk well.
5. Manage receivables.

### Conclusion

From the dialogue above, it can be concluded that the level of literacy and management of the individual budget of college students today, especially among the bookkeeping college students is still low. So, the government seeks to improve monetary education, one of which is by opening a reserve fund account or bank account. With these allowance, sexual orientation, and scholastic abilities are associated with financial literacy. As well as saving money, gender, scientific capacity and literacy financial relationships with money related to the administrative behavior of personal bookkeeping college students. Lastly there is a relationship of salary, gender, and scientific ability with the behavior of personal bookkeeping financial administration and student financial education as interrelated variables.

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