



PROCEEDINGS

2nd

International Conference on Entrepreneurship and Business Management



2013



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Entrepreneurship and Business Management

“Entrepreneurship & Business Sustainability”

NOVEMBER 21-22 ,2013

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**Proceeding of International Conference On
Entrepreneurship And Business Management
(ICEBM 2013)**

NOVEMBER 21-22, 2013

ISBN: 978-602-18994-0-3

**TARUMANAGARA UNIVERSITY
JAKARTA, INDONESIA**

MESSAGE FROM THE GENERAL CHAIRMAN OF ICEBM 2013

Dear Colleagues,

On behalf of the ICEBM2013 organizing committee, I am honored and delighted to welcome you to the International Conference on Entrepreneurship and Business Management (ICEBM 2013). This conference is a continuation of a previously organized conference, ICEBM 2012 at Tarumanagara University, Jakarta.



The annual ICEBM conference aims to provide a high level international forum for researcher, academician, and practitioners to present and discuss recent research findings, ideas and philosophies, and applications in the field of Entrepreneurship and Business Management. I am delighted to learn that for this year's conference, many delegates are in attendance from different countries, including Germany, Finland, China, India, Australia, Philippines, Thailand, Malaysia, and Indonesia. Our technical program consists of 1 keynote speech, 2 plenary sessions with 4 high quality invited speakers, and 55 technical papers split in 3 parallel oral sessions.

The success of this conference is due to the effort of many people especially program chairs and organizing staffs which we gratefully acknowledge. We would like to thank the guest speakers, program chairs, organizing staffs, and conference participants for your sincere support and active participations.

I hope that you will find the conference and your stay in Bali both valuable and enjoyable.

General Chairman of ICEBM 2013

Lina, ST., M.Kom., Ph.D

OPENING SPEECH FROM RECTOR OF TARUMANAGARA UNIVERSITY

Distinguished Guests, Ladies and Gentlemen,

I am delighted to have the opportunity to give a welcoming speech on this International conference where the issues of Entrepreneurship, Business Management, and Sustainability (ICEBM 2013) will be addressed. And I believe these issues are crucial and important not only for our future business development but also for our planet where we live.

I would like to express my appreciation to all parties who have worked hard and organized this event. And I also would like to welcome all participants of this conference and for those who come from abroad, welcome to this beautiful island of Bali. I hope your trip to this conference becomes a pleasant trip.



The rapid development in technology particularly in the 21-st century has brought an impact in many aspects of human life. In broad, the issues can be categorized in four aspects i.e., technical or economic aspects, social, cultural, and political aspects. When these aspects are developed in an integrated fashion, the optimum results may be achieved. But how is the development of these aspects?

In technical aspect, we can witness how the nations in the world are competing to develop a advanced network system and also how the information technology changes. The convergence in many aspects of future network is in front of us. Many people are facing a dilemma if they cannot keep up with the cutting edge of the technology they will be left behind by the technology and the community. On the other hand if they develop the network system by themselves big effort and investment have to be prepared. In order to minimize the cost and energy, the synergy and shared development cannot be avoided.

In recent years, the issues of sustainability of the world have become interesting topic. Many conferences on this issue have been conducted as an independent topic related to energy saving and global warming. Very a few papers discuss this issue along with the entrepreneurial and cultural issues. In reality, we live in this world with the same technology but with different climate and cultures.

And therefore, today we meet in this conference to exchange the knowledge and the information in many aspects of the businesses, technology, entrepreneurship, and also cultures. I hope in this conference, the participants not only can share but also can learn on the issues of entrepreneurship, businesses, and sustainability. Have a great conference.

Thank you

Prof. Ir. Roesdiman Soegiarso, M.Sc., PhD.

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ICEBM CONFERENCE AGENDA

NOVEMBER 21-22, 2013

Entrepreneurship and Business Sustainability

Day 1 (Thursday)

- 08.00-09.00 Registration
09.00-09.30 Opening Ceremony
- *Traditional dance*
- *Conference Chairman*
- *Bali Governor**
09.30-10.00 Welcoming Speech and Key Note Speaker
Rector of Tarumanagara University
10.00-10.30 Tea Break
10.30-12.00 Plenary Session 1 (Entrepreneurship and Business Sustainability 1)
Chong Chee Leong, Ph.D.
Dr.Rajendran Muthuveloo
Moderator: Jap Tji Beng, Ph.D.
12.00-13.00 Lunch Break
13.00-15.00 Paralel Session I
15.00-15.30 Coffee Break
15.30-17.00 Plenary Session II (Entrepreneurship and Business Sustainability 2)
Charles Saerang, Ph.D.
Prof. Vesa Routamaa
Moderator:
Dr. Sawidji Widoatmodjo, S.E., M.M.,M.B.A./Dr.Ir. Chairy, S.E.,M.M
18.00 Dinner

Day 2 (Friday)

- 08.00-10.00 Paralel Session II
10.00-10.30 Coffee Break
10.30-12.00 Paralel Session III
12.00 Lunch

Day 3 (Saturday)

Post Conference Tour

- 08.30-09.30 Taman Ayun
10.30-12.00 Bedugul
12.00-12.45 Lunch
13.30-14.30 Tanah Lot
16.00-17.00 GWK Watching Dance
18.00 Back to Sanur Beach Hotel

Room C1 : 13.00 -15.00
Thursday, November 21th, 2013
Session Chair : Vesa Routamaa

No.	Title	Author	Organization
1.	Turnover Intention Trend Among Commercial Banks In Penang, Malaysia	- Rajendran Muthuveloo	Tarumanagara University, Indonesia (Faculty of Economics), Indonesia Universiti Sains Malaysia (Graduate School of Business), Malaysia
2.	The Impact of Retirement Age On Organizational Commitment	- Keni	Tarumanagara University, Indonesia
3.	Enterprise Agility, Network Structure And Government Support On Firms' Performance: A Study Of Sme Housing Developers In Indonesia	- Mulia Pamadi	Universiti Sains Malaysia, Pulau Pinang, Malaysia
4.	Designing Ng-Braille (Nomographs Braille) To Develop Basic Entrepreneurial Skills of Blind Children	- Imam Ferly Hasan - Ninda Arum Rizky Ratnasari - Wahyu Ikhsannudin	State University of Yogyakarta, Indonesia
5.	Revitalising the Indian Economy Through Entrepreneurial Mentoring	- Sharayu Bhakare	Symbiosis College of Arts and Commerce, Pune, India
6.	Entrepreneurial Finance and Indonesian Banks' Mergers	Ishak Ramli	Tarumanagara University, Indonesia

Room C2 : 13.00 -15.00
Thursday, November 21th, 2013
Session Chair : Tumbeswara Rao Una

No.	Title	Author	Organization
1.	The Influence Of Psychological Characteristic On Entrepreneurial Intention Among Undergraduate Students	- Artarina D A Samoedra	Widyatama University, Indonesia
2.	The Effects of Macro Environmental Factors on Information and Communication Technology Usage by SMEs in a Developing Country	- Md Shah Azam	Curtin University, Australia
3.	Measuring The Effectiveness of Entrepreneurship Education Using Satisfaction Matrix : A Case Study of Islamic University Of Indonesia	M. Furqon Ardhy Waspada	Islamic University of Indonesia, Indonesia
4.	Determinants of Firm Value and Debt Policy As Moderating Variable at Manufacturing Companies That Distribute Dividend	- Rina Adi Kristianti	Magister Management, Tarumanagara University, Indonesia
5.	A Conceptual Framework For Social Entrepreneurship: A New Perspective For Government-Link Social Enterprises In Malaysia	- Saiful Adli Mokhtar	Multimedia University and Universiti Selangor, Malaysia
6.	Natural and Organic Skin Care Perception: A Study In Jakarta	- Lianti Raharjo	BINUS International, Jakarta, Indonesia

Main Room : 13.00 -15.00
Thursday, November 21th, 2013
Session Chair : Yeni Anna Appulembang

No.	Title	Author	Organization
1.	Gender Differences In Entrepreneurial Intentions	- Endi Sarwoko	Fakultas Ekonomi Universitas Kanjuruhan Malang, Indonesia
2.	THE mFactor For Women Entrepreneurs	Lata Krishnan	Mahatma Education Society's Mahatma Night Degree College of Arts & Commerce, India
3.	Development and Design Of Internship Search Information System Website For Multimedia Nusantara University Students	- Enrico Siswanto - Johan Setiawan	Multimedia Nusantara University, Indonesia
4.	Marketing Evolution of French Bean As High Value Commodity Through Relationship Marketing	- Agriani Hermita Sadeli - Hesty Nurul Utami	Agribusiness Department, Faculty of Agriculture, Universitas Padjadjaran, Indonesia
5.	Business transfer and business development in SMEs	- Elina Varamäki	Seinäjoki University of Applied Sciences, Finland
6.	Learning Process and Business Sustainability: Case Studies of Young Entrepreneurs In Bandung	- Rr. Ida Nuraida	Economics Faculty of UNPAR, Bandung, Indonesia

Room C1 : 08.00 -10.00
Friday, November 22nd, 2013
Session Chair : Rina Adi K

No.	Title	Author	Organization
1.	The Development of Entrepreneurship Study and Entrepreneurship Education	- Wina Christina	Universitas Ciputra, Indonesia
2.	Business Mentor Hipmi Formation As A Model of Student Entrepreneur	- Muladi Wibowo	UNIBA Surakarta, Indonesia
3.	The Design of SME Mapping For Improving The Competitive Advantage and Kur Distribution At Kabupaten Tasikmalaya	- Kartika N	Faculty of Economics, Tarumanagara University Jakarta, Indonesia
4.	Business Environment and Sustainability Performance of Informal Social Microenterprises (Isms) in Developing Countries-Qualitative and Quantitative Evidence	- Eijaz Ahmed Khan	CGSB Australia
5.	Innovation To Mbote As the Seasoned Flour	- Hari Minantyo - Michael Ricky Sondak - Prasetyon Sepsi	Culinary Business, Ciputra University, Indonesia
6.	Emotional Intelligence And Workplace Spirituality: The Mediating Effect By Servant Leadership	Bonar Hutapea	Tarumanagara University

Room C2 : 08.00 -10.00
Friday, November 22nd, 2013
Session Chair : Lata Krishnan

No.	Title	Author	Organization
1.	The Influence of Psychological Capital to Work Engagement and Organizational Citizenship Behavior	- Rostiana - Ninawati Lihardja	Tarumanagara University, Indonesia
2	Consumer Perception On Purchase Intention Towards Koa Hang: An Exploratory Survey In Sakon Nakhon Province	- Jitti Kittilertpaisan	Sakon Nakhon Rajabhat University, Thailand
3.	Implementation of Corporate Social Responsibility For Urban Tourism In Surabaya	- Agoes Tinus Lis Indrianto, S.S, M. Tourism - I Dewa Gde Satrya, S.E, M.M - Alfon Wicaksi, S.T	Ciputra University, Indonesia
4.	A Study on Factors Influencing The Intention to Purchase Counterfeits of Luxury Brands	- Norizaton Azmin Mohd Nordin	Multimedia University, Malaysia
5.	Practices of Business Start-Ups Among Government Retirees In Malaysia	- Mariati Norhashim	Multimedia University, Malaysia
6.	The Relationship Size, Leverage, Ownership, Profit, Auditor Size and Intellectual Capital Disclosure Influence to Stock Price	- Ardiansyah Rasyid	Tarumanagara University, Indonesia

Main Room : 08.00 -10.00
Friday, November 22nd, 2013
Session Chair : Elina Varamäki

No.	Title	Author	Organization
1.	The Consequences And Meaning Of The Relationship Between Creativity, Intellengence And Personality To Entrepreneurship Achievement Of Universitas Ciputra Graduates	- Tony Antonio - Lucy Christina	Ciputra University, Indonesia
2.	Social Entrepreneurship In Educating The Poor Students : A Case Study of SMA Selamat Pagi Indonesia at Batu, Malang	Iwan Prasodjo	Economics Faculty, Tarumanagara University, Indonesia
3.	State of Entrepreneurial Learning To Students In Technology Institutes In India	- Tumbeswara Rao Una	Mudra Institute of Communications Ahmedabad (MICA), India
4.	Local Fruits Competitive Advantage Through Consumer Attitude On Product Quality	- Hesty Nurul Utami - Agriani Hermita Sadeli	Agribusiness Department, Faculty of Agriculture, Universitas Padjadjaran, Indonesia
5.	Perspectives of Tour Guides Toward Accent Discrimination	- Niña Sibulo Cruz - Erika Bianca Simon Lim - Arianne Francesca Padre Quiazon - Kristianne Mara Torres - Melissa Kristine Posadas Uy - Lizette Alfonso Vicente - Nicole Bolarde Voll	University of Santo Tomas, Philippines
6.	Online Dating Site Scam Modes	- Wiriana - Theda Renanita	Faculty of Psychology Universitas Ciputra, Surabaya, Indonesia

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Friday, November 22nd, 2013
Session Chair : Sharayu Bhakare

No.	Title	Author	Organization
1.	Corporate Governance, Annual Report Disclosure, And Internet Financial Reporting Index	Septian Bayu Kristanto	Krida Wacana Christian University, Indonesia
2.	Budget Friendly Marketing For StartUps – Empirical Study of Seo Success Factors	- Richard Lackes	Department of Business Information Management at Technical University Dortmund, Germany
3.	Teenager’s Attitude Toward Sex In Advertising : Boys Vs Girls	Meike Kurniawati	Tarumanagara University Indonesia
4.	Consumers’awareness on Marketing Ethics In Consumer Product (A Study on 10 Consumer Product Companies In Indonesia)	- Miharni Tjokrosaputro - Paula Tjatoerwidya Anggarina	Tarumanagara University, Jakarta, Indonesia
5.	Aspects Of Planning & Growth	- Teddy Tandaju - Meitty Wongkar	Unika De La Salle Manado, Indonesia
6.	Can A Destination Be Branded?	Teddy Tandaju	Unika De La Salle Manado, Indonesia

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Friday, November 22nd, 2013
Session Chair : Ninawati

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2.	Ethlishthos (Ethnic And Stylish Kenthos*): Entrepreneurial Innovation Craft of Snake Fruits Seeds Waste Utilization in Turi's Village Home Industry, Sleman, Yogyakarta	- Ninda Arum Rizky Ratnasari - Muhamad Ridwan	State University of Yogyakarta, Sleman, Indonesia
3.	Effect of Intellectual Intelligence, Emotional Intelligence and Spiritual Intelligence Ethical Attitudes of Accounting Students S1 Education University of Ganesha Singaraja	- I Made Pradana Adiputra	Universitas Pendidikan Ganesha, Singaraja, Indonesia
4.	Management Information System For Cooperative Abdi Kerta Raharja Based On Cloud Computing Strategy	Winarno	Department of Informatics Engineering, Universitas Multimedia Nusantara, Indonesia
5.	Factors Affecting Purchase Intention In Foreign Banks In Indonesia: Toward Asean Economic Community	- Patria Laksamana - Ignatius Septo Pramesworo	Graduate School, Perbanas Institute, Indonesia
6.	The Role of Motivation In The Entrepreneurship : A Case Study of Women Entrepreneurs In Surabaya	- Liliani	Ciputra University, Indonesia

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3.	Utilization and Evaluation SAP ERP Program as Excellent Program of Campus Creativity	- Nurul Hasanah Uswati Dewi	STIE Perbanas Surabaya, Indonesia
4.	Evaluating Service Quality In Higher Vocational Education	- Aisyah Larasati	Universitas Negeri Malang, Indonesia
5.	A Theoretical Review Of Entrepreneurship; The Effect Of Religiosity To The Performance	Mohammad Arief	Faculty of Economics and Business, Trunojoyo University, Indonesia
6.	Quality of High Tech Product Marketing – A comparative study between Chinese and European Telecommunication companies in Saudi Arabian Market	- Abdullah Saleh Alshetwi	School of Economics & Management Beihang University, Beijing, China
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Entrepreneurship and
Business Sustainability

Sanur Bali, 21-22 November 2013



Certificate of Participation

The organizing committee of International Conference on Entrepreneurship and Business Management is pleased to certify that

Endi Sarwoko

Fully Participated at the Conference

as a

Presenter



Prof. Ir. Roesdiman Soegiarso, M.Sc., Ph.D
Rector of TARUMANAGARA UNIVERSITY



Lina, ST., M.Kom., Ph.D
Conference Chair

GENDER DIFFERENCES IN ENTREPRENEURIAL INTENTIONS

Endi Sarwoko¹⁾, Iva Nurdiana²⁾

^{1,2)} Fakultas Ekonomi Universitas Kanjuruhan Malang, Indonesia

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Abstract

We use the Theory of Planned Behavior (TPB) to detect gender differences in the factor that shape entrepreneurial intentions. We find that there are differences in attitudes and self-efficacy subjective norms of male and female student, while subjective norm was no difference between male students and female in entrepreneurial intentions. Male have individual beliefs are stronger than female thus strengthening entrepreneurial intentions. There were no differences in subjective norms of male and female students, so the male and female students have the same beliefs and motivation for entrepreneurship. Self-efficacy of male and female differ in which male students have higher levels of self-efficacy. This result shows that gender differences in the factors that shape entrepreneurial intentions. There seems to be important differences in the defining features of entrepreneurial male versus female. Male seem to prefer entrepreneurship as a means to get to the front and see the financial restrictions and creativity as an important practical consideration in their decision to become an entrepreneur.

Keywords: Entrepreneurial intention, gender

Introduction.

The entrepreneurship literature has found strong empirical evidence that supports Theory Planned of Behavior. In fact, the Theory Planned of Behavior has shown good results to explain the variance in behaviour and intentions (Armitage & Conner, 2001). Theory of Planned Behavior states that the intention is a function of three basic determinants of behavior is the belief or attitude, subjective norms and self-efficacy. Attitudes of individuals who are able to tolerate risk (Segal *et al.*, 2005; Zhao *et al.*, 2005) and the courage to face the challenges in the business world to determine the level of entrepreneurial intentions (Wijaya, 2008). Subjective norms and self-efficacy are able to support the entrepreneurial intention, meaning that entrepreneurial intention is determined by the high self-support from family and people who are considered influential. Additionally entrepreneurial intention also determined that possessed high self-efficacy, namely high self-esteem and mental maturity owned student (Sarwoko, 2011).

Global Entrepreneurship Monitor (Allen *et al.*, 2008) reports that women own fewer businesses than men and a smaller number of them are engaged in a firm start-up process. These two facts are regarded as gender differences in entrepreneurial potential. Likewise, the literature also illustrates that compared to men, female entrepreneurs exhibit limitations in entrepreneurial activity, constraining not only the creation and consolidation of their firms but the nature of their businesses and their sizes. Past research has shown that gender, age, education and work experience affect entrepreneurial intentions (Mazzarol *et al.*, 1999; Tkachev & Kolvereid, 1999). There are relationship between self-efficacy and career intentions, the effects of entrepreneurship education on entrepreneurial self-efficacy proved stronger for women than for men (Wilson *et al.*, 2007). Males and females do not have the same entrepreneurial intentions, in spite of the similarity of factors which determine these intentions. Females have lower entrepreneurial intentions than their male counterparts. In this sense, explains this difference by their lower perceived behavioural control (PBC) and lower entrepreneurial attraction. Besides, females also perceive lower support from the closer environment than males, and this explains—at least partly— their lower entrepreneurial attraction and PBC (Santos *et al.*, 2010). Leroy *et al.* (2009) find that the effect of gender on intentions is mediated via personal attitudes toward entrepreneurship and more so via perceived control over becoming an entrepreneur. These mediation effects at factorial level can be explained by moderation effects at indicator level. Where male students are driven by the more dominant achievement-oriented entrepreneurial values, female students are more driven by the less dominant balance-oriented entrepreneurial values. Where male students are driven by both

internal and external feelings of control, female students are driven by the more dominant internal feelings of control.

According to Nwankwo *et al.* (2012) gender-role orientation and self efficacy are significant factors in entrepreneurial intentions. Students with masculine orientation engage more in entrepreneurial activities compared to those who manifest to feminine gender-role orientation. Males possess the personality characteristics that predispose them to entrepreneurial activities. Sarwoko (2011) find that male student has a level higher entrepreneurial intentions than female, there is the possibility of female students after graduation is more like a definite work and routines, not like risk. While men conversely, prefer a life of success, and the notion of entrepreneurship (entrepreneurs) is an opportunity to be successful than working with others.

Several studies have shown differences in the level of entrepreneurial intentions between male and female, but still a few who examine differences in attitude, subjective norms and self-efficacy between male and female student.

Entrepreneurial Intention

In general, the factors can be expressed through intention antecedents Theory of Planned Behavior (TPB) is the belief or attitude behavior, subjective norms and behavioral control. Intention formation can be explained by the theory of planned behavior assumes that humans always have a goal in their behavior (Ajzen, 1991). This theory states that the intention is a function of three basic determinants.

1. Attitude, which is the basis for the formation of intentions. In the attitude toward the behavior, there are two main aspects, namely: the belief that the individual or not to display certain behaviors will result in the consequences or particular outcomes, and an aspect of the individual's knowledge about the attitude object may also be the case that individual opinions do not necessarily correspond with reality. The more positive an individual's belief will result from an attitude object, the more positive the attitude toward the object of the attitude of the individual, and vice versa (Ajzen, 1991). Evaluation will result in behavioral assessment given to each individual result or results obtained by individuals. If the display or not display certain behaviors, evaluation or assessment may be beneficial or detrimental. In some studies entrepreneurship entrepreneurial attitudes operationalized in risk tolerance, and courage to face obstacles.
2. Subjective norms, which will be the norm individual beliefs, and motivations surrounding the individual to follow the norm. In the subjective norm, there are two main aspects, namely: belief in hope, expectation norm reference, constitute the views of others that are considered important by individuals who advise individuals to display or not display certain behaviors and motivations individual's willingness to implement or not implement the opinions or thoughts another that is considered important that the individual should or should not behave.
3. Perceived feasible, which is the basis for the formation of perceived behavioral control. Perceived behavioral control is the perception of the strength of the factors that facilitate or complicate the behavior. In some studies entrepreneurship, control behavior operationalized in the form of self-efficacy

Intentions can be explained by the theory of planned behavior assumes that humans always have a goal in their behavior (Ajzen, 1991). Theory of Planned Behavior states that the intention is a function of three basic determinants of behavior is the belief or attitude (attitude), subjective norms (subjective norm) and self-efficacy. Theory of Planned Behavior focus on the psychological determinants of intention, the attitude and behavior will be influenced also by demographic factors such as age, gender, educational background and experience will also lead to differences in entrepreneurial intentions (Shane *et al.*, 2003). This study will examine differences in attitudes, subjective norm and self-efficacy between male and female student that affect the formation of entrepreneurial intentions.

Methods

A total of 100 participants were used in the study. The participants were students at the five largest universities in Malang: Muhammadiyah University, Kanjuruhan University, Macung University, Widyagama University, and Merdeka university. Our choice for a population restricted to business students (economic faculty) can be justified by the specific gender differences. We chose for students with an interest in business that were on the verge of deciding on future employment in order to assure enough variation in the entrepreneurial intentions construct (Krueger Jr *et al.*, 2000). These students were asked to complete a survey instrument. Our data set was evenly composed of men (57%) and woman (43%).

Entrepreneurial intentions were measured by asking participants to rate their perception. Items selected to measure these variables were adopted from previous studies. All the variables were measured using five point likert scale with level 1= strongly disagree and 5=strongly agree.

The researcher employed a cross-sectional survey design in the study and Independent Sample T test were used to analyse the data. Independent sample T test was used to test differences the level of attitude, subjective norm and self-efficacy between male and female student.

Result and Discussions.

Based on the results of the descriptive analysis found that male student has a level attitude and self-efficacy were higher than female students, there is the possibility of female students after graduation prefer routine jobs and certainly, not like risk. While male conversely, prefer a life of success, and the notion of entrepreneurship (entrepreneurs) is an opportunity to be successful than working with others. Male students have more support of parents or family, other than that of male students have a sense of confidence and mental maturity higher than female students in terms of entrepreneurial intentions. Students in general are still depend on parents who are considered to contribute to its future. The higher the social support or other person, the higher the entrepreneurial intention (Sarwoko, 2011). Self-efficacy has a role to entrepreneurial intentions of male students, higher self-confidence and mental maturity, the higher its part to raise male student entrepreneurship intentions. According the GEM 2007 indicated that women’s level of optimism and self-confidence with respect to starting a business is lower than that of their male counterparts (Leroy *et al.*, 2009).

Table 1. Descriptive Statistics

	Gender	N	Mean
Attitude	Male	51	4.3676
	Female	49	3.8622
			4.1200
Subjective Norm	Male	51	4.1895
	Female	49	3.9796
			4.0867
Self-efficacy	Male	51	4.3725
	Female	49	4.0748
			4.2267

Self-efficacy is the biggest factor that determines the entrepreneurial intentions of students, both men and women, with the largest average value of 4.2267. So male and female student alike have the highest levels of self-efficacy when compared to the attitude and self efficacy. Self-efficacy is a condition in which an individual believes that the behavior of self-employed or can be done easily. Self-efficacy has a role to entrepreneurial intentions of students, higher student self-confidence and mental maturity, the higher its part to raise student entrepreneurship intentions (Sarwoko, 2011).

Table 2. Independent Sample T Test

	t	Sig.
Attitude	5.035	0.000
Subjective norm	1.596	0.114
Self efficacy	4.143	0.000

Independent sample T test show that there are differences in attitudes and self-efficacy subjective norms of male and female student, it can be seen from the significant value of 0.000 while subjective norm was no difference between male students and female with the significant value 0.114.

Difference in attitude between male and female play a role in entrepreneurship intentions, showing that male and female have different beliefs that certain behaviors will result in the consequences or particular outcomes, and an aspect of the individual's knowledge about the attitude object may also be the opinion individual things that do not necessarily correspond to reality. It turns out male have individual beliefs are stronger than female thus strengthening entrepreneurial intentions. The more positive an individual's belief will result from an attitude object, the more positive the attitude toward the object of the attitude of the

individual, and vice versa (Ajzen, 1991). In some studies entrepreneurship, entrepreneurial attitudes operationalized in risk tolerance, and courage to face challenges, so male are more courageous to face the risks and it has a tendency to the challenge. Leroy *et al.* (2009) investigated whether men versus women are different in their career reasons to become an entrepreneur. These results suggest that male and female have different career reasons for becoming an entrepreneur and that these differences should be accounted for in any efforts to understand entrepreneurial intentions.

There were no differences in subjective norms of male and female students, so the male and female students have the same beliefs and motivation for entrepreneurship. Confidence and motivation are generally dependent on the support of parents or relatives, for example, capital support. Views of those who are considered influential role become a handbook for students has entrepreneurial intentions. According the research by Santos *et al.* (2010) that males and females do not have the same entrepreneurial intentions, in spite of the similarity of factors which determine these intentions. Females have lower entrepreneurial intentions than their male counterparts. Also Leroy *et al.* (2009) found no significant gender differences in the normative opinion of others to become an entrepreneur.

Self-efficacy of male and female differ in which male students have higher levels of self-efficacy. Self-efficacy is a condition in which an individual believes that the behavior of self-employed or can be done easily. So the male students have greater confidence that the entrepreneur is easy and can be done than female students. Self-efficacy has a role to entrepreneurial intentions of students, higher student self-confidence and mental maturity, the higher its part to raise student entrepreneurship intentions. Leroy *et al.* (2009) investigated gender differences in both internal and external feelings of control. Internal feelings of control are related to personal capabilities, whereas external feelings of control are related to situational characteristics.

The results showed important gender differences in the factors that shape entrepreneurial intentions. There seems to be important difference in the defining features of entrepreneurial male versus female. Male seem to prefer entrepreneurship as a means to get to the front and see the financial restrictions and creativity as an important practical consideration in their decision to become an entrepreneur.

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