

Entrepreneur intention: bonding cognitive, bridging cognitive, entrepreneurial knowledge, subjective norms, perceived desirability, perceived feasibility, self-efficacy on student university in Surabaya



Denis Fidita Karya^{1*}, M. Yusak Anshori¹, Fily Irhamni¹, Rizqi Amalia Elfita²

ABSTRACT

Introduction: Employment issues are still important in the development plan and the Indonesian economy. Indonesia's human resources quality is relatively low, and the unemployment rate is high. The high number of unemployed in Indonesia must continue to be studied, otherwise, the problem of poverty will increase. This study aimed to see what factors can influence entrepreneurial interest, researchers focus on bonding cognitive, and social capital, bridging cognitive social capital, entrepreneurial knowledge, subjective norms, self-efficacy, perceived desirability, and perceived feasibility of entrepreneurial intention.

Methods: This quantitative research used purposive random sampling and collects data using a questionnaire distributed to 150 students in Surabaya. The research data obtained were then analyzed using Smart PLS.

Results: The study results explained a positive and significant relationship between bonding cognitive social capital, bridging cognitive social capital, entrepreneurial knowledge, subjective norms, self-efficacy, perceived desirability, and feasibility of entrepreneurial intention. The outer loading of convergent validity was found >0.6 in all variables. The average variance extracted results were found >0.5 with significant hypothesis testing results ($p\text{-value} \leq 0.05$) in all variables.

Conclusion: Cognitive bonding and bridging have a significant influence on subjective norms. The same influence was found in entrepreneurial knowledge on subjective norms, subjective norms on perceived desirability and feasibility, and self-efficacy on perceived feasibility.

Keywords: *bonding cognitive, bridging cognitive, entrepreneurial knowledge, subjective norms, perceived desirability.*

Cite This Article: Karya, D.F., Anshori, M.Y., Irhamni, F., Elfita, R.A. 2023. Entrepreneur intention: bonding cognitive, bridging cognitive, entrepreneurial knowledge, subjective norms, perceived desirability, perceived feasibility, self-efficacy on student university in Surabaya. *Bali Medical Journal* 12(3): 3246-3250. DOI: 10.15562/bmj.v12i3.4394

¹Department of Management, Universitas Nahdlatul Ulama Surabaya;

²Department of Accounting, Universitas Nahdlatul Ulama Surabaya;

*Corresponding author:

Denis Fidita Karya;
Department of Management, Universitas Nahdlatul Ulama Surabaya;
denisfk@unusa.ac.id

Received: 2023-04-20

Accepted: 2023-09-12

Published: 2023-11-17

INTRODUCTION

In both the development agenda and the Indonesian economy, employment issues continue to be crucial. People fall into poverty when they lack the means to meet their basic necessities.¹ They will receive an income from employment that they can use as capital to fund their daily requirements. Therefore, it can be said that creating more job opportunities is the most fundamental step in tackling poverty. Indonesia is the most populous developing nation in the world. In terms of populous nations, Indonesia is rated fourth in the world by China. Unfortunately, the quality of Indonesia's human resources is poor, and the country has a high unemployment rate.²

The high number of unemployed in

Indonesia must continue to be studied, otherwise, the problem of poverty will increase. To overcome this, we must improve our thinking power and change the younger generation's mindset, not cultivate an entrepreneurial spirit within themselves. Because with entrepreneurship, we can open up job opportunities and contribute to reducing the unemployment rate. There are many ideas from entrepreneurs. It just depends on how we apply them to become innovative works. Increasing the mentality of the young generation in entrepreneurship is one way to build a strong soul because if they understand entrepreneurial strategies but do not dare to enter the business world, the entrepreneurial process will not materialize.²

People from developing countries, especially low-income countries, have a relatively low entrepreneurial spirit. The common interest in entrepreneurship was expressed by.² Indonesia only has 1.5% entrepreneurs out of the 252 million population. Indonesia still needs around 1.7 million entrepreneurs to reach the 2% target. This figure shows that Indonesia's position is inferior to several ASEAN countries, namely Singapore at 7%, Malaysia at 5%, Thailand at 4.5%, and Vietnam at 3.3% in the number of entrepreneurs. People from these countries consider entrepreneurship as a career option to work as an employee in an organization. At the same time, entrepreneurship in these countries is recognized as an essential tool for wealth

generation and economic and social progress.^{3,4}

Linan and Rodriguez, (2011) stated that intention instructs the person to take up an attempt to become an entrepreneur.⁵ Corbett and Hmieleski, (2006) think that Entrepreneurial Intention triggers individuals to open and spread businesses.⁶ Roxas et al., 2014 explain that one of the factors that can affect interest in doing business is knowledge about entrepreneurship.⁷ Entrepreneurial knowledge is a person's understanding of entrepreneurship with a positive, creative, and innovative character in developing business opportunities into business opportunities that benefit himself and the community or consumers.⁸

The focus of this study was on the relationship between entrepreneurial intention and bonding and bridging cognitive social capital, entrepreneur knowledge, subjective norms, self-efficacy, perceived desirability, and perceived feasibility.

METHODS

Study Design

This study used a quantitative methodology, or research that is concerned with applying statistical analysis techniques to examine hypotheses. Data collection for this study was done once, using a cross-sectional approach. Students in Surabaya made up the study's target population. 150 pupils made up the study's sample size. The data acquired will then be used to analyze the outcomes using SmartPLS 3.0.

Data collection procedures

150 students in Surabaya were given questionnaires as part of the survey approach used to collect the data for this study. Questions from the questionnaire were asked of these people, and data was gathered into a Google spreadsheet.

Data analysis

In order to examine the convergent validity, average variance extracted, composite reliability, Cronbach's Alpha, and hypothesis in this study, the research data were first collected and then processed using Smart PLS 3.0. If the indicator can have a value greater than 0.6,

it is considered to be legitimate. The AVE value must be greater than 0. Cronbach's alpha is predicted to be > 0.6, and data with a combined dependability value of > 0.7 are considered to be very reliable. If the p-value was less than 0.05, the findings of the test were considered significant.

RESULTS

Convergent Validity

Convergent validity analysis is a test used to measure whether or not an indicator is

valid. Based on Table 1, every point in this study was valid with outer loading >0.6.

Average Variance Extracted (AVE)

The correlation between each construct and the other constructs in the model can be compared using the measurement of the AVE value. The average variance derived from each point was found to be >0.5 based on Table 2.

Table 1. Convergent Validity

| Variables | Indicators | Outer Loading | Criteria |
|---------------------------|------------|---------------|----------|
| Bonding Cognitive | BOC 1 | 0.861 | Valid |
| | BOC 2 | 0.801 | Valid |
| | BOC 3 | 0.814 | Valid |
| | BOC 4 | 0.832 | Valid |
| | BOC 5 | 0.799 | Valid |
| Bridging Cognitive | BRC 1 | 0.713 | Valid |
| | BRC 2 | 0.709 | Valid |
| | BRC 3 | 0.784 | Valid |
| | BRC 4 | 0.747 | Valid |
| | BRC 5 | 0.713 | Valid |
| Entrepreneurial Knowledge | EK 1 | 0.811 | Valid |
| | EK 2 | 0.809 | Valid |
| | EK 3 | 0.857 | Valid |
| | EK 4 | 0.843 | Valid |
| | EK 5 | 0.815 | Valid |
| Subjectivity Norms | SN 1 | 0.852 | Valid |
| | SN 2 | 0.901 | Valid |
| | SN 3 | 0.891 | Valid |
| | SN 4 | 0.791 | Valid |
| | SN 5 | 0.800 | Valid |
| Perceived Desirability | PD 1 | 0.801 | Valid |
| | PD 2 | 0.813 | Valid |
| | PD 3 | 0.800 | Valid |
| | PD 4 | 0.804 | Valid |
| | PD 5 | 0.890 | Valid |
| Perceived Feasibility | PF 1 | 8.798 | Valid |
| | PF 2 | 0.793 | Valid |
| | PF 3 | 0.739 | Valid |
| | PF 4 | 0.784 | Valid |
| | PF 5 | 0.789 | Valid |
| Self-Efficacy | SE 1 | 0.799 | Valid |
| | SE 2 | 0.817 | Valid |
| | SE 3 | 0.798 | Valid |
| | SE 4 | 0.813 | Valid |
| | SE 5 | 0.861 | Valid |
| Entrepreneurial Intention | EI 1 | 0.861 | Valid |
| | EI 2 | 0.816 | Valid |
| | EI 3 | 0.841 | Valid |
| | EI 4 | 0.701 | Valid |
| | EI 5 | 0.790 | Valid |

Table 2. Average Variance Extracted

| Variables | Average Variance Extracted |
|---------------------------|----------------------------|
| Bonding Cognitive | 0.810 |
| Bridging Cognitive | 0.791 |
| Entrepreneurial Knowledge | 0.871 |
| Subjective Norms | 0.895 |
| Perceived Desirability | 0.804 |
| Perceived Feasibility | 0.749 |
| Self-Efficacy | 0.800 |
| Entrepreneurial Intention | 0.844 |

Table 3. Composite Reliability dan Cronbach's Alpha

| Variable | Cronbach's Alpha | Composite Reliability |
|---------------------------|------------------|-----------------------|
| Bonding Cognitive | 0.832 | 0.865 |
| Bridging Cognitive | 0.890 | 0.910 |
| Entrepreneurial Knowledge | 0.847 | 0.965 |
| Subjective Norms | 0.895 | 0.904 |
| Perceived Desirability | 0.831 | 0.915 |
| Perceived Feasibility | 0.780 | 0.891 |
| Self-Efficacy | 0.761 | 0.894 |
| Entrepreneurial Intention | 0.801 | 0.937 |

Table 4. Hypothesis Testing

| Variable | Original Sample (O) | p-value |
|--|---------------------|---------|
| Bonding Cognitive → Subjective Norms | 0.509 | 0.001 |
| Bridging Cognitive → Subjective Norms | 0.498 | 0.001 |
| Entrepreneurial knowledge → Subjective Norms | 0.392 | 0.002 |
| Subjective Norms → Perceived Desirability | 0.895 | 0.000 |
| Subjective Norms → Perceived Feasibility | 0.789 | 0.000 |
| Perceived Feasibility → Self Efficacy | 0.308 | 0.002 |
| Perceived desirability → Entrepreneurial Intention | 0.646 | 0.001 |
| Perceived Feasibility → Entrepreneurial Intention | 0.789 | 0.000 |

Composite Reliability and Cronbach's Alpha

Cronbach's alpha and the composite reliability evaluation can be used to test dependability. Based on Table 3, it is evident that each point's Cronbach's Alpha value is >0.6, and the composite reliability is >0.7.

Hypothesis Testing

A direct impact is revealed in the test findings. The direction of an influence between one variable and another is shown by the sign (→). Table 4 shows that the influence of each variable analysis result was found to be significant ($p < 0.05$).

DISCUSSION

The intention to launch a business will be established based on the experience obtained from direct contact with the object of attitude (such as getting to know an entrepreneur or entrepreneur) and

from indirect information gathering from a person who is direct and in a larger environment. Bonding cognitive social capital can make it easier to assess business prospects and to get the help and support of individuals around you as you pursue your entrepreneurial endeavors.⁹ The results of the study indicate that bonding cognitive has a positive and significant influence on subjective norms with a p-value of $0.001 < 0.005$. This means that the higher the bonding cognitive influence on a person, the higher the subjective norms of a person for doing business. This also means that someone who has a closeness to entrepreneurship can encourage that person to become an entrepreneur. The results of this study are also supported by the research of Vuković, (2017) and Davidsson and Honig, (2003), which explain a significant positive relationship between bonding cognitive social capital and subjective norms.^{9,10}

Explaining a person's choice to become an entrepreneur requires an understanding of cognitive processes. The decision to start a business will be influenced by experience obtained from both direct interaction with the attitude's target (such as getting to know an entrepreneur or entrepreneur) and indirect information gathering from a person in a more direct setting. The ideals and beliefs regarding starting a firm are referred to as an individual's cognitive social capital in the context of entrepreneurship. Cognitive social capital that is highly similar in terms of demographics, attitudes, and the availability of information and resources is referred to as bonding social capital. Family, close friends, and neighbors are a few examples.¹¹

People with comparable histories and interests can form close bonds, or bonding social capital, through their shared interests. They are typically more inward-looking and protective, and they offer material and emotional assistance. Social capital is roughly defined by Kim and Aldrich (2005) as the resources that people have access to because of their social connections. Due to the ability of business acquaintances to sharpen the entrepreneur's vision of the company being run, social capital can have an impact on success. The external environment including other businesspeople, relevant agencies and institutions, suppliers, customers, and the local community will all be impacted by the owner's social capital.¹²

Someone who is close to entrepreneurship can encourage that person to become an entrepreneur. Bonding cognitive social capital can facilitate the evaluation of entrepreneurial opportunities needed for the realization of entrepreneurial ventures and also provide help and support from those closest to them. Therefore, the higher the bonding cognitive social capital that a person has, the higher the desire to encourage the same behavior. This is also supported by research by Vuković, (2017) and Davidsson and Honig, (2003), which explains a significant positive relationship between bonding cognitive social capital and subjective norms.^{9,10}

This study's results indicate a positive

and significant effect of bridging cognitive and subjective norms with a p-value of $0.001 < 0.005$. This means that the higher the bridging cognitive social capital a person has, the higher the desire to encourage the same behavior, namely entrepreneurship. This is supported by the research of Vuković, (2017), which explain a significant positive relationship between bridging cognitive social capital and subjective norms.¹⁰ Bridging cognitive social capital refers to external network relationships. The author associates bridging capital with relationships between organizations, and groups with different characteristics.¹³ Adler and Kwon, (2002) also argue that bridging cognitive social capital increases a person's ability to access and collect information and recognize new knowledge about business opportunities.¹⁴ This contributes to improving one's intellectual capital.¹³

A person with a large network of business contacts may be able to persuade them to engage in commercial activity since they can open up personal business chances. According to Claridge (2018), bridging cognitive social capital refers to the relationships that bring people together across social divisions like racial, economic, and religious barriers.¹³ These are associations that 'bridge' between communities, groups, or organizations. Therefore, the higher a person's bridging cognitive social capital, the higher the desire to encourage the same behavior, namely entrepreneurship. This is also supported by the research of Vuković, (2017), which explain a significant positive relationship between bridging cognitive social capital and subjective norms.¹⁰

Entrepreneurial knowledge refers to the level of personal knowledge required to start and run a business, including business opportunities, financial management, marketing, production, and human resource management knowledge.⁷ A person's understanding of entrepreneurship with a constructive, creative, and innovative nature in transforming business chances into business opportunities that benefit himself and the community or consumers is referred to as having entrepreneurial knowledge.⁸ Entrepreneurial knowledge is at the heart of entrepreneurship. In general,

more excellent knowledge will provide greater awareness of the intention to create a business. Therefore, the higher a person's knowledge about entrepreneurship, the higher someone will perform a behavior such as entrepreneurship.⁵

Subjective norms represent a normative belief about entrepreneurship as a career choice and possible motivation to adhere to this normative belief. Individual perceptions of a behavior can be influenced by the perceptions that other people have of that behavior, especially if the other person is someone who is considered important in the individual's life. The perception of people who are considered important will later make individuals consider whether or not to display behavior. Therefore, if entrepreneurship is a subjective norm that develops in the environment, this can influence someone to do the same behavior, namely entrepreneurship because public pressure on entrepreneurship obligations can increase a person's interest in developing a business.¹⁵ This study's results indicate a positive and significant effect of bridging cognitive and subjective norms with a p-value of $0.001 < 0.005$. This means that the higher the influence of subjective norms, the higher a person's desire to carry out the same behavior, namely entrepreneurship. This is supported by Zaremohzzabieh's research (2019) which explains that subjective norms have a significant positive effect on entrepreneurial intentions.¹⁶

The degree to which a person or individual supports or disapproves of an action is referred to as a subjectivity norm. In studies on subjective norms, participants are frequently questioned about the degree to which they believe their closest relatives, friends, or coworkers can encourage or persuade them to engage in entrepreneurial activities. The way that other people view a behavior can have an impact on how that action is perceived by an individual, particularly if that other person is someone who is important to that person. Later, people will decide whether or not to act in a certain way based on how important they are perceived to be.⁵

Self-efficacy is a person's belief in his ability to shape business behavior. Self-efficacy is considered a motivational

construct that has been shown to affect one's persistence, performance, level of goals, and activity. A person's perceived self-efficacy strongly influences how a person will act and how his knowledge and skills can be utilized.^{17,18} The lack of further compounding variables that could affect the results and the lack of any type of analysis or strategy to control the variables are two further limitations of this study.

CONCLUSION

Cognitive bonding and bridging have a significant influence on subjective norms. The same influence was found in entrepreneurial knowledge on subjective norms, subjective norms on perceived desirability and feasibility, and self-efficacy on perceived feasibility. Further studies are needed to validate these findings.

FUNDING

The authors declare no funding in this study.

CONFLICT OF INTEREST

The authors declare no conflict of interest in this study.

ETHICAL STATEMENT

The Ethical Committee of Universitas Nahdlatul Ulama, Indonesia, has certified that this research is ethical with No: 294/EC/KEPK/UNUSA/2021.

AUTHOR CONTRIBUTION

All authors contributed equally to this study.

REFERENCES

1. Nahara Y, Mawaddah P, Maharani FL, Panorama M, Studi P, Syariah E, et al. Determinan Tingkat Pengangguran Di Kota Palembang Dan Alternatif Kebijakan. *Sibatik J* | Vol. 2022;1(9):1629–36. DOI: <https://doi.org/10.54443/sibatik.v1i9.216>.
2. Teguh Ali Fikri Y. Analisis Peningkatan Angka Pengangguran akibat Dampak Pandemi Covid 19 di Indonesia. *Indones J Bus Anal*. 2021;1(2):107–16.
3. Campos F, Frese M, Goldstein M, Iacovone L, Johnson HC, McKenzie D, et al. Teaching personal initiative beats traditional training in boosting small business in West Africa. *Science* (80-). 2017;357(6357):1287–90. DOI: <https://doi.org/10.1126/science.aan5329>.

4. Ambad SNA, Damit DHDA. Determinants of Entrepreneurial Intention Among Undergraduate Students in Malaysia. *Procedia Econ Financ.* 2016;37(16):108–14. DOI: [http://dx.doi.org/10.1016/S2212-5671\(16\)30100-9](http://dx.doi.org/10.1016/S2212-5671(16)30100-9)
5. Liñán F, Rodríguez-Cohard JC, Rueda-Cantuche JM. Factors affecting entrepreneurial intention levels: A role for education. *Int Entrep Manag J.* 2011;7(2):195–218. DOI: <https://doi.org/10.1007/s11365-010-0154-z>.
6. Hmieleski KM, Corbett AC. Proclivity for improvisation as a predictor of entrepreneurial intentions. *J Small Bus Manag.* 2006;44(1):45–63. DOI: [10.1111/j.1540-627X.2006.00153.x](https://doi.org/10.1111/j.1540-627X.2006.00153.x).
7. Roxas B. Effects of entrepreneurial knowledge on entrepreneurial intentions: A longitudinal study of selected South-east Asian business students. *J Educ Work.* 2014;27(4):432–53.
8. Kuntowicaksono. Pengaruh Pengetahuan Wirausaha Dan Kemampuan Memecahkan Masalah Wirausaha Terhadap Minat Berwirausaha Siswa Sekolah Menengah Kejuruan. *J Econ Educ.* 2012;1(1):45–52.
9. Davidsson P, Honig B. The role of social and human capital among nascent entrepreneurs. *J Bus Ventur.* 2003;18(3):301–31. DOI: <http://dx.doi.org/10.5465/APBPP.2000.5438611>.
10. Vuković K, Kedmenec I, Postolov K, Jovanovski K, Korent D. The role of bonding and bridging cognitive social capital in shaping entrepreneurial intention in transition economies. *Manag.* 2017;22(1):1–34. DOI: <http://dx.doi.org/10.30924/mjcmi/2017.22.1.1>.
11. Baron RA. The cognitive perspective: A valuable tool for answering entrepreneurship's basic “why” questions. *J Bus Ventur.* 2004;19(2):221–39. DOI: [http://dx.doi.org/10.1016/S0883-9026\(03\)00008-9](http://dx.doi.org/10.1016/S0883-9026(03)00008-9).
12. Kim PH, Aldrich HE. Social capital and entrepreneurship. *Found Trends Entrep.* 2005;1(2):55–104. DOI: <http://dx.doi.org/10.1561/03000000002>.
13. Claridge T. Dimensions of Social Capital – structural, cognitive, and relational. *Soc Cap Res.* 2018;(January):1–4.
14. Adler PS, Kwon SW. Social capital: Prospects for a new concept. *Acad Manag Rev.* 2002;27(1):17–40. DOI: <https://doi.org/10.2307/4134367>.
15. Palupi D, Santoso BH. An Empirical Study on the Theory of Planned Behavior: the Effect of Gender on Entrepreneurship Intention. *J Econ Bus Account Ventur.* 2017;20(1):71.
16. Zaremohzzabieh Z, Ahrari S, Krauss SE, Samah ABA, Meng LK, Ariffin Z. Predicting social entrepreneurial intention: A meta-analytic path analysis based on the theory of planned behavior. *J Bus Res.* 2019;96(June 2018):264–76. DOI: <https://doi.org/10.1016/j.jbusres.2018.11.030>
17. Zhao H, Hills GE, Seibert SE. The mediating role of self-efficacy in the development of entrepreneurial intentions. *J Appl Psychol.* 2005;90(6):1265–72. DOI: <https://doi.org/10.1037/0021-9010.90.6.1265>.
18. Sudiwedani A, Darma GS. Analysis of the effect of knowledge, attitude, and skill related to the preparation of doctors in facing industrial revolution 4.0. *Bali Med J.* 2020;9(2):524–530. DOI: <https://dx.doi.org/10.15562/bmj.v9i2.1895>.



This work is licensed under a Creative Commons Attribution