

Income expectations and subjective norms influence on students' entrepreneurial intention

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh: (1) ekspektasi pendapatan terhadap intensi berwirausaha; (2) norma subjektif terhadap intensi berwirausaha; (3) pengaruh simultan ekspektasi pendapatan dan norma subjektif terhadap intensi berwirausaha mahasiswa Program Studi Pendidikan Administrasi Perkantoran FKIP UNS Angkatan 2021-2022. Penelitian ini menggunakan pendekatan kuantitatif metode kausalitas. Populasi 180 mahasiswa, sampel dihitung menggunakan rumus slovin margin error 5% yakni 124 mahasiswa. Teknik pengambilan sampel menggunakan proportionate stratified random sampling. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linear berganda dengan bantuan IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh positif signifikan secara parsial ekspektasi pendapatan terhadap intensi berwirausaha mahasiswa PAP, dibuktikan dengan $t_{hitung} > t_{tabel}$ ($3,965 > 1,197$) dengan taraf signifikansi $0,000 < 0,05$; (2) terdapat pengaruh positif signifikan secara parsial ekspektasi pendapatan terhadap intensi berwirausaha mahasiswa PAP, dibuktikan dengan $t_{hitung} > t_{tabel}$ ($7,222 > 1,979$) dengan taraf signifikansi $0,000 < 0,05$; (3) terdapat pengaruh positif signifikan secara simultan ekspektasi pendapatan dan norma subjektif terhadap intensi berwirausaha mahasiswa PAP, dibuktikan dengan $F_{hitung} > F_{tabel}$ ($74,137 > 3,07$) dengan taraf signifikansi $0,000 < 0,05$. Persamaan regresinya yakni $\hat{Y} = 3,653 + 0,625X_1 + 0,755X_2$ dengan R^2 55,1%. Sumbangan efektif X_1 terhadap Y sebesar 17,5%; Sumbangan efektif X_2 terhadap Y sebesar 37,6%; Sumbangan relatif X_1 terhadap Y sebesar 32%; Sumbangan relatif X_2 terhadap Y sebesar 68%.

Kata kunci: harapan akan pendapatan; niat berwirausaha; persepsi sosial; teori perilaku terencana

Abstract

This research examines the influence of: (1) income expectations on entrepreneurial intentions, (2) subjective norms on entrepreneurial intentions, and (3) the simultaneous influence of income expectations and subjective norms on

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entrepreneurial intentions among students of the Office Administration Education Study Program FKIP UNS Class of 2021-2022. The research employed a quantitative approach using a causality method. The population comprised 180 students, with the sample calculated using the Slovin formula with a 5% margin of error, resulting in 124 students. The sampling technique used proportionate stratified random sampling. Data collection employed questionnaires, and data analysis utilized multiple linear regression analysis with IBM SPSS Statistics 26. Results showed that: (1) income expectations had a partially significant positive influence on PAP students' entrepreneurial intention, evidenced by $t_{\text{calculated}} > t_{\text{table}}$ ($3.965 > 1.979$) with a significance value of $p < .001$; (2) subjective norms had a partially significant positive influence on PAP students' entrepreneurial intentions, evidenced by $t_{\text{calculated}} > t_{\text{table}}$ ($7.222 > 1.979$) with a significance value of $p < .001$; (3) income expectations and subjective norms had a simultaneously significant positive influence on PAP students' entrepreneurial intentions, evidenced by $F_{\text{calculated}} > F_{\text{table}}$ ($74.137 > 3.07$) with a significance level of $p < .001$. The regression equation was $\hat{Y} = 3.653 + 0.625X_1 + 0.755X_2$ with $R^2 = 55.1\%$. The effective contribution of X_1 to Y was 17.5%, and the effective contribution of X_2 to Y was 37.6%. The relative contribution of X_1 to Y was 32%, and the relative contribution of X_2 to Y was 68%.

Keywords: entrepreneurial intentions; income expectations; social perception; theory of planned behavior

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Introduction

Entrepreneurship serves as a key mechanism for supporting a country's economic development. A nation can be considered developed if the number of entrepreneurs reaches at least 7% of the total population (Rosmiati et al., 2022). According to data from the Central Statistics Agency (2023), the number of entrepreneurs in Indonesia has reached only 3.47%, falling short of the 7% target and indicating a relatively low percentage. This situation provides impetus for all elements in Indonesia to improve immediately, particularly in higher education. The Ministry of Education, Culture, Research and Technology launched the Independent Learning Independent Campus Entrepreneurship (MBKM) program in early 2020 to boost student enthusiasm for entrepreneurship. Sebelas Maret University followed by implementing an entrepreneurship grant program and Independent Entrepreneurs (WMK) starting in 2023, with the Office Administration Education Study Program serving as a pioneer in efforts to increase entrepreneurial intention by providing entrepreneurship courses as mandatory subjects. Students, as agents of change, are expected to possess entrepreneurial intentions as opportunities to create employment and improve the country's economy (Fauzan et al., 2024). Despite various efforts made, students are expected to develop entrepreneurial intentions, but reality shows they still face challenges, and these efforts have not yielded maximum results for students' entrepreneurial intentions.

A preliminary study conducted on 30 students of the Office Administration Education Study Program batch 2021-2022 found that students' entrepreneurial intentions were relatively low. The findings revealed that only 9.4% of students currently operated personal businesses, only 37.5% of students intended to continue their business after the program provided by the Independent Entrepreneurship Fund stimulant, and only 15.6% of students had ever submitted entrepreneurial grant proposals. These findings confirmed that students' entrepreneurial intentions remained very low. In the preliminary study, questions used tended to measure entrepreneurial behavior or actual entrepreneurial conduct, as a gap between intentions and behaviors remains relevant. Measuring

intention alone without linking it to actual behavior can result in perception bias, as intentions can change over time (Kautonen et al., 2015). The difference between expectations and reality regarding entrepreneurial intention among UNS Office Administration Education students Class of 2021-2022 became the foundation for research on entrepreneurial intentions entitled "The Influence of Income Expectations and Subjective Norms on the Entrepreneurial Intention of PAP FKIP UNS Students Class of 2021-2022."

Intention represents a person's will when performing actions that can be realized, present opportunities, and are accompanied by efforts during implementation (Firmansyah, 2019). Intention serves as the driving force behind actions taken by individuals; the stronger a person's intention, the greater the possibility of performing an action. Meanwhile, Hasanah and Setiaji (2019) defined entrepreneurship as activities aimed at achieving goals by obtaining profits, recognizing opportunities, and utilizing opportunities through discovery and innovation. Entrepreneurial intention refers to the desire and power that drives individuals to take action to establish their own business or enterprise. Entrepreneurial intention represents a crucial first step before an individual establishes a business (Yusvan et al., 2024). According to Vernia (2018), factors that encourage individuals to have entrepreneurial intentions include internal and external factors. Internal factors originate from within individuals and affect intention and belief to perform actions, such as attitudes toward behavior, subjective norms, and behavioral control. External factors originate from outside individuals and affect intention in carrying out actions, such as individual background, social background, and information background.

Without diminishing the role of each factor, this study focuses on internal factors, specifically income expectations and subjective norms that have been identified as variables affecting entrepreneurial intentions. Income expectations are part of behavioral beliefs, where individuals believe that certain actions will produce specific consequences that can affect expectations (Ajzen & Fishbein, 2005). Behavioral beliefs serve as the background for attitude toward behavior, which are determinants of intention (Ajzen, 1991), while subjective norms function as an individual's view of other people's perceptions that can affect an action or behavior. This aligns with previous research conducted by Jonatan and Handoyo (2023), which found that income expectations have a significant positive influence on entrepreneurial intention. Another factor that can increase entrepreneurial intention is subjective norms; according to Nurdwiratno et al. (2023), subjective norms have positive and significant effects on entrepreneurial intention.

According to Utama et al. (2024), income expectations can be defined as an individual's expectations of income obtained through various businesses. Gultom (2024) stated in his research that the driving factor for the younger generation to pursue entrepreneurship is expectations for earned income. An entrepreneur will obtain significant profits and unlimited income, enabling achievement of all desires; therefore, these expectations are believed to foster individual entrepreneurial intention (Situmorang et al., 2021). Income expectation represents an individual's expectation to earn income to achieve desired goals. Entrepreneurial intentions arise because individual expectations of entrepreneurship will result in higher income than being an employee. Therefore, income expectations play important roles in increasing entrepreneurial intention. Alfian and Andriansyah (2020) identified two indicators of expected income: (1) high income, referring to the potential income of an entrepreneur that is higher than that of an employee in a company; (2) unlimited income, referring to income that cannot be estimated and does not have specific limits.

In addition to income expectations, subjective norms also play roles in increasing entrepreneurial intention. Subjective norms are defined as something that refers to an individual's perception of social pressures and expectations from close people such as family and friends that influence the individual's specific behavior (Amelia & Sulistyowatie, 2022). If people around the individual support entrepreneurship as something positive, the individual will feel urged to meet the expectations or opinions of others. This support will motivate individuals, thus influencing stronger intention to pursue entrepreneurship (Yusvan et al., 2024). Tentama et al. (2019) stated that there are two indicators of subjective norms: (1) normative beliefs, referring to individual beliefs about the opinions, expectations, and support of specific people that can influence their actions; (2) motivation to comply, referring to an individual's desire to follow and obey the beliefs of a particular person that can influence behavior.

Based on the problem background, this study aims to answer several key questions: (1) Is there an effect of income expectations on entrepreneurial intentions in students of the UNS Office Administration Education Study Program Class of 2021-2022? (2) Is there an influence of subjective norms on entrepreneurial intentions in UNS Office Administration Education Study Program students Class of 2021-2022? (3) Is there an effect of income expectations and subjective norms together on entrepreneurial intentions in UNS Office Administration Education Study Program students Class of 2021-2022?

Research Methods

The study employed a quantitative approach using a causality method, chosen to prove the cause-and-effect relationship between variables. The independent variables in this study were income expectations (X_1) and subjective norms (X_2), while the dependent variable was entrepreneurial intentions (Y). The population of this study comprised the entire 2021-2022 batch of the Office Administration Education Study Program, Faculty of Teacher Training and Education, Sebelas Maret University who participated in the Entrepreneurship MBKM, totaling 180 students. The sample was calculated using the Slovin formula with a 5% margin of error because this formula offers efficiency in use and is considered more comprehensive when applied to social humanities research. Using the formula $n = N / (1 + (N \times e^2))$, specifically $n = 180 / (1 + (180 \times 0.05^2)) = 124.137$ rounded to 124 students. The sampling technique used was probability sampling with the proportionate stratified random sampling technique. This technique was employed because the population had homogeneous levels or elements and proportional strata. The population comprised two different batches in the Office Administration Education Study Program, namely the 2021 and 2022 batches, with every student having equal opportunity to become a sample. The total sample number was 124 students and calculated using the formula $n_i = (N_i/N) \times n$ with details $n = (81/180) \times 124$, namely 56 students of the class of 2021 and $n = (99/180) \times 124$, namely 68 students of the class of 2022. The research was conducted following research principles and ethics, including informed consent from respondents, assurance of anonymity, transparency in data management, and awareness of potential institutional bias.

The analysis used IBM SPSS Statistics 26. Data collection employed closed questionnaires via Google Forms using Likert scale alternatives from 1-5. The research instrument for the entrepreneurial intention variable (Y) adopted the instrument from Vamvaka et al. (2020). The income expectation variable (X_1) and subjective norm variable (X_2) used independently created instruments based on indicators submitted by experts, validated by experts, tested on 30 respondents, and subjected to validity and reliability tests. The income expectation variable (X_1) used indicators from Alfian and Andriansyah (2020), namely high income and unlimited income with eight statements that passed validity and reliability tests. Furthermore, the subjective norms variable (X_2) used indicators from Tentama et al. (2019), namely normative beliefs and motivation to comply with 10 statement items that passed validity and reliability tests.

Data analysis began with data tabulation and continued with analysis prerequisite tests including normality, linearity, multicollinearity, and heteroscedasticity tests. Furthermore, hypothesis testing consisted of t-tests, F-tests, multiple linear regression analysis tests, R^2 determination coefficient tests, and calculation of effective contribution and relative contribution.

Results and Discussion

Research results

Descriptive Statistical Analysis

Based on descriptive analysis of entrepreneurial intention data, the number of respondents was 124 with 14 statement items. The maximum value was 70 and the minimum value was 18, resulting in a data range of 52. The mean entrepreneurial intention value of 46.60 was classified as medium-high in the data distribution, the median value of 47.00 indicated that entrepreneurial intention was in the middle position, and the mode value of 49 indicated that many respondents had

above-average values. Categorization of the median, mean, and mode values derived from the range between minimum and maximum values. The standard deviation value of 9.339 was relatively high, reinforcing the diversity of variation or heterogeneous data distribution.

Furthermore, income expectation with eight statement items obtained a range value of 22, minimum value of 18, and maximum value of 40. The mean income expectations value of 30.35 was classified as moderate-high in the data distribution, the median value of 30.50 indicated that income expectations were in the middle position, and the mode of 32 showed that many respondents had above-average values, with a standard deviation value of 4.386 that was relatively high, strengthening the diversity of variation or heterogeneous data distribution. Meanwhile, subjective norms with 10 statement items obtained a maximum value of 47, minimum value of 16, and range of 31. The mean subjective norm value of 31.75 was classified as moderate-high in the data distribution, the median value of 31.00 indicated that subjective norms were in the middle position, and the mode value of 26 indicated that quite a few respondents had values below average, with a high standard deviation value of 6.613 reinforcing heterogeneous variation in data distribution.

Analysis Prerequisites Test

The normality test results showed that the Asymp. Sig (2-tailed) value of $0.200 > 0.05$ indicated that data were normally distributed. Furthermore, the two independent variables showed linear relationships with the entrepreneurial intention variable (Y), as evidenced by the linearity test results of income expectation (X_1) on entrepreneurial intention (Y) obtaining a linearity value of $0.000 < 0.05$ and a deviation from linearity value of $0.061 > 0.05$, and the subjective norm linearity test results (X_2) on entrepreneurial intention (Y) obtaining a linearity value of $0.000 < 0.05$ and deviation from linearity value of $0.146 > 0.05$. The multicollinearity test results showed that the tolerance value for independent variables was $0.677 > 0.10$, and the VIF value was $1.477 < 10$, indicating no multicollinearity problem between independent variables. The final prerequisite test, the heteroscedasticity test conducted with the Glejser test, obtained results of $0.330 > 0.05$ for the income expectation variable (X_1) and results of $0.133 > 0.05$ for the subjective norm variable (X_2), concluding that heteroscedasticity did not occur.

Hypothesis Test

Hypothesis testing is a process of testing the correctness of a proposed hypotheses.

Table 1
T-Test Results

Type	T test	Sig.
(Constant)	.908	.366
Revenue Expectations	3.965	.000
Subjective Norms	7.222	.000

(Source: Primary data processed by researchers, 2025)

Table 1 shows the research t-test results data, with the known ttable value for 124 samples being 1.979. The t-test results between income expectations (X_1) and entrepreneurial intention (Y) obtained a calculated t value of $3.965 > t_{table} 1.979$ with significance level $p < .001$, thus H_1 was accepted and H_0 was rejected, meaning there was a partially significant positive influence of income expectations (X_1) on entrepreneurial intention (Y). Meanwhile, the t-test results between subjective norms (X_2) and entrepreneurial intention (Y) obtained a calculated t-value of $7.222 > t_{table} 1.979$ with significance level $p < .001$, thus H_2 was accepted and H_0 was rejected, meaning there was a partially significant positive influence of subjective norms (X_2) on entrepreneurial intention (Y).

The known Ftable value for 124 samples was 3.07. In Table 2, the F-test results obtained $F_{calculated} > F_{table} 3.07$ with significance level $p < .001$, indicating simultaneous influence between income expectations (X_1) and subjective norms (X_2) on entrepreneurial intention (Y).

Table 2*F-Test Results*

Type	Sum of Squares	Df	Red Squares	F	Sig.
Regression	5907.107	2	2953.554	74.137	.000b
Residual	4820.530	121	38.839		
Total	10727.637	123			

(Source: Primary data processed by researchers, 2025)

Table 3*Multiple Linear Regression Analysis Results*

Type	Unstandardized Coefficients		Standardized Coefficients Beta		Sig.
	B	Std. Error		t	
(Constant)	3.653	4.024		.908	.366
Revenue Expectations	.625	.158	.294	3.965	.000
Subjective Norms	.755	.105	.535	7.222	.000

(Source: Primary data processed by researchers, 2025)

Table 3 presents multiple linear regression analysis results, yielding the equation $\hat{Y} = 3.653 + 0.625X_1 + 0.755X_2$ interpreted as follows: (1) The constant value of 3.653 can be interpreted such that if income expectation (X_1) and subjective norm (X_2) are valued at 0 (constant), then the entrepreneurial intention variable equals 3.653; (2) In column B, the regression coefficient value of the income expectation variable (X_1) is 0.625, meaning that every addition of 1 value to income expectation will also increase the entrepreneurial intention (Y) value by 0.625; (3) In column B, the regression coefficient value of the subjective norm variable (X_2) is 0.755, meaning that every addition of 1 value to subjective norms will also increase the entrepreneurial intention (Y) value by 0.755.

Table 4*Coefficient of Determination Result (R^2)*

Type	R	R Square	Adjusted R Square	Std. Error the Estimate
1	.742a	.551	.543	6.312

(Source: Primary data processed by researchers, 2025)

Referring to Table 4, the determination coefficient (R^2) test result was 0.551 or 55.1%. This indicates that income expectation variables and subjective norms can explain the entrepreneurial intention variable by 55.1%, while 44.9% is influenced by other variables not explained in this study.

Table 5*Effective Contribution Results*

Effective Contribution	Value
Revenue Expectations (X_1)	$0.294 \times 0.597 \times 100 = 17.5\%$
Subjective Norms (X_2)	$0.535 \times 0.702 \times 100 = 37.6\%$
Total	55,1%

(Source: Primary data processed by researchers, 2025)

Based on Table 5, the effective contribution calculation results showed that the income expectation variable (X_1) was 17.5% and the subjective norm variable (X_2) was 37.6%. The subjective norm variable (X_2) had greater effective contribution than the income expectation variable (X_1).

Table 6*Relative Contribution Results*

Relative Contribution	Value
Revenue Expectations (X ₁)	$17.5 : 55.1 \times 100 = 32\%$
Subjective Norms (X ₂)	$37.6 : 55.1 \times 100 = 68\%$
Total	100%

(Source: Primary data processed by researchers, 2025)

The results in Table 6 show the relative contribution calculation of all independent variables, totaling 100% or equal to 1. The relative contribution value of income expectations (X₁) was 32%, while subjective norms (X₂) was 68%. The subjective norm variable (X₂) had greater relative contribution than the income expectation variable (X₁). It can be concluded that the subjective norm variable (X₂) had greater influence on entrepreneurial intention than the income expectation variable (X₁).

Discussion

The Effect of Income Expectations on the Entrepreneurial Intention of Students of the FKIP UNS Office Administration Education Study Program Batch 2021-2022

Results showed that income expectations had a partially significant positive influence on the entrepreneurial intention variable (Y). This was evidenced by t-test analysis results, showing that the calculated t-value was $3.965 > t_{table} 1.979$ with significance level $p < .001$, thus H₁ was accepted and H₀ was rejected.

Based on the description of the statement item with the highest value, "I am optimistic that the bigger the business I have, the more infinite the income I get," high and unlimited expectations for entrepreneurial results will support achieving desired income results and will increase students' intentions in entrepreneurship. Conversely, the statement item with the lowest score, "I am confident that I can determine my own income target by entrepreneurship," indicated that some students were not sure about determining their income target through entrepreneurship, potentially affecting the lack of students' entrepreneurial intention. In connection with this description, Fajriyah et al. (2023) stated that the higher a person's income expectations for entrepreneurship, the more their entrepreneurial intentions will increase.

The findings in this study reinforce previous research by Hutama et al. (2024), Fajriyah et al. (2023), Situmorang et al. (2021), and Jonathan and Handoyo (2023), who stated that income expectations have significant influence on entrepreneurial intentions.

The Influence of Subjective Norms on the Entrepreneurial Intention of Students of the Office Administration Education Study Program FKIP UNS Class of 2021-2022

Results showed that subjective norms had a partially significant positive influence on entrepreneurial intentions. This was evidenced by t-test analysis results showing that the calculated t-value was $7.222 > t_{table} 1.979$ with significance level $p < .001$, thus H₂ was accepted and H₀ was rejected.

The questionnaire data description of the statement item with the highest score, "I want to prove to the environment around me that I can be successful in entrepreneurship," showed that motivation to demonstrate to surroundings that entrepreneurship will bring success will also increase entrepreneurial intention. Conversely, the statement item with the lowest score, "in my environment, entrepreneurs are considered the noblest job," showed that some students were still influenced by the perspective of the surrounding environment who think that entrepreneurship is not the noblest job, affecting the lack of entrepreneurial intention. In line with this description, Nurdwiratno et al. (2023) stated that the higher the subjective norm of support in entrepreneurial activities, the greater the entrepreneurial intention.

The findings of this study reinforce previous research by Yusvan et al. (2024), Nurdwiratno et al. (2023), and Choirunnisya and Susanti (2021), who stated that subjective norms have significant influence on entrepreneurial intentions.

The Effect of Income Expectations and Subjective Norms Together on the Entrepreneurial Intention of Students of the FKIP UNS Office Administration Education Study Program Batch 2021-2022

Based on F-test analysis results, $F_{\text{calculated}}$ was $74.137 > F_{\text{table}} 3.07$ with significance level $p < .001$, thus H_3 was accepted and H_0 was rejected. From these results, it can be interpreted that the income expectation variable (X_1) and the subjective norm variable (X_2) have significant positive influence simultaneously on the entrepreneurial intention variable (Y).

The data description results of the highest-scoring statement item, "I plan to start my own business someday," showed that most college students have plans to start their own business in the future. Meanwhile, the statement item with the lowest score, "I read a book on how to set up a company," showed that many students still do not read books/references on how to establish a company, potentially narrowing students' insights related to company establishment.

The findings of this study align with research by Utama et al. (2024), who stated that income expectations are forms of expectations that aim to obtain greater income, and income expectations that tend to be high will increase intention in entrepreneurship. Additionally, if individuals receive support from people considered important, it will convince and foster the person's intention in entrepreneurship (Pratama & Margunani, 2019).

Conclusion

Based on data analysis results, the following conclusions can be drawn: (1) There was a partially significant positive influence between income expectation variables (X_1) and entrepreneurial intention (Y) of PAP FKIP UNS students batch 2021-2022, as evidenced by t-test results showing a calculated t-value of $3.965 > t_{\text{table}} 1.979$ with significance level $p < .001$, thus H_1 was accepted and H_0 was rejected. (2) There was a partially significant positive influence between subjective norm variables (X_2) and entrepreneurial intention (Y) of PAP FKIP UNS students batch 2021-2022, as evidenced by t-test results showing a calculated t-value of $7.222 > t_{\text{table}} 1.979$ with significance level $p < .001$, thus H_2 was accepted and H_0 was rejected. (3) There was a simultaneous significant positive influence between income expectation variables (X_1) and subjective norms (X_2) on entrepreneurial intention (Y) of PAP FKIP UNS students of the 2021-2022 batch, as evidenced by F-test results of $74.137 > F_{\text{table}} 3.07$ with significance level $p < .001$, thus H_3 was accepted and H_0 was rejected. The regression equation model in this study was $\hat{Y} = 3.653 + 0.625X_1 + 0.755X_2$. The effective contribution of variable (X_1) to Y was 17.5%, while variable (X_2) to Y was 37.6%. The relative contribution of variable (X_1) to Y was 32%, while variable (X_2) was 68%, concluding that the subjective norm variable (X_2) had greater contribution than the income expectation variable (X_1) toward Y . The determination coefficient (R^2) value was 55.1%, meaning that together the variables of income expectations and subjective norms affected entrepreneurial intention by 55.1%. Meanwhile, 44.9% was influenced by other factors not studied in this research. Therefore, due to research limitations, future research is expected to investigate other factors not explained in this study to provide more comprehensive understanding of entrepreneurial intentions among students. The research results can be used as consideration for lecturers in providing assistance and encouragement of entrepreneurial motivation through integrated programs in sustainable academic sections.

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