



UNIVERSITI
MALAYSIA
KELANTAN

ISEB-2012

International Seminar on Entrepreneurship and Business

**“Entrepreneurship and Innovation for
Global Competitiveness: Issues and Challenges”**

23 April 2012

Universiti Malaysia Kelantan
Malaysia

PROCEEDING



Universitas Negeri
Jakarta



Universitas Negeri
Malang



Universitas Lambung
Mangkurat



Universitas Negeri
Surabaya



Universitas Diponegoro



Universitas Sanata
Dharma Yogyakarta



Universitas Pendidikan
Indonesia



Sekolah Tinggi Ilmu
Ekonomi Banten



Pemerintah Kabupaten
Kudus Progo



Pemerintah Kota
Yogyakarta

UMK's Vice Chancellor Welcome Note

Dear respected delegates of ISEB 2012,

It is my great pleasure to welcome all of you at the Universiti Malaysia Kelantan (UMK) to attend our joint-managing international seminar with eight Indonesian universities and two Indonesian agencies on "Entrepreneurship and Innovation for Global Competitiveness: Issues and Challenges", on April 23, 2012.

The organization of this international seminar at UMK comes from the overall vision of cultivating and inculcating entrepreneurial aspiration among in- and off-campus communities with the aim to produce entrepreneurial society capable of generating wealth for the country.

The goal of hosting this international seminar is to shed light on the vision of UMK to become a leading institution for entrepreneurship education, research, consultancy, publishing, and entrepreneur development. The international seminar focuses on three important objectives:

1. To explore and expand entrepreneurial knowledge and business management through sharing knowledge and experiences among all participants.
2. To foster smart partnership directly involved in entrance and medium-sized industries and international organizations that are education and the development of small and medium-sized industries.
3. To be the main catalysts and the managers advancing the field of entrepreneurship and medium-sized industries.

The conference is expected to attract about 150 researchers from academia and industry representing more than 50 universities, institutes, research centers, companies, and governmental agencies from more than six countries in the Southeast Asian region.

We hope this international seminar will help us to develop strong relations with the participants in the conferences in order to explore and advance opportunities for joint cooperation in research and professional development in the foreseeable future.

Finally, on behalf of UMK management, faculty, staff, and students; I welcome all of you on UMK campus and wish you a great international seminar participation and pleasant stay in Kota Bharu, Kelantan, Malaysia.

Sincerely,

Professor Dr. RaduanChe Rose
Vice Chancellor
Universiti Malaysia Kelantan

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FACTOR ANALYSIS OF DETERMINANTS INTENTION ENTREPRENEURSHIP UNIVERSITY STUDENTS: UNIVERSITAS SEBELAS MARET

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ABSTRACT

The objective of this research is to find out the determinant factor of Student Entrepreneurship Intention in Sebelas Maret University (UNS) and how each factor interrelated, so it is expected that from this research, there will be found further development of the entrepreneurship education program for the creation of entrepreneurs from the campus that in turn will encourage the nation's progress and competitiveness. The number of sample was determined by individual faculties consisting of 35 respondents, with the total sample of 315 respondents, so that it met the data feasibility minimum criteria by structural equation modeling (SEM). The result of research shows that the subjective norm (family or friend), positive attitude to entrepreneurship and UNS's institutional support are the determinant factors supporting the UNS's student intention to have entrepreneurship. The implication of research in the future is that there should be the classification among the business and non-business students; and geographical coverage expansion between the university within industrial area and that far from industrial area.

Keyword: Subjective Norm, Attitude, Intention, Having Entrepreneurship, Students.