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EFFECTS OF FAMILY SUPPORT MODERATION ON THE INFLUENCE OF ATTITUDES, SUBJECTIVE NORMS, AND SELF-EFFICACY ON ENTREPRENEURSHIP INTENTIONS

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Abstract: The study aimed to test the effect of family support moderation on the influence of attitudes, subjective norms, and self-efficacy on entrepreneurship intentions. In other words, the study wanted to test the implementation of Milton Friedman's family support concept on the implementation of Icek Ajzen's Theory of Planned Behavior (TPB). The sample in this study was 114 vocational high school (SMK) students in Indramayu Regency. The determination of the sample is done proportionally random sampling. The data was obtained through questionnaires that have been tested for validity and reliability and analyzed using regression moderation analysis techniques (ARM). The results of the analysis showed that TPB still remained relevant for identifying entrepreneurship intentions and family support was not shown to moderate the influence of attitudes, subjective norms, and self-efficacy towards entrepreneurship intentions due to the absence of significant interactions.

Keywords: *family support, attitudes, subjective norms, self-efficacy, and entrepreneurial intentions.*

1. Introduction

Ajzen's Theory of Planned Behavior (TPB) in 1991 is a theory designed to predict and explain human behavior in special cases. This theory positions the desire to behave (intention) as the main determinant of a behavior (Elliot, et al, 2003). Meanwhile, the magnitude of intentions is determined by three factors, namely: attitude toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). When building Entrepreneurial Intention-based Models based on TPB, Linan (2004) equated ajzen's perceived behavioral control concept with bandura's self-efficacy concept (1997). Following Linan's opinion, then in this study the concept of self-efficacy was used as part of TPB. There have been quite a number of previous studies that used independent variables developed by Ajzen as predictors to detect entrepreneurship intentions and behaviors with results that strengthen or correct each other (Linan, 2004; Fayolle and Gailly's, 2004; Kolvereid, 1996; Hao et al, 2005; Indarti and Rostiani, 2008; and Iskandar, 2012). The study tried to add family support as a moderator variable that is thought to strengthen or weaken the influence of attitudes, subjective norms, and self-efficacy on entrepreneurship intentions.

Family support is the attitude or act of family acceptance towards other family members so that the family member feels cared for. Such attention can be informational support,

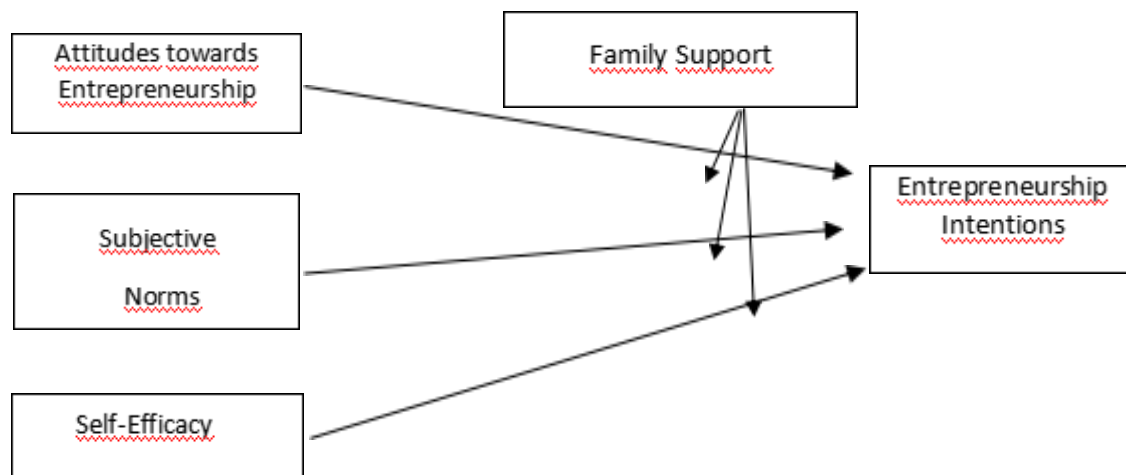
instrumental support, assessment support, and emotional support (Friedman, et al. 2010). A family member who has the support of his extended family will feel safe and protected because he gets a buffer that is ready to provide help and assistance to him. Wills in Friedman (2010), concluded that these buffer effects can withstand the negative effects of stress and provide motivation to succeed in performing their role in society. Wilcox's research, et al (2005) prove that family support, both material and social aspects, can give students confidence and confidence in the academic field.

Research on entrepreneurial intentions influenced by attitudes, subjective norms, and self-efficacy as constructed by Ajzen will be further enriched by involving family support as a moderator variable. This thinking is what underlies this research and gives us confidence that this research is important to do.

Research is conducted on vocational students on the grounds that they are prepared to work after graduation. The study sample of 144 people came from vocational students in Indramayu Regency of West Java who were randomly selected (proportional random sampling). The data was collected through questionnaires that had been tested for validity and reliability, then analyzed using the regression moderation analysis technique (ARM).

2. Research Method

The research model built into this study can be constructed as follows:



Research model

Based on the above research model, the hypotheses that want to be tested are as follows:

- H1: Attitudes to entrepreneurship have a positive effect on entrepreneurship intentions.
- H2: Subjective norms have a positive effect on entrepreneurship intentions.
- H3: Self-efficacy positively affects entrepreneurship intentions.
- H4: Family support has a positive effect on entrepreneurship intentions.
- H5: Family support moderates the influence of attitudes, subjective norms, and self-efficacy on entrepreneurship intentions.

3. Results and Discussion

The data is analyzed with the help of the SPSS 21 application, obtaining results reflected in the table below:

Table 1
 Summary of Hierarchical Regression Analysis Results
 Effect of Family Support Moderation on the Influence of Attitudes, Subjective Norms, and Self-Efficacy on Entrepreneurship Intentions
 (Mean Centered)

Model	R (p)	R ² (Adjusted R ²)	Change (p)	B	SE	β	t	p
Model 1								
(Constant)								
Norma attitudes				,170	,119	,131	1,428	,156
- Subjective Self-Efficacy				,741	,240	,256	3,086	,003
				,663	,127	,503	5,202	,000
Model 2	0,840 (<0,001)	0,706 (0,695)	0,033 (<0,001)					
(Constant)				24,360	,282		86,484	,000
Attitude				,098	,115	,076	,852	,396
Subjective Norms				,730	,229	,252	3,194	,002
Self-Efficacy				,612	,122	,464	5,005	,000
Family Support				,293	,084	,203	3,490	,001

Model 3	0,844 (<0,001)	0,713 (0,694)	0,007 (<0,001)		
(Constant)				24,361	,305
Attitude				,096	,119
Subjective Norms				,704	,231
Self-Efficacy				,611	,126
Family Support				,293	,087
x1				,027	,033
Interaction* Support Family				-,104	,066
X2 Interaction* Family Support					
x3 Interaction*Family Support				,010	,032
					,039
					,315
					,754

The table above illustrates: Model 1 which is the model before the moderation variable is entered.

Model 2 is a model that already includes moderation variables. Model 3 is a model of interaction between variables.

Based on Models 2 and 3 above obtained the following information:

1. The regression coefficient b1 is insignificant ($b_1 = 0.096$, $t = 0.805$, $p = 0.423 > 0.05$). H1 was rejected. That is, the positive or negative attitude on entrepreneurship has no effect on entrepreneurship intentions.
2. Significant regression coefficient b2 ($b_2 = 0.704$, $t = 3.042$, $p = 0.003 < 0.05$). H2 is accepted. That is, the high low subjective norms have a significant positive effect on entrepreneurship intentions.
3. Significant regression coefficient b3 ($b_3 = 0.611$, $t = 4.827$, $p = 0.000 < 0.05$). H3 is accepted. That is, the high low self-efficacy has a significant positive effect on entrepreneurship intentions.
4. Significant regression coefficient b4 ($b_4 = 0.293$, $t = 3.385$, $p = 0.001 < 0.005$). H4 is accepted. That is, the high low level of family support has a significant positive effect on entrepreneurship intentions.
5. While regression coefficient b5*InteractionX1 ($b_5 = 0.027$, $t = 0.814$, $p = 0.418 > 0.05$), b6*InteractionX2 ($b_6 = -0.104$, $t = 1.579$, $p = 0.117 > 0.05$), b7*InteractionX3 ($b_7 = 0.010$, $t = 0.315$, $p = 0.754 > 0.05$) indicates that the influence of family support interactions with all three predictor variables on entrepreneurship intentions is not statistically significant.
6. The regression equation obtained is: $Y = 24,361 + 0.096b_1 + 0.704***b_2 + 0.611***b_3 + 0.293**b_4 - 0.027b_5X_1 - 0.104b_6X_2 - 0.010b_7X_3$. This means that as attitudes to entrepreneurship increase, subjective norms, self-efficacy, and family support

decrease entrepreneurship intentions are lower than the decrease in interaction between variables.

3.1. Discussion

The results of the above study show that the Theory of Planned Behavior (TPB) is still a relevant theory for detecting entrepreneurial intentions. Except for attitudes, this study confirms previous studies. Subjective norms positively affect entrepreneurial intentions ($p = 0.003 < 0.05$). This is in line with the research of Linan (2004), Fayolle and Gailly's (2004), Kolvereid (1996), and Iskandar (2012). Self-efficacy positively affects the intention of entrepreneurship ($p = 0.000 < 0.05$). This is in accordance with previous studies (Linan, 2004; Hao et al, 2005; Indarti and Rostiani (2008); and Iskandar, 2012 >). This is in contrast to the results of linan (2004) and Iskandar (2012).

The results also inform that before the inclusion of interaction variables into the model, the model was able to explain the variation that occurred in the entrepreneurship intention by 67.3%, after the inclusion of the moderator variable into the entrepreneurship intention model rose to 70.6% and after the inclusion of interaction variables into the model, the model's ability to explain the variation that occurred entrepreneurship intentions rose to 71.3%. It can be interpreted that the inclusion of interaction variables into the model has been able to increase the value of R2 by 0.706 (70.6%) or increase adjusted R2 from the original 67.3% rose to 71.3%. However, the hypothesis is unacceptable because the interaction of family support with all three independent variables is not significant ($p > 0.05$) the value of R2 increases but the increase is not statistically significant. So it can be concluded that family support is not a moderator variable but only serves as a predictor variable for entrepreneurship intention variables.

As far as the searches have been, the authors have not found a study that positions family support variables as moderator variables. The authors' search of family support research found that these variables were predictors for prevention of family neglect (Ezalina et al, 2020), providing complete primary immunization (Ilhami and Afif, 2020), and student optimism (Miraj, 2020). Meanwhile, Mustika (2019) who examined the correlation between family support and emotional stability in post-stroke patients showed an insignificant association. Likewise, Wicaksono's research (2019) showed that there was no significant association between social support and self adjustment among high school students.

4. Conclusion

The study concluded that the Theory of Planned Behavior (TPB) remains relevant for use as a predictor of entrepreneurial intentions, although in the case of this study the influence of attitudes was not significant. Then another conclusion is that family support was not proven to moderate the influence of attitudes, subjective norms, and self-efficacy towards entrepreneurial intentions. But family support proved to be one of the predictors of entrepreneurial intentions. This is the finding of this study.

The authors recommend to other researchers to try to find other predictors of entrepreneurial intentions or try to examine the relationship between entrepreneurial intentions and entrepreneurship behavior.

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