

Gender as a Moderator in the Relationship between Entrepreneurial Media Expose, ATB, SN, Perceived Behavioral Control, and Entrepreneurial Intention

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Entrepreneurship is an activity of having and managing a business. Nowadays, many media (online and offline media) are displaying entrepreneurship content. Becoming an entrepreneur begins with entrepreneurial intention. There are 3 factors that influence an intention: SN, ATB, and perceived behavioural control. This study examines the relationship between entrepreneurial media exposure, SN, perceived behavioural control, ATB, and entrepreneurial intention. There are several findings of this study. First, entrepreneurial media expose influences ATB, SN and perceived behavioural control. Second, ATB, SN and perceived behavioural control influence entrepreneurial intention. Third, these influences have differences between men and women.

Key words: *Entrepreneurial media expose, subjective norms (SN), perceived behavior control (PBC), attitude toward behavior (ATB), entrepreneurial intention.*

Introduction

Entrepreneurs create jobs that help the country to increase economic growth. According to Ohanu and Ogbuanya (2018), the definition of entrepreneurship is to pioneer and manage a business in order to make a profit. Being an entrepreneur starts with entrepreneurial intention. Entrepreneurial intention is a plan and a desire of a person to be an entrepreneur when there is no action to realize. According to Ajzen (2002), several things become antecedents of an intention, namely ATB, SN and PBC.

Currently, many media forms display entrepreneurial content. The content contains business profiles, product promotions, open reseller information, open drop shipper, and also content that tells the success stories of business people. The media is a tool used by parties called senders to parties called recipients to convey information. There are 2 types of media, namely online media and offline (conventional) media. The media can influence entrepreneurial intention through existing norms and values. The media influence entrepreneurial intention through self-efficacy (Stoyanova, 2017). Mass media has a significant relationship with entrepreneurial participation among business people who have young businesses (businesses that have 3 years of age).

Literature Review

Media is a tool used by the sender of the recipient to convey information. Entrepreneurial media exposure used in this study is to the extent how far a person is exposed (watched/seen/heard) media that displays entrepreneurial content. How far means that the number of times someone is exposed to entrepreneurial content and the extent to which someone has a feeling that is connected by entrepreneurial content.

Entrepreneurial intention is the plan and desire possessed by an individual to become an entrepreneur, but there has been no action to realize these intentions and plans (Moriano et al., 2012). Attitudes toward behaviour must be done to assess something or evaluate good or bad behaviour that is done (Tiwari et al., 2017). SNs are social compliance to do or not do a behaviour (Ajzen, 2002). PBC is individuals' perceptions of their personal ability to take action (Ajzen, 2002).

Effect of Entrepreneurial Media Expose on ATB

Entrepreneurial content that displays entrepreneurial success stories may trigger the perception that being an entrepreneur is beneficial behaviour. This argument is based on social learning theory which states that people learn from their environment. When people are exposed to entrepreneurial media, their attitude will be influenced by the media. Therefore, we define the first hypothesis as follows:

H1: Entrepreneurial media expose positively influences attitudes toward behaviour

Effects of Entrepreneurial Media Exposure on SNs

Media has an extensive influence on society. When entrepreneurial media exposure increases, the differing perception among people will decrease, and people will have a common perception about entrepreneurship with others, which will turn to SNs. So,

increasing the amount of entrepreneurial content in the media will create similar perceptions about entrepreneurship which is the SN. Therefore, we define the second hypothesis as follows:

H2: Entrepreneurial media expose positively influences SN

Effect of Entrepreneurial Media Expose on PBC

Entrepreneurial content in the media can influence someone who ultimately becomes psychological stimulants to be able to be entrepreneurs. Entrepreneurial media content describes the steps to becoming a successful entrepreneur; perceptions about being an entrepreneur are easy to do. The higher the entrepreneurial media exposure, PBC will increase. Therefore, we define the third hypothesis as follows:

H3: Entrepreneurial media expose positively influences PBC

Effects of ATB on Entrepreneurial Intention

In entrepreneurship, ATB refers to the characteristics of someone who leads that person to be positive towards entrepreneurs (Mamun et al., 2017). Chen, et al. (2002) that the more often the perceived ease of doing a behaviour, the more positive the perception and attitude towards the behaviour. The more positive perceptions and attitudes towards entrepreneurs, the more likely an individual is to have entrepreneurial intentions.

H4: ATB positively influence entrepreneurial intention

Effects of SNs on Entrepreneurial Intention

SNs have a medium effect on entrepreneurial intention. Autio et al. (2001) also state the same thing, SN low direct influence on entrepreneurial intention. A person's desire to start being an entrepreneur is affected by social norms and values, when social norms and values towards entrepreneurs are positive, then the drive to become an entrepreneur will be strongly felt (Levie et al., 2010). According to Chen et al. (2002), the more often perceived easiness to do a behaviour, the more positive the perception and attitude towards the behaviour.

H5: SN positively influence entrepreneurial intention

Effects of PBC on Entrepreneurial Intention

According to Ajzen (1991), PBC is an evaluation of the perceived difficult or easy feeling to perform a behaviour. These facilities include claims for resources (financial or non-financial)



and readiness to carry out the behaviour. When someone has high self-efficacy and has a positive evaluation of entrepreneurs, it will trigger the emergence of entrepreneurial intention.

H6: PBC positively influence entrepreneurial intention

Effects of Gender Moderating

Women have limited access to resources compared to men; besides that, women also often experience gender-based discrimination (Fischer et al., 1993). Differences in gender treatment might be since women often lose the opportunity and are advised not to develop their maximum capacity (Fischer et al., 1993). Based on the statement, the seventh hypothesis:

H7: Gender moderates the relationship among entrepreneurial media expose, ATB, SN, PBC and entrepreneurial intention

Methodology

Research Methods

Research Participant

Research participants are selected using a purposive sampling method with the criteria that respondents have seen entrepreneurial content on online or conventional media platforms more than 3 times. Respondents aged over 18 years. The number of respondents in this study was 450 people. Using a questionnaire technique with a choice of 1-5 Likert answer scales. Table 1 below shows the participant's demography.

Table 1: Participants Demography

Criteria	Classification	Number of respondents
Gender	Male	275
	Female	175
Age	18-22 years	341
	23-27 Years	98
	> 28 years	11
Education	Senior High School	340
	Diploma	51
	S1	48
	S2	11
Job	Student	388
	Employee	51
	Entrepreneur	11

Measurement

Entrepreneurial Media Expose is how far a person is exposed to (watching / seeing/hearing) media that displays entrepreneurial content. How far in question is the number of times someone has been exposed to entrepreneurial content in the media and how is someone has a feeling of being connected with the content. This variable was measured with 2 items developed by Stoyanova (2017) and Levie et al., (2010) questionnaire. Attitudes towards behaviour are individual perceptions of the assessment of behaviour that can be profitable or not profitable if done or not done (Ajzen, 2002). This variable was measured with 5 items developed by Stoyanova (2017) and Adekiya and Ibrahim (2016). SNs are about the similarity of individual perceptions with others (Ajzen, 2002). This variable was measured with 3 items developed by Stoyanova (2017), Adekiya and Ibrahim (2016), and Habeeb and Ahmad (2011). PBC is an individual's perception of his/her ability to do a certain activity (Ajzen, 2002). This variable was measured with 7 items developed by Stoyanova (2017) and Adekiya and Ibrahim (2016), a questionnaire. Entrepreneurial intentions are plans and intentions possessed by an individual to become an entrepreneur when there is no action to realize (Moriani et al., 2012). This variable was measured with 6 items developed by Stoyanova (2017) and Adekiya and Ibrahim (2016).

Convergent and Discriminant validity

To assess the validity of the Convergent, the Smart-PLS program will be used by looking at the factor loading value. It can be concluded how each statement item can represent a variable. > 0.5 is a rule of thumb that is generally used to assess convergent validity which means that for each statement item above 0.5, statement items can represent variables well

(Hair et al., 2012). Discriminant validity test means to ensure that different variables have different concepts. A model can be classified as having good discriminant validity if each indicator of each latent variable has a cross-loading result that is greater than the cross-loading correlation with other latent variables (Cross Loading).

Table 2: Validity Test Result

Item	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
EI 1	0.947				
EI 2	0.946				
EI 3	0.827				
EI 4	0.941				
EI 5	0.914				
EI 6	0.828				
EME 1		0.918			
EME 2		0.934			
ATB 1			0.858		
ATB 2			0.855		
ATB 3			0.887		
ATB 4			0.740		
ATB 5			0.767		
PBC 1				0.724	
PBC 2				0.770	
PBC 3				0.738	
PBC 4				0.732	
PBC 5				0.718	
PBC 6				0.793	
PBC 7				0.808	
SN 1					0.774
SN 2					0.863
SN 3					0.829

Reliability Test

Reliability testing aims to provide evidence of the statements contained in the questionnaire are stable, consistent, unbiased, and do not cause errors (Sekaran and Bougie, 2016). This test relies on Cronbach's alpha as the primary benchmark. If an instrument has a Cronbach's alpha coefficient value > 0.6, it means that the instrument can be declared reliable or reliable.

Table 3: Reliability Test

	Cronbach's Alpha	Composite Reliability
EI	0.954	0.963
EME	0.833	0.923
ATB	0.881	0.913
PBC	0.887	0.903
SN	0.761	0.863

Evaluation of Goodness of Fit

Evaluation of goodness of fit in this research by using r-square and q-square values. Model evaluation is done using Smart-PLS starting with looking at r-square on each latent dependent r-square and q-square values of more than 0.5 means that the independent variable is a good predictor of the dependent variable

Table 4: Nilai R-Square and Adjusted R-Square

	R-Square	R-Square Adjusted
EI	0.634	0.631
ATB	0.598	0.597
PBC	0.432	0.401
SN	0.368	0.366

Results and Findings

Figure 1 below shows the research model. To enable simultaneous hypothesis testing, this research uses PLS as an analytic tool. Table 5 shows the hypothesis testing result. In table 5, it is found that all hypothesis is supported.

Figure 1. Model for Paper

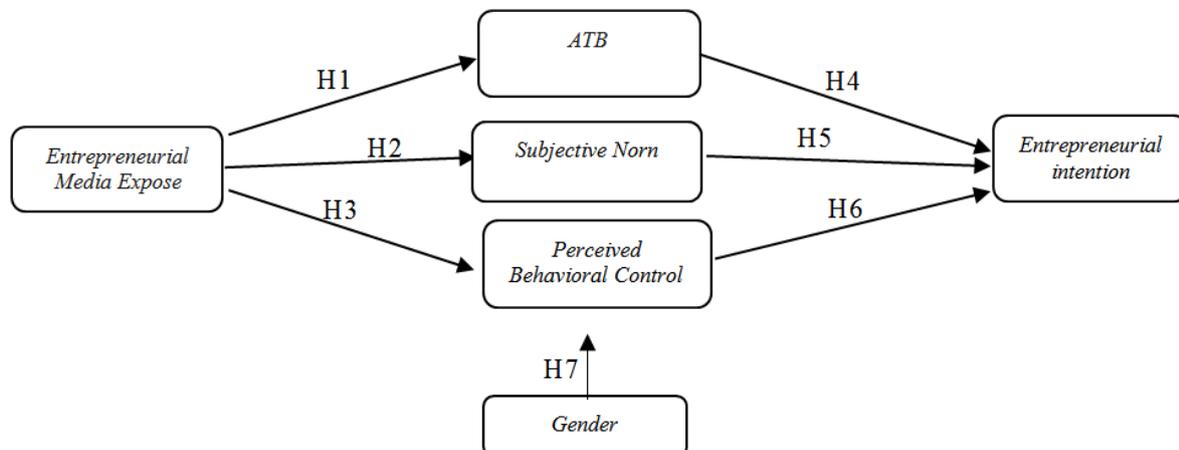


Table 5: Hypothesis Testing Result

	Estimate	St. dev	t.statistic	P	Label
H1: Entrepreneurial media expose positively influences attitudes toward behavior	0.773	0.023	33.719	<0,01	Hypothesis supported
H2: Entrepreneurial media expose positively influences SN	0.261	0.049	5.308	<0,01	Hypothesis supported
H3: Entrepreneurial media expose positively influences PBC	0.363	0.047	7.649	<0,01	Hypothesis supported
H 4: ATB positively influence entrepreneurial intention	0.109	0.031	3.546	<0,01	Hypothesis supported
H 5: SN positively influence entrepreneurial intention	0.171	0.062	2.751	<0,01	Hypothesis supported
H6: PBC positively influence entrepreneurial intention	0.877	0.053	16.630	<0,01	Hypothesis supported

Entrepreneurial Media Expose Positively Influences Attitudes toward Behaviour

Hypothesis 1 stating that Entrepreneurial media exposure positively influences attitudes toward a behaviour is supported ($B = 0.773$, $P < 0.01$). It means, the more often respondents see entrepreneurship content in the media will increase attitudes toward behaviour about entrepreneurs. The intensity of entrepreneurial media exposure can trigger perceptions if entrepreneurs have been recognised as behaviours that can have a positive impact by many people

Entrepreneurial Media Expose Positively Influences SN

Hypothesis 2 stating that Entrepreneurial media expose positively influences SN is supported ($B = 0.26$, $P < 0.01$). It means, the more often respondents see entrepreneurship content in the media will increase the SN about entrepreneurs. Entrepreneurs will be considered a positive thing that is generally recognized as proven by there being many people who have the same perception about entrepreneurs.

Entrepreneurial Media Expose Positively Influences PBC

Hypothesis 3 stating that Entrepreneurial media exposure positively influences PBC is supported ($B = 0.363$, $P < 0.01$). It means, the more often the respondent sees entrepreneurial content in the media it will increase perceptions about behavioural control about entrepreneurs. A person will have high self-confidence and self-efficacy for a career as an entrepreneur when he knows the fact that being an entrepreneur is an easy thing to do.

ATB Has a Positive Influence on Entrepreneurial Intention

Hypothesis 4 stating that ATB positively influence entrepreneurial intention is supported ($B = 0.109, P < 0.01$). It means, when the ATB about entrepreneurs increases, the entrepreneurial intention will also increase.

SN Has a Positive Effect on Entrepreneurial Intention

Hypothesis 5 stating that SN positively influence entrepreneurial intention is supported ($B = 0.171, P < 0.01$). It means when the SN regarding entrepreneurship increases, the entrepreneurial intention will also increase. When becoming an entrepreneur is considered a positive thing and norms are formed that entrepreneurs are positive things, it will trigger the emergence of entrepreneurial intention.

PBC Has a Positive Effect on Entrepreneurial Intention

Hypothesis 6 stating that PBC positively influence entrepreneurial intention is supported ($B = 0.877, P < 0.01$). This means that the higher PBC about entrepreneurs will increase the entrepreneurial intention of the respondent. The media has an influence on self-efficacy, where self-efficacy is the basis of PBC. Self-efficacy of being a psychological stimulator for these respondents felt able to become an entrepreneur and trigger the emergence of entrepreneurial intention.

Gender as Moderator

Table 5: The difference in Influence Between Women and Men

	Men		Women	
	Estimate	P-Values	Estimate	P-Values
EME->ATB	0.708	0.002	0.511	0.030
EME->SN	0.201	0.010	0.489	0.001
EME->PBC	0.372	0.009	0.156	0.011
ATB->EI	0.398	0.001	0.111	0.003
SN->EI	0.167	0.041	0.285	0.020
PBC->EI	0.651	0.029	0.430	0.002

Hypothesis 7 stating that Gender moderates the relationship between entrepreneurial media exposure, ATB, SN, PBC and entrepreneurial intention. The influence of entrepreneurial media exposure on ATB and PBC is more robust in men. The influence of entrepreneurial media exposure on SNs is more substantial in women. The influence of ATB and perceived

behaviour toward entrepreneurial intention is stronger in men. The influence of SN on entrepreneurial intention is more substantial in women.

Conclusion, Limitations, and a Suggestion for Further Research

Conclusion

Hypotheses 1-6 in this study were accepted based on data analysis. Hypothesis one has significant positive results. Hypothesis one is accepted. The conclusion is that exposure to entrepreneurial media positively influences attitudes towards behaviour. Hypothesis two is accepted. The conclusion is that exposure to entrepreneurial media positively influences SNs. Hypothesis three is accepted. The conclusion is that exposure to entrepreneurial media positively influences PBC. Hypothesis four is accepted. The conclusion is that ATB positively influences entrepreneurial intentions. Hypothesis five is accepted. In conclusion, SNs positively influence entrepreneurial intentions. Hypothesis six is accepted. The conclusion is PBC positively influences entrepreneurial intentions. This shows that the exposure of entrepreneurial media is able to influence perceptions, attitudes, norms and behaviours of control towards entrepreneurs, which in turn can trigger the emergence of entrepreneurial intentions. The effect is different for men and women.

Evidenced by the acceptance of hypothesis 7, gender moderates the relationship between entrepreneurial media exposure, attitudes toward behaviour, SNs, PBC, and entrepreneurial intentions. The effect of exposure to entrepreneurial media on attitudes towards behaviour and PBC is stronger in men. The effect of entrepreneurial media exposure on SNs is stronger in women. The effect of attitude on behaviour and behavioural perception on entrepreneurial intentions are stronger in men. The influence of SNs on entrepreneurial intentions is stronger in women.

Limitations

In taking data this study does not separate the two types of media into online and offline media so the results of this study cannot find out in detail the difference between the effect of entrepreneurial media exposure online and entrepreneurial media exposure offline on attitudes toward behaviour, SNs, PBC and entrepreneurial intention.

Suggestion for Further Research

The next researcher is expected to examine further the differences in the impact of entrepreneurial media exposure online and entrepreneurial media exposure offline on attitudes toward behaviour, SNs, PBC and entrepreneurial intention.

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