

An Empirical Study on The Role of Perceived Behavioral Control and Subjective Norms in Shaping Entrepreneurial Intentions and Actions

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Abstract. The growth of entrepreneurs in a developing area cannot be separated from the contribution of women's role. The people of Madura Island, both men or women, are known as entrepreneurial people who are fond of trading. This quantitative study investigates how perceptual factors shape entrepreneurial engagement among 115 female business owners in Indonesia's Madura Island. Using established measures grounded in the theory of planned behavior, analysis via PLS-SEM reveals subjective norms and perceived behavioral control positively influence entrepreneurial intentions. Intentions subsequently drive entrepreneurial action. Uniquely in the Madura Island context though, subjective norms lacked a significant direct link to entrepreneurial behavior, diverging from past findings. The mediated effects suggest integrating internal motivations with external infrastructure support is key to spurring women's venturing. Culturally attuned governmental and organizational policies aimed at education, training and funding can therefore boost Madura Island's economic growth through women's enterprise.

Keywords: subjective norms, perceived behavioral control, entrepreneurial intention, entrepreneurial behavior, women entrepreneurs

1. Introduction

To achieve optimal economic strength, a country needs to be supported by the role of an entrepreneurial society. In other words, entrepreneurial activities are the backbone of industrial growth in a country (Israr and Saleem, 2018). Entrepreneurship is the process that individuals go through in organizing and running a business that they create through creative ideas to generate profits. Meanwhile, entrepreneurs are individuals who have the potential to capture business opportunities, manage resources economically, and aim to realize business goal (Farrukh et al, 2016).

The large number of businesses carried out in the community sector can help the Indonesian government in opening up various job opportunities, so that it will improve people's welfare which will lead to economic growth in Indonesia. However, even though it has abundant natural wealth that can be put to good use by entrepreneurs, the number of Indonesian entrepreneurs is actually smaller than the population. The entrepreneurship ratio in Indonesia in 2021 will reach 3.55% of the total population, namely 273.87 million people, even though to be considered a developed country the number of entrepreneurs must reach a minimum of 5% of the total population (Yuniar, 2022). According to Esfandiar et al. (2019), entrepreneurial intention is an individual's desire to start a new business to become an entrepreneur. Education is not the main factor in the emergence of entrepreneurial intentions, but rather self-awareness and the ability to build a business sustainably.

The growth of entrepreneurs in developed and developing countries cannot be separated from the contribution and role of women. Based on data from Central Bureau of Statistics (2021), in Indonesia there are more men than women and women's participation as entrepreneurs has continued to increase over the last ten years. Results of a survey conducted by Public Relations Bureau (2017) states that as many as 41.44% of Indonesian women have become entrepreneurs, while 45% of Indonesian women want to become entrepreneurs. However, the number of women entrepreneurs remains lower than men, reaching 58.56%. This condition indicates that if women are given more opportunities or support, they will become strong and competitive entrepreneurs (Mokalu, 2016).

Basically entrepreneurial intention is an important thing that can encourage someone to carry out entrepreneurial activities. A similar explanation was expressed by (Temoor et al, 2021) who said that entrepreneurship is something important in making decisions. Thus, the job preferences of each individual to become an entrepreneur also increase. The description of the existing phenomenon shows that the government must increasingly encourage its emergence entrepreneurial intentione specially among women. Muhammad, Aliyu, and Ahmed (2015) explained that entrepreneurial behavior can be influenced by several things, namely circumstances, personal preferences and also environmental factors. The explanation regarding entrepreneurial intention is supported by the TPB theory (Theory of Planned Behavior) which consists of 3 things, namely subjective norms, personal attitude perception and behavioral control. Attitude is a person's view of themselves, their view of their own abilities (Ferreira, Raposo and Rodrigue 2012). Subjective norms are an individual's view of the beliefs held by other people and influence the individual's behavior and interests (Khanifah et al, 2018). Perceived behavioral control is people's perception of behavioral control. Perceived behavioral control is each individual's perception of the ease or difficulty of carrying out an action.

Al-Jubari (2018) in concluding that TPB has an impact on behavior carried out by individuals, including entrepreneurial intention. Ruizalba (2015) stated in his research that related to the TPB research model the main independent variables in this research are subjective norms, attitudes towards entrepreneurship, and perceived behavioral control which influence entrepreneurial intention. Apart from that, in this research a modification of the model was carried out which shows that subjective norms can influence attitudes towards entrepreneurship and perceived behavioral control. Subjective norms on the other hand, having an influence on entrepreneurial intention, subjective norms also have an influence on attitudes towards entrepreneurship and perceived behavioral control. Subjective norms in this research describe support and views from the surrounding environment regarding norms related

to entrepreneurial activities (Ajzen, 1991). According to Eysel and Durmaz (2019). Subjective norms in the context of women's entrepreneurship refer to individuals' perceptions of social pressures and norms that influence their decisions to engage in business. This includes the views and expectations of their social environment, such as family, friends and society, regarding the role of women in the business world. In many societies, women are often faced with social norms that limit their entrepreneurial roles and ambitions. Therefore, understanding and overcoming these subjective norm factors is important in encouraging women's entrepreneurial participation and success.

Perceived behavioral control in the context of women's entrepreneurship refers to an individual's perception of the extent to which they have control or the ability to take the actions necessary to start and run a business. This includes beliefs about the skills, resources, support and access to information needed to run a business successfully. For women, various factors such as limited financial resources, gaps in access to capital, and multiple role demands can influence their perception of the control they have in the entrepreneurial process. Increasing women's perceived behavioral control in entrepreneurship through training, access to resources, and support can play an important role in increasing their participation and success in the business world (Eysel and Durmaz, 2019).

Madura Island is an island located to the northeast of Java Island Indonesia, has an area of around 5,379 km² or 8 times larger than DKI Jakarta province. This island also has a fairly large population, reaching more than 4 million people in 2023. Madura Island is experiencing growth with the increasing number of SMEs, which has led to an increase in employment opportunities (Qomaro, Hammam, & Nasik, 2019). The Madurese population itself is perceived as a nation with unique cultural potential and an identity that is different from other ethnicities (Arief, 2020). In Madura, entrepreneurship is the main focus and priority in the formulation of Regional Government policies and agendas. Entrepreneurship is not a foreign field for Madurese people or women in Madura. In recent years, the number of women entering the workforce, especially formal employment, has shown an encouraging increase, this can be seen in the constant growth of female entrepreneurs and their contribution to the economy and employment both locally and nationally (Effendi and Suryana, 2018).

However, on the island of Madura, there are values that determine actions for some people, including business actors. Business actors on the island of Madura have noble social and cultural values, namely high work ethic, honest character and wisdom. The characteristics of entrepreneurship in Madura require a more active nature, such as being proactive in looking for business opportunities. One of the Madurese philosophies mentions hard work and resilience. (Qunain, 2020). The Madurese people have the spirit of never giving up and being able to work hard. Madurese people are enthusiastic, persistent, never give up, like challenges, independent and have various positive characters that have been inherent in Madurese people.

This research focuses on female entrepreneurs on Madura Island. Female entrepreneurs on Madura island still face many problems, such as lack of funds and government assistance. However, they have shown that they have great potential to improve the economy of Madura Island. Previous research results show that entrepreneurial characteristics, empowerment and government policies, as well as community interests and behavior are factors that influence the success of women entrepreneurs on Madura Island. To increase women's entrepreneurship on Madura Island, efforts need to be made to overcome the challenges faced and develop supporting factors. Based on the descriptions above, this research will focus on the relationship between subjective norms, perceived behavioral control, entrepreneurial intention, and entrepreneurial behavior among female entrepreneurs on Madura Island.

2. Literature Review

2.1. Perceived Behavioral Control

Perceived behavioral control is the perception that a behavior (such as starting a business) is easy or difficult, as well as how an individual is willing to overcome this perception (Al-Jubari, 2018).

According to Mahmood et al. (2019), perceived behavioral control focuses on a person's pleasure or difficulty in carrying out a behavior. Khanifah (2017) defines perceived behavioral control as an individual's perception of control over their behavior. External factors are resources and opportunities around an individual that influence his behavior, while internal factors are something that an individual has. Women explore entrepreneurship as a way to maintain autonomy and balance the demands of work and family. In terms of behavioral control, female entrepreneurs are unique. Feelings of internal control also dominate perceived control over external events in predicting entrepreneurial intentions (Maes et al, 2014). Muzakkir et al. (2019) explained that perceived behavioral control consists of having the resources, abilities, opportunities and time needed to carry out certain behaviors. Measurement of perceived behavioral control according to Mahmood et al. (2019) is that entrepreneurship is a useful thing, starting a business is easy and can be maintained, building a business has a high probability of success.

2.2. Subjective Norm

The influence of existing perspectives or perceptions of a person's surrounding environment on behavior is known as subjective norms (Mahmood et al., 2019). Female entrepreneurs have unique individual normative beliefs, particularly suggesting that women tend to be friendlier towards others and more willing to comply with external imperatives. The values that color the view of women as entrepreneurs are also the balance of career and family (Maes et al, 2014). Family plays an important role in a person's subjective norms (Agolla et al., 2019). Subjective norms are a person's views or perceptions of important people around them who have expectations of a person's behavior (Hasim, 2016). Subjective norm measurement indicators according to Mahmood et al. (2019) is that entrepreneurial activities are seen as a good idea by the family, starting a business can be successful if the family helps, starting a business makes the family work together, and entrepreneurial activities are seen as something to be proud of by people around them.

2.3. Entrepreneurial Intention

Entrepreneurial intention defined as a person's desires and hopes that influence their desire to start a business (Jena, 2020). Agolla et al. (2019) stated that entrepreneurs are individuals who have the ability to see and evaluate available business opportunities, as well as gather the resources needed to make these business opportunities successful. Ajzen (1991) states that interest is a source of encouragement that greatly influences a person's behavior. Farrukh (2016) explain that entrepreneurial intention is a person's belief and will in preparing a new business and making it happen in the future. According to Eyel and Durmaz (2019), entrepreneurial intention is the intention to build a new company or add value to an existing company. According to Mahmood et al. (2019), indicators for measuring entrepreneurial intention are readiness to do whatever it takes to become an entrepreneur, determination to create a business in the future, main goal is to become an entrepreneur, and seriousness about creating a business.

2.4. Entrepreneurial Behavior

A person's desire to become an entrepreneur is known as entrepreneurial behavior (Usman & Yennita, 2019). One of the most important factors in determining whether a person succeeds or fails in facing problems in life is entrepreneurial behavior, which is defined as a person's view or belief about what is good or bad about a behavior and the evaluation of that behavior (Sullivan & Meek, 2012) . According to Utami (2017), entrepreneurial behavior is a person's desire to be useful and effective for their environment when running a business. The indicators used to measure entrepreneurial behavior according to Mahmood et al. (2019), namely entrepreneurial activities depend on whether there are opportunities and resources available, entrepreneurial activities are a career choice in the future, entrepreneurial activities provide satisfaction, entrepreneurial activities are an attractive choice to undertake, entrepreneurial activities are seen as having many advantages rather than disadvantages, and entrepreneurial activity is a dream.

2.5. Hypotheses Development

Perceived Behavioral Control and Entrepreneurial Intention

External control beliefs relate to situation control and existing situation characteristics, such as a person's belief in himself to start a business (Agolla et al., 2019). Meanwhile, internal control beliefs relate to individual abilities, such as a person's belief in himself to start a business. Perceived behavioral control, also known as creativity and risk taking, is positively correlated with entrepreneurial intention. Perceived behavioral control shows how comfortable someone is or what problems they face when carrying out a behavior (Mahmood et al., 2019). People with high perceived behavioral control are more likely and willing to carry out a behavior than those with low perceived behavioral control.

Subjective Norm and Entrepreneurial Intention

According to TPB, each person's opinion can be influenced by the pressure of social norms around them (Agolla et al., 2019). These factors include environmental factors as well as other beliefs about how a person should behave in certain ways. Subjective norms can also be influenced by parents, partners, friends, and teachers (Mahmood et al., 2019). Subjective norms greatly influence entrepreneurial intention. Basically, subjective norms are defined as each individual's view of social pressure and the views held by a group or society, which is an important consideration when someone decides to behave in a certain way. Many people do things that are considered to be in accordance with other people's views because of these views. People's perceptions about entrepreneurship can be influenced by the opinions and perceptions of their friends, family and those closest to them.

Entrepreneurial Intention and Entrepreneurial Behavior

There is a positive correlation between entrepreneurial intention and entrepreneurial behavior (Shirokova et al., 2016). Individuals who have a strong intention to become entrepreneurs are more likely to take entrepreneurial action because they are brave in taking risks, identifying opportunities, developing business ideas, and taking concrete steps to start and run a business. Several studies show positive and significant results regarding the influence of entrepreneurial intention on entrepreneurial behavior (Aamir et al., 2021; Shirokova et al., 2016). The research has found that as an entrepreneur's intention increases, then their behavior will improve. This behavior can include entrepreneurial tendencies in carrying out business processes accompanied by innovation, proactiveness, and the courage to take risks.

Perceived Behavioral Control and Entrepreneurial Behavior

Perceived behavioral control refers to an individual's perception of the extent to which the individual has control or the ability to carry out a particular action. In the context of entrepreneurship, pBC is the extent to which a person believes that he or she has control over the entrepreneurial actions taken. In entrepreneurship literature, this concept is related to an individual's ability to overcome obstacles, take risks, and carry out concrete actions to start and develop their business. PBC has a significant influence on entrepreneurial behavior (Krueger et al., 2000).

Subjective Norm and Entrepreneurial Behavior

A person's subjective norms can influence their attitudes or views (Maes et al., 2014). When someone lives in a social environment, everything that happens in that environment will provide input that is considered by that person, which in turn will influence their perspective and attitudes. If there is social encouragement for entrepreneurship, a person will gain insight and understanding about the advantages of entrepreneurship. This will definitely have a major impact on an individual's attitudes and perspectives regarding entrepreneurial intentions and activities. Subjective norms play a very important role in shaping a person's attitudes or views towards entrepreneurial activities (Usman & Yennita, 2019). These norms can help foster a strong desire for entrepreneurship, which of course will cause a person to have a positive perspective and attitude.

Based on the descriptions above, the hypothesis in this research can be formulated as follows

H1: Subjective norms have a significant effect on entrepreneurial intention

H2: Perceived behavioral control has a significant effect on entrepreneurial intention.

H3: Entrepreneurial intention has a significant effect on entrepreneurial behavior

H4: Subjective norms have a significant effect on entrepreneurial behavior

H5: Perceived behavioral control has a significant effect on entrepreneurial behavior

H6: Subjective norms has a significant effect on entrepreneurial behavior through entrepreneurial intention

H7: Perceived behavioral control has a significant effect on entrepreneurial behavior through entrepreneurial intention

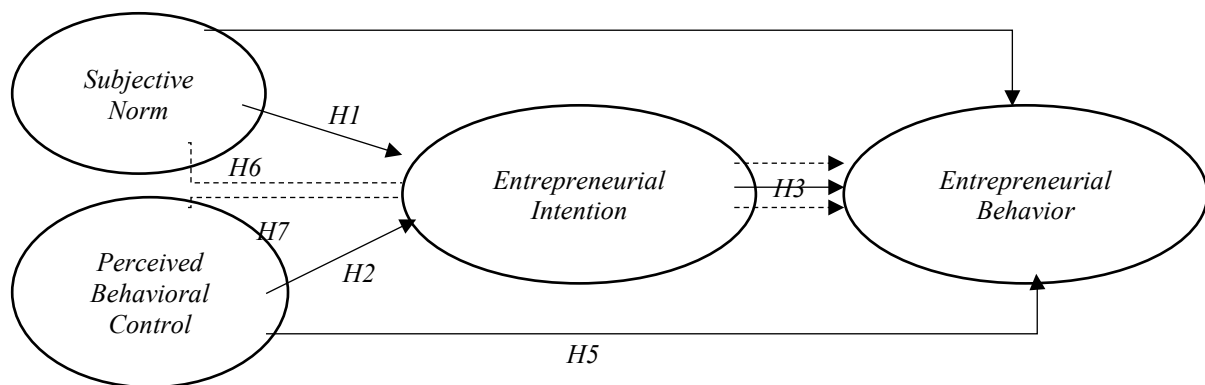


Fig.1: Research framework

3. Research Method

3.1. Data Collection

The population in this research is female business actors on Madura Island which covers 4 districts, namely Sumenep, Pamekasan, Bangkalan and Sampang. This research uses female entrepreneur respondents in Madura who actively manage their business. Sampling used purposive sampling technique, using certain criteria to support the research objectives. The sample criteria set in this study are female entrepreneurs who are at least 18 years old and have been in business for at least 1 year. This research uses a quantitative approach using an online survey method using a Google Form-based questionnaire instrument. This research uses a quantitative approach using an online survey method using a Google Form-based questionnaire instrument. The questionnaire is prepared in the form of a Google form. Questionnaires were distributed via personal channels directly to relatives and respondents. This research questionnaire has 2 parts. The first part aims to obtain information regarding the business description of female entrepreneurs. The questionnaire asks about business domicile, owner's age, entrepreneurial educational background, length of the business has been established, and business sector. The second part of the questionnaire contains questions that ask for respondents' responses regarding research variables. The second part of the questionnaire has a Likert scale with a rating scale of 1-5. Apart from that, this quantitative study also uses statistical calculations to explain the relationship between variables. In practice, there were 174 respondents who provided online responses by filling out questionnaires, but only 115 met the criteria to be part of the observation.

3.2. Research Measurement

This research was adapted from Mahmood et al. (2019) which measures perceived behavioral control,

subjective norms, entrepreneurial intention. This research develops the theory of planned behavior in forming entrepreneurial intentions and entrepreneurial behaviour in female entrepreneurs. TPB as a prediction of EI was developed from the research of Mahmood et al (2019). Subjective norms measure the influence of views or perceptions from an individual's immediate environment on behavior (Agolla et al, 2019). Measurements of subjective norms include using the questions "my family has a good view of entrepreneurial activities" and "my friends support having the opinion that entrepreneurship is a job that has a good future."

Khanifah (2017) explains that perceived behavioral control is a perception that an individual believes regarding the control they have in carrying out a behavior. Perceived behavioral control is based on two factors, namely, internal factors and external entrepreneurial factors (Mahmood et al, 2019). Internal factors are individual resources, while external factors are the resources and opportunities that exist around the individual. The questions developed in this measurement are "I have control in my entrepreneurial activities" and "I am confident that I have family support in overcoming obstacles to entrepreneurship."

Entrepreneurial intention is based on the research built according to Kong et al. (2020). EI is an attitude, intrinsic behavior, and the psychological state of potential individuals who have an interest in entrepreneurship or running a business to develop and create new values. This research measures using indicators of individual preferences in choosing entrepreneurship for future work, and wanting to find opportunities to set up their own business (Bui et al, 2020)

According to de Jong et al. (2015), entrepreneurial behavior is the behavior to which entrepreneurs are proactively involved in creating a business, recognizing and implementing opportunities in opening a business with an attitude of daring to take risks. This research measurement is developed from Amyx et al. (2016), and Escrig-Tena et al. (2022). EB is defined as behaviour in innovation, risk taking, and proactive behaviour.

3.3. Data Analysis techniques

Data analysis uses two stages, namely description of respondent data and statistical data processing. Respondent descriptions are used to determine the number of respondents who have been divided according to predetermined characteristics, based on business and entrepreneurial characteristics. Respondent characteristics discuss data regarding the length of time the business has been established, the respondent's business sector and business domicile. The characteristics of female respondents described with respondent age and level of education. Respondent descriptions are displayed in a table and use frequency calculations.

This research uses the TPB approach to formulate a model that predicts women's entrepreneurial behavior in Madura. This research examines the variables of subjective norms and perceived behavior control and examines entrepreneurial intention as an intervening variable. The structural model of this research was formed by conducting preliminary analysis of empirical data and theories about entrepreneurial behavior. Various references in the form of books, articles, journals were used to build the model that will be tested in this research.

This research uses Partial Least Square data analysis techniques with SmartPLS 4.0 software. The use of PLS was chosen because this research uses latent variables for each construct where these variables are latent variables which are measured using indicators or manifest variables (Hair et al., 2015). The use of PLS consists of several stages, namely evaluating the outer model, inner model, and hypothesis testing. The outer model testing stage is the measurement model testing stage aims to prove the validity & estimate the reliability of indicators and constructs. The outer model analyzes factor loading, AVE value, cross loading value, and composite reliability. The standard values used to measure model reliability are CR values > 0.7 (Hair et al., 2014) and Cronbach's alpha > 0.6 . The validity of the measurement model using standard AVE values is more than 0.5 (Henseler et al., 2015). The Fornell-Larcker criterion is used to evaluate discriminant validity where the square of the AVE value for each

construct must be higher than the correlation value between constructs in a model (Hair et al., 2014). Another criterion for assessing discriminant validity is the cross-loading matrix by comparing the correlation of indicators with other latent variables compared to measured variables. Evaluation of the inner model is carried out by testing goodness of fit tests.

Hypothesis testing uses a significance test between the independent variable and the dependent variable. This test uses two tests, namely the t-statistic test and the p-value test. This research uses two-way hypothesis testing with a confidence level of 95%. The t-statistic test must have a number above 1.96, while the p-value test must be below 0.05. If these two conditions are not met, then the independent variable has no influence on the dependent variable.

4. Result and Discussion

4.1. Respondent's Profile

The profile of respondents in this study includes the district domicile of the female business actor, age group, highest level of education, type of business pursued by the female entrepreneurs, and the length of time the business has been running. Table 1 is the result of data collection on the profiles of respondents who participated in this quantitative study.

Table 1. Respondent Profile

Profile	Frequency	Percentage
Domicile		
Bangkalan	32	27.83%
Lacquer	25	21.74%
Pamekasan	28	24.35%
Sumenep	30	26.09%
Age Group		
18-25 years old	33	28.70%
26-35 years old	45	39.13%
36-45 years old	24	20.87%
46-55 years old	10	8.70%
>55 years	3	2.61%
Education		
< High school	10	8.70%
SMA / VOCATIONAL SCHOOL	56	48.70%
D3 / S1	49	42.61%
Type of business		
Food / Drink	51	44.35%
Grocery store	39	33.91%
Clothes	11	9.57%
Etc	14	12.17%
Length of Business		

1-3 years	33	28.70%
4-6 years	54	46.96%
> 6 years	28	24.35%

Based on the data obtained, it can be seen that the respondents in this study were divided quite evenly into 4 districts which are part of Madura Island. Respondents were also dominated by the young and productive generation, namely aged 18 to 45 years with a minimum of high school education or equivalent. The food and beverage business is the most popular business to be run by female entrepreneurs in Madura with a business experience of more than 3 years.

4.2. Validity and Reliability Test

Testing the validity of this research instrument uses convergent validity which looks at the outer loading value of an indicator. An indicator can be declared valid if the value is above 0.7, while for the construct validity test, look at the average variance extracted (AVE) value which must fall at a minimum of 0.5. Apart from that, the test for consistency or construct reliability in this research uses a composite reliability value which must be above 0.7 (Abdillah and Hartono, 2015). The following are the results of the validity and reliability tests from this study obtained from the PLS Algorithm calculation output in SmartPLS 4.0.

Table 2. AVE, CR and outer loading

Variables, AVE and CR	Indicator	Outer Loading
Entrepreneurial Behavior (EB) AVE = 0.728 CR = 0.924	EB1	0.943
	EB2	0.811
	EB3	0.751
	EB4	0.894
	EB5	0.822
	EB6	0.884
Entrepreneurial Intention (EI) AVE = 0.776 CR = 0.903	EI1	0.941
	EI2	0.893
	EI3	0.813
	EI4	0.872
Perceived Behavioral Control (PBC) AVE = 0.888 CR = 0.958	PBC1	0.950
	PBC2	0.934
	PBC3	0.946
	PBC4	0.940
Subjective Norm (SN) AVE = 0.844 CR = 0.939	SN1	0.913
	SN2	0.919
	SN3	0.921
	SN4	0.923

Based on the table above, it can be concluded that all variables and indicators in this research have met the validity and reliability test requirements. This means that all indicators or questionnaire instruments can be used to measure their respective latent variables. The path diagram of the test results of this research model can be depicted in Figure 1 which includes the outer loading value for each indicator, the R-square value for the endogenous variable, and the coefficient value for each path between variables.

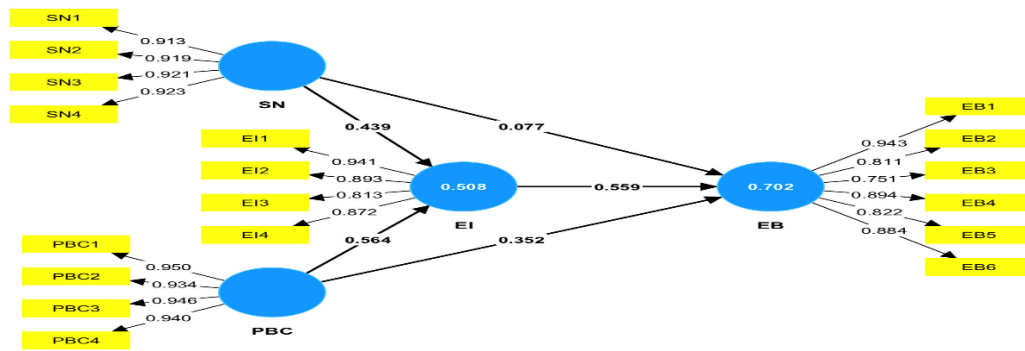


Fig.2: Path Diagram, R-square, and Path Coefficient.

4.3. Hypothesis testing

The final statistical test is testing the proposed research hypothesis which is based on a review of supporting theories. By using the calculation method *bootstrapping* in SmartPLS 4.0 software, the results of the direct and indirect influence hypothesis testing can be described in table 1.

Table 2: Hypothesis Test Results

Hypothes is	Path of Influence	Coef. Track	T-Stats	P-Value	Information
H1	S.N→EI	0.439	5,445	0,000	Accepted
H2	PBC→E.B	0.352	2,664	0.008	Accepted
H3	EI→E.B	0.559	4.122	0,000	Accepted
H4	S.N→E.B	0.077	1,446	0.148	Rejected
H5	PBC→EI	0.564	5,691	0,000	Accepted
H6	S.N→EI→E.B	0.246	3,768	0,000	Accepted
H7	PBC→EI→E.B	0.315	2,756	0.006	Accepted

Based on the table above, using a confidence level in research of 95%, the results obtained show that almost all of the proposed hypotheses are accepted except for H4 which tests the influence of subjective norms on entrepreneurial behavior. This hypothesis test has the conditions to be accepted as true if the p-value < 0.05 or the T-statistics value > 1.96. The path coefficient value shows the strength and direction of influence between variables (Abdillah & Hartono, 2015). The results of statistical calculations in Table 2 show that all independent variables, namely SN and PBC on EI and EB, and EI on EB, have a positive influence. However, SN has an insignificant effect on EB. Apart from that, in this research model, EB has a role as a mediating variable between SN and PBC and EB. This can be seen from the p-value which is below 5% or 0.05. By looking at the coefficient values, it can also be seen that EB is the EI with the largest coefficient value, while SN is the weakest influence.

4.4. Discussion

Subjective Norm, Perceived Behavioral Control, and Entrepreneurial Intention

From the results of hypothesis testing, it was found that interest in entrepreneurship among women on Madura Island could be formed by SN and PB. In other words, one of the important elements in understanding the dynamics of entrepreneurship on Madura Island, East Java, is the influence of SN and PBC which are considered to shape entrepreneurial interest among female entrepreneurs. The extent to which a person feels pressure from social norms and expectations of the surrounding environment

regarding entrepreneurship is known as subjective norms. Society's view of women who are entrepreneurs in Madura can be greatly influenced by strong cultural and patriarchal social norms. Although Madurese women have long played an important role in economic and social life, current cultural habits prevent them from entrepreneurship, especially in fields considered conventional such as crafts and agriculture. As a result, the extent to which Madurese women feel pressure from social norms can influence their interest in becoming businesspeople.

On the other hand, the extent to which women feel they have control over their ability to become entrepreneurs is referred to as perceived behavioral control. Factors such as access to education, entrepreneurship training, capital, and support from government and non-government organizations can influence Madurese women's belief that they have control over their own businesses. Access to capital may be a major challenge especially as women often face difficulties in obtaining loans or investments to start or expand their businesses. In addition, these external factors can have an impact on Madurese women's level of interest in entrepreneurship.

Subjective Norm, Perceived Behavioral Control, Entrepreneurial Intention, and Entrepreneurial Behavior

Based on the study results obtained from inferential statistical calculations, it can be seen that entrepreneurial intention has a significant effect on entrepreneurial behavior among female business actors on Madura Island, East Java. This indicates that the intention or desire to become an entrepreneur is an important component that drives people to become entrepreneurs. Madura Island women may have a strong drive to participate in entrepreneurial ventures, and this drive may be the main factor that drives them to do something. Ambition, a desire to increase economic well-being, or a desire to contribute to local economic development are all examples of entrepreneurial intent. Thus, encouraging and maintaining this spirit through appropriate training, assistance and resources is critical to increasing women's involvement in the world of entrepreneurship on Madura Island. These results also emphasize how important intention is to shape entrepreneurial behavior and create policy strategies that support the growth of women's entrepreneurship in the region.

On the other hand, the results of this research show that perceived behavioral control has a significant influence on the entrepreneurial behavior of female entrepreneurs on Madura Island, East Java. This can be explained as the importance of internal factors and individual abilities in overcoming challenges that may arise in entrepreneurship in the area. These results confirm previous research described by Agolla, Monametsi, and Phera (2019). Perceived behavior control has control over individuals externally and internally. Internal control beliefs are related to the individual's abilities. Meanwhile, external belief control is related to situation control and control of existing situation characteristics such as people's perceptions regarding the importance of financial support. Perceived behavioral control has a positive effect toward entrepreneurial intention. This shows that female entrepreneurs are in control of decision making for entrepreneurship so that it can be realized in entrepreneurial action.

Madura island unique dynamics that influence how people view behavioral control, such as access to resources, education and work experience experienced by women entrepreneurs. They may have more confidence in their ability to face challenges in the business world and become successful entrepreneurs because of these factors. These results indicate that women on Madura Island must be trained to control their behavior so that they are more confident and successful in business.

Different results in these studies appears how that subjective norms do not have a significant effect on entrepreneurial behavior among female business actors on Madura Island, East Java. This may be because the social norms and pressures in Madura Island's social environment are different from those in other places, or perhaps because of different contextual and cultural factors in the region. Additionally, women on Madura Island may be more affected by factors such as access to resources, market opportunities, or economic factors. These results underscore how important it is to understand regional

differences in the components that influence women's entrepreneurial behavior and adapt support efforts and policies to local contexts. This result is different with Usman and Yennita (2019) point of discussion. In general, subjective norms influence attitudes towards entrepreneurship. A person's subjective norms influence an entrepreneur's views. When someone lives in a social environment, that social environment will provide input that is considered by the individual and influences the individual's perspective and attitudes in business.

However, this research also provides results that illustrate that subjective norms can play a role in shaping entrepreneurial behavior if it is accompanied by an interest or intention to run a business within individual women on the island of Madura. In other words, behaviors that reflect an entrepreneurial mentality and mindset will not be formed strongly from environmental factors alone but also from interests or intentions that originate from within individual women. The demographics of Madura Island are known as people who like to do business, but for women this is not enough to form entrepreneurial behavior, it needs to be accompanied by the intention and interest in starting a business or business. The results of this study show results that are in line with the research of Shirokova et al. (2016) and Shinnar et al. (2018). Result of their study showed that individual intentions have been considered a significant predictor of EB. If a person engages in an activity, it will produce desired outcomes, arouse emotions, and reveal unexpected variables, such as challenging or supportive. These inputs will likely change intentions and future actions and behavior. If an entrepreneur has high entrepreneurial intentions, then his behavior will be directed at achieving the results of his business. According to research results, business actors' interest in running a business is high, this also causes a high desire to act aggressively and a tendency to take business risks.

4.5. Business Implications

Entrepreneurial behavior is a determinant of the success of a business. This research investigates the behavior of female entrepreneurs in Madura in entrepreneurship by discussing how female entrepreneurs have the ability to innovate, take risks and are aggressive. Women entrepreneurs in Madura have unique entrepreneurial values which determine the control of their behavior. Women entrepreneurs in Madura tend to have the desire and intention to continue fighting and survive in business in challenging situations. This character makes the perpetrator have strong confidence and determination in doing business. The theory of planned behavior predicts that intentions are the key to influencing subsequent actions, and focuses on how these intentions are developed. This theory briefly states that humans are guided by three types of considerations: beliefs about the possible consequences or other attributes of behavior (behavioral beliefs), beliefs about the normative expectations of other people (normative beliefs), and beliefs about the existence of factors that can advance or hinder perpetrator's performance. The results of this research found that this helps shape entrepreneurial intentions. This entrepreneurial intention then has an impact on the entrepreneurial behavior of female entrepreneurs.

Based on the results of this research, efforts and approaches to the community can be made to increase entrepreneurial interest and behavior. Efforts and approaches to increase entrepreneurial interest and behavior among female entrepreneurs on the island of Madura, East Java can take the form of increasing social support from family, friends and co-workers for entrepreneurship, providing training and mentoring to female entrepreneurs to improve their abilities in starting and managing a business. Governments and non-governmental organizations play a very important role in this situation. By providing entrepreneurship training, providing access to resources, and facilitating access to capital, they can help increase women's perceptions of behavioral control. In addition, they can help change subjective norms in society through campaigns and social programs that support women's entrepreneurship, so that women do not feel pressure from social norms that hinder their interest in entrepreneurship. In this case, collaboration between various parties, including the government, non-governmental organizations and local communities, is very important to create an environment that

supports women's entrepreneurial interests on Madura Island, East Java.

This research focusing on how the behavioral control and subjective norm possessed by Madurese people can determine entrepreneurial actions that are generalized to female entrepreneurs. Research should also be carried out on entrepreneurship in general, so as to provide a comprehensive picture. This research should examine women entrepreneurs in all business sectors in Madura. Many regions in Indonesia have strong values that support entrepreneurial orientation. Future research can continue this with a wider range of respondents in Indonesia.

5. Conclusion

The results of this research show that elements such as subjective norm (SN) and perceived behavioral control (PBC) play a major role in forming entrepreneurial intention (EI) among female business actors on Madura Island, East Java. Subjective norms reflect pressure from social norms and expectations of the surrounding environment, while PBC shows individuals' beliefs in their ability to be entrepreneurial. In addition, EI is the main factor that drives entrepreneurial behavior (EB), which is an individual's actions and attitudes that include innovation, risk taking, adaptability, and the ability to identify business opportunities and run new businesses. However, other findings in this research also show that SN does not influence the EB of women entrepreneurs on Madura Island and this shows how important it is to understand regional and cultural differences to find out what influences women's entrepreneurial behavior.

The outcomes empirically demonstrate the critical role subjective norms and perceived control play in motivating Madura Island women's entrepreneurial intentions and behaviors. This highlights the need for tailored interventions by policymakers and NGOs concentrated on shaping social attitudes, enhancing capabilities belief, and championing women's personal entrepreneurial aspirations in this geographic context. As the historically entrepreneurial Madura Island continues rapid development, creating conducive conditions and platforms for women's business pursuits will spur economic inclusion and prosperity. Further research can build on these findings by expanding samples and exploring additional cultural nuances within Indonesian communities that foster female participation across business types and industries.

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