

Application of the Theory of Planned Behavior for Predicting the Intention of International Entrepreneurship: Global Mindset and Cultural Intelligence As Moderation Variables

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Abstract

International entrepreneurship is one of the wheels of the Indonesian economy. Contributions were given in the form of providing employment, increasing state input, and strengthening foreign exchange reserves. Indonesia is one of the countries in ASEAN, which also supports international entrepreneurship by opening ASEAN international trade routes through the Asean Free Trade Area (AFTA). With the opening of international trade channels, business competition can be increased. Based on the results of a survey conducted by GEM on ASEAN in terms of international entrepreneurial intentions at the initial stage of business, Indonesia was estimated at 0.3%. Furthermore, the last few years of research on international entrepreneurial intentions have rarely been carried out. Therefore this study will discuss more deeply about the factors that influence one's international entrepreneurial intentions which consist of attitudes, social norms, global mindset and cultural intelligence. Furthermore, we will also discuss the relationship between each of the variables studied. This study used 200 respondents of Pelita Harapan University students enrolled in entrepreneurship courses. After the data has been collected, and succeeded through reliability testing, validity testing and classical assumption test, the data will be analyzed using Moderated Multiple Regression (MMR).

Keywords

Attitude; subjective norms; perceived behavior control; international entrepreneurial intention; global mindset; cultural intelligence.

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Introduction

One source of economic growth in Indonesia comes from entrepreneurial activities (Alder et al., 2014, 311). Entrepreneurship actively plays an important role as a driver of economic growth, productivity, innovation, and employment providers.

Entrepreneurial growth is one of the keys to improving the country's economy along with the increasing competition. The Global Economic Monitor shows that the number of entrepreneurship organizations in Indonesia in 2015 was only 0.3 percent which decreased from 2014 at 7.7 percent. Increasing the country's economy can also be enhanced through international entrepreneurship. International entrepreneurship contributes to increasing the country's foreign exchange reserves. Asean Free Trade Area (AFTA) is one of the pathways opened to trade across ASEAN countries freely.

One way to increase the amount of international entrepreneurship is with increase the intention of international entrepreneurship for students. Increased entrepreneurial intentions for students are built through entrepreneurship education. With the increasing number of international entrepreneurship, it can advance international business competition and increase the country's foreign exchange reserves.

Therefore international entrepreneurship is one of the important factors for the progress of the Indonesian economy. However, based on Table 1 below there are still few studies that examine the intentions of international entrepreneurship to make this problem need to be further investigated. Based on Table 1 below show from past three years only the research of Jie and Harms (2017) discusses about the intentions of international entrepreneurship. For this reason to make this problem need to be further investigated.

Table 1. International Intention of Entrepreneurship Research

Researcher (year)	Object of research
Wibowo, Saptano, and Suparno (2018)	Entrepreneurial intention
Sánchez and Sahuquillo (2018)	Entrepreneurial intention
Naia, Baptisa, Biscaia, Januario and Trigo (2017)	Entrepreneurial intention
Adhimursandi (2016)	Entrepreneurial intention
Khalifa and Dhiaf (2016)	Entrepreneurial intention
Jie and Harms (2017)	International Entrepreneurship Intention
Ladd, Hind and Lawrence (2018)	Entrepreneurial intention
Mirawati, Wardana and Sukaatmadja (2016)	Entrepreneurial intention

Source: developed for this study (2018)

Theoretical Review

Entrepreneurship

Entrepreneurship is defined as an activity of starting or creating a new business, innovation, pursuing opportunity, management and value creation (Morris et al., 1994). While entrepreneurs are someone who creates a new business by facing all the risks and uncertainties to gain profits by identifying the opportunities and resources needed (Zimmerer & Scarborough, 2008). Every individual essentially has business ideas, but not all are able to run them (Singh & Gupta, 2016). Zimmerer and Scarborough (2005) explained that there are 8 attitudes of an entrepreneur that is to like responsibility, dare to face risks, have confidence in his ability to succeed, accept criticism, have high enthusiasm, think for the future, ability to organize, and assess achievements more than money.

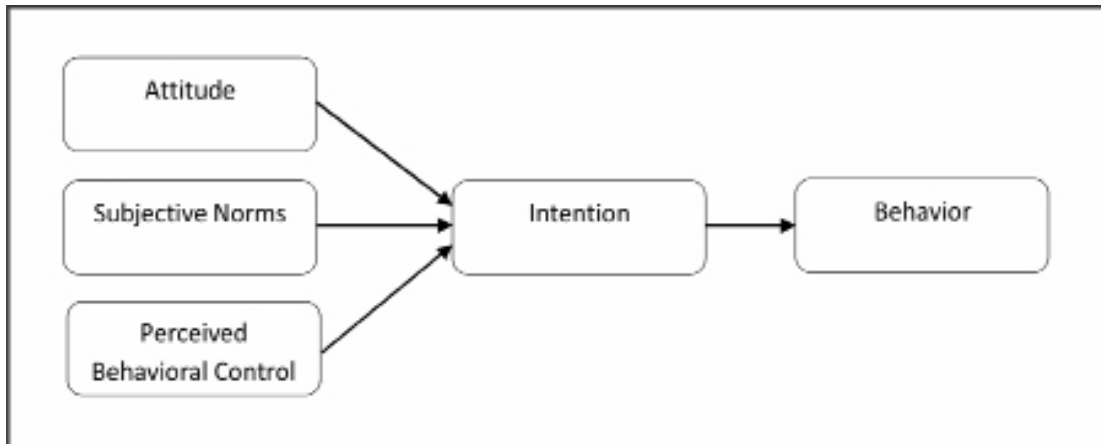
International Entrepreneurial Intention

International entrepreneurship is defined as the discovery, improvement, evaluation, and exploitation of opportunities across national borders to create goods and services in the future (Jie & Harms, 2017). Another explanation about entrepreneurship by McDougall and Oviatt (2000) is not

only limited to creating new goods and services but also as an effort to add value to the organization. Next intention is the motivation of the person or intention to do something (Rezvani et al., 2012). From the above definition, it can be interpreted the intention of international entrepreneurship as the intention or motivation that a person has in finding, improving, evaluating, and exploiting cross-national opportunities to create goods and services and or add value to a company in the future. In fact, it is not easy to enter the international market. Entrepreneurship which widens the wings to international markets is called a new international business (Cavusgil et al., 2014).

Planned Behavior Theory

The theory of planned behavior is a benchmark that can be used to predict individual behavior when the individual does not have full control of himself. The theory of planned behavior is the theory most often used in discussing behavior (Schlaegel & Koenig, 2014). Planned behavior theory to discuss individual entrepreneurial intentions is driven by three cognitive factors, namely attitude, subjective norms, and behavioral control (Ajzen, 1991). Variable attitudes and subjective norms are in the “theory of reasoned action”, while the third variable appears in the “theory of planned behavior”.



Source: Ajzen (1991)

Figure 1. Model of Planned Behavior Theory

Attitude

Attitude is a general tendency to respond to likes or dislikes of an object (Ajzen, 2005). Still in Ajzen (2005) explains that when a person forms a belief in a particular object, simultaneously he will obtain the attitude of the object. A person's attitude is usually influenced by perceived costs, risks and benefits, positive and negative feelings in responding to technology, trust, and justice (Huijts et al., 2012). Furthermore, attitude is a form that cannot be clearly described through direct observation.

Subjective Norms

Subjective norms are people's perceptions of agreement or disapproval of the closest people (family or friends) regarding establishing a business (Jie & Harns 2017,). For example, if someone or more members of a family member (papa, mama, brother and others) do not approve the idea of building a business, it will be very unlikely that he or she will start a business. Ajzen (1991) explains

that subjective norms not only come from families but are social environmental influences that can motivate individuals to start a business. Furthermore, a person's subjective norms are determined by their normative beliefs, namely if someone approves or rejects references from their environment.

Perceived Behavioral Control

Behavioral control is a situation where a person feels confident or able to do something so he will be able to do it (Ajzen, 2005). A person's feelings tend to be stable in all situations. But it can change depending on the situation faced because of the control center. The theory of planned behavior explains that the more a person has positive subjective attitudes and norms, and the more they believe that they are able to do so, the greater the intention to act (Ajzen, 2005). Behavioral control can also affect a person's behavior indirectly if faced with a problem or challenge. So that the control has two functions. The first is to regulate attitudes and behavior

and secondly to moderate the intention and behavior factors.

Global Mindset

The global mindset is a mindset that describes openness and awareness of the diversity between cultures and markets with the tendency and ability to combine that diversity (Jie & Harms, 2017). Including simplifying the complexity of the diversity of thinking that needs to be done by entrepreneurship. Global mindset according to Andresen and Bergdolt (2017) has 4 main factors namely personal attributes, cognitive knowledge, motivation, and finally resources for adaptive behavior.

Cultural Intelligence

Cultural intelligence is a person's ability to successfully adjust to new cultural changes, namely unusual settings that are associated with cultural contexts (Jie & Harms, 2017). According to Ang and Dyne (2015) cultural intelligence as an individual's ability to interact and or communicate effectively with other people from different cultural backgrounds. There are 4 research frameworks on cultural intelligence (Ang & Dyne, 2015). There are 4 first sub-dimensions, metacognitive CQ is control and knowledge of awareness (individual processes of acquiring and understanding knowledge). Second, cognitive CQ is individual knowledge and knowledge structure. Third, motivational CQ states that most activities begin with motivation. Fourth, behavioral CQ is an individual's behavior or actions carried out in full awareness.

Hypotheses Testing

Relationship Between Attitudes and International Entrepreneurial Intention

Attitudes in the theory of planned behavior are defined as evaluating the overall behavior of individuals (Ajzen, 1991). That is how individuals hold positive or negative judgments about an object (Huijts et al., 2012). Some people view entrepreneurship as a last resort for those who cannot find another job, while others consider it an amazing career choice that can help people achieve self-actualization (Feng, 2013).

H₁: There is a positive relationship between attitude and international entrepreneurial intention.

Relationship Between Subjective Norms and International Entrepreneurial Intention

In the context of entrepreneurship, subjective norms refer to perceptions of input or suggestion someone like family, friends or other important people who will think about doing entrepreneurial behavior or whether they approve or disagree with entrepreneurial decisions (Ajzen, 2002). In certain cultures people who are seen as important by individuals will have a strong influence on individuals to have entrepreneurial intentions. Teachers and parents are the key to building children's self-confidence. Although previous research shows the absence of a relationship between subjective norms and international entrepreneurial intentions, researchers continue to incorporate the relationship between the two.

H₂: There is a positive relationship between subjective norms and international entrepreneurial intentions.

Relationship Between Perceived Behavioral Control and International Entrepreneurial Intention
Behavioral control can be defined as people's perception or personal evaluation of their ability to do entrepreneurship and the possibility of successful entrepreneurship (Rodríguez et al., 2013, 6). Furthermore, Feng (2013, 369) explains that although business resources and entrepreneurial abilities are objective and important for the success of the entrepreneurial process, substantially what can affect entrepreneurial intentions is a subjective evaluation of personal resources and abilities. An individual who thinks positively about their resources and abilities considers entrepreneurship as an opportunity rather than a risk, and tends to show entrepreneurial intentions that are stronger than those who think negatively (Feng, 2013).

H₃: There is a positive relationship between perceived behavior control and international entrepreneurial intentions.

Relationship Between Cultural Intelligence and International Entrepreneurial Intention

Research has shown that cultural intelligence is a person's ability to adapt effectively to a new cultural context can help reduce anxiety during intercultural interactions (Ang & Dyne, 2015).

H₄: There is a positive relationship between cultural intelligence and international entrepreneurial intentions.

Furthermore, cultural intelligence moderates several variable relationships:

Relationship Between Attitudes and International Entrepreneurial Intention Moderated by Cultural Intelligence

Attitude relations with international entrepreneurial intentions are moderated by cultural intelligence. Cultural intelligence allows individuals to understand better foreign cultures (Jie and Harms, 2017, 3). So that uncertainty about the international environment will be lower, and the international environment will be considered more friendly.

H_{4a}: There is a positive relationship between attitudes and international entrepreneurial intentions moderated by cultural intelligence.

Relationship Between Subjective Norms and International Entrepreneurial Intention Moderated by Cultural Intelligence

Based on the cognitive aspects of cultural intelligence, individuals with high cultural intelligence have more knowledge about foreign cultures. With more knowledge, they are more confident in their judgments so that they distance themselves from other people's opinions that may not be in accordance with their experience. Therefore, high cultural intelligence allows individuals to free themselves from the opinions of the people around them. Previous research shows that cultural intelligence negatively influences the relationship between subjective norms and international entrepreneurial intentions. Hamzah et al. (2017), Sabah

(2016), Ibrahim et al. (2016). Thus the hypothesis in this study is.

H_{4b}: There is a negative relationship between subjective norms and international entrepreneurial intentions which are moderated by intelligence.

Relationship Between Perceived Behavioral Control and International Entrepreneurial Intention Moderated by Cultural Intelligence

Behavioral cultural intelligence shows that adaptation not only thinks about what to do but also takes action in certain situations. The ability to control behavior can reduce risks and can increase the intention of international entrepreneurship. Therefore, a high level of cultural intelligence can have a positive influence on the relationship between international behavioral control and entrepreneurial intentions.

H_{4c}: There is a positive relationship between behavior control and international entrepreneurial intentions which is moderated by cultural intelligence.

Relationship Between Global Mindset and International Entrepreneurial Intention

The global mindset is very similar to its global orientation. The global mindset is reflected in one's proactive and visionary behavior in readiness to take risks in building cross-border relationships, for example (Fletcher & Harveston et al., 2000b). Consequently, the concept seems to include elements that are

close to international entrepreneurial orientation. There are previous studies that show that global mindset can have a positive influence on international entrepreneurial intentions, Astuti and Martdianty (2012), Mwiya et al. (2017), Wach and Wojciechowski (2016).

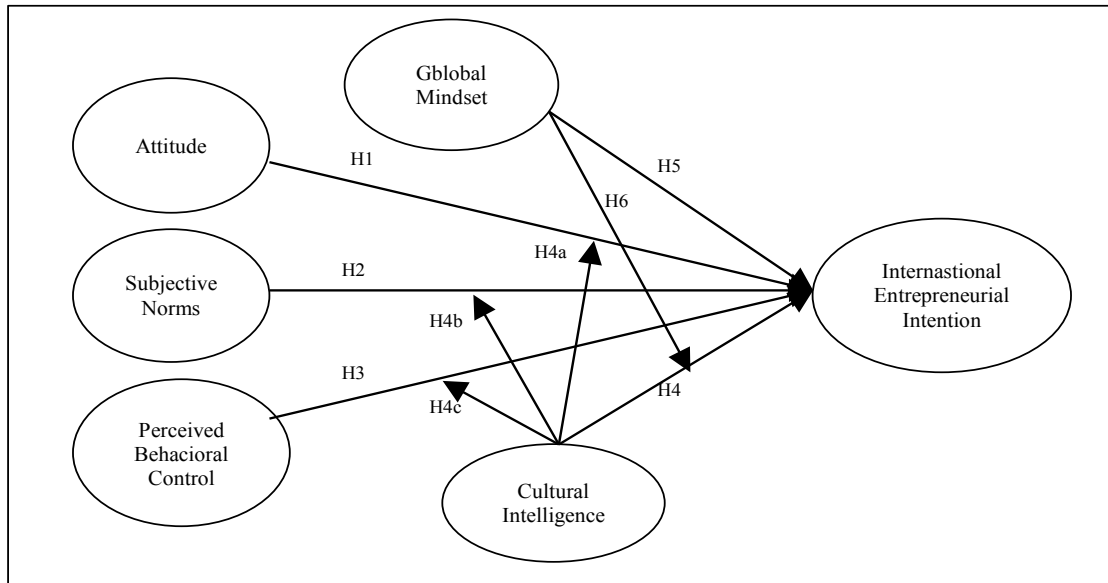
H₅: There is a positive relationship between global mindset and international entrepreneurial intentions.

Relationship Between Cultural Intelligence and International Entrepreneurial Intention Moderated by Global Mindset

The relationship of cultural intelligence to international entrepreneurial intentions which is moderated by global mindset is one of the rare relationships (Jie & Herms, 2017). It is difficult to develop cultural intelligence without a high global mindset. Therefore Lovvorn and Chen (2017) in Jie and Harms (2017) argue that the global mindset is a prerequisite for cultural intelligence. Lovvorn and Chen (2017) in their study found that cultural intelligence acts as a moderator in the relationship between international entrepreneurial intentions and a global mindset.

H₆: There is a positive relationship between cultural intelligence and international entrepreneurial intentions that are moderated by a global mindset.

Based on 9 hypotheses that have been discussed previously, the following research model can be made.



Source: Jie & Harms (2017)

Figure 2. Research Model

Research Methodology

Conceptual Definitions and Operational Definitions

Intention of International Entrepreneurship is defined as an invention, endorsement, evaluation, and exploitation of opportunities - across national borders - to create goods and services for the future (Jie & Harms, 2017). In this study, entrepreneurial intentions were measured using 4 indicators, namely "I plan to have my own business someday", "In the near future I plan to have a small, internationally active organization", "I am currently actively trying to develop international business", and "I plan to create goods that can meet the needs of many people".

Attitude is defined as the general nature to respond to something that he likes or does not like about an object (Ajzen, 1991). In this study, entrepreneurial

intentions were measured using 4 indicators, namely "For me, having a business internationally in the future will be challenging", "For me, having a new business internationally in the future will be useless", "For me, having a business internationally in the future it will change my life significantly", and "For me, having an international business in the future will be very tiring".

Subjective Norms are defined as public perceptions about the approval or disapproval of the closest people (family, or friends) regarding establishing a business (Jie & Harms, 2017). In this study, entrepreneurial intentions were measured using 4 indicators, namely "My family advised me to open my own business", "My close friend suggested me to open my own business", "My mentor supports me to open my own business", and "People who know I support me to open my own business".

Behavioral Control is defined as the state of a person feeling confident or able to do something then he will be able to do it (Ajzen, 2005). In this study, entrepreneurial intentions were measured using 3 indicators, namely “If I try, I can take steps to start a business in the near future”, “If I start a business, nothing else can hinder me other than myself”, and “It will be easy for me to start my own business in the near future”.

Global Mindset is defined as a mindset that combines openness and awareness of diversity between cultures and markets with the tendency and ability to synthesize this diversity (Jie & Harms, 2017). In this study, entrepreneurial intentions were measured using 4 indicators, namely “In interacting with others, the country of origin has an impact on whether I will give equal status to them or not”, “I consider myself open to ideas from other countries as well ideas from my own country “,” When I interact with people from different cultures, I see them as individuals rather than just looking at them as representatives of their national culture “ , and” When I am in another culture, I become sensitive to differences without feeling disturbed. “

Cultural intelligence is defined as a person’s ability to successfully adjust to new cultural changes, namely unusual arrangements that are associated with cultural contexts (Jie & Harms, 2017.2). In this study, entrepreneurial intentions were measured using 4 indicators, namely

“I learned to adjust my understanding of a culture while I interacted with local people”, “I can explain different cultural values that describe behavior throughout the world”, “I enjoy relating with other people who have cultural differences “ , and” I can judge the status that I will get from working in a different culture “.

Sampling

This study uses non-probability sampling . Researchers use non-probability sampling because it is more effective in saving time and costs. In addition, because researchers know the target population environment well, so it can save time. Furthermore, sampling uses decision sampling. Decision sampling is a sampling technique where members of the population who are the subject of the sample must meet certain criteria (Sekaran & Bougie, 2016). The sample needed in this study must meet the requirements, namely, an active student and student at XYZ University, not on leave of absence, enrolled in an entrepreneurial management study program.

This research using interval scale to measure research variables. Interval scale is chosen because this scale allows researchers to measure distances between categories (Sekaran & Bougie, 2016, 209). The type of interval scale used in this study is a Likert scale. Likert Scale is a scale that is designed to test the level of agreement or disapproval of respondents to the statement given (Sekaran & Bougie, 2016, 215).

Table 2. Profile of Respondents

Variabel Demografis	Category	Quantity	(%) Percentage
Gender	Man	85	42.5
	Woman	115	57.55
Age	17	37	18.5
	18-21	92	46
	>21	71	35.5
Number of foreign languages mastered	0 language	94	47
	1 language	78	39
	>2 languages	28	14
Entrepreneurial experience	Yes	62	31
	No	138	69

Source: data analysis (2018)

Preliminary Study

Before the data obtained is used in research, preliminary study is carried out. A pilot study need to be done to obtain an objective assessment of the good and bad of a questionnaire (Hair et al., 2003). Preliminary studies are important for research that combines two or more cultures, to ensure a true understanding between cultures (Hair et al., 2003). In addition, preliminary studies are conducted to ensure that the indicators used are in accordance with the research objectives. In the preliminary study reliability tests and validity tests were carried out using 30 respondents. Reliability testing is testing to determine the extent to which indicators that measure internal consistency can be relied upon (Babin et al., 2013). Reliability testing was done by looking at the value of Cronbach's alpha coefficient and corrected item-total correlation. The measurement limit

used by Cronbach's alpha coefficient is 0.7. Furthermore, variables that have Cronbach's alpha coefficient of 0.6 - 0.69 can also be accepted if the results of the validity of these variables meet the requirements. The corrected item-total correlation of this study is 0.3 Hair et al. (2010).

Validity is a form of testing conducted to ensure that the instrument measures the concept that should be measured (Sekaran & Bougie, 2016). Research needs to conduct validity testing to ensure the accuracy of variable measuring instruments (Sekaran & Bougie, 2016). In this study convergent validity testing and discriminant validity were conducted. Convergent validity test is carried out using Exporatory Factor Analysis (EFA) method. EFA testing uses a loading factor limit of more than 0.4. The next step is to test discriminant validity. Discriminant validity can be tested through correlation

tests. In conducting correlation tests, this study uses a correlation limit of 0.75 (Zikmund & Babin, 2015). In conducting correlation tests, this study uses a correlation limit of 0.75 (Zikmund & Babin, 2015).

Data Analysis

The results of data processing of this study were analyzed using Moderated Multiple Regression (MMR) and Smart PLS-based T test. MMR is an inferential procedure that can compare the differences between two different simple regressions in which there are moderating variables (Aguinis, 2004). The expected outcome is finding a moderating variable that can strengthen the relationship of the dependent variable and the independent variable (Aguinis, 2004). The use of MMR is done because of the ability to compare two different linear regression equations (Aguinis, 2004). Furthermore, because in this study there is a moderating variable, it is

expected to be able to analyze research data more accurately. This test is done by looking at the comparison of the R and R² values of the new research model on the previous research model. The relationship of the independent variable to the dependent variable is considered strong if the value of $R > 0.5$. The supporting research results can be seen from the significant value, where the limit of the p-value $<< 0.05$ and the value of t count. If $t_{count} > t_{table}$ (1.96) then it can be said that there is an influence between variables x on variable y.

Results and Discussion

Pilot Study

The preliminary study test in this study was conducted using 30 respondents. In reliability testing and testing the validity of the preliminary study of this study there was 1 indicator that was deleted. Table 2 presents a comparison of the number of indicators used in the preliminary study and actual research.

Table 3. Comparison of The Number of Indicators

Variabel	Preliminary studies	Actual Research
International Entrepreneurial Intention	4	4
Attitude	4	3
Social Norms	4	4
Perceived Behavioral Control	3	3
Global Mindset	4	4
Cultural Intelligence	4	4

Source: data analysis (2018)

Measurement Model. The test that must be done is to conduct reliability

tests, test convergent validity and discriminant validity.

Table 4. Reliability Test Results

Variable	Indicator	Crombach's Alpha Coefficient	Corrected Item-Total Correlation
International Entrepreneurial Intention	IEI1	0.621	0.395
	IEI2		0.459
	IEI3		0.331
	IEI4		0.421
Attitude	A1	0.680	0.552
	A2		0.492
	A3		0.441
Subjective Norms	SN1	0.783	0.444
	SN2		0.679
	SN3		0.658
	SN4		0.604
Perceived Behavioral Control	PBC1	0.637	0.473
	PBC2		0.477
	PBC3		0.392
Global Mindset	GM1	0.612	0.339
	GM2		0.566
	GM3		0.373
Cultural Intelligence	CI1	0.791	0.569
	CI2		0.649
	CI3		0.581
	CI4		0.601

Source: data analysis (2018)

In testing indicator reliability, the corrected item-total correlation of this study is 0.3. Crombach's alpha coefficient untuk variabel international entrepreneurial intentions, attitudes, subjective norms, behavioral control, global mindset, and cultural intelligence between 0.612 to 0.791. Furthermore, the corrected item-total correlation of research variables ranged from 0.315 to 0.789.

Next after done reliability test, validity test were performed. Testing the validity of the actual research using the EFA (exploratory factor analysis) Hair *et al.* (2013, 117). In testing the actual EFA study, the loading factor used was 0.4. A valid EFA shows constructs in the same group and grouped into each component. The test results for convergent validity can be seen in table 5.

Table 5. Test Results of The Validity of The Actual Study Discriminant

Variable	Indicator	Component					
		1	2	3	4	5	6
International Entrepreneurial Intention	IEI1					0.471	
	IEI2					0.778	
	IEI3					0.659	
	IEI4					0.615	
Attitude	A1			0.736			
	A2			0.737			
	A3			0.760			
Subjective Norms	SN1	0.606					
	SN2	0.822					
	SN3	0.819					
	SN4	0.746					
Perceived Behavioral Control	PBC1				0.681		
	PBC2				0.824		
	PBC3				0.535		
Global Mindset	GM1						0.684
	GM2						0.706
	GM3						0.518
Cultural Intelligence	CI1						
	CI2		0.669				
	CI3		0.713				
	CI4		0.778				

Source: data analysis (2018)

Testing discriminant validity with Pearson in the actual research serves to determine the level of closeness

of the relationship between two or more independent variables with the dependent variable. In this test, the correlation can be positive or negative.

Table 6. Validity Test Result

		Correlations					
		CI	GM	IEI	N	SN	PBC
IEI	Pearson Correlation	1					
	Sig. (1-tailed)						
	N	200					
A	Pearson Correlation	.198**	1				
	Sig. (1-tailed)	.005					
	N	200	200				
SN	Pearson Correlation	.328**	.253**	1			
	Sig. (1-tailed)	.000	.000				
	N	200	200	200			
PBC	Pearson Correlation	.344**	.283**	.383**	1		
	Sig. (1-tailed)	.000	.000	.000			
	N	200	200	200	200		
GM	Pearson Correlation	.183**	.190**	.246**	.295**	1	
	Sig. (1-tailed)	.005	.004	.000	.000		
	N	200	200	200	200	200	
CI	Pearson Correlation	.242**	.193**	.177**	.342**	.504**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

Source: Made from results processing actual data for 200 respondents (2018)

MMR Analysis and T Test

The next test is a multiple regression analysis test. To determine the effect before and after the existence of moderating variables in the research model by analyzing MMR through the R value.

0.5. The result of R on model 1 shows a value of 0.426. This figure is below the minimum limit of 0.5, thus indicating the weak influence of the independent variable on the dependent variable. Furthermore, in model 1 shows the

Table 7. Results of Multiple Moderation Regression Analysis

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.426 ^a	.182	.161	.45222	.182	8.613	5	194	.000	
2	.468 ^b	.219	.182	.44643	.037	2.266	4	190	.064	1.997

Source: Data Analysis (2018)

The relationship of the independent variable to the dependent variable is considered strong if the value of R >

coefficient of determination in this study is 0.161. Where this means that the intention of international

entrepreneurship can be explained by attitudes, subjective norms, and behavioral control by 16.1%. The rest is explained by other factors outside the independent variable. Furthermore, the results of this analysis do not or do not involve moderating variables.

Moderation variable contribution can be seen in table 4.13 model 2. In model 2 it can be seen that R is 0.486. This shows that the relationship between intentions of international entrepreneurship and attitudes, subjective norms, and

behavioral control is still weak because it has not met the set limits of > 0.5 . However, it can be seen that the presence of moderating variables in model 2 increases R by 0.042. Then in model 2 it can also be seen that the coefficient of determination is 0.182. So that it can be said that the variable intention of international entrepreneurship can be explained by attitudes, subjective norms, and behavioral control by 18.2%. The rest is influenced by other factors outside the independent variable.

Table 8. Hypotesis Testing Coefficients^a

Model B		Unstandardized Coefficients		Sig.	Result
		Std. Error			
Model 1	(Constant)	1.920	.369	.000	
H ₁	Attitude	.058	.063	.363	Not supported
H ₂	Subjective Norms	.178	.060	.003	Supported
H ₃	Perceived Behavioral Control	.190	.070	.007	Supported
H ₄	Global Mindset	-.005	.080	.948	Not supported
H ₅	Cultural Intelligence	.118	.073	.107	Not supported
Model 2	(Constant)	3.395	2.399	.159	
4 _a	A*CI	.259	.111	.021	Not supported
4 _b	SN*CI	.146	.103	.158	Supported
4 _c	PBC*CI	-.253	.135	.062	Not supported
6	CI*GM	-.063	.144	.665	Not supported

Source: data analysis (2018)

Based on Table 6, it can be seen that there are three supported hypotheses and six unsupported hypotheses. Indications of a hypothesis supported or not can be seen from the critical value and sig, where the limit for the critical value is ± 1.96 and the sig value is ≥ 3 . From these results the hypotheses supported are H2, H3, H4b, H5, H6, and the unsupported hypotheses are H1, H4, H4a, H4c, H5, and H6.

Hypothesis 1 result in this study shows no significant relationship between international entrepreneurial attitudes and intentions. The first reason for rejecting the first hypothesis can be seen in the respondent's profile table (table 2.). The table shows that as many as 60% of respondents in this study did not have experience in entrepreneurial activities. A person's attitude toward

international entrepreneurial intentions is influenced by experience or exposure to entrepreneurial activity (Peterman & Kennedy, 2003, 131). The more often someone is involved in entrepreneurial activities, the higher the attitude of a person to have an international entrepreneurial intention. Another reason for not supporting this hypothesis is that in previous studies conducted by Mueller (2011) and Jie and Harms (2017), there was no significant relationship between international entrepreneurial attitudes and intentions.

Hypothesis 2 result in this study shows a positive relationship between subjective norms and the intention of international entrepreneurship. There are two reasons why this second hypothesis is supported. First because the respondents in this study were students whose mindsets were still easy to change and influenced. In acting, students are still very concerned about other people's evaluations of him. They try to be accepted into a group of people by thinking and acting according to what is agreed upon by their environment. The second reason, according to Salam *et al.* (2017, 194) explain that subjective norms shape individual attitudes before acting. The researcher assumes that students use available information as a benchmark and consider causes and effects of an action to be taken. One form of information that is used comes from the surrounding environment or in other words comes from the subjective norms that exist. Either in the form of news, encouragement, advice or criticism. This result supported by previous research Wedyanti and Gianti (2016), Mirawati *et al.* (2016), Peng and Kang (2012).

Hypothesis 3 result in this study shows a positive relationship between behavioral control and international entrepreneurial intentions. The reasons this third hypothesis is supported. First, because all respondents from this study were students exposed to knowledge and entrepreneurial activities. One of them is the existence of entrepreneurship and business mentoring - which requires students to make business. These activities are able to increase students' knowledge and confidence. More knowledge is taught, it will increase students' confidence in having international entrepreneurial intentions. This result supported by previous researcher Wedyanti and Giantari's (2016), Mirawati *et al.* (2016), Pagemanan (2013).

Hypothesis 4 result in this study shows no significant relationship between cultural intelligence and international entrepreneurial intentions. The first reason is not supported by this hypothesis because of the low activity in lectures that interact with other countries. The most common entrepreneurial activities carried out during the lecture are entrepreneurial activities in the country. Whereas international entrepreneurship requires communication or direct interaction with foreign cultures, which will increase knowledge and understanding of the foreign culture (Crowne, 2013). Therefore, because of the low activities that involve interaction with foreign cultures, respondents are less familiar with culture outside Indonesian culture which causes low international entrepreneurial intentions.

Hypothesis 4a shows that there is a positive relationship between

international entrepreneurial attitudes and intentions which is moderated by cultural intelligence. Whereas the results of hypothesis 4a in the study indicate that there is no significant relationship between international entrepreneurial attitudes and intentions which are moderated by cultural intelligence. The reason for not accepting this hypothesis is based on the responden profile table (table 2.). Shows that the majority of respondents who do not have entrepreneurship experience are 69%. Respondents who do not have entrepreneurship experience will find it more difficult to have international entrepreneurial intentions. Although respondents have a high level of cultural intelligence, but if not accompanied by entrepreneurial experience or not exposed to activities related to entrepreneurship, it will be difficult to have international entrepreneurial intentions. Therefore, hypothesis 4a is not supported. Other reasons can be seen from previous research Lie and Harms (2017).

The 4b hypothesis result in this study shows that there is a negative relationship between subjective norms and the intention of international entrepreneurship which is moderated by cultural intelligence. The first reason, because if a student has a high cultural intelligence, he tends to depend on that intelligence or in other words more dependent on himself. Therefore, if the opinions of the closest people who have played a major role as a consideration for someone to do something, their role will not be as big as before because someone has other considerations that are strong enough, namely understanding himself

(Jie & Harms, 2018). Another reason supported by this research comes from previous research which said that there was a negative relationship between subjective norms and the intention of international entrepreneurship which was moderated by cultural intelligence, namely Hamzah et al. (2017), and Sabah (2016).

Hypothesis 4c shows that there is a positive relationship between behavior control and international entrepreneurial intentions which is moderated by cultural intelligence. While the results of the 4c hypothesis in this study indicate that there is no significant relationship between behavior control and international entrepreneurial intentions which are moderated by cultural intelligence. The reason for not accepting this hypothesis is because of the lack of international entrepreneurial activities at the Faculty of Economics, University of Pelita Harapan which requires students to get to know other cultures. The student process learns to get to know the culture of another country and learn to adapt, so there will be the possibility of the emergence of international entrepreneurial intentions for those who have already entrepreneurship or will start a business. When viewed from the respondent's profile table (table 2.), it can be seen that the respondents in this study were students with 0 foreign language skills as much as 47%. Nearly half of the respondents in this study did not have foreign language skills. Whereas understanding of a foreign language is one way to learn to understand their culture and learn. Furthermore, the lack of entrepreneurial activities that require students to interact directly with

people from different cultures results in less honed one's cultural intelligence. Previous studies have shown that cultural intelligence has a positive effect on the relationship between behavioral control and international entrepreneurial intentions. Hamzah *et al.* (2017) and Ibrahim *et al.* (2016).

Hypothesis 5 shows a positive relationship between global mindset and international entrepreneurial intentions. While the results of the fifth hypothesis in this study indicate that there is no significant relationship between the global mindset and international entrepreneurial intentions. The reason for rejecting the fifth hypothesis can be seen from the respondent's profile (table 2.). The majority of respondents in this study came from the age category 18-21 years. Students in this age range are in the search for teenagers' self-identity (Mahlani & Nazlinda, 2015). At this time, students try to be responsible for decisions taken, are involved in various lecture activities to improve their abilities. Therefore, some students tend not to have enough knowledge or confidence to have an international entrepreneurial intention, but rather try to increase knowledge.

Hypothesis 6 shows that there is a positive relationship between cultural intelligence and international entrepreneurial intentions which is moderated by a global mindset. Whereas the results of the sixth hypothesis in this study indicate that there is no significant relationship between cultural intelligence and international entrepreneurial intentions which are moderated by the global mindset. The reason for not supporting the sixth hypothesis can be seen from the results

of descriptive statistics. Descriptive statistical test results show the average of the indicators of the variable cultural intelligence shows, the majority of respondents answered "neutral". Furthermore, the results of testing descriptive statistics for international entrepreneurial intention variables, showed the majority of respondents answered "agree". Furthermore, for the results of the descriptive statistical tests for the moderating variables of the global mindset, the average majority of respondents answered "neutral". This causes the sixth hypothesis not to be supported.

Limitation and Conclusion

This study has limitations in using non-probability sampling techniques. Cause research results cannot be generalized. Therefore, the suggestion for further research is that further research is expected to use probability sampling techniques so that each member in the population has the same probability to be included as research respondents. By using a probability sampling technique, the results of the research research conducted are expected to be generalizable.

In conclusion, the result of this research has shown that there was only subjective norm and perceived behavioral control in theory of planned behaviour as the predictors who has a link towards international entrepreneurial intention. The result shown that attitude in planned behaviour control theory towards international entrepreneurial intention has no link. Furthure more, the link between global mindset and cultural intelligence toward international

entrepreneurial intention was not supported. As moderating variabel (global mindset and cultural intelligence) result for this research has shown that they not giving positif relationship between attitudes, subjective norms, behavioral control towards international entrepreneurial intentions.

Suggestion

This study has limitations in using non-probability sampling techniques. Cause research results cannot be generalized. Therefore, the suggestion for further research is that further research is expected to use probability sampling techniques so that each member in the population has the same probability to be included as research respondents. By using a probability sampling technique, the results of the research research conducted are expected to be generalizable.

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