The Influence of Entrepreneurial Knowledge, Entrepreneurial Attitude, and Locus of Control on Students' Entrepreneurial Intentions

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Background and objectives

Entrepreneurship supports economic growth, job creation, and innovation.

Students' intentions may reflect practical knowledge and personal beliefs.

This study examines three factors

Entrepreneurial Knowledge	Understanding of business
Entrepreneurial Attitude	Evaluation of entrepreneurship
Locus of Control	Belief in personal influence on outcomes

OBJECTIVES Test individual and simultaneous effects; identify the strongest significant individual factor.

Research framework

INDEPENDENT VARIABLES



Individual tests (t-test) | Joint test (F-test)

Methodology

Quantitative associative study

POPULATION
107,135 students

→

SAMPLE
100 respondents

→

QUESTIONNAIRE
40 Likert items

→

ANALYSIS
IBM SPSS 27

SAMPLING **Convenience sampling**

Yamane formula: n = N / (1 + Ne^2); sample size = 100

10%
margin of error

Questionnaire: 40 statements, five-point Likert scale

Validity and reliability

All 40 questionnaire items were valid

Cronbach's Alpha by study variable



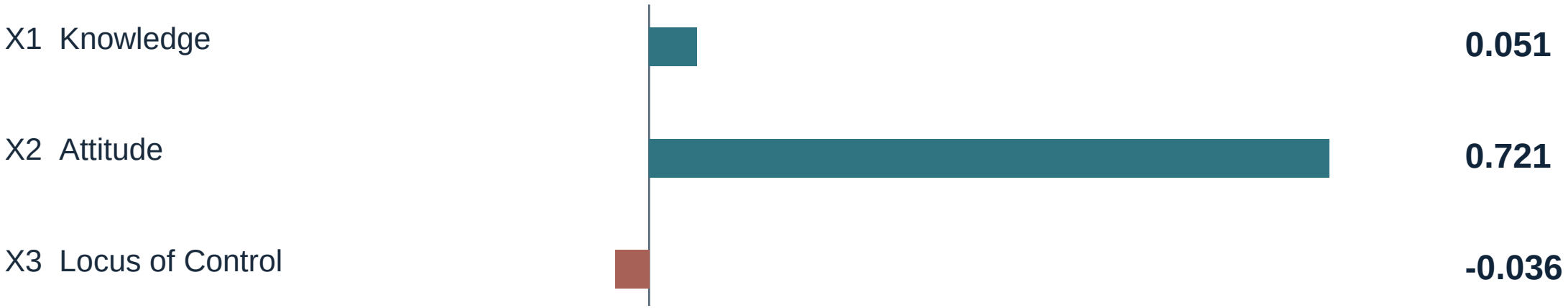
All four variables exceed 0.60

Regression results

MULTIPLE LINEAR REGRESSION

$$Y = 11.494 + 0.051X1 + 0.721X2 - 0.036X3$$

Unstandardized coefficients



Attitude has the largest positive coefficient.

Individual effects: t-test

Significance threshold: $p < 0.05$

PREDICTOR	P-VALUE	RESULT
Entrepreneurial Knowledge	**0.601**	**Not significant**
Entrepreneurial Attitude	**below 0.001**	**Significant**
Locus of Control	**0.729**	**Not significant**

Only Entrepreneurial Attitude had a significant individual effect.

Overall model and explained variance

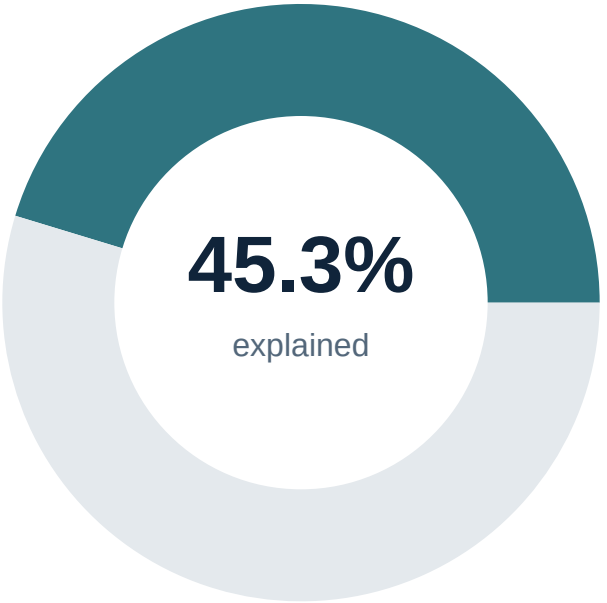
JOINT MODEL

F = 28.303

p < 0.001

The three predictors are jointly significant.

ADJUSTED R-SQUARED



Adjusted R2 = 0.453 (45.3%)

54.7% by factors outside the model

Discussion

Knowledge	Knowledge alone did not significantly predict intention.
Attitude	A positive entrepreneurial attitude was the only significant individual predictor.
Locus of Control	Belief in personal control alone did not significantly predict intention.
Combined model	Together, the three factors were significantly associated with intention.

Interpret results at the individual and combined-model levels.

Implications and conclusion

FOR UNIVERSITIES

Pair entrepreneurship theory with opportunities to practice.

PRACTICAL SUPPORTS

Business training, seminars, mentoring, competitions, and direct business practice.

CONCLUSION

Attitude matters individually; all three factors matter together.

Future research can examine additional factors beyond this model.

The model explains 45.3% of variance in entrepreneurial intentions.

Thank you for your attention

Questions and feedback are welcome

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