

ENTREPRENEURIAL INTENTIONS OF TOURISM VOCATIONAL HIGH SCHOOL STUDENTS IN INDONESIA AND MALAYSIA

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ABSTRACT

This study aimed to compare the entrepreneurial intention's Tourism Vocational high-school students in Indonesia and Malaysia. The survey design method was used and the Bird's Contexts of Entrepreneurial intentionality model was adopted in the application of the Theory of Planned Behaviour. A total of 228 students from Malaysia (n= 114) and Indonesia (n=114) were recruited as the respondents. Statistical test analysis results using the independent sample t-test showed that there is a statistically significant difference in the average scores of students who come from Indonesia and Malaysia ($p < .05$) with Malaysian students having higher scores. Also, belief and self-efficacy are found to be the most dominant components associated with the entrepreneurial intentions among students coming from both countries. In conclusion, tourism vocational high school students from Malaysia have stronger entrepreneurial intentions while self-efficacy and belief ply a big role in influencing intention.

Keywords: *entrepreneurial intentions, beliefs, personal attitude, self-efficacy*

1. INTRODUCTION

Indonesia and Malaysia are two South East Asian countries that have given high recognition to their tourism industry sector as a contributor to economic growth and prosperity of the nations. Despite the much smaller size of its country and population, Malaysia has a more developed tourism sector compared to Indonesia. For example, in the year 2016 Malaysia received 25.7 million tourists (Tourism Malaysia, 2016) while Indonesia received only 10 million tourists (Indonesia Investment, 2016). In both countries, greater efforts are being made to ensure the tourism sector flourishes and education has been identified as one of the key enablers to the goal. It would be interesting to know if the situation in schools is similar with refers to some indicator of tourism potentials.

Tourism programmes have been introduced in public schools in both countries as early as the upper secondary school level (Vocational High School in Indonesia and Vocational College, formally known as Vocational Secondary School in Malaysia) to prepare the workforce demanded by the tourism industry. The main goal of the Indonesian Vocational High School is to provide education and training that prepare graduates for work and job creations as well as further studies. Specifically, these schools aim to produce graduates who are prepared to take up jobs upon graduation or to create opportunities for jobs as well as to further their education to higher levels. To achieve the goal, their vocational education and training programmes are designed to prepare graduates with the necessary knowledge, attitude, skills and entrepreneurial spirit. The Malaysian Vocational College which aspire to provide education pathways and opportunities for students with diverse interests also have similar goals. The Malaysian Vocational College system goal is to provide access to quality education, that prepare graduates with three choices; to be employed immediately upon graduation, to further their studies in higher learning institutions or to become an entrepreneur (Ministry of Education-MOE, 2016; Sabtu, Wan Mohd. Noor and Mohd Isa, 2016). Students studying in the vocational education study general education similar to public schools in addition to specific vocational related skills, knowledge and attitudes. Tourism programmes of vocational schools in both countries are integrating entrepreneurship training as part of their efforts to promote employable graduates. Furthermore, entrepreneurship is an important component of tourism industry, thus the programmes need to reflect the actual scenario of their working world.

Knowledge, attitudes and behaviours about entrepreneurship are taught through appropriate hands-on learning experiences in the tourism programmes (MOE, 2016; Sabtu, Wan Mohd. Noor and Mohd Isa, 2016). The entrepreneurship education and training is designed to develop in these students the intention to participate in entrepreneurship which is a precursor to actual entrepreneurial behaviour. The objective of this study was to ascertain the entrepreneurial intention among tourism students in both countries, Indonesia and Malaysia.

The main objectives were;

- (i) Is there a difference in entrepreneurial intention between Indonesian and Malaysian tourism students?
- (ii) What are the most dominant elements that contribute to intention?

2. ENTREPRENEURIAL INTENTIONS

Intention is the motivating factors that can affect a person's behaviour, and an indication of how hard people are willing to try to perform a behaviour. Intention is a term related to the action and is an important element in a number of actions (Priyanto, 2008). Intentions showed the state of mind of someone who is directed to perform some action and play a distinctive role in directing the action, which connects the deliberations that are believed and desired by someone with specific actions. Intention is the determination of a person to perform an attitude or behaviour that is desired in the future, in accordance with the understanding the intention according to Bandura (1986) that the intention is the determination of a person to perform certain activities with the aim of getting a particular outcome in the future. Thus, the intention is a vital part of the self-regulation an individual who is motivated by one's motivation to act.

Entrepreneurial intention study has been well documented in the existing literature, provides a multiple contexts of “entrepreneurial intention” definition as according to respective research context (Pfeifer, Sarlija & Susac, 2014; Abbas, 2015; Linan & Fayolle, 2015). Information on entrepreneurial intention of an individual can give an indication of the person's potential, whether the person is interested in being an entrepreneur or not. A person's entrepreneurial intention leads to her/his desire to participate in entrepreneurial ventures in the days to come (Choo and Wong, 2006). Van Gelderen et al. (2008) suggested that intention is made up of four factors namely desires, preferences, plans and behavior expectancies. In entrepreneurial perspective, desire is a person's desire to start a business. Preference is one of the attitudes shown by entrepreneurship is a requirement that must be achieved. Plan refers to the plan for someone to start a business either in the present or in the future; while expectancy's behavior refers to one's efforts in entrepreneurship with the aim of doing business with their targets.

2.2 Bird's Contexts of Entrepreneurial Intentionality Model

Bird (1988) suggests that entrepreneurial intention directs one's strategic thinking, critical and operational decisions on resources to conduct business. Figure 1 illustrates Bird's model which is based on the Theory of Planned Behaviour by Ajzen (1991). According to Bird's model, the tendency of individuals to participate in entrepreneurship ventures is based on a combination of both personal and contextual factors. Personal factors include previous experience as an entrepreneur, personality characteristics, and study skills. Bird shows that background factors affecting the tendency to the individual to find new business. Contextual factors of entrepreneurship consist of several variables namely social, political, and economic displacement, changes in the market, and the government deregulation (Bird, 1988: 78). Further entrepreneurship intentions formed by the rational or analytical mind (goal-directed behavior) and intuitive or holistic thinking of the form of a vision. This process underlies the plan to establish a business, opportunity analysis, and goal-directed behavior of others. Entrepreneurial intentions can be directed towards the creation of new businesses or the creation of new values in existing businesses (Bird, 1988: 82). Entrepreneurial intentions put contextual factors and personal characteristics into a wider framework to explain why some people engage in entrepreneurial behavior while others do not.

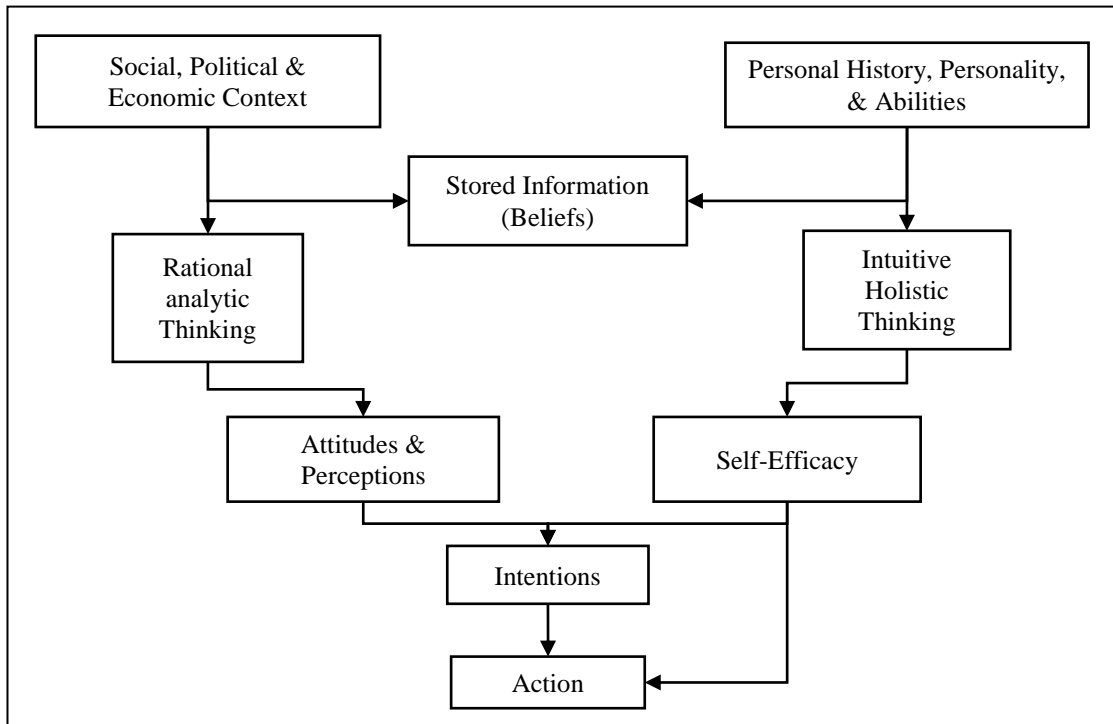


Figure 1. Birds' Context of Entrepreneurial intentionality Model (Boyd, 1994)

3. METHODOLOGY

3.1 Research Design

This study uses the Ex post facto design or often called as the causal comparative design or comparative research (Rubin & Babbie, 2016). Sukmadinata (2012) argues that ex post facto research examined the causal relationship that is not manipulated or treated by investigators; a causal relationship is based on theoretical study. Ex post facto method used to determine the entrepreneurial intention of vocational students after undergoing their programme of study. The conceptual framework of the study which was based on Bird's model (Bird, 1988) is shown in Figure 2.

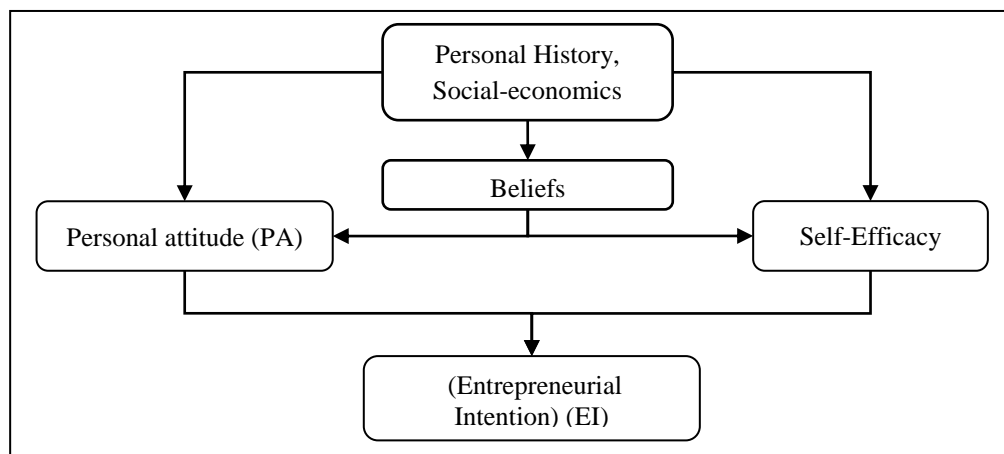


Figure 2. Conceptual Framework of Entrepreneurial Intention

3.2 Participants and Data Collection Procedure

The participants in the study selected using the purposive random sampling method from two vocational school located in two countries that offer Tourism and Hospitality Skills Programmes. One hundred and fourteen students were selected from two Malaysian Vocational Colleges and an equal number (n=114) students, were selected from two Indonesian Vocational High Schools making the total number of participants to be 228. The instrument used to collect data in this study was a questionnaire based on Bird's entrepreneurial intention model. The questionnaire consisted of five section components (background information, belief, personal attitude and self-efficacy and intention) with items were either in Indonesian language or the Malay language depending on respondents' country of origin. Questionnaires were distributed into the respective schools and collected by the authors themselves.

4. DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Characteristics of Respondents

Characteristics of research respondents are summarized in Figure 3. More than 50% of respondents in the two countries are female 76.32% and 83.33% for Indonesia and Malaysia respectively. Most of the respondents are younger than 18 years (56.14%) of respondents from Indonesia, 71.92% of respondents from Malaysia. Based on the observations, the majority of students irrespective of countries are young or less than 18 years.

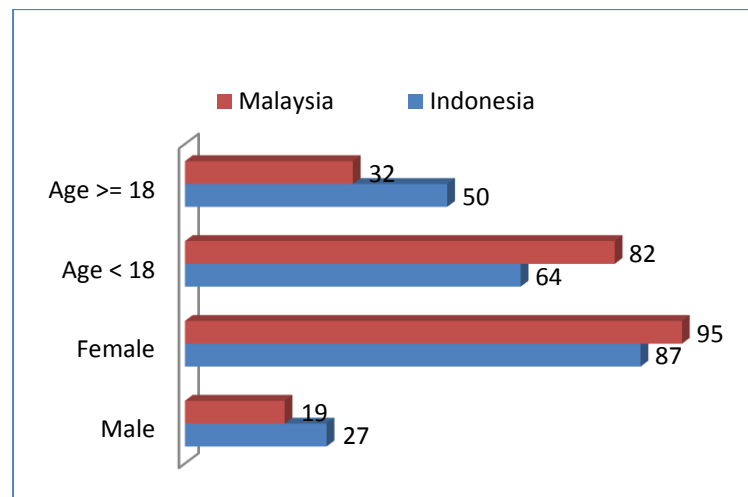


Figure 3: Characteristics of Respondents

4.2 Comparison between Indonesian and Malaysian Students on Beliefs, Attitude and Self-efficacy.

The mean ratings on the components of the questionnaire (Beliefs, Personal Attitude, and Self-efficacy) are given in the following figures. The beliefs (stored information) as reported by the respondents are shown in Figure 4. Similar trends in Beliefs are seen in both groups where Malaysians tend to have stronger beliefs based on responses to some items.

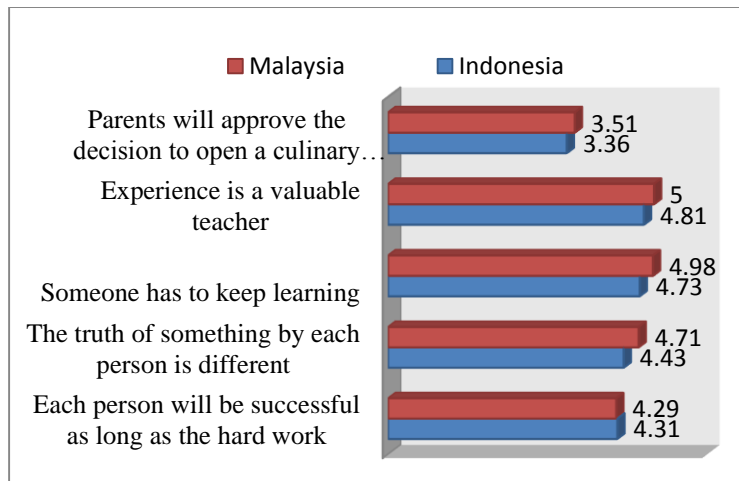


Figure 4. Comparison on Beliefs between Indonesian and Malaysian students

Comparison on Personal attitude (attitude behaviour) between students from Indonesia and Malaysia is shown in Figure 5 below. Overall, Malaysians tend to exhibit more positive attitudes. Lowest rating for both groups are on the giving item.

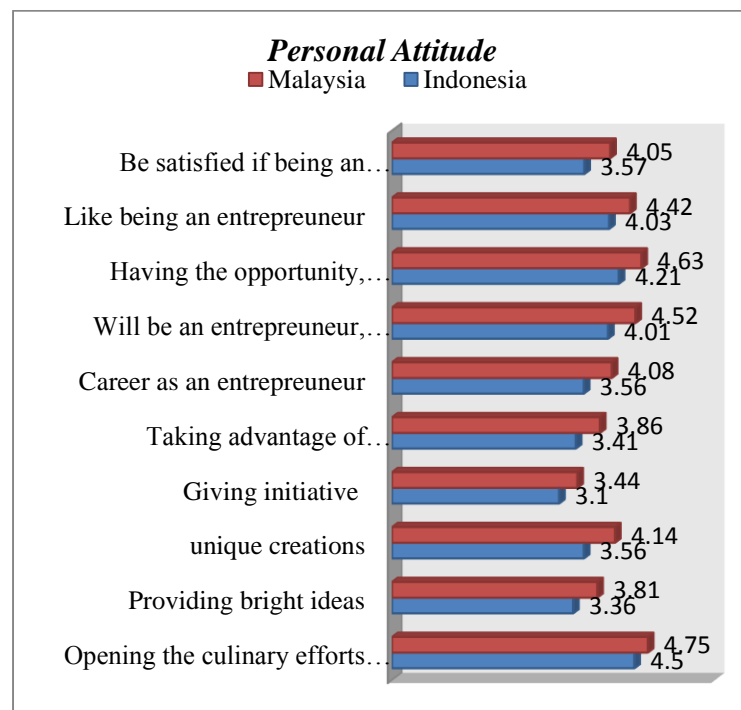


Figure 5. Personal attitude of Indonesian and Malaysian Students

Comparison on Self-efficacy between students from Indonesia and Malaysia is shown in Figure 6. Overall, the Malaysian group tends to have higher self-efficacy. The lowest rating is on “Looking for business opportunity” item while the highest is on “being motivated by other’s success item”.

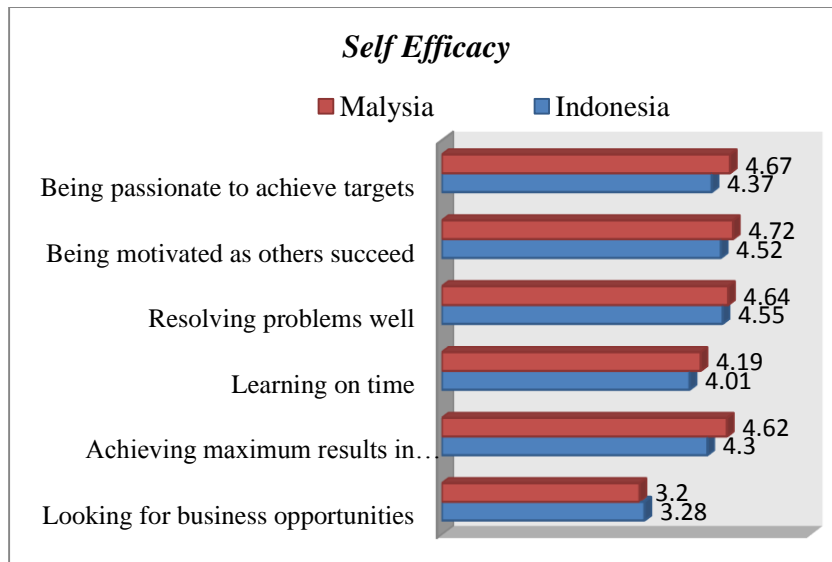


Figure 6. Comparison on self-efficacy between Indonesian and Malaysian students

4.3 Comparison between Indonesian and Malaysian Students on Entrepreneurial Intention

The mean for entrepreneurial intentions for both groups were computed and the independent sample t-test was used to determine if the entrepreneurial intentions of both groups are different. This test is suggested to be suitable to determine differences between the average - average of two groups or populations (Sugiyono, 2012). The descriptive statistics on entrepreneurial intention are shown in Table 1. The Malaysian students have higher intention compared to the Indonesians.

Table 1. Descriptive Statistics on entrepreneurial intention

	Category	N	Mean	Std. Deviation
Entrepreneurial Intentions	Indonesia	114	160.16	6.88
	Malaysia	114	168.09	12.86

The results of the independent t-test are shown in Table 2.

Table 2. Results of Independent sample t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		<i>F</i>	<i>p.</i>	<i>t</i>	<i>df</i>	<i>p</i>	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Entrepreneurial Intentions	Equal variances assumed	84.01	.000	-5.81	226	.000	-7.93	1.37	-10.62	-5.24
	Equal variances not assumed			-5.81	172.744	.000	-7.93	1.37	-10.62	-5.23

Sources: Primary data

The Levene' test result on the homogeneity of variances indicates that the variances of the two groups are not equal. Therefore, the t-test results shown on the lower row is used for interpretations. The t-test test result shows that $p = .00$ indicating that there a statistically significant difference between the two groups on their intention ($t=5.81$, $df =172.74$, $p=.000$).

The results showed the intentions of entrepreneurship Malaysian students were greater than the Indonesian students. In fact, the Malaysian students were also higher on all factors that influence intention; Belief (confidence), Personal attitude (attitude behaviour), and Self-efficacy (self-efficacy) as shown in Figure 7.

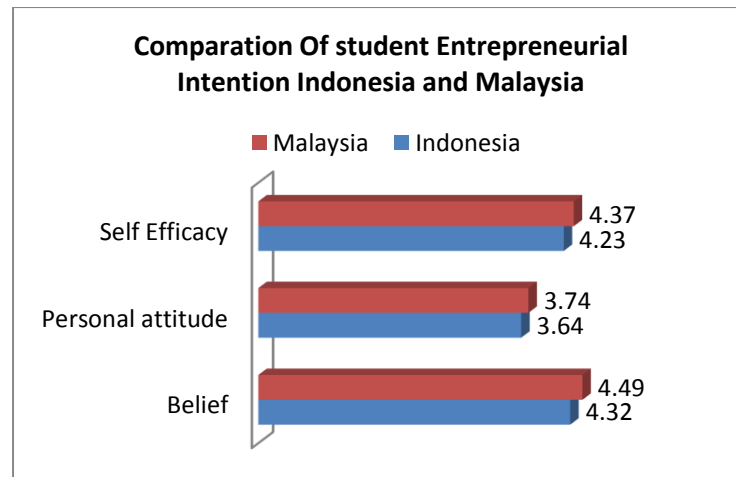


Figure 7. Comparison of students' entrepreneurial intention of Indonesia and Malaysia

Multiple regressions analysis was conducted and the four variables, personal history, belief, attitude and self-efficacy were found to explain approximately 70% of the shared variance. The factor found to be most contributing to entrepreneurial intention was belief. The other factors were also found to be contributing to a lesser degree. These results are consistent with several previous studies which states that one's beliefs has positive effect on entrepreneurial intentions (Boyd, 1994; Rahayu et al., 2011; Piperopoulos & Dimov, 2015). Self-efficacy has the positive effect to the intention of entrepreneurship, in line with the results of Bandura (1986), Indarti and Rostiani (2008), which conducts research on students from Indonesia, Japan and Norway. In their study they found that the most dominant factor influencing the intention of entrepreneurship is self-efficacy. Background, age, gender did not affect significantly the entrepreneurial intention's corresponding statistics. These results are consistent with the research by Indarti and Rostiani (2008), Sri Rustianingsih (2013), Sumarsono (2013) which states that gender, age, educational background has less of an effect to the intention of entrepreneurship.

5. CONCLUSION

The study set out to determine if tourism students in Indonesia and Malaysia have different entrepreneurial intention. A survey was conducted on 114 students from comparable vocational institutes from both countries. The finding indicates that while Malaysian students tend to be higher on all measured components, self-efficacy and beliefs tend to be the dominant components irrespective of country. Overall, entrepreneurial intention is found to be higher among Malaysian Vocational College students, and if the relationship between intention and actual entrepreneurial behaviour is to be believed, the higher success of the

tourism sector in Malaysia is within expectation. This study is useful as it can provide a source of reference for future researchers who are looking entrepreneurial intentions of vocational students in general and entrepreneurial intention of vocational students in the tourism industries in particular.

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