

ABSTRACT

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THE INFLUENCE OF PERSONALITY TRAITS TOWARDS ENTREPRENEURIAL INTENTIONS AMONG BUSINESS MANAGEMENT STUDENTS AT UPH MEDAN

(xiv+66pages; 4 figures; 43 tables; 13 appendixes)

Personality traits could influence on individual's entrepreneurial intentions. Personality factors could have an important role in establishing entrepreneurial process theories such as entrepreneurial intentions (Lacap, 2017). However, the writer found that some students did not want to become an entrepreneur were because of it was too risky, there was a barrier from people that close to you, and the entrepreneurship study did not suit them well.

There were types of personality traits such as extraversion, openness, neuroticism, conscientiousness, and agreeableness could show whether the student suited to become an entrepreneur and it could influence some parts of the entrepreneurial intentions such as innovativeness, risk-taking propensity, family background, supportive environment, entrepreneurship barrier, and entrepreneurship education.

In this research paper, it was focusing on quantitative of descriptive and associative research. The research was conducted by providing questionnaires for business management students about personality traits and entrepreneurial intentions in class of 15M3 and 15M4 at UPH Medan Lippo Plaza.

Then, the research showed several results from different types of tests. Based on normality test, variable X (personality traits) scored 0.097 and variable Y (entrepreneurial intentions) scored 0.200 which meant that it had normal distribution. From the simple linear regression test, it showed that $Y = 17 + 0.635 X$. The correlation test showed 0.469 which meant that it had moderate positive correlation between those variables.

In the conclusion, this research showed that there was a weak influence of personality traits towards entrepreneurial intentions among business management students at UPH Medan.

Keywords: Personality Traits, Entrepreneurial Intentions

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