

## **ABSTRAK**

Penelitian ini bertujuan sebagai mengidentifikasi hubungan positif *Entrepreneurial Abilities*, *Entrepreneurial Attitude*, *Perceived Desirability* dan *Subjective Norms* terhadap *Entrepreneurial Intentions* Mahasiswa Universitas Pelita Harapan dan Universitas Prasetiya Mulya dalam membangun bisnis *Food & Beverages*. Penelitian ini menggunakan metode kuantitatif dimana pengumpulan data menggunakan kuesioner berupa skala (rata-rata) dan menggunakan teknik *non-probability sampling* yaitu *snowball sampling* dimana responden merupakan mahasiswa Universitas Pelita Harapan dan Universitas Prasetiya Mulya yang mengambil konsentrasi kewirausahaan. Sample di dalam penelitian ini melibatkan 125 responden dengan pengumpulan data menggunakan kuesioner yang dibagikan. Metode analisis statistik yang digunakan adalah Partial Least Square – Structural Equation Modeling (PLS-SEM). Dengan ini hasil menunjukkan bahwa variabel *Entrepreneurial Abilities*, *Entrepreneurial Attitude* dan *Perceived Desirability* memiliki hubungan positif terhadap *Entrepreneurial Intentions*, sedangkan variabel *Subjective Norms* tidak memiliki pengaruh yang positif terhadap *Entrepreneurial Intentions*.

Kata kunci: *Entrepreneurial Abilities*, *Entrepeneurial Attitude*, *Perceived Desirability* *Subjective Norms*, *Entrepreneurial Intentions*

## **ABSTRACT**

*This research aims to examine positive influence of Entrepreneurial Abilities, Entrepreneurial Attitude, Perceived Desirability and Subjective Norms towards Entrepreneurial Intentions of the student of Pelita Harapan University and Prasetiya Mulya University on building Food & Beverages business, whereas the sampling technique for this study determined as a non-probability sampling with snowball sampling technique. Samples were taken in the amount of 125 respondents who are currently taking entrepreneur major in Pelita Harapan University and Prasetiya Mulya University. The data were collected by distributing questionnaires among the samples. This research uses Partial Least Square – Structural Equation Modelling (PLS-SEM) for the statistic analysis method. The result of the research conducted, results shown that Entrepreneurial Abilities, Entrepreneurial Attitude, and Perceived Desirability have positive influence towards Entrepreneurial Intentions of the student of Pelita Harapan University and Prasetiya Mulya University on building Food & Beverages business, whereas Subjective Norms in no way implies positive influence towards Entrepreneurial Intentions of the student of Pelita Harapan University and Prasetiya Mulya University on building Food & Beverages business.*

*Keywords:* *Entrepreneurial Abilities*, *Entrepeneurial Attitude*, *Perceived Desirability* *Subjective Norms*, *Entrepreneurial Intentions*