

ABSTRAK

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Pengaruh *Attitude, Subjective Norms, Perceived Behavior, Entrepreneurship Education* dan *Self-Efficacy* terhadap *Entrepreneurial Intention* Mahasiswa Manajemen di Jakarta

(xiv + 98 halaman + daftar pustaka + lampiran)

Penelitian ini bertujuan untuk menguji pengaruh positif *attitude, subjective norms, perceived behavior, entrepreneurship education* dan *self - efficacy* terhadap *entrepreneurial intention*. Teknik pengambilan sampel pada penelitian ini menggunakan teknik probability sampling melalui simple random sampling dimana responden merupakan mahasiswa manajemen di Jakarta. Sampel dalam penelitian ini berjumlah 180 responden dengan metode pengumpulan data berupa kuesioner melalui google form. Adapun metode analisis statistik yang digunakan adalah Partial Least Square – Structural Equation Modeling (PLS- SEM). Hasil penelitian menunjukkan bahwa variabel *attitude, subjective norms, perceived behavior, entrepreneurship education* dan *self - efficacy* berpengaruh positif terhadap *entrepreneurial intention*.

Referensi: 63

Kata Kunci : *Attitude, Subjective Norms, Perceived Behavior, Entrepreneurship Education, Self-Efficacy, Entrepreneurial Intention*

ABSTRACT

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(xiv + 98 page + references + appendix)

This study aims to examine the positive influence *attitude, subjective norms, perceived behavior, entrepreneurship education, and self-efficacy* on *entrepreneurial intentions*. The sampling technique in this study uses *probability sampling* techniques that *simple random sampling* where the respondents are management students in Jakarta. The sample in this study were 180 respondents using the data method in the form of a questionnaire via google form. The statistical analysis method used is Partial Least Square – Structural Equation Modeling (PLS-SEM). The results showed that the variable *attitude, subjective norms, perceived behavior, entrepreneurship education* and *self-efficacy* had a positive effect on *entrepreneurial intention*.

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