

ABSTRAK

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PENGARUH *ROLE MODEL*, *OPPORTUNITY RECOGNITION*, *FEAR OF FAILURE* DAN *ENTREPRENEURIAL KNOWLEDGE* TERHADAP *ENTREPRENEURIAL INTENTION* MAHASISWI JABODETABEK

(xiv + 87 halaman + daftar pustaka + lampiran)

Penelitian ini bertujuan untuk menguji pengaruh *role model*, *opportunity recognition*, *fear of failure* dan *entrepreneurial knowledge* terhadap *entrepreneurial intention*. Saat ini masih banyak masyarakat Indonesia angkatan kerja yang masih tidak bekerja atau bahkan tidak melakukan apapun. Hal ini dikarenakan lapangan kerja yang tersedia masih tergolong sedikit. Salah satu cara mengatasi masalah pengangguran di suatu negara adalah dengan menggenjot kewirausahaan. Beberapa tahun belakangan ini wanita terlihat lebih aktif dalam hal kewirausahaan dan usaha dengan kepemilikan wanita terus berkembang sampai saat ini. Maka diperlukan penelitian mengenai pengaruh *role model*, *opportunity recognition*, dan *entrepreneurial knowledge* terhadap *entrepreneurial intention* pada wanita, dan juga apakah pengaruh *fear of failure* akan menghambat *entrepreneurial intention* wanita. Pengambilan sampel penelitian ini menggunakan teknik *non-probability sampling* khususnya menggunakan *purposive sampling*, dimana responden adalah mahasiswi Universitas Jabodetabek. Penelitian ini mengambil sampel berjumlah 283 responden dengan metode pengumpulan data berupa kuesioner. Data yang diolah dalam penelitian ini menggunakan *Partial Least Square – Structural Equation Modeling* (PLS-SEM) dengan menggunakan analisis validitas, reliabilitas, dan analisis statistik. Hasil penelitian ini menunjukkan variabel *role model*, *opportunity recognition*, *fear of failure* dan *entrepreneurial knowledge* berpengaruh terhadap *entrepreneurial intention* secara signifikan.

Kata Kunci: *role model*, *opportunity recognition*, *entrepreneurial knowledge*, *entrepreneurial intention*

ABSTRACT

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**THE EFFECT OF ROLE MODEL, OPPORTUNITY RECOGNITION,
FEAR OF FAILURE AND ENTREPRENEURIAL KNOWLEDGE ON
ENTREPRENEURIAL INTENTION JABODETABEK STUDENTS**

(xiv + 87 pages + bibliography + attachment)

This study aims to examine the effect of role models, opportunity recognition, fear of failure and entrepreneurial knowledge on entrepreneurial intentions. Currently there are still many Indonesian people in the labor force who are still not working or even doing nothing. This is because the available employment opportunities are still relatively small. One of the ways to solve the unemployment problem in a country is by boosting entrepreneurship. In recent years women have been seen to be more active in terms of entrepreneurship and business with female ownership which has continued to grow to date. So, research is needed on the influence of role models, recognition of opportunities, and entrepreneurial knowledge on entrepreneurial intentions in women. Also, whether the influence of fear of failure will hinder women's entrepreneurial intentions. The sampling technique in this study used non-probability sampling, especially using purposive sampling, where the respondents were students of the Jabodetabek University. The sample in this study was 283 respondents with the data method in the form of a questionnaire. The data processed in this study used Partial Least Square - Structural Equation Modeling (PLS-SEM) using validity, reliability, and statistical analysis. The results of this study indicate that role models, opportunity recognition, fear of failure and entrepreneurial knowledge significantly influence entrepreneurial intentions.

Keywords: role model, opportunity recognition, entrepreneurial knowledge, entrepreneurial intention.