

## ABSTRACT

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### THE INFLUENCE OF ENTREPRENEURIAL EDUCATION, ENTREPRENEURIAL ATTITUDE, FAMILY EDUCATION, AND ENVIRONMENT TOWARDS ENTREPRENEURIAL INTENTION OF STUDENTS IN PELITA HARAPAN UNIVERSITY

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The number of entrepreneurs is affected by the entrepreneurial intention, which becomes an important role that can determine the growth of an entrepreneur. There are several forecasted variables that are being used to explore the relationship between the variables that can drive the student entrepreneurial intention, that consists of entrepreneurial education, entrepreneurial attitude, family education, and environment. Quantitative approach is applied in this research with a cross-sectional survey as the model to explain the entrepreneurial intention of students in Pelita Harapan university, with the help of digestion from the entrepreneurship education, family education, environment, and entrepreneurial attitude. Structural Equation Modelling Partial Least Squares (SEM-PLS) is being used in this research to analyze 395 samples of students in University of Pelita Harapan using a purposive sampling method with a criteria of respondents that have experienced or learned entrepreneurship in their life. The hypothesis result stated that entrepreneurial education, entrepreneurial attitude, family education, and environment were accepted and there is a positive and significant relationship towards entrepreneurial intention. The researcher hopes this research will give the Government or Institutions like Universities to have a better understanding and a better prediction on what factor can influence the entrepreneurial intention of students by using descriptive study to describe the phenomenon that will help the process of decision making more smoothly in deciding which factor can increase the entrepreneurial intention of university students.

**Keywords:** *Entrepreneurial Education, Entrepreneurial Intention, Entrepreneurial Attitude, Family Education, Environment.*

**Reference:** 126 (2000-2021)