

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *attitudes toward entrepreneurship* terhadap *entrepreneurial intention*, mengetahui pengaruh *subjective norms* terhadap *entrepreneurial intention*, mengetahui pengaruh *perceived behavioral control* terhadap *entrepreneurial intention*, mengetahui pengaruh *entrepreneurial self-efficacy* terhadap *attitudes toward entrepreneurship*, mengetahui pengaruh *entrepreneurial self-efficacy* dengan *perceived behavioral control*, mengetahui pengaruh *entrepreneurial self-efficacy* terhadap *entrepreneurial intention*, mengetahui pengaruh *subjective norms* terhadap *entrepreneurial self-efficacy*, mengetahui pengaruh *subjective norms* terhadap *attitude towards entrepreneurship*, dan mengetahui pengaruh *subjective norms* terhadap *perceived behavioral control*.

Populasi pada penelitian ini adalah Mahasiswa Pelita Harapan. Pemilihan sampel dalam populasi ini menggunakan metode *purposive sampling*. Sampel yang digunakan pada penelitian ini adalah mahasiswa Universitas Pelita Harapan Minimal sudah menempuh minimal 5 semester dan mengikuti mata kuliah kewirausahaan yaitu 200 mahasiswa aktif di daerah Tangerang. Penelitian ini menggunakan metode penyebaran kuesioner secara personal melalui *google form*. Alat analisis yang digunakan pada penelitian ini adalah *Structural Equation Modeling* (SEM) yang dijalankan melalui program AMOS (Analysis of Moment Structure).

Hasil analisis pada penelitian ini adalah *Attitudes Toward Entrepreneurship* berpengaruh terhadap *Entrepreneurial Intention*, *Subjective Norms* berpengaruh terhadap *Entrepreneurial Intention*, *Perceived Behavioral Control* berpengaruh terhadap *Entrepreneurial Intention*, *Entrepreneurial Self-Efficacy* berpengaruh terhadap *Attitudes Toward Entrepreneurship*, *Entrepreneurial Self-Efficacy* berpengaruh terhadap *Perceived Behavioral Control*, *Entrepreneurial Self-Efficacy* berpengaruh terhadap *Entrepreneurial Intention*, *Entrepreneurial Self-Efficacy* berpengaruh terhadap *Entrepreneurial Intention*, *Subjective Norms* berpengaruh terhadap *Attitude Towards Entrepreneurship*, dan *Subjective Norms* berpengaruh terhadap *Attitude Towards Entrepreneurship*.

**Kata Kunci:** *entrepreneurial self-efficacy, attitudes toward entrepreneurship, subjective norms, perceived behavioral control, entrepreneurial intention.*

## ABSTRACT

*The purpose of this study was to determine the effect of attitudes toward entrepreneurship on entrepreneurial intention, to determine the effect of subjective norms on entrepreneurial intention, to determine the effect of perceived behavioral control on entrepreneurial intention, to determine the effect of entrepreneurial self-efficacy on attitudes toward entrepreneurship, to determine the effect of entrepreneurial self-efficacy on perceived behavioral control, knowing the effect of entrepreneurial self-efficacy on entrepreneurial intention, knowing the effect of subjective norms on entrepreneurial self-efficacy, knowing the effect of subjective norms on attitude towards entrepreneurship, and knowing the effect of subjective norms on perceived behavioral control. The population in this study were Pelita Harapan students. Selection of samples in this population using purposive sampling method. The sample used in this study was "Pelita Harapan University students have completed a minimum of 5 semesters and attended entrepreneurship courses, namely 200 active students in the Tangerang area. This study uses the method of distributing questionnaires personally through google form. The analytical tool used in this research is "Structural Equation Modeling (SEM) which is run through the AMOS (Analysis of Moment Structure) program."*

*The results of the analysis in this study are Attitudes Toward Entrepreneurship has an effect on Entrepreneurial Intention, Subjective Norms have an effect on Entrepreneurial Intention, Perceived Behavioral Control has an effect on Entrepreneurship Intention, Entrepreneurial Self-Efficacy has an effect on Attitudes Toward Entrepreneurship, Entrepreneurial Self-Efficacy has an effect on Perceived Behavioral Control, Entrepreneurial Self-Efficacy has an effect on Entrepreneurial Intention, Entrepreneurial Self-Efficacy has an effect on Entrepreneurial Intention, Subjective Norms have an effect on Attitude Towards Entrepreneurship, and Subjective Norms have an effect on Attitude Towards Entrepreneurship.*

**Keywords:** *entrepreneurial self-efficacy, attitudes toward entrepreneurship, subjective norms, perceived behavioral control, entrepreneurial intention.*