

ABSTRAK

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PENGARUH *ATTITUDE TOWARDS ENTREPRENEUR EDUCATION* DAN *ENTREPRENEURIAL ENVIRONMENT* TERHADAP *ENTREPRENEURIAL INTENTION*

(xiii + 81 halaman; 23 tabel; 7 tabel)

Penelitian ini bertujuan untuk mengetahui adanya pengaruh positif *behavioural component* terhadap *entrepreneurial intention*, mengetahui adanya pengaruh positif *cognitive component* terhadap *entrepreneurial intention*, mengetahui adanya pengaruh positif *affective component* terhadap *entrepreneurial intention*, dan mengetahui pengaruh positif *entrepreneurial environment* terhadap *entrepreneurial intention*. Penelitian ini ditujukan kepada mahasiswa program studi kewirausahaan, dengan jumlah 138 orang. Instrumen yang digunakan untuk pengumpulan data adalah kuesioner, yang terdiri atas 23 Indikator yang kemudian menjadi 22 indikator untuk actual tes. Pengujian terhadap kuesioner dilakukan dengan uji validitas dan reliabilitas, dan alat yang digunakan untuk menganalisis data adalah SEM SmartPLS 3. Hasil temuan mengungkapkan bahwa *Behavioural component* memiliki pengaruh positif terhadap *entrepreneurial intention*, *Cognitive component* memiliki pengaruh positif terhadap *entrepreneurial intention*, *Affective component* memiliki pengaruh positif terhadap *entrepreneurial intention* dan *Entrepreneurial environment* memiliki pengaruh positif terhadap *entrepreneurial intention*. Hasil tersebut diimplikasikan karena perlu diambil ke depan untuk pembuktian, dengan mengambil studi longitudinal juga, yaitu desain penelitian yang melibatkan observasi berulang terhadap variabel yang sama dalam jangka waktu tertentu dan juga dapat memeriksa apakah tingkat keberhasilan kewirausahaan meningkat atau menurun dengan jeda waktu yang lebih singkat setelah menyelesaikan pendidikan formal. Penelitian ini juga dapat menjadi bantuan untuk merumuskan kurikulum yang efektif dan efisien serta pedagogi berbasis teknologi untuk menumbuhkan kegiatan kewirausahaan di kalangan siswa, khususnya di universitas program studi kewirausahaan di Tangerang, Jakarta dan sekitarnya.

Kata kunci: *behavioural component, cognitive component, affective component, entrepreneurial environment entrepreneurial intention*

ABSTRACT

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THE INFLUENCE OF ATTITUDE TOWARDS ENTREPRENEUR EDUCATION AND ENVIRONMENTAL ENVIRONMENT ON ENTREPRENEURIAL INTENTION

(xiii + 81 pages; 23 figures; 7 tables)

This study aims to determine whether there is a positive influence of the behavioral component on entrepreneurial intention, to determine whether there is a positive effect of the cognitive component on entrepreneurial intention, to determine whether there is a positive effect of the affective component on entrepreneurial intention, and to determine the positive influence of the entrepreneurial environment on entrepreneurial intention. This research was aimed at students of the entrepreneurship study program, with a total of 138 people. The instrument used for data collection was a questionnaire, which consisted of 23 indicators which then became 22 indicators for the actual test. Testing of the questionnaire was carried out by testing the validity and reliability, and the tool used to analyze the data was SEM SmartPLS 3. The findings revealed that the Behavioral component has a positive influence on entrepreneurial intention, the Cognitive component has a positive influence on entrepreneurial intention, the Affective component has a positive influence on entrepreneurial intention and entrepreneurial environment have a positive influence on entrepreneurial intention. These results are implied because they need to be taken forward for proof, by taking a longitudinal study as well, i.e. a research design that involves repeated observations of the same variable over a period of time and can also examine whether the entrepreneurial success rate increases or decreases with a shorter time lag after complete formal education. This research can also be an aid to formulate an effective and efficient curriculum as well as a technology-based pedagogy to foster entrepreneurial activities among students, especially at university entrepreneurship study programs in Tangerang, Jakarta and its surroundings.

Keywords: behavioral component, cognitive component, affective component, entrepreneurial environment, entrepreneurial intention