

ABSTRACT

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THE INFLUENCE OF INDEPENDENT ATTITUDE, MOTIVATION, ENTREPRENEURSHIP KNOWLEDGE TOWARD ENTREPRENEURSHIP INTENTION

(xii + 61 pages; 5 figures; 18 tables; 5 appendices)

Indonesia needs at least around 4 millions new entrepreneurs to help strengthen the country's economic structure. However, the entrepreneurship intention of college graduates, as the group of people expected to be entrepreneurs, is still very low. Giving college graduates a chance to organize a business or activities can help them to know and to identify their interest and ability to become entrepreneurs. The aim of this research is to identify the variables that influence entrepreneurship intention of college students. The research is a descriptive quantitative type with survey questionnaire delivered online. The respondents of the research are 180 students of Entrepreneurship at Universitas Pelita Harapan. The results of this research show that Independent Attitude has a positive impact on Entrepreneurship Intention; Motivation has a positive impact on Entrepreneurship Intention; Entrepreneurship Knowledge has a positive impact on Entrepreneurship Intention; Independent Attitude, Motivation, and Entrepreneurship Knowledge have a positive impact on Entrepreneurship Intention.

**Keywords: Independent Attitude, Motivation, Entrepreneurship Knowledge
Entrepreneurship Intention**

References: 44 (1991-2022)