

ABSTRAK

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PENGARUH *PERCEIVED DESIRABILITY*, *PERCEIVED FEASIBILITY*, *PROPENSITY TO ACT*, DAN *ENTREPRENEURSHIP EDUCATION* TERHADAP *ENTREPRENEURIAL INTENTION* PADA MAHASISWA UNIVERSITAS PELITA HARAPAN

Tujuan dilakukannya penelitian ini yaitu untuk menguji dan menganalisis pengaruh dari *Perceived Desirability*, *Perceived Feasibility*, *Propensity to Act*, dan *Entrepreneurship Education* terhadap *Entrepreneurial Intention*. Jenis penelitian ini yaitu penelitian kuantitatif melalui pendekatan survei. Populasi dalam penelitian ini yaitu mahasiswa seluruh mahasiswa Fakultas Ekonomi dan Bisnis (FEB) program studi manajemen Universitas Pelita Harapan (UPH) yang masih aktif dalam perkuliahan. Metode penentuan sampel yang digunakan yaitu *purposive sampling*. Jumlah sampel yang digunakan sebesar 121 responden. Alat analisis data yang digunakan pada penelitian ini yaitu PLS-SEM. Hasil pada penelitian ini yaitu *Perceived Desirability*, *Perceived Feasibility*, *Propensity to Act*, dan *Entrepreneurship Education* berpengaruh terhadap *Entrepreneurial Intention*. Model penelitian ini mampu memprediksi *entrepreneurial intention* dengan nilai *R-square* sebesar 0,781 masuk dalam kategori substantial. Nilai *R-square* pada penelitian saat ini lebih besar dibandingkan nilai *R-square* penelitian terdahulu 0,611. Artinya pada penelitian selanjutnya model penelitian ini dapat dikembangkan untuk memprediksi *entrepreneurial intention* dalam konteks mahasiswa UPH.

kata kunci: Kewirausahaan, *Perceived Desirability*, *Perceived Feasibility*, *Entrepreneurship Education*, *Entrepreneurial Intention*

ABSTRACT

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THE EFFECT OF PERCEIVED DESIRABILITY, PERCEIVED FEASIBILITY, PROPENSITY TO ACT, AND ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTION AT STUDENTS OF PELITA HARAPAN UNIVERSITY

The purpose of this research is to examine and analyze the influence of Perceived Desirability, Perceived Feasibility, Propensity to Act, and Entrepreneurship Education on Entrepreneurial Intention. This type of research is quantitative research through a survey approach. Centralized in this research were all students of the Faculty of Economics and Business (FEB) management study program at Pelita Harapan University (UPH) who were still active in lectures. The sample purchasing method used was purposive sampling. The number of samples used is 121 respondents. The data analysis tool used in this study is PLS-SEM. The results in this study are Perceived Desirability, Perceived Feasibility, Propensity to Act, and Entrepreneurship Education affect Entrepreneurial Intention. This research model is able to predict entrepreneurial intention with an R-square value of 0.781 which is included in the substantial category. The R-square value in the current study is greater than the R-square value in the previous research, 0.611. This means that in future research this research model can be developed to predict entrepreneurial intentions in the context of UPH students.

keywords: *Entrepreneurship, Perceived Desirability, Perceived Feasibility, Entrepreneurship Education, Entrepreneurial Intention*