

ABSTRAK

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ENTREPRENEURIAL INTENTION MAHASISWA MANAJEMEN DI JABODETABEK: PERAN DARI OPPORTUNITY RECOGNITION, ENTREPRENEURSHIP EDUCATION DAN SUBJECTIVE NORMS

Tujuan dari penelitian yang dilakukan dapat mengetahui pengaruh positif; 1) *Opportunity Recognition* dengan *Entrepreneurial Intention*, 2) *Entrepreneurial Self-Efficacy* terhadap *Entrepreneurial Intention*, 3) *Subjective Norm* terhadap *Entrepreneurial Intention*. Mengetahui pengaruh positif *Entrepreneurship Education* sebagai variabel moderasi antara; 4) *Opportunity Recognition* dengan *Entrepreneurial Intention*, 5) *Entrepreneurial Self-Efficacy* dengan *Entrepreneurial Intention*, 6) *Subjective Norm* terhadap *Entrepreneurial Intention*. Untuk mengetahui variabel *Gender* mempunyai pengaruh negatif sebagai variabel moderasi diantara; 7) *Opportunity Recognition* dengan *Entrepreneurial Intention*, 8) *Entrepreneurial Self-Efficacy* dengan *Entrepreneurial Intention*, 9) *Subjective Norms* dengan *Entrepreneurial Intention*. Penelitian ini dilakukan di Jabodetabek. Metode yang digunakan yaitu kuantitatif, pengumpulan data dilakukan secara online dengan kuesioner. Teknik pengumpulan data yaitu *non-probability* yaitu mahasiswa manajemen *undergraduate*. Jumlah sampel yang didapat yaitu 156 responden dan data di analisis menggunakan SmartPLS 3. Hasil yang didapat yaitu pengaruh positif antara; 1) *Opportunity Recognition* dengan *Entrepreneurial Intention* diterima, 2) *Entrepreneurial Self-Efficacy* dengan *Entrepreneurial Intention* ditolak, 3) *Subjective Norm* terhadap *Entrepreneurial Intention* diterima. Pengaruh positif *Entrepreneurship Education* sebagai variabel moderasi antara; 4) *Opportunity Recognition* dengan *Entrepreneurial Intention* ditolak, 5) *Entrepreneurial Self-Efficacy* dengan *Entrepreneurial Intention* ditolak, 6) *Subjective Norm* terhadap *Entrepreneurial Intention* diterima. Pengaruh negatif *Gender* sebagai variabel yang memoderasi antara; 7) *Opportunity Recognition* dengan *Entrepreneurial Intention* ditolak, 8) *Entrepreneurial Self-Efficacy* dengan *Entrepreneurial Intention* ditolak, 9) *Subjective Norm* terhadap *Entrepreneurial Intention* ditolak. Implikasi: mahasiswa lebih aktif dalam kegiatan kewirausahaan, fakultas dapat membuat program yang membantu mahasiswa, ada proyek teori terapan jangka panjang dalam pendidikan kewirausahaan. Keterbatasan penelitian; sampel masih terlalu sedikit menambah jumlah indikator dan variabel., menambah jumlah literatur pendukung. Saran bagi penelitian selanjutnya menambah sampel, literatur, indikator dan variabel yang mendukung penelitian

Kata Kunci: *Opportunity Recognition*, *Entrepreneurial Self Efficacy*, *Subjective Norms*, *Entrepreneurship Education*, *Entrepreneurial Intention*.

ABSTRACT

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ENTREPRENEURIAL INTENTION OF JABODETABEK MANAGEMENT STUDENTS; THE ROLE OPPORTUNITY RECOGNITION, ENTREPRENEURSHIP EDUCATION AND SUBJECTIVE NORMS.

Purpose of this study was to determine positive effect; 1) Opportunity Recognition on Entrepreneurial Intention, 2) Entrepreneurial Self Efficacy on Entrepreneurial Intention, 3) Subjective Norm on Entrepreneurial Intention. To determine positive effect moderating role variable Entrepreneurship Education; 4) Opportunity Recognition towards Entrepreneurial Intention, 5) Entrepreneurial Self Efficacy on Entrepreneurial Intention, 6) Subjective Norm towards Entrepreneurial Intention. Determine negative effect moderating role variable Gender on; 7) Opportunity Recognition towards Entrepreneurial Intention, 8) Entrepreneurial Self Efficacy on Entrepreneurial Intention, 9) Subjective Norm on Entrepreneurial Intention. This study took place at Jabodetabek. This study method used a Quantitative method, collecting data through questionaring, collecting data through online. The data collection techniques used a non-prabability sampling technique, where the respondents were undergraduate management students. The numbers od samples for questionnaire data collected was given to 156 respondents. Analysis the data used Smart PLS 3 software. The results obtained; the positive effect relatinship on; 1) Opportunity Recogniton toward Entrepreneurial Intention accepted, 2) Entrepreneurial Self-Efficacy on Entrepreneurial Intention rejected, 3) Subjective Norms toward Entrepreneurial Intention acceted. Positive effect moderating role variable Entrepreneurship Education of; 4) Opportunity Recognition on Entrepreneurial Intenton rejected, 5) Entrepreneurial Self Efficacy on Entrepreneurial Intention rejected, 6) Subjective Norms toward Entrepreneurial Intention accepted. Negative effect moderating role variable Gender on; 7) Opportunity Recognition on Entrepreneurial Intention rejected, 8) Entrepreneurial Self Efficacy on Entrepreneurial Intention rejected, 9) Subjective Norm on Entrepreneurial Intention rejected. Implication in this research is students can be more active in entrepreneurial activities, faculty economy and business can create programs to help the students, creating a long term entrepreneurship program. Limitations of this study: limited numbers of samples, limited number of indicators, variable, and literature. Suggestions for the future researchers: add more indicators, variable, and literature, add more the numbers of sample.

Keywords: Opportunity Recognition, Entreprenneurial Self Efficacy, Subjective Norms, Entrepreneurship Education, Entrepreneurial Intention.