

ABSTRACT

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FAMILY ECONOMIC EDUCATION, PEER GROUPS AND STUDENTS' ENTREPRENEURIAL INTENTION: THE MEDIATING ROLE OF ECONOMIC LITERACY ON UNIVERSITAS PELITA HARAPAN BUSINESS STUDENTS'

Unemployment has become a major problem not only in Indonesia but also worldwide. As of 2022, the unemployment rate of bachelor's degree in Banten province is amongst the highest in the country. This discovery suggests that a considerable number of educated individuals in Indonesia are part of the unemployed population due to the lack of appropriate job opportunities. In this research, the researcher explores the relationship between family economic education, peer groups, economic literacy, and entrepreneurial intention amongst students at Universitas Pelita Harapan. The researcher investigates the mediating role of economic literacy in the relationship between family economic education, peer groups, and entrepreneurial intention. This research uses quantitative method and utilizing Google Forms as the data collection method with respondents from management major in Universitas Pelita Harapan. The findings suggest that family economic education and peer groups have a positive and significant impact on economic literacy and entrepreneurial intention. Moreover, the research shows that economic literacy mediates the relationship between family economic education, peer groups, and entrepreneurial intention. The results suggest that family economic education and peer groups are crucial factors in promoting economic literacy and developing entrepreneurial intention among business students. A quantitative approach will be used in the research, and a non-probability sampling is the method. Google form will be used as the data collection method as it is classified as a questionnaire tool. Sample size consisted of 200 respondents from Universitas Pelita Harapan, from the management department. 50 respondents are used for reliability and validity tests. SmartPLS will be utilized as the statistical tool.

Keywords: *family economic education, peer group, economic literacy, entrepreneurial intention.*