

## ABSTRACT

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**THE EFFECT OF POSITIVE EMOTIONS TOWARD ENTREPRENEURIAL INTENTION MEDIATED BY ENTREPRENEURIAL SELF-EFFICACY AND ATTITUDE TOWARD RISK-TAKING: CASE STUDY OF UNIVERSITY STUDENTS IN JABODETABEK AREA**

(xvi + 148 pages; 23 figures; 45 tables; 6 appendixes)

The purpose of this research is to investigate the correlation between positive emotions and entrepreneurial intention among university students in Indonesia. The object of this study are university students that resides in Jabodetabek area, Indonesia. The study employs a quantitative research approach, utilizing an electronic questionnaire via Google forms. The research also aims to explore the mediation effects of entrepreneurial self-efficacy and attitude towards risk-taking in the relationship between positive emotion and entrepreneurial intention. The study employs the SmartPLS 4 software to conduct both outer and inner model analysis, including reliability and validity tests, goodness of fit tests, predictive relevance, P-value, T-statistics, R-square, and common method bias. The research concludes that positive emotion has a direct positive relationship with entrepreneurial intention, and this relationship is also mediated by both entrepreneurial self-efficacy and attitude towards risk-taking. This research contributes to the existing knowledge on positive emotion and entrepreneurial intention while also serving as a guide for universities to support and foster entrepreneurial spirit and intention among the students.

**Keywords:** Emotion, Positive Emotion, Entrepreneurial Intention, Entrepreneurial Self-Efficacy, Attitude Toward Risk-Taking, Risk-Taking Behaviour, Indonesia

**References:** 122 (1921 - 2022)