

ABSTRACT

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THE INFLUENCE OF ENTREPRENEURSHIP KNOWLEDGE, SELF EFFICACY, FAMILY BACKGROUND AND EDUCATION BACKGROUND ON ENTREPRENEURIAL INTENTION AMONG UPH STUDENTS.

(xii+58 Pages, 4 Figures, 21 Tables, 4 Appendixes)

This Study aims to figure out the influence of entrepreneurship knowledge, self efficacy, family background and education background on entrepreneurial intention among UPH students. As contribution in employment is anticipated by giving entrepreneurship programs for educated groups or communities. Reducing unemployment and financial burden is one alternative to address the issue of unemployment. Entrepreneurial education is crucial for cultivating the young generation's desire, spirit, and entrepreneurial behavior because education is a source of overall attitudes and intentions to become successful entrepreneurs in the future. The purpose of this study is to investigate the roles of entrepreneurial knowledge on student entrepreneurial intention and whether knowledge of entrepreneurship, self-efficacy, family factors, and educational background influence student entrepreneurial intention. This research was conducted on Universitas Pelita Harapan with 170 sample. For this study, quantitative research method is used to measure or collect the data by spreading online survey. Convenience sampling is use as technique to gather the sample. Data collection of variables was conducted using questionnaire as research instruments. The findings of research data method is using SEM-PLS. The research finding result is that educational background variable influenced on the entrepreneurial intention variable, while entrepreneurial knowledge, self-efficacy, and family factor do not influence student's entrepreneur intention respectively.

Keywords: Education Background, Entrepreneurship Knowledge, Self Efficacy, Family Background, Entrepreneurship Intentions.

References: 32 (2016-2022)