

ABSTRAK

Tujuan pada penelitian ini adalah untuk mengetahui pengaruh *entrepreneurial education, family education, environment, entrepreneurial attitude* terhadap *entrepreneurial intention*, untuk mengetahui pengaruh *entrepreneurial education, family education, environment* terhadap *entrepreneurial attitude* dan untuk mengetahui apakah *entrepreneurial attitude* dapat memediasi hubungan antara *entrepreneurial education, family education, dan environment* terhadap *entrepreneurial intention*.

Penelitian ini merupakan penelitian kuantitatif dengan pengumpulan data melalui kuesioner. Skala yang digunakan adalah skala likert. Sampel pada penelitian ini adalah mahasiswa/i yang berstatus aktif kuliah di UPH yang berdomisili di Jakarta dan Tangerang dan mengambil jurusan Ekonomi dan Bisnis yang berjumlah 160 responden. Alat analisis data yang digunakan pada penelitian ini adalah Partial Least Squares Structural Equation Modeling (PLS-SEM).

Hasil penelitian ini menunjukkan bahwa *Entrepreneurial education* berpengaruh positif terhadap *entrepreneurial intention* dan *entrepreneurial attitude*, *Family education* berpengaruh positif terhadap *entrepreneurial attitude* dan *entrepreneurial intention*, *Environment* tidak berpengaruh positif terhadap *entrepreneurial attitude* dan *entrepreneurial intention*, namun *Environment* berpengaruh positif terhadap *entrepreneurial education*, *Entrepreneurial attitude* berpengaruh positif terhadap *entrepreneurial intention*, *Entrepreneurial attitude* tidak dapat memediasi hubungan antara *entrepreneurial education* dan *entrepreneurial intention*, *Entrepreneurial attitude* dapat memediasi hubungan antara *family education* dan *entrepreneurial intention* dan *Entrepreneurial attitude* dapat memediasi hubungan antara *environment* dan *entrepreneurial intention*.

Kata Kunci : *Entrepreneurial Intention, Entrepreneurial Attitude, Entrepreneurial Education, Family Education, Environment.*

ABSTRACT

The purpose of this study is to determine the effect of entrepreneurial education, family education, environment, entrepreneurial attitude on entrepreneurial intention, to determine the effect of entrepreneurial education, family education, environment on entrepreneurial attitude and to determine whether entrepreneurial attitude can mediate the relationship between entrepreneurial education, family education, and the environment on entrepreneurial intention.

This research is a quantitative research with data collection through questionnaires. The scale used is the Likert scale. The sample in this study were students with active status studying at UPH who are domiciled in Jakarta and Tangerang and majoring in Economics and Business, totaling 160 respondents. The data analysis tool used in this study is Partial Least Squares Structural Equation Modeling (PLS-SEM).

The results of this study indicate that entrepreneurship education has a positive effect on entrepreneurial intentions, entrepreneurship education has a positive effect on entrepreneurial attitudes, family education has a positive effect on entrepreneurial intentions, the environment has no positive effect on entrepreneurial attitudes, the environment has no positive effect on entrepreneurial intentions, Environment has a positive effect on entrepreneurship education, Entrepreneurial attitudes have a positive effect on entrepreneurial intentions, Entrepreneurial attitudes cannot mediate the relationship between entrepreneurship education and entrepreneurial intentions, Entrepreneurial attitudes can mediate the relationship between family education and entrepreneurial intentions and Entrepreneurial attitudes can mediate the relationship between environment and entrepreneurial intentions.

Keywords: *Entrepreneurial Intention, Entrepreneurial Attitude, Entrepreneurial Education, Family Education, Environment.*