

ABSTRAK

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ANALISIS PENGARUH *ROLE MODEL*, *OPPORTUNITY RECOGNITION*, *FEAR OF FAILURE*, *ENTREPRENEURIAL KNOWLEDGE* TERHADAP NIAT BERWIRAUSAHA MAHASISWA UNIVERSITAS PELITA HARAPAN.

(xv + 57 halaman; 5 gambar; 22 tabel; 3 lampiran)

Pada penelitian kali ini memiliki tujuan untuk menguji pengaruh *role model*, *opportunity recognition*, *fear of failure* dan *entrepreneurial knowledge* terhadap *entrepreneurial intention*. Pada kasus kali ini masih banyak masyarakat di Indonesia yang sudah mencapai usia bekerja belum mendapatkan pekerjaan sama sekali, hal ini dikarenakan kurangnya lapangan kerja yang terbatas. Salah satu cara yang dapat dilakukan untuk mengurangi jumlah pengangguran disuatu negara adalah membangkitkan niat seseorang untuk berwirausaha. Tidak hanya masyarakat yang sudah memasuki usia untuk bekerja dibantu meningkatkan niat, tetapi mahasiswa juga harus diberikan pembelajaran untuk memiliki niat berwirausaha agar dapat membantu perekonomian Indonesia semakin baik. Oleh karena itu diperlukan penelitian mengenai pengaruh *role model*, *opportunity recognition*, *fear of failure* dan *entrepreneurial intention* pada mahasiswa Universitas Pelita Harapan. Data yang diolah di dalam penelitian ini menggunakan *Partial Least Square – Structural Equation Modeling* atau (PLSSEM) menggunakan analisis validitas, reliabilitas, dan analisis statistik.

Kata Kunci: *Role model*, *Opportunity recognition*, *Entrepreneurial knowledge*, *Entrepreneurial intention*

Referensi: (2006 – 2023)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF ROLE MODEL, OPPORTUNITY RECOGNITION, FEAR OF FAILURE, ENTREPRENEURIAL KNOWLEDGE ON STUDENTS' ENTREPRENEURIAL INTENTION AT PELITA HARAPAN UNIVERSITY.

(xv + 57 pages; 5 figures; 22 tables; 3 appendices)

This research aims to examine the influence of role models, opportunity recognition, fear of failure and entrepreneurial knowledge on entrepreneurial intention. In this case, there are still many people in Indonesia who have reached working age and have not found a job at all, this is due to a limited lack of employment opportunities. One way that can be done to reduce the number of unemployed in a country is to arouse someone's intention to become an entrepreneur. Not only are people who have reached the age of working to be helped to increase their interest, but students must also be given learning to have entrepreneurial intentions so that they can help the Indonesian economy get better. Therefore, research is needed on the influence of role models, opportunity recognition, fear of failure and entrepreneurial intention on Pelita Harapan University students. The data were processed in this study using Partial Least Square – Structural Equation Modeling or (PLS SEM) using validity, reliability and statistical analysis.

Keywords: *Role model, Opportunity recognition, Entrepreneurial knowledge, Entrepreneurial intention*

Reference: *(2006 – 2023)*