

ABSTRACT

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THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, SELF-EFFICACY AND INSTRUMENT READINESS TOWARDS ENTREPRENEURIAL INTENTION OF ENTREPRENEURSHIP PROGRAM STUDENT OF UPH LIPPO KARAWACI

(lxxii + 175 pages; 4 images; 30 tables)

Today's young generation are more inclined towards their intention to become entrepreneurs. They do not have the courage to take risks and implement the knowledge they have learned a finding in the initial survey shows that entrepreneurship program students of UPH Lippo Karawaci mostly are doubt about the intention to become entrepreneur in the future. This research examines and analyzes the effect of attitude, subjective norms, self-efficacy and instrument readiness towards entrepreneurial intention of entrepreneurship program students of UPH Lippo Karawaci. The study uses the quantitative approach and multiple linear regression as the data analysis technique using the software of SPSS. Probability sampling is the sampling technique of this research. A total of 160 respondents to this research were obtained with a questionnaire through Google Forms. This research shows that partially attitude, self-efficacy and instrument readiness have influence towards entrepreneurial intention of entrepreneurship program students of UPH Lippo Karawaci. On the other hand, subjective norms partially has no influence towards entrepreneurial intention of entrepreneurship program students of UPH Lippo Karawaci. This research is expected to give new insight on how to improve entrepreneurial intention of entrepreneurship program students of UPH Lippo Karawaci.

Reference : 72 (2014 - 2023).

Keywords : Attitude, Subjective Norms, Self-Efficacy, Instrument Readiness, Entrepreneurial Intention