

ABSTRACT

“THE EFFECTS OF PROMOTION OF AUTONOMY, ENTREPRENEURIAL ROLE MODEL, AND PARENTAL SUPPORT IN DEVELOPING ENTREPRENEURIAL INTENTION OF BUSINESS STUDENTS IN TANGERANG”

(XV + 100 Pages; 3 Figures; 32 Tables; 3 Appendices)

Unemployment is still a socio-economic issue that Indonesia still trying to overcome. One of the ways to tackle this problem starts with creating more jobs. There are numerous factors that can influence the reasons and intention on why an individual chooses to become self-employed. Thus, in this study it will focus more on the internal factors of an individual which is the family environment with variables of how parental support for autonomy, entrepreneurial role model, and family financial and social capital support can have an influence on the entrepreneurial intention of Business students in Tangerang. The data gathered utilized a survey approach using google forms with a set of questionnaires that adopted a likert scale measurement for each questionnaire. The subject of this study will be the Business students in Tangerang who have parents or family with entrepreneurial background. Reliability and validity tests were conducted in this study with a pre-test consisting of 50 respondents while the total respondents chosen for the sample size of this study is 300 respondents. The sampling method used for this study is non-probability sampling and SMART-PLS SEM was utilized as the technique used to tests the data. The data that has been obtained yield a results which shows that there is a positive influence between all the variables with entrepreneurial intention of Business students in Tangerang.

Keyword: *Promotion of Independence, Promotion of Volitional Functioning, Entrepreneurial Role Model, Parental Financial Capital Support, and Parental Social Capital Support.*

References :90 (1961 – 2022)