

## ABSTRAK

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### **Pengaruh Dimensi *Entrepreneurial Orientation* Terhadap *Entrepreneurial Intention* Pada Mahasiswa Manajemen di Tangerang untuk Memulai Usaha Baru**

Salah satu faktor kunci dalam mendorong pertumbuhan ekonomi suatu negara adalah kewirausahaan. Adanya kewirausahaan maka akan menumbuhkan bisnis-bisnis baru yang akan meningkatkan nilai ekonomi negara. Selain itu, kewirausahaan juga memiliki kontribusi untuk menekan pengangguran dengan menciptakan lapangan kerja. Namun, jumlah wirausaha di Indonesia masih sangat kurang dibandingkan dengan negara lain di ASEAN dengan total 3.47% dari total penduduk lebih dari 270 juta jiwa. Karena kurangnya jumlah wirausaha di Indonesia dibandingkan negara lain di ASEAN maka perlu diketahui faktor-faktor yang bisa meningkatkan niat berwirausaha masyarakat di Indonesia. Tujuan penelitian untuk mengetahui pengaruh *autonomy*, *innovativeness*, *risk-taking*, *proactiveness*, dan *competitive aggressiveness* terhadap *entrepreneurial intention* pada mahasiswa S1 manajemen universitas swasta di kabupaten Tangerang. Data penelitian diperoleh menggunakan kuesioner yang disebar kepada 201 responden. Pengolahan data menggunakan PLS-SEM dengan *software* SmartPLS 4.0. Hasil penelitian yaitu *autonomy* berpengaruh positif terhadap *entrepreneurial intention*, *innovativeness* berpengaruh positif terhadap *entrepreneurial intention*, *risk-taking* berpengaruh positif terhadap *entrepreneurial intention*, *proactiveness* tidak berpengaruh positif terhadap *entrepreneurial intention*, dan *competitive aggressiveness* berpengaruh positif terhadap *entrepreneurial intention*.

**Kata Kunci:** *Entrepreneurial Intention, Autonomy, Innovativeness, Risk-Taking, Proactiveness, Competitive Aggressiveness.*

## ABSTRACT

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### **The Influence of Entrepreneurial Orientation Dimensions on Entrepreneurial Intention Among Management Students in Tangerang to Initiate a New Venture**

One key factor in driving the economic growth of a country is entrepreneurship. The presence of entrepreneurship will foster new businesses that contribute to the country's economic value. Additionally, entrepreneurship also plays a role in reducing unemployment by creating job opportunities. However, the number of entrepreneurs in Indonesia is still significantly lower compared to other ASEAN countries, with 3.47% of the total population of over 270 million people. Due to the lower number of entrepreneurs in Indonesia compared to other ASEAN countries, it is essential to identify factors that can enhance entrepreneurial intentions in Indonesia. The research objective is to determine the influence of autonomy, innovativeness, risk-taking, proactiveness, and competitive aggressiveness on entrepreneurial intention among undergraduate management students at a private university in Tangerang Regency. The research data were obtained using a questionnaire distributed to 201 respondents. Data processing was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The research findings indicate that autonomy has a positive effect on entrepreneurial intention, innovativeness has a positive effect on entrepreneurial intention, risk-taking has a positive effect on entrepreneurial intention, proactiveness does not have a positive effect on entrepreneurial intention, and competitive aggressiveness has a positive effect on entrepreneurial intention.

**Key Words:** *Entrepreneurial Intention, Autonomy, Innovativeness, Risk-Taking, Proactiveness, Competitive Aggressiveness.*