

ABSTRAK

ANALISIS MINAT KEWIRAUSAHAAN DIGITAL MELALUI PENDEKATAN *THEORY OF PLANNED BEHAVIOR* YANG DIMODERASI OLEH *GENDER* (STUDI PADA MAHASISWA GEN Z JURUSAN MANAJEMEN UNIVERSITAS DI TANGERANG)

(xiii + 89 halaman: 8 gambar; 24 tabel; 1 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh dari *Theory of Planned Behavior* (TPB) yang terdiri dari *Attitude toward Behavior* (ATB), *Subjective Norm* (SN), *Perceived Behavior* (PB) terhadap minat kewirausahaan digital. Penelitian ini juga bertujuan untuk mengetahui apakah *Gender* dapat memoderasi hubungan antara ATB, PB, SN, terhadap minat kewirausahaan digital di lingkungan universitas wilayah Tangerang. Metode penelitian yang digunakan adalah penelitian kuantitatif menggunakan teknik pengambilan sampel *Purposive Sampling*. Subjek penelitian ini berjumlah 240 responden terdiri dari mahasiswa generasi Z jurusan manajemen universitas di Tangerang. Aplikasi SmartPLS versi 4.0.9.6 digunakan untuk melakukan analisis data, menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM). Hasil penelitian ini mengungkapkan bahwa *Attitude toward Behavior* dan *Perceived Behavior* berpengaruh positif dan signifikan terhadap Minat Kewirausahaan Digital, *Perceived Behavior* tidak berpengaruh positif terhadap Minat Kewirausahaan Digital, *Gender* tidak dapat memoderasi hubungan antara *Perceived Behavior*, *Subjective Norm*, dan *Attitude toward Behavior* terhadap Minat Kewirausahaan Digital.

Kata Kunci: *Theory of Planned Behavior*, *Attitude toward Behavior*, *Subjective Norm*, *Perceived Behavior*, Kewirausahaan Digital

ABSTRACT

ANALYSIS OF DIGITAL ENTREPRENEURSHIP INTEREST THROUGH THE APPROACH OF PLANNED BEHAVIOR THEORY MODERATED BY GENDER (STUDY ON GEN Z MANAGEMENT STUDENTS AT UNIVERSITIES IN TANGERANG)

(xiii + 89 pages; 8 figures; 24 tabels; 1 addendum)

The purpose of this study is to analyze the influence of Theory of Planned Behavior (TPB) consisting of Attitude toward Behavior (ATB), Subjective Norm (SN), and Perceived Behavior (PB) on the interest in digital entrepreneurship. The study also aims to determine whether gender can moderate the relationship between ATB, PB, SN, and the interest in digital entrepreneurship in universities in the Tangerang area. The research method used is quantitative research using a purposive sampling technique. The subject of this study consisted of 240 respondents, comprising Generation Z management students from universities in Tangerang. SmartPLS version 4.0.9.6 was used to analyze the data using Partial Least Square-Structural Equation Modelling (PLS-SEM). The results of this study revealed that Attitude toward Behavior and Perceived Behavior have a positive and significant influence on the Interest in Digital Entrepreneurship, Perceived Behavior does not have a positive influence on the Interest in Digital Entrepreneurship, and gender cannot moderate the relationship between Perceived Behavior, Subjective Norm, and Attitude toward Behavior on the Interest in Digital Entrepreneurship.

Keywords : Theory of Planned Behavior, Attitude toward Behavior, Subjective Norms, Perceived Behavior, Digital Entrepreneurship