

ABSTRACT

ANALYSIS OF DETERMINANTS OF ENTREPRENEURIAL INTENTION AMONG UNDERGRADUATES AT PRIVATE UNIVERSITIES IN JABODETABEK

(XCVII + 99 pages; 6 figures; 16 tables; 3 appendices)

The aim of this research is to test whether the Perceived Attitude of university students positively influences Entrepreneurial Intention. To test whether the Subjective Norms of university students positively influence Entrepreneurial Intention. To test whether the Perceive Behaviour Control of university students positively influences Entrepreneurial Intention. To test whether the Compatibility of university students positively influences Entrepreneurial Intention. To test whether the Perceived Educational Support of university students positively influences Entrepreneurial Intention. The age and year of at the respondents' university will be used to categorized the data collected for this study. In this study, the sample will be undergraduate students in JABODETABEK who are taking entrepreneurship education as their major concentration of study. Hence, a total of 304 respondents will be needed to investigate this research further. The result is Attitude has a positive effect on entrepreneurial intention. Subjective norms have a positive effect on entrepreneurial intention. Perceived behavioral control has a positive effect on entrepreneurial intention. Compatibility has a positive effect on entrepreneurial intention. Perceived educational support has a positive effect on entrepreneurial intention.

Keywords : *Attitude, Entrepreneurial Intention, Subjective Norms, Perceived Behavioral Control, Compatibility, Perceived Educational Support*

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