

ABSTRAK

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FAKTOR SELF-EFFICACY, PERSONALITY, DAN FAMILY ENVIRONMENT DALAM ENTREPRENEUR EDUCATION SEBAGAI PENGARUH ENTREPRENEURIAL INTENTION MAHASISWA DI TANGERANG

(xvi + 78 halaman; 4 gambar; 25 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis adanya pengaruh self-efficacy, personality, family environment, dan entrepreneur education secara langsung terhadap entrepreneurial intention mahasiswa di Tangerang, dan self-efficacy, personality, family environment secara langsung terhadap entrepreneur education. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 206 responden yang merupakan mahasiswa universitas di daerah Tangerang yang sudah berkuliah minimal satu tahun. Metode analisis data dari penelitian ini adalah Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil dari penelitian ini menyimpulkan bahwa self-efficacy, personality, dan family environment berpengaruh positif dan signifikan terhadap entrepreneur education. Entrepreneur education berpengaruh positif dan signifikan terhadap entrepreneurial intention, dan self-efficacy, personality, dan family environment berpengaruh positif dan signifikan terhadap entrepreneur education.

Kata kunci: Self-Efficacy; Personality; Family Environment; Entrepreneur Education; entrepreneurial Intention.

ABSTRACT

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**SELF-EFFICACY, PERSONALITY, AND FAMILY ENVIRONMENT
FACTORS IN ENTREPRENEUR EDUCATION AS THE INFLUENCE OF
STUDENTS' ENTREPRENEURIAL INTENTION IN TANGERANG**

(xvi + 78 pages: 4 images; 25 tables; 4 appendices)

This research aims to analyze the influence of self-efficacy, personality, family environment, and entrepreneur education directly on entrepreneurial intention of students in Tangerang, and self-efficacy, personality, family environment directly on entrepreneur education. This research used a quantitative approach by distributing questionnaires to 206 respondents who were university students in the Tangerang area who had studied for at least one year. The data analysis method for this research is Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this research conclude that self-efficacy, personality, and family environment have a positive and significant effect on entrepreneurial education. Entrepreneur education has a positive and significant effect on entrepreneurial intention, and self-efficacy, personality, and family environment have a positive and significant effect on entrepreneurial education.

Keywords: Self-Efficacy; Personality; Family Environment; Entrepreneur Education; entrepreneurial Intention.