

ABSTRAK

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PENGARUH FAKTOR *ATTITUDE*, *SUBJECTIVE NORM*, DAN *PERCEIVED BEHAVIORAL CONTROL* TERHADAP MINAT MAHASISWA UNTUK BERWIRAUSAHA

(xi + 124 halaman ; 3 gambar ; 21 tabel)

Indonesia hanya memiliki 1.65% wirausaha yang dimana persentase tersebut masih dibawah standar minimum suatu negara maju. Salah satu penyebabnya adalah kurangnya minat berwirausaha para mahasiswa. Minat berwirausaha tersebut dapat diukur melalui *Theory of Planned Behavior*. TPB tersebut berupa *attitude*, *subjective norm*, dan *perceived behavioral control*. Objek penelitian ini merupakan para mahasiswa yang mempelajari pendidikan kewirausahaan dengan menggunakan pendekatan kuantitatif dan *non-probability purposive sampling* sebagai teknik pengambilan sampel pada penelitian ini. Terdapat 188 responden valid yang digunakan, dengan menggunakan kuesioner elektronik yang kemudian data-data tersebut diolah dengan metode PLS-SEM menggunakan Smart PLS. Hasil penelitian ini menunjukkan *attitude* dan *perceived behavioral control* berpengaruh signifikan terhadap minat mahasiswa untuk berwirausaha, sedangkan *subjective norm* tidak berpengaruh signifikan terhadap minat mahasiswa untuk berwirausaha.

Kata Kunci : *attitude*, *subjective norm*, *perceived behavioral control*, *intention to venture creation*, *intention to self-employment*

Referensi : 38 (2003 – 2021)

ABSTRACT

THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM, AND PERCEIVED BEHAVIORAL CONTROL FACTORS ON STUDENT'S INTEREST IN ENTREPRENEURSHIP

(xi + 124 pages : 3 pictures; 21 tables)

Indonesia only has 1.65% of entrepreneurs, whose percentage is still below the minimum standard of a developed country. One of the reasons is the students' lack of interest in entrepreneurship. Interest in entrepreneurship can be measured through *Theory of Planned Behavior*. The TPB is in the form of attitudes, subjective norms, and perceived behavioral control. The object of this research is students who study entrepreneurship education using a quantitative approach and *non-probability purposive sampling* as the sampling technique in this study. There were 188 valid respondents used, using an electronic questionnaire which was then processed using the PLS-SEM method using Smart PLS. The results of this study

indicate that attitudes and perceived behavioral control have a significant effect on student interest in entrepreneurship, while subjective norms have no significant effect on student interest in entrepreneurship.

Keywords : attitude, subjective norm, perceived behavioral control, intention to venture creation, intention to self-employment

Reference : 38 (2003 – 2021)

