

ABSTRAK

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FAKTOR YANG MEMPENGARUHI MINAT KEWIRAUSAHAAN PADA MAHASISWA/I UNIVERSITAS PELITA HARAPAN (xiv+146 halaman: 8 gambar; 29 tabel; 5 lampiran)

Menjadi seorang wirausaha Generasi Z merupakan salah satu generasi yang memiliki potensi sangat tinggi untuk menjadi seorang wirausaha muda. Hal yang dibutuhkan sebelum memiliki keinginan untuk menjadi seorang wirausaha pastinya mereka akan mendapatkan pengaruh dari lingkungan sekitar, kesiapan diri dalam menghadapi perkembangan bisnis serta persaingan, dan juga pengaruh dari pendidikan tentang kewirausahaan yang sudah didapatkan dari universitas. Tujuan dari penelitian ini akan membahas tentang pengaruh dari *Entrepreneurial Attitude*, *Subjective Norms*, *Perceived Behavior Control* terhadap *Entrepreneurial Intention*, dan *Perceived University Support* terhadap *Entrepreneurial Attitude*, dan *Perceived Behavior Control* pada mahasiswa/i UPH. Populasi dalam penelitian ini adalah mahasiswa/i dari jurusan Manajemen UPH. Sampel yang digunakan dalam penelitian ini adalah mahasiswa/i yang mengambil konsentrasi kewirausahaan dari seluruh angkatan di UPH dengan jumlah sampel yaitu 214 responden dengan kriteria umur dari 20-24 tahun yang mengarah pada generasi Z. Teknik pengumpulan data dalam penelitian ini dengan penyebaran kuesioner dengan skala pengukuran yaitu dari skala likert. Data yang telah terkumpul akan diuji menggunakan aplikasi SmartPLS 3.3.3. Berdasarkan hasil penelitian, dapat disimpulkan bahwa *Entrepreneurial Attitude* berpengaruh positif terhadap *Entrepreneurial Intention*, *Subjective Norms* berpengaruh positif terhadap *Entrepreneurial Intention*, *Perceived Behavior Control* berpengaruh positif terhadap *Entrepreneurial Intention*, *Perceived University Support* berpengaruh positif terhadap *Entrepreneurial Attitude*, dan *Perceived University Support* berpengaruh positif terhadap *Perceived Behavior Control*. Penelitian ini diharapkan dapat berpengaruh bagi mahasiswa/i UPH yang membutuhkan, dan dapat menjadi saran bagi UPH dalam membangun minat kewirausahaan pada mahasiswa/i-nya.

Kata Kunci: *Entrepreneurial Attitude*, *Subjective Norms*, *Perceived Behavior Control*, *Perceived University Support*, *Entrepreneurial Intention*.

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ABSTRACT

Becoming an entrepreneur Generation Z is one of the generations that have a very high potential to become a young entrepreneur. What is needed before having the desire to become an entrepreneur, of course, they will get influence from the surrounding environment, readiness to face business development and competition, and also the influence of education about entrepreneurship that has been obtained from the university. The purpose of this study will be to discuss the influence of Entrepreneurial Attitude, Subjective Norms, Perceived Behavior Control on Entrepreneurial Intention, and Perceived University Support on Entrepreneurial Attitude, and Perceived Behavior Control on UPH students. The population in this study were students from the UPH Management Department. The sample used in this study were university students who took the concentration of entrepreneurship from all generations at UPH with a total sample of 214 respondents with age criteria from 20-24 years leading to generation Z. The data collection technique in this study was by distributing questionnaires with a scale The measurement is from the Likert scale. The data that has been collected will be tested using the SmartPLS 3.3.3 application. Based on the results of the study, it can be concluded that Entrepreneurial Attitude has a positive effect on Entrepreneurial Intention, Subjective Norms have a positive effect on Entrepreneurial Intention, Perceived Behavior Control has a positive effect on Entrepreneurial Intention, Perceived University Support has a positive effect on Entrepreneurial Attitude, and Perceived University Support has a positive effect on Perceived Behavior Controls. This research is expected to be influential for UPH students who need it and can be a suggestion for UPH in building entrepreneurial interest in its students.

Keywords: *Entrepreneurial Attitude, Subjective Norms, Perceived Behavior Control, Perceived University Support, Entrepreneurial Intention.*