

## ABSTRACT

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### **ASSESSING THE IMPACT OF CREATIVITY, SELF-EFFICACY, RISK-TAKING PROPENSITY ON ENTREPRENEURIAL INTENTIONS AMONG DESIGN STUDENTS IN UNIVERSITAS PELITA HARAPAN**

(xv + 96 pages; 6 figures; 46 tables; 6 appendixes)

In general, people tend to associate creativity with innovation, which are qualities essential for entrepreneurs. Being creative allows us to formulate new ideas and solutions to problems. It is required for the innovation of new products and services, that can provide us with a competitive advantage. Finding out whether creative people want to become entrepreneurs is of interest. This study will look at the relationship between creativity, a propensity for taking risks, entrepreneurial self-efficacy, and entrepreneurial intention. A quantitative approach was employed to collect data from 184 design students from Universitas Pelita Harapan. The construct relationships within the theoretical framework of this study are tested using structural equation modelling. Data analysis was conducted with the SmartPLS v.4.0.8.4 statistical software. The findings show entrepreneurial self-efficacy positively impacts entrepreneurial intention. Meanwhile, both creativity and risk-taking propensity has no significant influence on intentions. This study contributes to the literature on entrepreneurial intentions and their antecedents. It also provides empirical results expanding on the relationship between creativity and entrepreneurial intention. These findings mainly provide implications for entrepreneurial development programs.

**Keywords:** Creativity, Entrepreneurial Intention, Self-efficacy, Entrepreneurial self-efficacy, Risk-taking propensity, Indonesia

**References:** 73 (1961 - 2017)