

## ABSTRAK

Fernando Syahputra (01011190061)

### **PENGARUH OPPORTUNITY RECOGNITION DAN ENTREPRENEURIAL SELF-EFFICACY TERHADAP ENTREPRENEURIAL INTENTION MASYARAKAT PENGANGGURAN DI KABUPATEN TANGERANG YANG DIMODERASI OLEH ENTREPRENEURSHIP EDUCATION DAN GENDER**

(xiv + 88 halaman: 5 gambar; 27 tabel; 1 lampiran)

Penelitian ini bertujuan Untuk menguji dan menganalisis pengaruh positif dari Opportunity Recognition terhadap Entrepreneurial Intention, untuk menguji dan menganalisis pengaruh positif dari Entrepreneurial Self-Efficacy terhadap Entrepreneurial Intention, untuk menguji dan menganalisis pengaruh positif dari Opportunity Recognition terhadap Entrepreneurial Intention yang dimoderasi oleh Entrepreneurship Education, untuk menguji dan menganalisis pengaruh positif dari Entrepreneurial Self-Efficacy dan Entrepreneurial Intention yang dimoderasi oleh Entrepreneurship Education, untuk menguji dan menganalisis pengaruh negative terhadap Opportunity Recognition dan Entrepreneurial Intention yang dimoderasi oleh Gender, untuk menguji dan menganalisis pengaruh negative terhadap Entrepreneurial Self-Efficacy dan Entrepreneurial Intention yang dimoderasi oleh Gender. Target populasi dalam penelitian ini adalah masyarakat pengangguran di kabupaten Tangerang. Terdapat 160 sampel dalam penelitian ini dan data dikumpulkan dengan metode menggunakan kuesioner secara daring menggunakan pengujian PLS-SEM. Hasil penelitian ini adalah Opportunity Recognition memiliki pengaruh negative terhadap Entrepreneurial Intention, Entrepreneurial self-efficacy memiliki pengaruh positif terhadap Entrepreneurial Intention, entrepreneurship education secara positif memoderasi hubungan antara opportunity recognition dan entrepreneurial intention, entrepreneurship education secara negatif memoderasi hubungan antara entrepreneurial self-efficacy dan entrepreneurial intention, gender secara negatif memoderasi hubungan antara opportunity recognition dan entrepreneurial intention, gender secara negatif memoderasi hubungan antara entrepreneurial self-efficacy dan entrepreneurial intention.

**Kata kunci:** Opportunity Recognition, Entrepreneurial Self-efficacy, Entrepreneurship Education, Gender, Entrepreneurial Intention

Referensi: 2005 - 2022

## ABSTRACT

Fernando Syahputra (01011190061)

***THE INFLUENCE OF OPPORTUNITY RECOGNITION AND ENTREPRENEURIAL SELF-EFFICACY ON THE ENTREPRENEURIAL INTENTION OF UNEMPLOYED COMMUNITIES IN THE TANGERANG DISTRICT MODERATED BY ENTREPRENEURSHIP EDUCATION AND GENDER***

(xii+ 88 pages; 5 figures; 27 tables; 1 addendum)

This study aims to test and analyze the positive effect of Opportunity Recognition on Entrepreneurial Intention, to test and analyze the positive effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention, to test and analyze the positive effect of Opportunity Recognition on Entrepreneurial Intention moderated by Entrepreneurship Education, to test and analyze the positive influence of Entrepreneurial Self-Efficacy and Entrepreneurial Intention moderated by Entrepreneurship Education, to test and analyze the negative influence of Opportunity Recognition and Entrepreneurial Intention moderated by Gender, to test and analyze the negative influence of Entrepreneurial Self-Efficacy and Entrepreneurial Intention moderated by Gender. The target population in this study is the unemployed people in the Tangerang district. There were 160 samples in this study and data were collected using an online questionnaire using the PLS-SEM test. The results of this study are Opportunity Recognition has a negative influence on Entrepreneurial Intention, Entrepreneurial self-efficacy has a positive influence on Entrepreneurial Intention, entrepreneurship education positively moderates the relationship between opportunity recognition and entrepreneurial intention, entrepreneurship education negatively moderates the relationship between entrepreneurial self-efficacy and entrepreneurial intention, gender negatively moderates the relationship between opportunity recognition and entrepreneurial intention, gender negatively moderates the relationship between entrepreneurial self-efficacy and entrepreneurial intention.

***Keywords:*** Opportunity Recognition, Entrepreneurial Self-efficacy, Entrepreneurship Education, Gender, Entrepreneurial Intention

***References:*** 2005-2022