

ABSTRACT

THE INFLUENCE OF INTERNAL LOCUS OF CONTROL, SOCIAL SUPPORT, AND NEED FOR ACHIEVEMENT ON NON-ECONOMIC STUDENT INTEREST IN ESTABLISHING A BUSINESS

(115 Pages, 3 Figures, 19 Tables; 20 Appendix)

People's enthusiasm or interest in starting a business is influenced by a variety of circumstances. The object from this research is the influence of internal locus of control, social support and need of achievement on non-economic student interest in establishing a business. There are three independent variables: internal locus of control, social support and need of achievement. While the dependent variable is interest in establishing a business. The objective of this research study to determine whether internal locus of control, social support and need of achievement influence non-economic student' interest in establishing a business. This study only examines 220 non-economic students at Pelita Harapan University in Karawaci as its subject of study. A quantitative approach was employed to collect data from 220 respondent. The construct relationships within the theoretical framework of this study are tested using structural equation modelling. Data analysis was conducted with the SmartPLS 3.0 statistical software. The findings show that internal locus of control, social support and need for achievement positively influence non-economic student interest in establishing a business.

Keywords: internal locus of control, social support, need of achievement, non-economic students. interest in establishing a business

Reference: 72 (2001-2023)