

## ABSTRAK

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### **PERAN FAKTOR *ENTREPRENEURIAL EDUCATION* DAN *THEORY OF PLANNED BEHAVIOR* TERHADAP *DIGITAL ENTREPRENEURIAL INTENTION* PADA MAHASISWA MANAJEMEN DI BANTEN**

(xv + 58 halaman; 5 gambar; 23 tabel; 1 lampiran)

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari *entrepreneurial education* dan *theory of planned behavior* terhadap *digital entrepreneurial intention* di universitas yang ada di Banten. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan metode pengambilan *sample purposive sampling*. Dalam penelitian ini, subjek berjumlah 230 responden yang terdiri dari mahasiswa manajemen aktif yang berada di universitas di Banten. Analisis data dalam penelitian ini menggunakan aplikasi SmartPLS Versi 4.0.9.6, dan menggunakan *partial least square-structural equation modelling* (PLS-SEM). Penelitian ini memiliki hasil bahwa *Attitude toward Behavior*, *Subjective Norm*, *Perceived Behavioral Control*, dan *Entrepreneurial Education* memiliki pengaruh positif dan signifikan terhadap *Digital Entrepreneurial Intention*.

Kata Kunci: *Attitude toward Behavior*, *Subjective Norm*, *Perceived Behavioral Control*, *Entrepreneurial Education*, *Digital Entrepreneurial Intention*

Referensi: 77 (2014-2024)

## ABSTRACT

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*THE ROLE OF ENTREPRENEURIAL EDUCATION FACTORS AND THEORY OF PLANNED BEHAVIOR ON DIGITAL ENTREPRENEURIAL INTENTION IN MANAGEMENT STUDENTS IN BANTEN*

*(xv + 58 pages; 5 figures; 23 tables; 1 attachment)*

*The aim of this research is to analyze the influence of entrepreneurial education and the theory of planned behavior on digital entrepreneurial intention at universities in Banten. The method used in this research is quantitative with a purposive sampling method. In this research, the subjects were 230 respondents consisting of active management students at universities in Banten. Data analysis in this study used the SmartPLS application Version 4.0.9.6, and used partial least squares-structural equation modeling (PLS-SEM). This research has the results that Attitude toward Behavior, Subjective Norm, Perceived Behavioral Control, and Entrepreneurial Education have a positive and significant influence on Digital Entrepreneurial Intention.*

*Keywords: Attitude toward Behavior, Subjective Norm, Perceived Behavioral Control, Entrepreneurial Education, Digital Entrepreneurial Intention*

*Reference: 77 (2014-2024)*