

ABSTRAK

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ANALISIS PENGARUH UNIVERSITY ENVIRONMENT, ENTREPRENEURIAL SKILLS, SUBJECTIVE NORM, PERCEIVED BEHAVIOURAL CONTROL, DAN PERSONAL ATTITUDES TERHADAP ENTREPRENEURIAL INTENTION MAHASISWA UNIVERSITAS PELITA HARAPAN.

(83 halaman : 11 tabel; 5 gambar ; 3 Lampiran)

Penelitian ini bertujuan untuk mengungkapkan apakah variabel *Personal Attitude*, variabel *Subjective Norm*, variabel *Perceived Behavior Control*, variabel *Entrepreneurial Skills* mempunyai pengaruh terhadap *Entrepreneurial Intention* serta variabel *University Environment* terhadap *Entrepreneurial Skills*. Penelitian ini dilakukan pada Mahasiswa Universitas Pelita Harapan, dengan responden yang digunakan sebanyak 220 responden. Berdasarkan hasil uji yang dilakukan dapat dinyatakan bahwa variabel *Personal Attitude*, variabel *Subjective Norm*, variabel *Perceived Behavior Control*, variabel *Entrepreneurial Skills* terbukti memiliki pengaruh terhadap *Entrepreneurial Intention*, serta *University Environment* terbukti memiliki pengaruh terhadap *Entrepreneurial Skills*. Oleh karena itu manajemen perlu menciptakan lingkungan yang mendukung perkembangan sikap personal yang positif terhadap kewirausahaan di antara mahasiswa, tentu dapat memahami pengaruh dari orang-orang di sekitar individu, seperti teman, dan keluarga, terhadap intensi berwirausaha mahasiswa. Manajemen juga dapat memberikan sumber daya dan dukungan yang cukup bagi mahasiswa untuk mengembangkan kemampuan dan pengetahuan yang diperlukan untuk berhasil dalam berwirausaha dan manajemen UPH dapat mengambil langkah-langkah untuk memperkuat budaya kewirausahaan di lingkungan kampus dengan mempromosikan nilai-nilai seperti inovasi, kreativitas, dan kewirausahaan

Referensi : 50 (1991 – 2020)

Kata kunci : *Personal Attitude*, variabel *Subjective Norm*, variabel *Perceived Behavior Control*, variabel *Entrepreneurial Skills*, *University Environment*, dan *Entrepreneurial Intention*

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF UNIVERSITY ENVIRONMENT, ENTREPRENEURIAL SKILLS, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL, AND PERSONAL ATTITUDES ON ENTREPRENEURIAL INTENTION AMONG STUDENTS OF PELITA HARAPAN UNIVERSITY

(83 pages: 11 tables; 5 images; 3 attachment)

This study aims to investigate whether the variables of Personal Attitude, Subjective Norm, Perceived Behavior Control, and Entrepreneurial Skills have an influence on Entrepreneurial Intention, as well as the variable University Environment on Entrepreneurial Skills. The study was conducted on students of Pelita Harapan University, with a total of 220 respondents. Based on the conducted tests, it can be stated that the variables of Personal Attitude, Subjective Norm, Perceived Behavior Control, and Entrepreneurial Skills are proven to have an influence on Entrepreneurial Intention, and the University Environment is proven to have an influence on Entrepreneurial Skills. Therefore, management needs to create an environment that supports the development of positive personal attitudes towards entrepreneurship among students, of course being able to understand the influence of the people around the individual, such as friends and family, on students' entrepreneurial intentions. Management can also provide sufficient resources and support for students to develop the skills and knowledge needed to succeed in entrepreneurship and UPH management can take steps to strengthen the entrepreneurial culture in the campus environment by promoting values such as innovation, creativity and entrepreneurship

References: 50 (1991 – 2020)

Keywords : Personal Attitude, variabel Subjective Norm, variabel Perceived Behavior Control, variable Entrepreneurial Skills, University Environment, dan Entrepreneurial Intention