

## ABSTRAK

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### **ANALISIS FAKTOR-FAKTOR YANG BERPENGARUH TERHADAP ENTREPRENEURIAL INTENTION PADA FRESH GRADUATE DI JAKARTA**

x + 109 halaman: 21 tabel, 11 gambar

Penelitian ini dilatar belakangi oleh meningkatnya kebutuhan akan wirausahawan muda di Jakarta, seiring dengan pertumbuhan ekonomi yang pesat dan tantangan pasar tenaga kerja yang semakin kompetitif. *Fresh graduate* dihadapkan pada berbagai peluang dan tantangan untuk memulai usaha baru. Oleh karena itu, penting untuk memahami faktor-faktor yang mempengaruhi niat berwirausaha (*Entrepreneurial Intention*) di kalangan lulusan baru. Penelitian ini bertujuan untuk menganalisis pengaruh *Self-efficacy* (SE), *Entrepreneurship Education* (EE), *Risk Taking Tendency* (RTT), *Motivation* (M), dan *Advance in Technology* (AIT) terhadap *Entrepreneurial Intention* pada *fresh graduate* di Jakarta. Penelitian ini menggunakan metode kuantitatif dengan pendekatan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Sampel penelitian terdiri dari 181 responden yang dipilih melalui teknik *purposive sampling*, dan data dikumpulkan melalui kuesioner. Hasil analisis menunjukkan bahwa *Entrepreneurship Education*, *Risk Taking Tendency*, dan *Self-efficacy* memiliki pengaruh signifikan terhadap *Entrepreneurial Intention*. Sementara itu, variabel *Motivation* dan *Advance in Technology* tidak menunjukkan pengaruh signifikan dalam konteks ini. Kesimpulannya, *Entrepreneurship Education*, *Risk Taking Tendency*, dan *Self-efficacy* adalah faktor-faktor utama yang mendorong *Entrepreneurial Intention* di kalangan *fresh graduate* di Jakarta. Penelitian ini menggaris bawahi pentingnya pengembangan program kewirausahaan yang lebih holistik untuk mendukung peningkatan niat berwirausaha di kalangan generasi muda.

**Kata Kunci:** *Self-Efficacy, Entrepreneurial Motivation, Risk-Taking Tendency, Entrepreneurship Education, Advance in Technology.*

**Refrensi :** 105 (2014-2024)

## **ABSTRACT**

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### **ANALYSIS OF FACTORS INFLUENCING ENTREPRENEURIAL INTENTION IN FRESH GRADUATES IN JAKARTA**

*x + 109 pages: 21 tables, 11 figures*

*This study is motivated by the growing need for young entrepreneurs in Jakarta, driven by rapid economic growth and the increasingly competitive job market. Fresh graduates face various opportunities and challenges in starting new businesses. Therefore, it is crucial to understand the factors influencing Entrepreneurial Intention among recent graduates. This research aims to analyze the influence of Self-efficacy, Entrepreneurship Education, Risk Taking Tendency, Motivation, and Advance in Technology on Entrepreneurial Intention among fresh graduates in Jakarta. This study employs a quantitative method with a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The sample consists of 181 respondents selected using purposive sampling, and data were collected through a questionnaire. The results show that Entrepreneurship Education, Risk Taking Tendency, and Self-efficacy have a positive and significant impact on Entrepreneurial Intention. However, the variables Motivation and Advance in Technology did not show a significant influence in this context. In conclusion, Entrepreneurship Education, risk-taking ability, and self-confidence are key factors driving Entrepreneurial Intention among fresh graduates in Jakarta. This study highlights the importance of developing more holistic entrepreneurship programs to support the increase in entrepreneurial intentions among the younger generation.*

**Keywords:** *Self-Efficacy, Entrepreneurial Motivation, Risk-Taking Tendency, Entrepreneurship Education, Advancement in Technology.*

**References :** *105 (2014-2024)*