

ABSTRAK

Devina Gabriella Sugito (01011210126)

PENGARUH KOMPONEN SIKAP *ENTREPRENEURSHIP EDUCATION* TERHADAP *ENTREPRENEURIAL INTENTIONS*: ANALISIS PERAN *ENTREPRENEURIAL SELF-EFFICACY* SEBAGAI MEDIATOR DAN *SOCIAL NORMS* SEBAGAI MODERASI

(xvi) 130 halaman; 38 tabel; 8 gambar; 7 lampiran

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *ATEE (affective, behavioral, and cognitive components)*, *entrepreneurial self-efficacy*, *entrepreneurial intentions*, dan *social norms*. Untuk mengetahui pengaruh *ATEE (affective, behavioral, and cognitive components)* terhadap *entrepreneurial intentions*, *ATEE (affective, behavioral, and cognitive components)* terhadap *entrepreneurial self-efficacy*, *entrepreneurial self-efficacy* terhadap *entrepreneurial intentions*, *entrepreneurial self-efficacy* yang memediasi *ATEE (affective, behavioral, and cognitive components)* terhadap *entrepreneurial intentions*, *social norms* yang memoderasi *ATEE (affective, behavioral, and cognitive components)* terhadap *entrepreneurial self-efficacy*, dan *control variables* terhadap *entrepreneurial intentions*. Penelitian yang dilakukan menggunakan metode kuantitatif. Responden dari penelitian ini adalah mahasiswa manajemen bisnis perguruan tinggi swasta di kota Tangerang. Analisis yang digunakan dalam penelitian ini adalah PLS-SEM dengan menggunakan aplikasi SmartPLS 4. Penelitian ini dilakukan dengan *pre-test* sebanyak 30 responden dan kemudian dilanjutkan dengan pengujian aktual sebanyak 160 responden. Hasil dari penelitian menunjukkan jika *ATEE (affective, behavioral, and cognitive components)* berpengaruh positif terhadap *Entrepreneurial Intentions*, *ATEE (affective, behavioral, and cognitive components)* terhadap *Entrepreneurial Self-efficacy*, *Entrepreneurial Self-efficacy* berpengaruh positif dalam memediasi *ATEE (affective, behavioral, and cognitive components)* dan *Entrepreneurial Self-efficacy*, *Social Norms* tidak berpengaruh terhadap *ATEE (affective and cognitive components)* dan *Entrepreneurial Self-efficacy* namun pada *ATEE (behavioral components)*.

Kata Kunci: *ATEE (affective, behavioral, and cognitive components)*, *Entrepreneurial Self-efficacy*, *Social Norms*, *Entrepreneurial Intentions* dan *Control Variables*.

Referensi: 85 (2014-2024)

ABSTRACT

Devina Gabriella Sugito (01011210126)

THE EFFECT OF THE ATTITUDINAL COMPONENT OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURSHIP INTENTION: AN ANALYSIS OF THE ROLE OF ENTREPRENEURIAL SELF-EFFICACY AS MEDIATOR AND SOCIAL NORMS AS MODERATOR

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The purpose of this study is to determine the ATEE (affective, behavioral, and cognitive components), entrepreneurial self-efficacy, entrepreneurial intentions, and social norms. To determine the effect of ATEE (affective, behavioral, and cognitive components) on entrepreneurial intentions ATEE (affective, behavioral, and cognitive components) on entrepreneurial self-efficacy, entrepreneurial self-efficacy on entrepreneurial intentions, entrepreneurial self-efficacy that mediates ATEE (affective, behavioral, and cognitive components) on entrepreneurial intentions, social norms that moderate ATEE (affective, behavioral, and cognitive components) on entrepreneurial self-efficacy, and control variables on entrepreneurial intentions. The research conducted used quantitative methods. Respondents of this study were business management students of private universities in Tangerang city. The analysis used in this study was PLS-SEM using the SmartPLS 4 application. This research was conducted with a pre-test of 30 respondents and then continued with actual testing of 160 respondents. The results of the study showed that if ATEE (affective, behavioral, and cognitive components) has a positive effect on Entrepreneurial Intentions, ATEE (affective, behavioral, and cognitive components) has a positive effect on Entrepreneurial Self-efficacy, Entrepreneurial Self-efficacy has a positive effect in mediating ATEE (affective, behavioral, and cognitive components) and Entrepreneurial Self-efficacy, Social Norms have no effect on ATEE (affective and cognitive components) and Entrepreneurial Self-efficacy but on ATEE (behavioral components).

Keywords: *ATEE (affective, behavioral, and cognitive components), Entrepreneurial Self-efficacy, Social Norms, Entrepreneurial Intentions and Control Variables.*

References: 85 (2014-2024)