

## ABSTRAK

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**PENGARUH *PERSONAL ATTITUDE*, *SELF-EFFICACY*, *SUBJECTIVE NORMS* TERHADAP *INTENTION TOWARDS ENTREPRENEURSHIP* MAHASISWA DI TANGERANG DENGAN *ENTREPRENEURSHIP EDUCATION* SEBAGAI VARIABEL MODERASI  
(...)**

Tujuan penelitian ini adalah untuk mengetahui pengaruh *personal attitude*, *self-efficacy*, dan *subjective norms* terhadap *intention towards entrepreneurship* pada mahasiswa di Tangerang, dengan *entrepreneurship education* sebagai variabel moderasi. Fokus utama dari penelitian ini adalah untuk mengetahui apakah pendidikan kewirausahaan mampu memperkuat atau memperlemah hubungan antara faktor-faktor tersebut dengan niat mahasiswa untuk berwirausaha. Metode penelitian yang digunakan adalah metode kuantitatif, dengan alat analisis *Partial Least Square-Structural Equation Modeling* (PLS-SEM) menggunakan aplikasi SmartPLS 4. Responden penelitian ini terdiri dari mahasiswa aktif yang telah menerima pendidikan kewirausahaan di perguruan tinggi swasta di Tangerang. Penelitian ini dilakukan dalam dua tahap, yaitu *pre-test* yang melibatkan 30 responden, dan pengujian utama dengan sampel sebanyak 160 responden. Hasil penelitian menunjukkan bahwa *personal attitude*, *self-efficacy*, dan *subjective norms* secara signifikan mempengaruhi *intention towards entrepreneurship*. Selain itu, *entrepreneurship education* berperan sebagai moderasi yang memperkuat hubungan antara *personal attitude* dan *subjective norms* terhadap niat berwirausaha, tetapi tidak memperkuat pengaruh *self-efficacy*. Penelitian ini memberikan kontribusi penting bagi pengembangan pendidikan kewirausahaan dan pemahaman tentang faktor-faktor psikologis yang mempengaruhi niat berwirausaha di kalangan mahasiswa.

**Kata kunci:** *personal attitude*, *self-efficacy*, *subjective norms*, *intention towards entrepreneurship*, *entrepreneurship education*.

**Referensi:** 51

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### **PENGARUH PERSONAL ATTITUDE, SELF-EFFICACY, SUBJECTIVE NORMS TERHADAP INTENTION TOWARDS ENTREPRENEURSHIP MAHASISWA DI TANGERANG DENGAN ENTREPRENEURSHIP EDUCATION SEBAGAI VARIABEL MODERASI**

(...)

*The purpose of this study is to determine the effect of personal attitude, self-efficacy, and subjective norms on intention towards entrepreneurship among university students in Tangerang, with entrepreneurship education as a moderating variable. The main focus of this study is to determine whether entrepreneurship education can strengthen or weaken the relationship between these factors and students intention to become entrepreneurs. The research method used is quantitative method, with Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis tool using SmartPLS 4 application. Respondents of this study consisted of active students who had received entrepreneurship education at private universities in Tangerang. This research was conducted in two stages, namely pre-test involving 30 respondents, and main testing with a sample of 160 respondents. The results showed that personal attitude, self-efficacy, and subjective norms significantly influence intention towards entrepreneurship. In addition, entrepreneurship education plays a moderating role that strengthens the relationship between personal attitude and subjective norms on entrepreneurial intention, but does not strengthen the effect of self-efficacy. This study makes an important contribution to the development of entrepreneurship education and understanding of the psychological factors that influence entrepreneurial intentions among college students.*

**Keywords:** *Personal attitude, Self-efficacy, Subjective norm, Entrepreneurial intention, Entrepreneurship education.*

**References:** 51