

ABSTRACT

“ENTREPRENEURIAL INTENTION: SET OF FACTORS TOWARDS ENTREPRENEURIAL BEHAVIOR IN CIPUTRA UNIVERSITY”

The rate of unemployment in Indonesia is high, thus, entrepreneurs must be developed. However, the rate of entrepreneurial intention in Indonesia is still considered at a low rate. Therefore, this research uses the Theory of Planned Behavior (TPB) framework to measure entrepreneurial intention by three antecedents, which are attitudes towards behavior, subjective norms and perceived behavior control. This research specifically focuses on Ciputra University 2017 students majoring in Business Management International (BMI). The research is done using the quantitative method with a total of 71 students' response collected from online survey questionnaire using a 5-point Likert scale. The data are analyzed through the SPSS software. The result demonstrates that attitude toward behavior, subjective norms, and perceived behavioral control significantly affect entrepreneurial intention of BMI student in Ciputra University. Furthermore, in order to increase the value of the attitude towards behavior, subjective norms, and perceived behavioral control, then Ciputra University needs to develop more entrepreneurship within the in-class lessons and materials, or even through some entrepreneurial activities.

Keywords: *Attitude Toward Behavior, Subjective Norms, Perceived Behavioral Control, Entrepreneurial Intention, Theory of Planned Behavior*