

## ABSTRAK

### **PENGARUH *ATTITUDE TOWARDS BEHAVIOR*, *SUBJECTIVE NORMS*, DAN *PERCEIVED BEHAVIOR CONTROL* TERHADAP *ENTREPRENEURIAL INTENTION* MAHASISWA UC JURUSAN IBM-RC ANGKATAN 2016**

Indonesia memiliki angka pengangguran lulusan universitas yang cukup tinggi. Banyaknya jumlah perguruan tinggi di Indonesia tidak menjamin tingginya lulusan sarjana yang memiliki pekerjaan atau menjalankan usaha sendiri. Bahkan data BPS menunjukkan kenaikan jumlah pengangguran lulusan universitas yang cukup signifikan dari tahun 2017 ke 2019. Sementara itu, data dari Sea Group memaparkan bahwa profesi kewirausahaan telah menjadi referensi pekerjaan bagi generasi muda Indonesia. Hal ini menunjukkan bahwa generasi muda Indonesia memiliki niat untuk berwirausaha yang relatif cukup tinggi. Salah satu teori yang bisa menjelaskan niat berwirausaha seseorang adalah *Theory of Planned Behavior* (TPB) dimana dipengaruhi 3 faktor yaitu *attitude towards behavioral*; *subjective norm*; dan *perceived behavioral control*. *Theory of Planned Behavior* menjelaskan bahwa seseorang yang menunjukkan niatnya akan lebih menunjukkan keinginan untuk berperilaku tersebut. Universitas Ciputra sendiri hadir sebagai perguruan tinggi swasta yang mendukung setiap mahasiswanya untuk menjadi *entrepreneur* melalui pendidikan dan praktek bisnis. Tujuan dari penelitian ini untuk melihat apakah variabel *attitude towards behavior*, *subjective norms*, dan *perceived behavior control* akan berpengaruh ke niat mahasiswa Universitas Ciputra untuk berwirausaha. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi penelitian adalah mahasiswa Universitas Ciputra jurusan *International Business Management – Regional Class* angkatan 2016. Teknik sampling yang digunakan adalah *judgemental sampling* dengan jumlah sampel sebanyak 183 mahasiswa. Data dikumpulkan menggunakan kuisioner dengan analisis data menggunakan pendekatan regresi linier berganda dengan software *SPSS Version 22.0*. Hasil penelitian menunjukkan bahwa *attitude towards behavioral*; dan *perceived behavioral control* memberikan pengaruh secara signifikan terhadap *entrepreneurial intention*, sedangkan *subjective norms* tidak memberikan pengaruh secara signifikan terhadap *entrepreneurial intention* mahasiswa Universitas Ciputra jurusan *International Business Management – Regional Class* angkatan 2016.

**Kata kunci:** *Theory of planned behavior*, *attitude towards behavioral*, *subjective norm*, *perceived behavioral control*, dan *entrepreneurial intention*.

## **ABSTRACT**

### **THE INFLUENCE OF ATTITUDE TOWARDS BEHAVIOR, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIOR CONTROL ON ENTREPRENEURIAL INTENTION OF CIPUTRA UNIVERSITY STUDENT MAJORING IN INTERNATIONAL BUSINESS MANAGEMENT-REGULAR CLASS 2016.**

Indonesia has a high unemployment rate for university graduates. The large number of tertiary institutions in Indonesia does not guarantee the high number of bachelor graduates who have jobs or run their own businesses. BPS data even shows a significant increase in the number of unemployed university graduates from 2017 to 2019. Meanwhile, data from Sea Group explained that the entrepreneurial profession has become a reference for employment for Indonesia's young generation. This shows that Indonesia's young generation has a relatively high intention to do business.. One theory that can explain one's entrepreneurial intentions is Theory of Planned Behavior (TPB) which is influenced by 3 factors: attitude towards behavior; subjective norm; and perceived behavioral control. Theory of Planned Behavior explains that someone who shows his intention will show more desire to behave. Ciputra University itself is present as a private institution that supports each of its students to become entrepreneurs through education and business practice. The purpose of this study is to see whether the variable attitude towards behavior, subjective norms, and perceived behavior control will affect the intention of Ciputra University students to become entrepreneurs. This study uses a quantitative approach with a population of research is Ciputra University students majoring in International Business Management - Regional Class 2016. The sampling technique used is judgmental sampling with a total sample of 183 students. Data were collected using a questionnaire with data analysis using multiple linear regression approach with SPSS Version 22.0 software. The results showed that attitude towards behavioral; and perceived behavioral control significantly influence entrepreneurial intention, while subjective norms do not significantly influence entrepreneurial intention of Ciputra University students majoring in International Business Management - Regional Class 2016.

**Key words:** Theory of planned behavior, attitude towards behavioral, subjective norm, perceived behavioral control, and entrepreneurial intention.