

PENGARUH *ATTITUDE TOWARD BEHAVIOR*, *SUBJECTIVE NORM*, DAN
PERCEIVED BEHAVIOURAL CONTROL TERHADAP ENTREPRENEURIAL
INTENTION PADA MAHASISWA UNIVERSITAS SURABAYA

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *attitude toward behavior*, *subjective norm* & *perceived behavioural control* terhadap niat berwirausaha mahasiswa Universitas Surabaya yang telah mengambil dan dinyatakan lulus pada matakuliah kewirausahaan atau kewirausahaan dan inovasi. Penelitian kuantitatif ini menggunakan desai survey secara *cross-sectional* dengan skala Likert pada aras intervalnya. Kuesioner dalam penelitian ini telah teruji validitas dan reliabilitasnya. Penelitian ini memiliki jumlah responden sebanyak 153 dan uji hipotesis yang dilakukan pada penelitian ini yaitu dengan menggunakan regresi linier berganda. Hasil temuan pada penelitian ini menunjukkan bahwa variabel *subjective norm* tidak mempengaruhi niat berwirausaha mahasiswa Universitas Surabaya, sementara variabel *attitude toward behavior* dan *perceived behavioural control* berpengaruh positif secara signifikan terhadap niat berwirausaha.

Kata Kunci: *attitude toward behavior*, *subjective norm*, *perceived behavioural control*, *entrepreneurial intention*, *theory planned behavior*.

THE INFLUENCE OF ATTITUDE TOWARD BEHAVIOR,
SUBJECTIVE NORM, AND PERCEIVED BEHAVIOURAL
CONTROL TO THE ENTREPRENEURIAL INTENTION
OF UNIVERSITY OF SURABAYA STUDENTS

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ABSTRACT

This study aims to determine the effect of attitude toward behavior, subjective norm & perceived behavioral control on the entrepreneurial intentions of University of Surabaya students who have taken and passed the entrepreneurial or entrepreneurship and innovation courses. This quantitative study uses a cross-sectional survey design with a Likert scale at its interval level. The questionnaire in this study was tested for validity and reliability. This study has 153 respondents and the hypothesis testing conducted in this study was carried out using multiple linear regression. The findings in this study indicate that the subjective norm variable does not affect the entrepreneurial intentions of students at the University of Surabaya, while the attitude toward behavior and perceived behavioral control variables have a significant positive effect on entrepreneurial intentions.

KeyWord: attitude toward behavior, subject norms, perceived behavioural control, entrepreneurial intention, theory of planned behavior