ABSTRACT

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Entrepreneurship is known as the thing that can increase the economy both micro and macro. However, the percentage of entrepreneurs in Indonesia is small compared to other countries due to the fact that there are still many residents want to become employees and the form of prevention is online entrepreneurship. So, the aim of the research is to know the intention factors of online entrepreneurship which are influenced by entrepreneurship education, family environment and personality of employees in Jabodetabek. This study uses multiple regression analysis methods with SPSS version 24. Respondents in this study were 152 employees in Jabodetabek with purposive method for sampling. The results of the hypothesis test proved that the family environment and personality had a significant effect on the intention of online entrepreneurship in Jabodetabek employees while entrepreneurship education did not significantly influence the intention of online entrepreneurship. Based on the research conducted, suggestions were given to various parties. For families, the author suggests increasing the amount of time discussing existing business opportunities. In addition, the advice is given to educational institutions and the government to equip the Indonesian community both mentally and facilities and to re-evaluate the entrepreneurship education curriculum in order for experience improvement.

Keywords: Entrepreneurship Education, Family Environment, Personality, Online Entrepreneurship Intention.