

ABSTRACT

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Study Program : Entrepreneurship
Title : Analysis of the influence of entrepreneurship education, perceived behavioral control, inspiring role models, and attitude towards entrepreneurship on entrepreneurial intentions of students majoring in entrepreneurship at Agung Podomoro University

Economic growth in Indonesia has increased since the Covid-19 Pandemic. Since the last 10 years, the trend of economic growth in Indonesia has tended to increase even though it looks fluctuating from the picture above. This improved economic growth is due to various factors, one of the factors or its role is entrepreneurship. Entrepreneurship can boost Indonesia's economic growth because it can reduce unemployment through job creation. One of the educational institutions that support entrepreneurial growth is Agung Podomoro University through the existence of an entrepreneurship department. This study aims to determine the effect of Entrepreneurship Education, Perceived Behavioral Control, Inspiring Role Models, and Attitude towards Entrepreneurship on Entrepreneurial Intentions of Entrepreneurship Students at Agung Podomoro University. By using quantitative research methods and carried out on 93 students majoring in Entrepreneurship at Agung Podomoro University. The results of this study indicate that Attitude towards Entrepreneurship and Inspiring Role Models are factors that have a significant influence on entrepreneurial intentions. This research is expected to be able to specifically assist Agung Podomoro University Entrepreneurship in improving the quality of learning and producing more entrepreneurial graduates.

Keywords: Entrepreneurship Education, Perceived Behavioral Control, Inspiring Role Models, Attitude towards Entrepreneurship, Entrepreneurial Intention