

ABSTRACT

FAKTORS INFLUENCING STUDENTS INTEREST IN ENTREPRENEURSHIP OF ALIYAH ASSALAFIYYAH STUDENTS,MLANGI,SLEMAN,YOGYAKARTA,

BASED ON PLANNED BEHAVIOR THEORY

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The needs of each individual are getting more increased and various. Each individual has a variety of desires in fulfilling their needs. This then would bring an impact on the process of need fulfilment today and future. One of the ways to fulfil the future needs is by becoming entrepreneur. Entrepreneurship is a process of creation something new in terms of time use and efforts taken. As time goes by, the job availability or demand for labor is getting fewer. Here being entrepreneur can be a solution for all of these issues.

This research aims to observe and detect the entrepreneurial interest among the students in Aliyah Assalafiyyah. In addition, it was to describe the factors relevant with decision making to start a business that uses the decision making in accordance with the theory of planned behavior.

This research used the method of observation and questionnaires distributed to the participants (students of Aliyah Assalafiyyah). Based upon the results of the partial test on variable of attitude, there was no significant impact on the entrepreneurial interest, while in the variable of subjective norm, there was a significant impact on the entrepreneurial interest. It was found that attitude had the p-value of $0.000 < 0.005$ and T-count of $4.113 > 1.985$. Similarly, the variable control showed no significant impact on the entrepreneurial interest with the p-value of $0.000 < 0.05$ and T-count of $5.893 > 1.980$.

Keywords: Interest, Entrepreneurship, TPB