

## ABSTRACT

*The objective of this research was to analyze the factors of attitudes, subjective norm, and perceived of behavioral control affects towards students entrepreneurial intention in the Faculty of Business and Economics in Universitas Islam Indonesia. The population in this research is active students in the Faculty of Business and Economics in Universitas Islam Indonesia. The research samples were selected using convenience sampling. The type of data was quantitative data collected using the questionnaire. This research used multiple linear regression analysis, of which results shows that autonomy, challenge, workload avoidance, subjective norm, perseverance, creativity, entrepreneurship alertness, self-efficacy had significant effect. While, towards wealth accumulation had an insignificant effect towards entrepreneurial intentions.*

**Keywords:** *entrepreneurial intentions, attitudes, subjective norm, perceived of behavioral control.*



## ABSTRAK

Tujuan penelitian ini adalah menganalisis faktor sikap, norma subjektif, dan persepsi kontrol perilaku yang mempengaruhi niat berwirausaha mahasiswa di Fakultas Bisnis dan Ekonomi di Universitas Islam Indonesia. Populasi di riset ini menggunakan mahasiswa aktif Fakultas Bisnis dan Ekonomi di Universitas Islam Indonesia. Riset ini menggunakan *convenience sampling*. Tipe data ini adalah kuantitatif dan menggunakan kuesioner. Riset ini menggunakan regresi linier berganda yang hasilnya otonomi, tantangan, penghindaran beban kerja, norma subjektif, ketekunan, kreatifitas, kewaspadaan kewirausahaan, efikasi diri menyatakan signifikan sedangkan akumulasi kekayaan menyatakan tidak signifikan mempengaruhi niat berwirausaha.

**Kata Kunci:** niat berwirausaha, sikap, norma subjektif, persepsi kontrol perilaku.

