

Entrepreneurial Motivation, Entrepreneurial Orientation, Entrepreneurial Learning, Entrepreneurial Attitude, Entrepreneurial Self-Efficacy, moderate Subjective Norms to Entrepreneurial Intention in Student with background entrepreneurial formal education.

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ABSTRACT

Entrepreneurship is one of the fundamentally effective ways to improve the well-being of an individual's life. By doing the right thing, we can provide results following expectations, namely sustainable welfare. Entrepreneurial intention is a conscious decision, aspiring to engage in one's own business, and planning to do so at any given time. This study was conducted to measure the intention of a student who will and has carried out entrepreneurial activities. The object of this research is carried out to university students who have received learning, training, and entrepreneurial incubation and intend to carry out certain business activities. The variables in this study are Entrepreneurial Motivation, Entrepreneurial Orientation, Entrepreneurial Learning, Entrepreneurial Attitude, Entrepreneurial Self-efficacy, Subjective Norms, and Entrepreneurial intention. The research proposal is expected to provide a new perspective to measure student intentions in entrepreneurial activities.

Keywords: Entrepreneurial Motivation, Entrepreneurial Orientation, Entrepreneurial Learning, Entrepreneurial Attitude, Entrepreneurial Self-Efficacy, Subjective Norms, Entrepreneurial Intention.