ABSTRAKSI

Dewasa ini minat mahasiswa terhadap kewirausahaan semakin meningkat, sehingga banyak lembaga pendidikan yang berlomba-lomba untuk menyediakan pembelajaran, sarana, dan prasarana bagi mahasiswanya. Tidak terkecuali Universitas Airlangga yang memiliki beberapa program terkait kewirausahaan seperti WEBS dan BETA.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari kontekstual faktor terhadap *entrepreneurial intention* pada mahasiswa melalui *attitude toward entrepreneurial behavior* dan *perceived behavioral control*. Sudah banyak penelitian yang membahas mengenai *entrepreneurial intention* dan intensi merupakan prediktor yang baik bagi pembentukan niat kewirausahaan dimasa depan. Kontekstual faktor yang terdiri dari *educational*, *subjective norm*, dan *structural support* yang merupakan anteseden dari attitude *toward entrepreneurial behavior* dan *perceived behavioral control*, yang diharapkan akan memberikan pengaruh pada *entrepreneurial intention*. Hasil penelitian ini menunjukkan bahwa kontekstual faktor memiliki pengaruh terhadap *entrepreneurial intention* melalui *attitude toward entrepreneurial behavior* dan *perceived behavioral control*.

Kata Kunci : *Entrepreneurial Intention, Theory of Planned Behavior, Contextual Factors*

ABSTRACT

Since entrepreneurship becomes a popular topic of many discussion, the entrepreneurial intention of university students increasing, so many educational institutions provide learning facilities and infrastructure for the students. Airlangga University is one of the institution which has several programs related to entrepreneurship, for example WEBS and BETA.

The purpose of this paper are to explore the impact of contextual factors on entrepreneurial intention of university students through attitude toward entrepreneurial behavior and perceived behavioral control. There are so many recent literature suggests that intentions can predict future entrepreneurship. Contextual factors which are educational, subjective norm, and structural support as antecedents of attitude toward entrepreneurial behavior and perceived behavioral control, that are expected to have an impact on entrepreneurial intention. The result of the research shows that contextual factors have positif impact to entrepreneurial intention through attitude toward entrepreneurial behavior and perceived behavioral control.

Key Words: ***Entrepreneurial Intention, Theory of Planned Behavior, Contextual Factors***