

## ABSTRAK

Beberapa faktor yang menyebabkan mahasiswa mempunyai niat kewirausahaan adalah peran dari *Perceived Desirability* ( $X_1$ ), *Perceived Feasibility* ( $X_2$ ), *Propensity to Act* ( $X_3$ ), dan Latar Belakang Keluarga ( $X_4$ ). Tujuan dari penelitian ini adalah untuk mengetahui pengaruh secara bersama-sama antara *Perceived Desirability*, *Perceived Feasibility*, *Propensity to Act* dan latar belakang keluarga terhadap niat kewirausahaan mahasiswa S1 tingkat akhir Fakultas Ekonomi dan Bisnis Universitas Airlangga serta mengetahui variabel yang paling berpengaruh terhadap Niat Kewirausahaan. Lokasi penelitian dilaksanakan di Fakultas Ekonomi dan Bisnis Universitas Airlangga.

Penelitian ini dirancang dengan pendekatan kuantitatif melalui distribusi kuisioner dan menggunakan metode *simple random sampling*. Penelitian ini menggunakan 100 responden. Data dianalisis dengan menggunakan teknik analisis regresi linier berganda dan menggunakan program SPSS.

Dari analisis yang dilakukan, disimpulkan bahwa *Perceived Desirability*, *Perceived Feasibility*, *Propensity to Act* dan latar belakang keluarga secara simultan atau bersama-sama berpengaruh positif dan signifikan terhadap Niat Kewirausahaan. Variabel *Perceived Desirability* memiliki pengaruh dominan terhadap Niat Kewirausahaan. Hasil Penelitian ini berarti Hipotesis 1 dan 2 memiliki hubungan positif dan signifikan.

**Keywords :** *Perceived Desirability*, *Perceived Feasibility*, *Propensity to Act*, Latar Belakang Keluarga dan Niat Kewirausahaan.

## ABSTRACT

Some of the factors that cause students have entrepreneurial intention are the role of Perceived Desirability (X<sub>1</sub>), Perceived Feasibility (X<sub>2</sub>), Propensity to Act (X<sub>3</sub>), and Family Background (X<sub>4</sub>). The main goal of this research was to determine the effect jointly between Perceived Desirability, Perceived Feasibility, Propensity to Act and Family Background of the entrepreneurial intention final year undergraduate students of the Faculty of Economics and Business Airlangga University and determine which variables are most influential on Entrepreneurship Intention. The location of research conducted at the Faculty of Economics and Business Airlangga University.

This research was designed with a quantitative approach through the distribution of questionnaires and using simple random sampling method. This research used 100 respondents. Data were analyzed using multiple regression analysis techniques and using SPSS.

From the analysis conducted, it was concluded that the Perceived Desirability, Perceived Feasibility, Propensity to Act and Family background simultaneously have positive and significant impact on the Entrepreneurial Intention. Perceived Desirability have a dominant influence on Entrepreneurial Intentions. This research result means Hypotheses 1 and 2 has a positive and significant correlation.

**Keywords :** *Perceived Desirability, Perceived Feasibility, Propensity to Act, Family Background and Entrepreneurial Intention.*