

ABSTRAK

Abstrak Kewirausahaan merupakan roda penggerak perekonomian suatu negara termasuk Indonesia. Kewirausahaan memiliki peranan penting untuk menjadikan masyarakat lebih kreatif. Meskipun pemerintah Kota Madiun dan Universitas Merdeka madiun telah mengeluarkan paket kebijakan untuk mendorong entrepreneurial intentions bagi mahasiswa, perkembangan kewirausahaan di Madiun bisa dibilang masih kurang dari harapan karena adanya berbagai hambatan yang dialami oleh para pengusaha atau entrepreneur di negara maju dan berkembang ketika memulai bisnis dan mengembangkan bisnis mereka seperti parents's entrepreneurial role model performance, entrepreneurial barrier dan university environment. Dalam penelitian ini, Attitude toward Entrepreneurial Behaviour telah digunakan sebagai kerangka dasar untuk memahami niat wirausaha. Pada penelitian ini digunakan 138 responden yang diperoleh dari penyebaran kuesioner pada mahasiswa semester akhir fakultas Ekonomi Universitas Merdeka Madiun. Hasil penelitian menunjukkan bahwa Family's Entrepreneurial Role Model Performance memiliki pengaruh positif terhadap Attitude toward Entrepreneurial Behaviour, University Environment memiliki pengaruh positif terhadap Attitude toward Entrepreneurial Behavior, Entrepreneurial Barriers memiliki pengaruh negatif terhadap Attitude toward Entrepreneurial Behavior dan Attitude toward Entrepreneurial Behaviour memiliki pengaruh positif terhadap Entrepreneurial Intention.

Kata Kunci: *Entrepreneurial Intention, Attitude toward Entrepreneurial Behavior, Family's Entrepreneurial Role Model Performance, University Environment, Entrepreneurial Barriers*

ABSTRACT

Entrepreneurship is the economic driving force of a country including Indonesia. Entrepreneurship has an important role to make people more creative. Although the government of Madiun City and Merdeka University Madiun has issued a policy package to encourage entrepreneurial entrepreneurship for students, the development of entrepreneurship in Madiun is arguably less than expected due to various obstacles experienced by entrepreneurs or entrepreneurs in developed and developing countries when starting businesses and developing their business such as parents' entrepreneurial role model performance, entrepreneurial barrier and university environment. In this study, Attitude toward Entrepreneurial Behavior has been used as a basic framework for understanding entrepreneurial intentions. In this study 138 respondents were used which were obtained from distributing questionnaires to the final semester students of the Faculty of Economics, Merdeka Madiun University. The results showed that the Family's Entrepreneurial Role Model Performance had a positive influence on Attitude toward Entrepreneurial Behavior, University Environment had a positive influence on Attitude toward Entrepreneurial Behavior, Entrepreneurial Barriers had a negative influence on Attitude toward Entrepreneurial Behavior and Attitude toward Entrepreneurial Behavior had a positive influence on Entrepreneurial Behavior, Entrepreneurial Barriers had a negative influence on Attitude toward Entrepreneurial Behavior and Attitude toward Entrepreneurial Behavior had a positive influence on Entrepreneurial Behavior,

Keyword: Entrepreneurial Intention, Attitude toward Entrepreneurial Behavior , Family's Entrepreneurial Role Model Performance, University Environment, Entrepreneurial Barriers