

FAKTOR – FAKTOR YANG MEMPENGARUHI NIAT BERWIRAUSAHA PADA
MAHASISWA S2 DI UNIVERSITAS DI JAKARTA YANG MENDAPATKAN
MATA KULIAH KEWIRAUSAHAAN

Oleh : Christopher Arnold Immanuel

This study aims to determine factors influencing entrepreneur intention of post graduate master students in four university in Jakarta. Methods of data collection is by using questionnaires. The respondents of this research are postgraduate students of Universitas Tarumanagara, Universitas Atma Jaya, Universitas Prasetiya Mulya, and Universitas Bina Nusantara. The method of data analysis using multiple regression with 200 respondents as samples from four universities that has entrepreneurship subject. Sample is taken purposive sampling from the students who get entrepreneurship class in universities, where each university have 50 respondents. The results of the study found that that attitudinal factor, behavioral factor, and educational factor determined entrepreneur intention either partially or simultaneously. All the factors in this research can be used to predict entrepreneur intention of post graduate master students in four university in Jakarta.

Keyword: Attitudinal factor, Behavioral factor, Educational support, Entrepreneur intention.