

Pengaruh attitude toward behavior, social norm, dan perceived behavioral control terhadap entrepreneurial intention: studi pada founder dan co-founder startup inkubasi DIIB UI = The influences of attitude toward behavior, social norm, and perceived behavioral control on entrepreneurial intention: study at incubated startups founder and co-founder in DIIB UI

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Abstrak

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Penelitian ini bertujuan untuk menganalisis pengaruh attitude toward behavior, social norm dan perceived behavioral control terhadap entrepreneurial intention pada founder dan co-founder startup inkubasi DIIB UI. Teori yang digunakan dalam penelitian ini untuk mengukur entrepreneurial intention adalah theory of planned behavior, Ajzen 1991. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode survei penyebaran kuesioner untuk memperoleh data, penarikan sampel sendiri menggunakan teknik total sampling, adapun sampel yang terkumpul adalah sebanyak 60 responden. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh signifikan pada dua variabel independennya yaitu attitude toward behavior dan perceived behavioral control terhadap entrepreneurial intention, namun social norm tidak memberikan pengaruh signifikan terhadap entrepreneurial intention pada founder dan co-founder startup inkubasi DIIB UI.

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**ABSTRACT**

This study aims to analyze the influences of attitude toward behavior, social norm and perceived behavioral control on entrepreneurial intention of DIIB UI s incubated startup founder and co-founder. This study used theory of planned behavior, Ajzen 1991 to measure the intention. This study used a quantitative approach by using survey method, in obtaining data, this study used a structured questionnaire. Total sampling is used for determining the sample number. The sample collected on this study were 60 respondents. The results of this study indicate that there is a significant influence among two independent variables, that is attitude toward behavior and perceived behavioral control toward entrepreneurial intention, while social norm did not have a significant influences on incubated startups founder and co-founder in DIIB UI entrepreneurial intention.