

ABSTRACT

REVIEW OF THE PLANNED BEHAVIOR THEORY AND THE EFFECT OF YES ON INTENSITY OF BUSINESS PROGRAM STUDENTS OF 2016 ECONOMIC EDUCATION STUDY FKIP UNPAS

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The scope of this study will discuss the review of planned behavior theory and its influence on entrepreneurial intentions of students of the 2016 education economic study program FKP Unpas. The method used in this study is a descriptive method (survey) with a quantitative approach. The data collection technique used was a questionnaire. The number of samples in this study amounted to 75 students of 2016 economic education study program FKP Unpas. The technique of collecting data uses questionnaires, interviews, and literature studies. Data analysis using simple linear regression techniques and coefficient of determination. The results of the analysis found that the entrepreneurial intentions of students in the 2016 economic education study program in Unipas FKIP were classified as sufficient categories. In a simple linear regression test found the planned behavior theory variable simultaneously has a positive and significant effect on entrepreneurial intentions with a value of 17.757 and sig.0,000. Adjusted R of 0.318 shows that the independent variables together make an effective contribution of 31.8% to the entrepreneurial intentions of students of the economic education study program in 2016 Unipas FKIP, the remaining 68.2% is influenced by factors other than those discussed in this study.

Keywords: Planned Behavior Theory, Entrepreneurial Intention