

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Theory of Planned Behavior* Terhadap *Entrepreneurial Intention* Dengan *Entrepreneurship Education* Sebagai Variabel Moderating (Studi Pada Mahasiswa STIE Malangkececwara). Penelitian ini di lakukan di STIE Malangkececwara pada mahasiswa yang telah mengikuti mata kuliah *Entrepreneurship* dengan jumlah sampel menggunakan rumus Slovin dengan populasi 355 dan tingkat kesalahan 10%, ditentukan sebanyak 78 responden. Hasil dari penelitian ini *Attitude* memiliki pengaruh terhadap *Entrepreneurial Intention*, *Subjective Norms* memiliki pengaruh terhadap *Entrepreneurial Intention*, *Perceive Behavioral Control* memiliki pengaruh terhadap *Entrepreneurial Intention*, *Attitude* dimoderasi *Entrepreneur Education* berpengaruh signifikan terhadap *Entrepreneurial Intention*, *Subjective Norms* dimoderasi *Entrepreneur Education* tidak berpengaruh signifikan terhadap *Entrepreneurial Intention*. Dan *Perceive Behavioral Control* dimoderasi *Entrepreneur Education* berpengaruh signifikan terhadap *Entrepreneurial Intention*.

Kata kunci : *Theory of Planned Behavior*, *Attitude* (Sikap), *Subjective Norms* (Norma Subjektif), *Perceive Behavioral Control* (Kontrol Perilaku), *Entrepreneurial Intention*, *Entrepreneurship Education*.

## **ABSTRACT**

This study aims to determine the Effect of Theory of Planned Behavior on Entrepreneurial Intention with Entrepreneurship Education as a Moderating Variable (Study on STIE Malangkececwara Students). This research was conducted at STIE Malangkececwara for students who had taken Entrepreneurship courses with the number of samples using Slovin formula with a population of 355 and an error rate of 10%, determined by 78 respondents. The results of this study Attitude has an influence on Entrepreneurial Intention, Subjective Norms has an influence on Entrepreneurial Intention, Perceive Behavioral Control has an influence on Entrepreneurial Intention, Attitude moderated Entrepreneur Education has a significant effect on Entrepreneurial Intention, Subjective Norms of Moderated Entrepreneur Education has no significant effect on Entrepreneurial Intention. And Perceive Behavioral Control moderated by Entrepreneur Education has a significant effect on Entrepreneurial Intention.

Keywords: Theory of Planned Behavior, Attitude, Subjective Norms, Perceive Behavioral Control Entrepreneurial Intention, Entrepreneurship Education