

Ayi Tatang Juana (1305773). “Pengaruh Sikap, Norma Subjektif, dan *Perceived Behavioral Control* terhadap Intensi Kewirausahaan (Survei pada Siswa Kelas XI IIS di Sekolah Menengah Atas (SMA) Negeri se-Kota Bandung).” Pembimbing I: Prof Dr. H. Disman, MS. Pembimbing II: Dr. H. Amir Machmud, SE., M.Si.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis intensi kewirausahaan siswa kelas XI SMA Negeri se-Kota Bandung dan faktor-faktor yang mempengaruhinya yaitu sikap, norma subjektif, dan *perceived behavioral control*. Dilatarbelakangi oleh tingginya jumlah wirausaha di Kota Bandung dengan tingkat pendidikan lulusan sekolah menengah atas, dan fenomena rendahnya angka partisipasi sekolah di Kota Bandung untuk melanjutkan ke perguruan tinggi yaitu sebesar 43,23%, disertai peningkatan jumlah pengangguran terbuka setiap tahun di Kota Bandung. Metode penelitian yang digunakan yaitu survei eksplanatori dengan teknik pengumpulan data melalui wawancara, kuisisioner, dan observasi. Sampel yang diteliti adalah siswa kelas XI IIS SMA Negeri se-Kota Bandung sebanyak 304 siswa. Teknik analisis data yang digunakan yaitu analisis regresi linier berganda. Teknik pengambilan sampel menggunakan *random sampling* dan *proportional random sampling*. Temuan penelitian menunjukkan bahwa: (1) gambaran secara umum siswa kelas XI SMA Negeri se-Kota Bandung memiliki sikap positif terhadap perilaku wirausaha, norma subjektif yang kuat, *perceived behavioral control* yang tinggi, dan intensi kewirausahaan yang kuat; (2) sikap berpengaruh positif dan signifikan terhadap intensi kewirausahaan; (3) norma subjektif berpengaruh positif dan signifikan terhadap intensi kewirausahaan; (4) *perceived behavioral control* berpengaruh positif dan signifikan terhadap intensi kewirausahaan; dan (5) sikap, norma subjektif, dan *perceived behavioral control* secara bersama-sama berpengaruh terhadap intensi kewirausahaan pada siswa SMA Negeri se-Kota Bandung.

Kata Kunci: Sikap, Norma Subjektif, *Perceived Behavioral Control*, Intensi Kewirausahaan.

Ayi Tatang Juana (1305773) "The Influence of Attitude, Subjective Norms, and Perceived Behavioral Control to the Entrepreneurial Intention (Survey in Class XI IIS School (SMA) State as the city of Bandung" Supervisor I: Prof Dr. H. Disman, MS. Supervisor II: Dr. H. Amir Machmud, SE., M.Si.

ABSTRACT

This research aims to analysis the entrepreneurial's intention of state high school students in entire of Bandung city and the factors that influence were attitude, subjective norms, and perceived behavioral control. This research background by the high number of entrepreneurs with high school graduates education level, and the phenomenon of low rate of school participation in Bandung in college level that is equal to 43,23%, accompanied by an increase in the unemployment rate every year. The method that used was explanatory survey with data were collected through interview, questionnaire, and observation. The samples that used were XI IIS class students of state high school entire of Bandung city as many as 304 students. Data analysis technique's used by multiple linear regression analysis. The sampling technique using proportional random sampling and random sampling. The findings showed that: the overview in general of XI IIS students of state high school entire of Bandung city had positive attitude, strong subjective norms, high level of perceived behavioral control, and strong entrepreneurial's intention; (2) attitude had a positive influence and significant towards entrepreneurial's intention; (3) subjective norms had a positive influence and significant towards entrepreneurial's intention; (4) perceived behavioral had a positive influence and significant towards entrepreneurial's intention; and (5) attitudes, subjective norm, and perceived behavioral control jointly give influence the entrepreneurial's intention of state high school students in entire of Bandung city.

Keywords: Attitude, Subjective Norms, *Perceived Behavioral Control*, Entrepreneurial's Intention.