

ABSTRACT

In general, this study analyzes the entrepreneurial intention of Mercu Buana University Management students. This study aims to analyze the role of self-efficacy in mediating the effect of need for achievement and family environment on entrepreneurial intention. Determination of the number of samples was determined using the Slovin formula and the results were found to be 210 samples. This study uses a quantitative analysis approach with data collection methods through questionnaires given to 210 respondents. The data analysis method in this study is the Structural Equation Model (SEM) with the Smart-PLS analysis tool. The results show that the need for achievement has a significant effect on self-efficacy, the need for achievement has a significant effect on entrepreneurial intention, family environment has a significant effect on self-efficacy, family environment has no significant effect on entrepreneurial intention, self-efficacy has a significant effect on entrepreneurial intention, need for achievement and family environment simultaneously have a significant effect on self-efficacy, the need for achievement, family environment and self-efficacy simultaneously have a significant effect on entrepreneurial intention, self-efficacy significantly mediates the need for achievement on entrepreneurial intention, and self-efficacy significantly mediates family environment on entrepreneurial intention.

Keywords : Need for Achievement, Family Environment, Entrepreneurial Intention, Self-Efficacy

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ABSTRAK

Secara umum penelitian ini menganalisis intensi berwirausaha pada mahasiswa Manajemen Universitas Mercu Buana. Penelitian ini bertujuan untuk menganalisis peran *self-efficacy* dalam memediasi pengaruh *need for achievement* dan *family environment* terhadap *entrepreneurial intention*. Penentuan jumlah sampel ditentukan dengan menggunakan rumus Slovin dan didapati hasilnya sebesar 210 sampel. Penelitian ini menggunakan pendekatan analisis kuantitatif dengan metode pengumpulan data melalui kuesioner yang diberikan kepada 210 responden. Metode analisis data pada penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis *Smart-PLS*. Hasil menunjukkan bahwa *need for achievement* berpengaruh signifikan terhadap *self-efficacy*, *need for achievement* berpengaruh signifikan terhadap *entrepreneurial intention*, *family environment* berpengaruh signifikan terhadap *self-efficacy*, *family environment* tidak berpengaruh signifikan terhadap *entrepreneurial intention*, *self-efficacy* berpengaruh signifikan terhadap *entrepreneurial intention*, *need for achievement* dan *family environment* secara simultan berpengaruh signifikan terhadap *self-efficacy*, *need for achievement*, *family environment* dan *self-efficacy* secara simultan berpengaruh signifikan terhadap *entrepreneurial intention*, *self-efficacy* signifikan memediasi *need for achievement* terhadap *entrepreneurial intention*, dan *self-efficacy* signifikan memediasi *family environment* terhadap *entrepreneurial intention*.

Kata Kunci : *Need for Achievement, Family Environment, Entrepreneurial Intention, Self-Efficacy.*

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