

ABSTRACT

This research aims to analyze the influences of Creativity and Family Environment on Entrepreneurial Intention, mediated by Self-Efficacy among undergraduate Management students at the Mercu Buana Meruya Campus for the 2021/2022 academic year. The population of this study consists of undergraduate Management students at Mercu Buana University for the 2021/2022 academic year, population with sample size of 204. The data analysis method using purposive random sampling Partial Least Square (Smart-PLS). The research findings indicate that creativity has significant effect on entrepreneurial intention, creativity has a significant effect on self-efficacy, meanwhile family environment does not affect entrepreneurial intention, family environment has a significant effect on self-efficacy, self-efficacy has a significant effect on entrepreneurial intention, self-efficacy significantly mediates the effect of creativity and family environment on entrepreneurial intention.

Keywords : Creativity, Family Environment, Self-Efficacy, Entrepreneurial Intention



ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Creativity* Dan *Family Environment* Terhadap *Entrepreneurial Intention* Dimediasi Oleh *Self-Efficacy* Pada Mahasiswa Manajemen S1 Kampus Meruya Tahun Ajaran 2021/2022 Universitas Mercu Buana. Populasi dari penelitian ini adalah mahasiswa Universitas Mercu Buana Program Studi Manajemen S1 Tahun 2021/2022, dengan populasi 414 dengan jumlah sampel 204. Metode analisis data menggunakan purposive random sampling dengan menggunakan Partial Least Square (Smart-PLS). Hasil Penelitian menemukan bahwa *creativity* berpengaruh signifikan terhadap *entrepreneurial intention*, *creativity* berpengaruh signifikan terhadap *self-efficacy*, *family environment* tidak berpengaruh terhadap *entrepreneurial intention*, *family environment* berpengaruh signifikan terhadap *self-efficacy*, *self-efficacy* berpengaruh signifikan terhadap *entrepreneurial intention*, *self-efficacy* signifikan memediasi *creativity* terhadap *entrepreneurial intention*, dan *self-efficacy* signifikan memediasi *family environment* terhadap *entrepreneurial intention*.

Kata Kunci : *Creativity*, *Family Environment*, *Self-Efficacy*, *Entrepreneurial Intention*

