

Pengaruh faktor-faktor kewirausahaan terhadap niat kewirausahaan (studi pada mahasiswa program studi akuntansi fakultas ekonomi Universitas HKBP Nommensen) / Gloria J.M Sianipar

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Abstrak

ABSTRAK

The aim of this research is to identify factors that influence entrepreneurial intention of college students. The analysis model includes attitude factors and contextual factors. The number of samples exerted for this analysis amounted 73 students from Accounting Department at Faculty of Economic at Universitas HKBP Nommensen whom taken entrepreneurship class. This research using a purposive sampling technique. The data was collected by using questionere with Likert Scale standard of measurement, where the data earlier had tested by using the validity test and reliability test on 30 samples. The results of ttest show a significant effect of perceived confidence on the entrepreneurial intention of students. Likewise, this research also indicates the role of the contextual factor : social support in determining the entrepreneurial intentions of students.