

ABSTRACT

High unemployment of people with high school education level (high school) and employment opportunities are limited causing unemployment. One solution to solve the problem is to entrepreneurship. Entrepreneurship rated the solution as it can create jobs, improve the quality of life, improve income distribution, use and mobilize resources to improve national productivity, and is an alternative that can help as well as to absorb unemployment. Therefore it is necessary to determine the factors that influence the drivers of entrepreneurship through the perspective of behavioral theory proposed by Ajzen.

Intention of Entrepreneurship is a concern or interest in someone of the entrepreneurial things. Once you know what factors are influential then someone may be motivated to become entrepreneurs. Ajzen TBP is a theory that explains human behavior, which contains three things: attitude, subjective norm, and control behavior. Of these three things can be known what are the driving force to become entrepreneurs.

Interest gained from this study was to determine attitude toward behavior, subjective norm, and perceived behavioral control as a motivating factor to become entrepreneurs.

This study is a qualitative research. The population in this study is a market with a high school education level final. The sampling technique used was purposive sampling. Data collection techniques using interviews, observation, and documentation. Data analysis techniques in this study using the technique of circular model analysis.

The results of this study showed that TBP raised by Ajzen that attitude toward behavior, subjective norm, and perceived behavioral control is a factor pushing to become entrepreneurs.

Keywords: Theory of planned behavior, attitude toward behavior, subjective norm, and perceived behavioral control.