

ABSTRACT

The problem of unemployment is a problem faced by every country. During a couple of decades unemployment has increased. In Indonesia, the highest unemployment rate actually created by a group of well-educated.

The general objective of this paper is to replicate the model Theory of Planned Behavior to students of SMK Telkom Bandung intentions through the Theory of Planned Behavior approach is to 1) see how the attitude, subjective norm, and control the behavior of interest in entrepreneurship students of SMK Telkom Bandung; 2) knowing how entrepreneurship intentions of students of SMK Telkom Bandung; 3) How big is the attitude, subjective norm, and control behavior that can affect the interest in entrepreneurship Students of SMK Telkom Bandung. The number of samples in this study as many as 252 students. The method used in this research is quantitative method with a model of analysis, multiple linear regression using SPSS 22.0 for windows.

This study used a significance level of 5% and hypothesis testing performed simultaneously (overall) and partial (individual). The result is that the test results simultaneously the value of $F > F$ table so that H_0 refused and H_1 accepted, meaning attitudes, subjective norms and behavioral control positive and significant impact on students' interest in entrepreneurship SMK Telkom Bandung. Judging from the influence of variables simultaneously, interest in entrepreneurship students could be explained by 24.9% by attitudes, subjective norms and behavioral control, while the remaining 75.1% is influenced by other factors not examined in this study.

The results of partial hypothesis testing, showed that the t value is the attitude $(2,113) > (1,653)$ so that H_0 refused and H_1 accepted, meaning that attitude significantly influence students' interest in entrepreneurship SMK Telkom. Subjective norm t value is equal to $(3,359) > (1,653)$ so that H_0 refused and H_1 accepted, meaning that the subjective norm significant effect on students' interest in entrepreneurship SMK Telkom. T value behavior control is equal to $(4,616) > (1,653)$ so that H_0 refused and H_1 accepted, meaning that control the behavior of a significant effect on interest in entrepreneurship Students of SMK Telkom.

The study only examined the extent to which the interests of students of SMK Telkom for entrepreneurship. To complete the Theory Of Planned Behavior suggested future research is directed to investigate longitudinally until the real behavior of students in entrepreneurship and adds the object of research by comparing with Vocational Schools or the other, in order to obtain a complete model framework and more accurate.

Keywords : Theory Of Planned Behavior , Attitudes, Subjective Norms , Behavior Control , Linear Regression