

ABSTRACT

In many countries, entrepreneurship is always associated with the prosperity of a nation. Various efforts have been made by the government to advance entrepreneurship, both through entrepreneurship training and seminars, entrepreneurial capital assistance and including entrepreneurship as a subject in tertiary institutions. Ideally, a country is said to be developed if it has entrepreneurs of 14% of its population, while Indonesia currently only has 3.47% of entrepreneurs or 9 million people. Entrepreneurship is considered a national asset because it not only increases wealth but also creates value that generates prosperity, so it makes sense for the government to make various efforts to increase this national asset.

This study aims to identify the relationship between entrepreneurship education, entrepreneurial characteristics, entrepreneurial role models, and entrepreneurial resilience to entrepreneurial intentions. The object of this research is bachelor students program. The variables used are entrepreneurship education, entrepreneurial characteristics, entrepreneurial role models, entrepreneurial resilience and entrepreneurial intentions. The sampling method used is the non-probability sampling method. The sample of this research is students in West Java with total sample is 400 samples. Data processing in this study uses SEM-PLS which is also used for data analysis.

The results showed that the variables of Entrepreneurship Education, Entrepreneurial Characteristics, Entrepreneurial Role Model and Entrepreneurial Resilience affect the variable of Entrepreneurial Intention. With the results of the study stating that there is a relationship between Entrepreneurial Intentions in students and Entrepreneurship Education, Entrepreneurial Characteristics, Entrepreneurial Role Models and Entrepreneurial Resilience, then in managerial implications a Go-preneur Self Assessment application was developed to determine student readiness before carrying out a business plan.

Keywords: entrepreneurship, entrepreneurial intention, students, SEM-PLS