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Theory of Planned Behavior Model to Measure Factors Affecting Entrepreneurial Desire among College Students: Insights from Indonesia

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ABSTRACT

This study examines the factors influencing entrepreneurial intentions among Indonesian students using the Theory of Planned Behavior (TPB) model. This study seeks to explore how factors like entrepreneurial self-efficacy, motivation, and family support influence the development of these intentions. Employing a quantitative approach, purposive sampling was used to select respondents from university students in Indonesia and analysed using SEM. The findings of this study indicate that entrepreneurial self-efficacy and motivation, and family support positively influence entrepreneurial education and intention. This suggests that self-efficacy in entrepreneurship, entrepreneurial education, and entrepreneurial motivation are linked to the willingness to acquire new knowledge and techniques for launching entrepreneurial ventures. However, entrepreneurial education does not mediate the effects of entrepreneurial self-efficacy and motivation, and family support on entrepreneurial intention. The findings provide in-depth insights into the factors that influence an individual's decision to engage in entrepreneurship, with implications for the development of effective entrepreneurial education programs. Keywords: Entrepreneur; Student; TPB; Indonesia. Received 2 August 2024 | Revised 8 March 2025 | Accepted 9 May 2025.