

ABSTRACT

Entrepreneurship at Telkom University is intended as a support for entrepreneurial spirit of the graduates. The support is given by debriefing Entrepreneurship subjects for each department in Telkom.

The purpose of this study is to replicate the Theory of Planned Behavior model towards student's intention on Telkom University students through the Theory of Planned Behavior approach to 1) see how attitudes, subjective norms, and behavior control of the students after attending an entrepreneurship class; 2) know how the entrepreneurship intention of the students after attending an entrepreneurship class; 3) measure how much are attitudes, subjective norms, and behavior control can influence student's entrepreneurship intentions after attending an entrepreneurship class. The population of this study is the students of Faculty of Business and Economics (FEB), Faculty of Business and Communications (FKB), Faculty of Creative Industry (FIK), Faculty of Applied Science (FIT), and Faculty of Industrial Engineering (FRI) class of 2012-2013 which have already taken an entrepreneurship class. The sample size of this study is 344. This research is using quantitative study with Path Analysis method using SPSS 22.0 for windows.

This study used a significance level of 5% and hypothesis testing performed simultaneously (entirely) and partially (individual). The result of the simultaneously test, the value $F_{value} > F_{table}$ so that H_0 is refused and H_1 is accepted, meaning attitudes, subjective norms and behavioral control significantly influenced student interest in entrepreneurship. Judging from the influence of simultaneous variables, students interest in entrepreneurship could be explained by 70.2% by attitudes, subjective norms and behavioral control, while the remaining percentage of 29.8% is influenced by other factors were not examined in this study.

The test results showed from partial hypothesis t showed that value of t_{value} of attitudes $(8.704) > (1.960)$ so that H_0 is refused and H_1 is accepted, meaning that attitude significantly influenced student interest in entrepreneurship. The value of t_{value} of subjective norms is $(4.872) > (1.960)$ so that H_0 is refused and H_1 is accepted, meaning subjective norms significantly influenced student interest in entrepreneurship. Behavior control had t_{value} $(6.071) > (1.960)$ so that H_0 is refused and H_1 is accepted, meaning that behavior control were significantly influenced student interest in entrepreneurship.

Keywords: *Theory of Planned Behavior, Attitudes, Subjective Norms, Behavior Control, Path Analysis*