

ABSTRACT

In Indonesia, Gerakan Nasional 1000 Startup Digital is a policy implementation initiated by the government in the form of a nationwide start-up incubation program. The program is being held in ten cities that are considered suitable to become hubs for the community of technology, creativity, and culture. The ten cities are: (1) Jakarta; (2) Bandung; (3) Surabaya; (4) Yogyakarta; (5) Semarang; (6) Malang; (7) Medan; (8) Bali; (9) Makassar; (10) and Pontianak. Spanning from 2016 to 2020, the program is expected to give rise to as much as 1,000 digital start-ups.

The objective of this research was to measure the impact of Gerakan Nasional 1000 Startup Digital on entrepreneurial intention among university students in Bandung City. More specifically, a mediation and moderation analysis with Theory of Planned Behavior as the base model was applied to further explain the impact.

Data were collected through online questionnaires distributed to university students aged 15-24 from nine universities that was selected as targets in an offline socialization held by the committees. The students were selected by a mean of convenience sampling. The nine universities are: (1) Universitas Pendidikan Indonesia; (2) Universitas Katolik Parahyangan; (3) Universitas Padjadjaran; (4) Institut Teknologi Bandung; (5) Politeknik Manufaktur Negeri Bandung; (6) Institut Teknologi Nasional Bandung; (7) Universitas Komputer Indonesia; (8) Universitas Widyatama; dan (9) Universitas Telkom. As much as 201 valid data were collected. The data were then analyzed by using SmartPLS 3 software.

The result showed that the impact of Gerakan Nasional 1000 Startup Digital on entrepreneurial intention was mediated simultaneously by attitude towards entrepreneurship, subjective norms, and perceived behavior control. This mediation effect was further categorized as indirect-only or full mediation. In contrast, the result showed no significant moderating effect by by Gerakan Nasional 1000 Startup Digital on the relationship between entrepreneurial intention and it's antecedent.

This research suggested that more attention should be given to maximized the effect of Gerakan Nasional 1000 Startup Digital on subjective norms and perceived behavior control to further increase entrepreneurial intention among university students in Bandung City. Based on the result, the perceived value of several aspect of the policy needs to be improved that is: (1) start-up and seed financing; (2) start-up business support; and (3) specific target group.

Keywords: *Entrepreneurial Intention; Government Policy; Theory of Planned Behavior.*