

ABSTRACT

The entrepreneurial intention of women has an important role in creating a business and the sustainability of its business. This is because intention is the most important initial predictor for creating a behavior, especially entrepreneurial behavior. Women entrepreneurs who have high entrepreneurial intentions can run their business well in the future.

The purpose of this study was to determine the effect of environmental factors (EF) on women entrepreneurial intentions (WEI) through perceived behavioral control (PBC) as an intervening variable for members of the female heads of household (PEKKA) in Bandung. The theoretical framework used adopts previous research in Anggadwita & Dhewanto's research (2015) which uses environmental factors variables consisting of sub-variables government support and competitive environment to see their effect on perceived behavioral control and women entrepreneurial intentions.

The data in this study were obtained through distributing questionnaires online to the entire population of PEKKA members as many as 80 respondents. The questionnaire in this study consisted of several statements using 5 Likert scale ranges with data analysis techniques using the structured equation modeling-partial least square (SEM-PLS) method.

Hypothesis test results show that the EF sub-variable consisting of government support (GS) does not have a significant positive effect on PBC and on WEI through PBC. Meanwhile, the EF subvariable consisting of competitive environment (CE) has a significant positive effect on PBC and WEI through PBC. In addition, PBC in this study also has a significant positive effect on WEI.

This led the researchers to suggest PEKKA as a government support to improve the entrepreneurship training and mentoring system so that it would be more comprehensively understood by its members. In addition, government support in the form of access to funding is also expected to be made easier for PEKKA members.

Keywords: women entrepreneurial intentions (WEI), perceived behavioral control (PBC), environmental factors (EF), government support (GS), competitive environment (CE), women entrepreneurs, women's entrepreneurial intentions.