

ABSTRACT

Entrepreneurs in Indonesia have become a developing country. Although the numbers in Indonesia are decreasing, those who are graduates from bachelor and diploma are experiencing an increase. The Entrepreneur Even Model theory has a felt desire, and a tendency to act. However, in this study, the theory of perceived and perceived desire is used because it is considered very good in determining entrepreneurial intentions.

This study aims to examine the mediating effect of entrepreneurial self-confidence on the relationship between perceived desire, perceived feasibility and entrepreneurial intention in students at four universities, namely Riau University, Riau Islamic University, Riau Muhammadiyah University, Sultan Syarif Kasim State Islamic University. In this study using quantitative methods using a survey approach. The sample to be taken is 405 samples.

The criteria of the respondents are active students from four universities in Pekanbaru. IBM SPSS is software used to test hypotheses. Questions use a four-point Likert scale. The method used is non-probability sampling. The research results will be explained through descriptive analysis data analysis techniques, multiple linear analysis, coefficient of determination and path analysis test.

Perceived feasibility is positively related to entrepreneurial self-confidence and entrepreneurial intentions of students in Pekanbaru. Further analysis showed that entrepreneurial self-confidence significantly predicts Entrepreneurial Intention of Students in Pekanbaru and mediates the relationship between perceived desire and entrepreneurial intention and between perceived and entrepreneurial intentions of students in Pekanbaru.

These findings indicate that positive and strong perceptions about the desire and desire to build entrepreneurship activate entrepreneurial self-confidence among students in Pekanbaru. With high entrepreneurial self-confidence, on igniting, increase their entrepreneurial intentions. The results of this study are expected to be used as an evaluation of the entrepreneurship learning process in universities, especially students from four universities in Pekanbaru, and can erase numbers in Indonesia and in Pekanbaru.

Keyword: *entrepreneurial event model, perceived desirability, perceived feasibility, entrepreneurial self-confidence, entrepreneur intentions*