

## ABSTRACT

The entrepreneurial intention refers to an individual's awareness and desire to initiate, develop, and run a business or enterprise. Entrepreneurial intention generally encompasses a strong desire to create and manage a business to generate profit or add value to oneself and the surrounding community. This research aims to analyze the influence of entrepreneurial motivation and entrepreneurship education on corporate values, with self-efficacy as a moderating variable, among students at Universitas Jenderal Soedirman. This study adopts a quantitative approach, and the sample consists of 392 students from Universitas Jenderal Soedirman. The method employed in this research is multiple linear regression analysis using SPSS version 28. The results indicate that entrepreneurial motivation and entrepreneurship education have a positive and significant impact on entrepreneurial intention, and self-efficacy moderates the influence between entrepreneurial motivation and entrepreneurship education on entrepreneurial intention.

**Keywords:** Entrepreneurial Intention, Entrepreneurial Motivation, Entrepreneurship Education