

Abstrak

Penelitian ini merupakan studi empiris dengan judul “faktor-faktor anteseden *entrepreneurial intention*: pendekatan *personality trait* dan *theory of planned behaviour*”.

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *Theory Of Planned Behaviour* (*attitude, subjective norms, dan perceived behaviour control*) dan *Personality Traits* (*internal locus of control, need for achievement, dan risk taking propensity*) terhadap *Entrepreneurial Intention*. Populasi dalam penelitian ini adalah responden yang bekerja sebagai pengrajin Batik Brebesan yang bertempat tinggal di Desa Bentar dan Bentarsari. Sampel penelitian ini sebanyak 154 responden diambil dengan menggunakan metode *simple random sampling*.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan analisis regresi berganda, menunjukkan bahwa *perceived behaviour control* dan *need for achievement* tidak memiliki pengaruh secara signifikan terhadap *entrepreneurial intention*. Sedangkan *attitude, subjective norms, internal locus of control, dan risk taking propensity* secara signifikan berpengaruh positif terhadap *entrepreneurial intention*. Dari variabel tersebut yang paling besar pengaruhnya dalam meningkatkan niat wirausaha di Desa Bentar dan Bentarsari adalah *subjective norms* dan *internal locus of control*.

Implikasi dari kesimpulan di atas yaitu hasil penelitian ini memberikan rekomendasi kepada Pemerintah Daerah Kabupaten Brebes untuk memberikan pembinaan supaya para pengrajin maupun orang-orang yang ada di Desa Bentar dan Bentarsari mau meningkatkan niat wirausahanya. Caranya yaitu dengan meningkatkan *attitude, subjective norms, internal locus of control, dan risk taking propensity*. Namun, hal yang paling utama untuk ditingkatkan adalah dukungan dari keluarga serta orang-orang terdekat (norma subyektif) dan kepercayaan dirinya (*internal locus of control*), karena jelas menurut hasil penelitian ini, kedua hal tersebut memiliki pengaruh yang paling besar.

Kata kunci: *attitude, subjective norms, perceived behaviour control, internal locus of control, need for achievement, risk taking propensity, entrepreneurial intention.*

Abstrack

This research is an empirical study entitled “antecedent factors of entrepreneurial intention: personality trait and theory of planned behaviour approach”.

This research aims to analyze the effect of Theory Of Planned Behaviour variable (attitude, subjective norms, and perceived behaviour control) and Personality Traits (internal locus of control, need for achievement, and risk taking propensity) to Entrepreneurial Intention. The population’s study are the people who work as Brebesan Batik craftsmen that settle in Bentar and Bentarsari village. The sample is taken from 154 respondents using simple random sampling method.

Based on the result and data analysis using multiple regression analysis, it has got the conclusion perceived behaviour control and need for achievement do not affect on entrepreneurial intention. Whereas attitude, subjective norms, internal locus of control, and risk taking propensity has a positive effect on entrepreneurial intention. Of these variables, the greatest influence in increasing entrepreneurial intention in Bentar and Bentarsari villages are subjective norms and internal locus of control.

As implication of the conclusion above is the result of this research provides recommendations to the Regional Government of Brebes Regency to provide guidance to craftsmen or communities in Bentar and Bentarsari Villages in order to increase entrepreneurial intentions. The way is by increasing attitude, subjective norms, internal locus of control, and risk taking propensity. However, the most important thing to improve are support from family and closest (subjective norms) and self-confidence, because according to the results of the research, these two things have the greatest influence.

Keywords: *attitude, subjective norms, perceived behaviour control, internal locus of control, need for achievement, risk taking propensity, entrepreneurial intention.*