

ABSTRACT

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“THE ANALYSIS OF ATTITUDE, SOCIAL INFLUENCE AND BEHAVIORAL CONTROL TO THE STUDENT’S YARSI UNIVERSITY INTENTION TO BE AN ENTREPRENEUR AND THE ISLAMIC POINT OF VIEW”

xvii+97 pages, 31 tables, 2 pictures, and 1 attachments

Description Abstract

Intention to become an entrepreneur is the process of finding information that can be used to achieve the goal of establishing a business. This study aims to determine the effect of attitudes, social influence and behavioral control to the student’s intention to become an entrepreneurs. This study was designed as a case study, the data was collected using a questionnaire from the students of YARSI University. Data were analyzed using multiple regression method. The results showed the intention model is influenced by attitudes, social influence and control behavior ($\alpha < 0,01$). There is a significant difference between the intentions of Economics students and the Non-Economics students ($\alpha < 0.05$). Islam considers that the entrepreneur is a valuable worship if done in accordance of Shari’a.

Keywords : Intention, entrepreneur, theory of planned behavioral