

ABSTRACT

Based on Central Bureau of Statistics data, the rate of unemployment is rising by 7.56 million and 5.4% of them are graduates from colleges. One cause of employment in scholars is IPK standard to which they are required to comply with when they apply for a job. To support Indonesian government goals to realize entrepreneurs as many as 2% of total population and to decrease sum of employment at academic level, a research of how entrepreneurship intention may be shaped in oneself is essential as one of efforts to prepare the future strong entrepreneurs. This study is designed to know entrepreneurship intention and effects of attitude and contextual on the entrepreneurship intentions.

The sampling method used in this study is saturated sample, using all population for sample. This study involve sample of 60 college students in business administration at generation of 2012 who have IPK under 3.00 in Telkom University by using nonprobability sampling. The results of the study suggest significance of postural variable and contextual variable have effect on the students entrepreneurship intentions. Attitude variable have seven dimensions: authority, economic opportunity and challenge, security and workload, avoidance of responsibility, self realization and participation, social environment and perceived confidence. While contextual variable have three dimensions: academic support, social support, and environmental support.

Keywords: entrepreneurship intention, attitude, contextual