

## **ABSTRACT**

*Entrepreneurship is a very important role in the economic growth of a state. This can be seen from the size of the role of SMEs, especially its ability to absorb labor and flexible nature of economic turmoil. In the development of the era as now entrepreneurs are not only dominated by men but women have also taken this role as well. Women entrepreneurs have a very important role in economic growth in Indonesia. In this era of globalization, Indonesian women have great chances and opportunities to grow. Intention is an important factor in identifying one's motivations and characteristics in building entrepreneurial activity. This is supported by the planned behavioral theory (TPB) that has been highlighted the intentions as the main factors that motivate human behavior.*

*This research was conducted in Bandung by using approach of theory of planned behavior as independent variable and entrepreneurship intention as dependent variable. The purpose of this study to determine how the influence of attitudes toward behavior, subjective norms and behavioral control perceived to entrepreneurial intentions. This research is descriptive and causal research. Data analysis using descriptive analysis, multiple linear regression analysis, partial hypothesis test (T test) and determinant coefficient (R2 test).*

*Based on the results of questionnaires with 400 respondents, the results of hypothesis testing can be concluded that attitude variable to behavior (X1) partially significant effect on entrepreneurship intention  $t$  arithmetic  $(7,782) > t$  table  $(1,965)$ . In addition to the subjective norm variable (X2) partially significant positive effect on entrepreneurship intention with the value of  $t$  arithmetic  $(2,572) > t$  table  $(1,965)$  and behavior control variable perceived (X3) partially influence to the intention of entrepreneurship with  $t$  value  $(3,670) > t$  table  $(1,965)$ . In the test results coefficient of determination (test R2) obtained 0.315. This shows attitude toward behavior, norm of subject and behavior control which felt influential to entrepreneurship intention of 31,5% and rest 68,5% influenced by other factors not examined in this research.*

*Keywords: Theory of Planned Behavior, Attitudes toward Behavior, Subjective Norms, Perceived Behavior Control, Intentions of Entrepreneurship*

