

ABSTRACT

In running a business, entrepreneurial women are faced with specific problems such as the existence of social perceptions regarding the roles of men and women which can influence women's intention to become entrepreneurs or not. Entrepreneurial intention is also influenced by the cognitive and psychology of an entrepreneur, such as an innovativeness, proactive nature, and risk taking.

The purpose of this study is to analyze the influence of social perceptions on the entrepreneurial intention of women entrepreneur in Bandung either directly or mediated by entrepreneurial orientation.

Data in this research collected by online questionnaire to 345 sample from 2485 population on women entrepreneurs in Bandung. The questionnaire consisted of statements with 6 likert scale. The sample method used is a sample probability sampling with a simple random sampling technique. The data analysis technique used is descriptive and using Structured Equation Modelling- Partial Least Square (SEM-PLS) method using SmartPLS software by testing the outer model and inner model afterwards hypothesis testing observed by bootstrapping.

The results of this study showed that the social perception variable is positively and significantly related to entrepreneurial intention, either directly or mediated by entrepreneurial orientation, the social perception variable is also positively and significantly related to entrepreneurial orientation, and the entrepreneurial orientation variable is positively and significantly related to entrepreneurial intention.

Keywords: *Social Perception, Entrepreneurship Orientation, Entrepreneurial Intention*