

ABSTRACT

Reviving economic growth in the midst of the Covid-19 pandemic is important at this time. Currently, Generation Y is an age group that has enormous potential and entrepreneurial opportunities to help generate the economic impact of the COVID-19 pandemic. Intention is an important factor in identifying a person's motivation and characteristics in building entrepreneurial activities. This is supported by the theory of planned behavior (TPB) which states that intention is the main factor that can motivate human behavior.

This research was conducted in Bandung using the theory of planned behavior approach as the independent variable and entrepreneurial intention as the dependent variable. The purpose of this study was to determine how the influence of attitudes on behavior, subjective norms and perceived control on entrepreneurial intentions in Generation Y society in Bandung City.

The technique in the sample members uses the Non Probability Sampling technique with 400 respondents. Data were collected using a questionnaire and analyzed using multiple linear regression analysis.

The results of hypothesis testing can be said that the attitude variable towards behavior (X1) partially has a significant effect on entrepreneurial intentions $t_{count} (7,204) > t_{table} (1,965)$. In addition, the subjective norm variable (X2) partially has a positive significant effect on entrepreneurial intention with a value of $t_{count} (2.237) > (1.965)$ and the perceived control variable (X3) has a partial effect on entrepreneurial intention with a value of $t_{count} (3,801) > t_{table} (1965)$. In the results of the coefficient of determination test (R2 test) obtained 0.315.

This shows that attitudes towards behavior, norms and behavioral control that are felt to have an effect on entrepreneurial intentions are 28.8% and the remaining 71.2% are influenced by other factors not examined in this study. Therefore, the belief in support from parents, friends, or is considered very important in helping Generation Y people to get better self-confidence for entrepreneurship.

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