

ABSTRACT

Entrepreneurship has an important role for the growth and development of most countries, one of which is in Indonesia which has broad potential to encourage women's entrepreneurship. Now entrepreneurs are not only dominated by men but women have also received this part. Entrepreneurship is profession that is the middle way for woman to increase income and create employment for themselves, other people and the surrounding community. Entrepreneurial intention is one of the important factors in identifying gender development, social perception, self-efficacy in entrepreneurship.

The purpose of this study is to analyze the influence of the gender perception and social perception on women's entrepreneurial intentions in Batik SMEs in the Trusmi Cirebon area either directly or mediated by self-efficacy variable. The method used in this study is a quantitative method. This research is descriptive and causal research. Data in this study were obtained through the distribution of a questionnaire consisting of 25 statement items with a choice of 5 Likert scales. The sample method used is a sample non probability sampling with a purposive sampling technique with a total sample of 150 respondents. 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 gender perception variable is positively and significantly related to women's entrepreneurial intention either directly or mediated by self-efficacy variable, social perception variable does not have a significant effect on women's entrepreneurial intention, but indirectly the social perception variable has a positive and significant effect to women's entrepreneurial intention through self-efficacy variables.

Kata Kunci: *Gender Perception, Social Perception, Self-Efficacy, Women's Entrepreneurial Intentions*