

## **ABSTRACT**

*Entrepreneurship is considered to have significant positive impacts, such as creating job opportunities, boosting economic growth, and enhancing societal welfare. However, only 3.47% of the total population in Indonesia is actively involved in entrepreneurial activities. Conversely, women-managed MSMEs contribute 61% to the total national GDP.*

*This research aims to analyze the factors influencing entrepreneurial intentions among active female students studying at universities in Bandung using the Theory of Planned Behavior, focusing on three variables: Attitude Toward Behavior, Subjective Norms, and Perceived Behavioral Control.*

*The method employed in this study is quantitative descriptive with Non Probability Sampling technique. Data will be analyzed through multiple linear regression analysis using SEM-PLS.*

*The research results show that the variables Attitude Toward Behavior and Perceived Behavioral Control have a positive effect on Entrepreneurial Intention among female students in Greater Bandung. However, the variable Subjective Norms does not have a positive effect on Entrepreneurial Intention among these students.*

**Keywords:** *entrepreneurial intention, Theory of Planned Behaviour, women entrepreneurial.*