

## **ABSTRACT**

*This study examines the moderating effect of entrepreneurship education on the relationship between creativity, attitude, subjective norm, perceived behavioral control, and entrepreneurial intention. The respondents in this study are Generation Z aged 20-24 years who have and have not participated in entrepreneurship education, have an interest in entrepreneurship using waste cooking oil, and are aware of the waste cooking oil issue. A total of 201 responses were used to test the proposed hypotheses. This study employs a quantitative approach. The sampling method was conducted incidentally, and data were collected through a survey via Google Forms distributed to Generation Z in Bandung City. The data were analyzed using SmartPLS, involving the measurement of the outer model, inner model, and hypothesis testing.*

*The results of the study show that creativity has a positive effect on attitude, subjective norm, and perceived behavioral control. Additionally, attitude, subjective norms, and perceived behavioral control positively affect entrepreneurial intention. The findings of this study reveal that entrepreneurship education does not positively moderate the relationship between creativity, attitude, subjective norm, perceived behavioral control, and entrepreneurial intention. An interesting result in this study is that the non-supporting moderating effect of entrepreneurship education differs from previous studies. The moderating effect that has positive results is found in the relationship between creativity and subjective norms, but overall, it has negative results. These findings indicate that enhancing creativity can strengthen entrepreneurial intention, especially in waste cooking oil-based businesses, which offer significant environmental and economic potential. This study recommends that entrepreneurship education programs should emphasize the development of creativity and the strengthening of positive attitudes toward entrepreneurship.*

**Keywords:** *entrepreneurial intention, creativity, used cooking oil, theory of planned behavior.*