

## ABSTRACT

In 2023, Indonesia's unemployment rate reached 5.45%, the second highest in Southeast Asia after Brunei Darussalam (7.2%). Although it has decreased from 9.1 million people in 2021 to 7.85 million people in 2023, this unemployment rate is still higher than before the COVID-19 pandemic in 2019 (7.04 million people). The highest unemployment rate occurs among young people (15-24 years old) with a percentage reaching 19.40% based on Sakernas 2023 data. Entrepreneurship is considered a crucial solution to reduce unemployment, with MSMEs contributing significantly to GDP (60%) and employment (96.9%). In Bandung, the unemployment rate in 2023 reached 8.6%, higher than the national average, making it a relevant city for research on student entrepreneurial intention. Therefore, researchers examined The Effect of Attitude Toward Behavior, Subjective Norm, and Perceived Behavioural Control on Entrepreneurial Intention (A Study on Male Bachelor and Master Students in Bandung). The purpose of this research is to find out how much influence attitude toward behavior, subjective norm, perceived behavioral control on entrepreneurial intention in male students in Bandung.

The method used in this research is quantitative method. There is a population in this study, namely male students in Bandung with samples taken using non-probability methods with incidental techniques using the Cochran formula, namely 385 respondents. The method for data analysis uses Structural Equation Modeling-Partial Least Square (SEM-PLS) using the help of the SmartPLS version 4.0 data processing application.

The results showed that attitude toward behavior, subjective norm, perceived behavioral control have a positive and significant influence on entrepreneurial intention in male students in Bandung.

**Keywords:** Theory of Planned Behavior, Attitude Toward Behavior, Subjective Norm, Perceived Behavioural Control, Entrepreneurial Intention.