

*This study aims to analyze the effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention among Telkom University students, with Entrepreneurial Mindset as a mediating variable and Entrepreneurial Attitude as a moderating variable. Telkom University was chosen as the research object due to its strong commitment to fostering student entrepreneurship through various academic and non-academic programs.*

*Data were collected using questionnaires and analyzed through Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The study is expected to clarify the mechanism by which Entrepreneurial Self-Efficacy influences Entrepreneurial Intention through the development of an Entrepreneurial Mindset, and how Entrepreneurial Attitude strengthens this relationship.*

*The findings provide important contributions to entrepreneurship program development in higher education, particularly in designing learning strategies that enhance self-efficacy, build an Entrepreneurial Mindset, and optimize Entrepreneurial Attitude as drivers of students' Entrepreneurial Intentions.*

*Keywords: Entrepreneurial Self-Efficacy, Entrepreneurial Mindset, Entrepreneurial Intention, Entrepreneurial Attitude, students, Telkom University.*