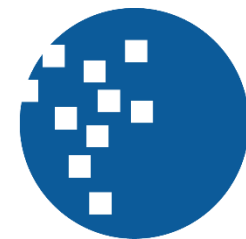


**The Influence of Support Structure, Knowledge, Operation Risks,
Financial Support, and Social Support on Entrepreneurial
Intention of Female University Students in Tangerang Raya**



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**MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024**

**The Influence of Support Structure, Knowledge, Operational
Risks, Financial Support, and Social Support on Entrepreneurial
Intention of Female University Students in Tangerang Raya**



Thesis

Proposed to Fulfill one of the requirements
to obtain the title of
Bachelor's of Management

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PREFACE

Praise be to Allah SWT for His blessings and grace, enabling the author to complete this thesis. This thesis is part of the requirements for the author to complete the Bachelor's Degree (S1) in Management at Multimedia Nusantara University. The author also wishes to express gratitude and thanks to several people for guiding, assisting, and supporting the author in completing this thesis.

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The author acknowledges that this thesis is far from perfect, so the author would like to apologize for any mistakes found in this research. The author hopes that this research can be beneficial to others in the future.

Tangerang, 12 May 2024



(Azzahra Naya Aurellia)

***Pengaruh Support Structure, Knowledge, Operational Risks,
Financial Support, dan Social Support terhadap Entrepreneurial
Intention Mahasiswa Perempuan di Tangerang Raya***

(Azzahra Naya Aurellia)

ABSTRAK

Perempuan menghadapi beberapa rintangan dalam menjadi wirausahawan, meskipun banyak dari mereka memiliki potensi untuk mendirikan bisnis, terutama mahasiswa perempuan yang telah menempuh pendidikan tinggi. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang memengaruhi niat berwirausaha mahasiswa perempuan di Tangerang Raya. Metode penelitian yang digunakan adalah kuantitatif, dengan mengumpulkan data melalui kuesioner dan mengolahnya menggunakan perangkat lunak IBM SPSS Statistics 26. Penelitian ini sendiri menggunakan metode kuantitatif dengan menyebarkan kuesioner google form kepada target responden. Dari hasil kuesioner google form yang disebarkan, penelitian ini berhasil mengumpulkan 160 data mahasiswa perempuan yang sesuai kriteria yang dibutuhkan. Dari data yang dikumpulkan dan dianalisis, penelitian ini menemukan bahwa struktur dukungan, pengetahuan, dan dukungan keuangan berpengaruh positif terhadap niat berwirausaha. Selain itu, risiko operasional ditemukan mempengaruhi niat berwirausaha secara negatif. Terakhir, kurangnya dukungan sosial tidak ditemukan memiliki efek signifikan terhadap niat berwirausaha. Oleh karena itu, dapat disimpulkan bahwa niat berwirausaha mahasiswa perempuan di Tangerang Raya dapat ditingkatkan melalui peningkatan struktur dukungan pemerintah yang lebih mendukung wirausahawan perempuan, pendidikan dan pelatihan kewirausahaan yang lebih luas, dan akses ke dukungan keuangan yang netral gender serta mudah diakses.

Kata kunci: *entrepreneurial intention, support structure, knowledge, operational risks, financial support, social support, mahasiswa perempuan*

**The Influence of Support Structure, Knowledge, Operational
Risks, Financial Support, and Social Support on Entrepreneurial
Intention of Female Universities Student in Tangerang Raya**

(Azzahra Naya Aurellia)

ABSTRACT

Women face several obstacles in becoming entrepreneurs, despite many of them having the potential to establish businesses, especially female university students who have pursued higher education. This research aims to identify the factors influencing the entrepreneurial intention of female university students in Tangerang Raya. The research method employed is quantitative, with collecting data through questionnaires and processing it using IBM SPSS Statistics 26 software. This research itself utilizes a quantitative method by distributing a Google Form questionnaire to the target respondents. From the results of the distributed Google Form questionnaire, this research successfully collected 160 data from female students that met the required criteria. From the gathered and analyzed data, this study found that support structure, knowledge, and financial support positively influence entrepreneurial intention. Additionally, operational risks were found to negatively influence entrepreneurial intention. Lastly, the lack of social support was found to have no significant effect on entrepreneurial intention. Consequently, it can be concluded that the entrepreneurial intention of female students in Tangerang Raya can be enhanced through improvements in government support structures that better support female entrepreneurs, broader entrepreneurship education and training, and access to financial support that is gender-neutral and easily accessible.

Keywords: *entrepreneurial intention, support structure, knowledge, operational risks, financial support, social support, female university students*

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