

ABSTRAK

Pertumbuhan UMKM sektor *Food and Beverage* semakin meningkat menuntut pelaku usaha untuk memiliki minat berwirausaha yang kuat agar mampu menghadapi pertumbuhan dan perkembangan para pesaing bisnis. Penelitian ini bertujuan untuk menganalisis pengaruh sikap perilaku, norma subjektif, dan persepsi kontrol perilaku terhadap minat berwirausaha pada pelaku UMKM bidang *Food and Beverage* Kabupaten Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah responden 100 pelaku usaha disektor *food and beverage* di Kecamatan Sumbersari Kabupaten Jember, teknik pengambilan sampel menggunakan *nonprobability sampling* dengan spesifikasi teknik *purposive sampling*. Data didapat dari penyebaran kuesioner dan dianalisis menggunakan regresi berganda dengan bantuan SPSS, kemudian data tersebut diidentifikasi hubungan antara variabel independen sikap perilaku, norma subjektif, dan persepsi kontrol perilaku memiliki pengaruh positif dan signifikan terhadap minat berwirausaha. Nilai *Adjusted R Square* sebesar 0,622 menunjukkan bahwa 62,2% minat berwirausaha dipengaruhi oleh ketiga variabel tersebut, sedangkan 37,8% dipengaruhi oleh variabel lain. Hasil dari penelitian ini menunjukkan bahwa hipotesis satu variabel sikap perilaku berpengaruh positif dan signifikan terhadap minat berwirausaha, dan hipotesis dua variabel norma subjektif berpengaruh positif dan signifikan terhadap minat berwirausaha, hipotesis tiga variabel persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap minat berwirausaha.

Kata kunci : *Theory of Planned Behavior*, Sikap Perilaku, Norma Subjektif, Persepsi Kontrol Perilaku, Minat Berwirausaha

ABSTRACT

The increasing growth of MSMEs in the Food and Beverage sector demands business actors to have a strong interest in entrepreneurship in order to be able to face the growth and development of business competitors. This study aims to analyze the influence of behavioral attitudes, subjective norms, and perceived behavioral control on entrepreneurial interest in MSMEs in the Food and Beverage sector in Jember Regency. This study uses a quantitative approach with 100 business actors as respondents in the food and beverage sector in Summersari District, Jember Regency, the sampling technique uses nonprobability sampling with purposive sampling technique specifications. Data obtained from distributing questionnaires and analyzed using multiple regression with the help of SPSS, then the data is identified the relationship between independent variables behavioral attitudes, subjective norms, and perceived behavioral control have a positive and significant influence on entrepreneurial interest. The Adjusted R Square value of 0.622 shows that 62.2% of entrepreneurial interest is influenced by these three variables, while 37.8% is influenced by other variables. The results of this study indicate that the hypothesis of one behavioral attitude variable has a positive and significant influence on entrepreneurial interest, and the hypothesis of two subjective norm variables has a positive and significant influence on entrepreneurial interest, hypothesis three behavioral control variables have a positive and significant influence on entrepreneurial interest.

Keyword :*Theory of Planned Behavior, Behavioral Attitudes, Subjective Norms, Perceived Behavioral Control, Interest in Entrepreneurship*