

## ***ABSTRACT***

Pancasila is the basis for the nation of Indonesia. The application of Pancasila values in entrepreneurship will encourage new entrepreneurs who grow in accordance with the culture that develops in Indonesia as a populist economy characterized by Indonesia. The existence of Pancasila entrepreneurship in the form of a populist economy can encourage the creation of new jobs so that it can be a solution in reducing unemployment. Entrepreneurs can be formed and trained, so the most important one is the existence of entrepreneurial intention. Therefore, it is important to know the determinants of entrepreneurial intention. One approach to look at the factors that influence interest in entrepreneurship is through Theory of Planned Behavior (TPB). There are three main components in TPB, which are attitude, social norm and perceived behavioral control.

This study aims to: analyze the effect of the perceived implementation of Pancasila to attitude; analyze the effect of perceived implementation of Pancasila to perceived behavioral control; analyze the effect of the perceived implementation of Pancasila to social norms; analyze the effect of attitude to entrepreneurial intention; analyze the effect of perceived behavioral control to entrepreneurial intention; analyze the influence of social norm to entrepreneurial intention; analyze the effect of access to entrepreneurial intention; analyze the effect of access to entrepreneurial action; analyze the effect of entrepreneurial intention on entrepreneurial action.

The analytical technique use in this study was Structural Equation Modeling-Partial Least Squares (SEM-PLS) with 91 samples. The results of the analysis obtained the following findings: perceived implementation of Pancasila has a positive and significant effect on attitude; perceived implementation of Pancasila has a positive and significant effect on social norms; perceived implementation of Pancasila has a positive and significant effect on perceived behavioral control; attitude has a positive and significant effect on entrepreneurial intention; social norm has no significant effect on entrepreneurial intention; perceived behavioral control has no significant effect on entrepreneurial intention; access has no significant effect on entrepreneurial intention; access has a positive and significant effect on entrepreneurial action; and entrepreneurial intention has a positive and significant effect on entrepreneurial action.

**Key words:** Pancasila, Pancasila Entrepreneurship, Theory Planned Behavior, Structural Equation Modeling–Partial Least Squares (SEM-PLS)