

ABSTRACT

The importance of the role of the younger generation in entrepreneurship is one alternative that can be done to reduce the unemployment rate, the existence of MSMEs is one sector that must be maintained and improved in quality, especially in an effort to foster entrepreneurial interest in the younger generation. The problems that occur in the field show that the young generation of entrepreneurship in Kudus Regency is still low in interest in entrepreneurship. This study aims to determine the effect of self-efficacy, creativity, capital and innovation on entrepreneurial intentions in the younger generation in Kudus Regency.

This research method is descriptive quantitative analysis using multiple linear regression analysis with the help of SPSS V.25 software to analyze and determine the effect of exogenous variables on endogenous variables. The population of this study is the younger generation of business actors in Kudus Regency with a sampling method that is purposive sampling so that a total of 100 samples are obtained.

The results of this study explain that self-efficacy, creativity, capital and innovation have a significant and positive influence on the entrepreneurial intentions of the young generation in Kudus Regency, these findings explain that in growing entrepreneurial intentions in the younger generation in Kudus Regency can be realized through several factors, including: others are self-efficacy, creativity, capital and innovation. The results of this study are expected to contribute to the younger generation as a form of theoretical literature in growing entrepreneurial intentions.

Keyword: *self-efficacy, creativity, capital, innovation and entrepreneurial intentions*