

ABSTRACT

Diponegoro University provides facilities for its students to start businesses in the MSME sector, and the university also encourages the application of Entrepreneurship courses. However, in reality, few student entrepreneurs are willing to increase investment in their own businesses to foster further growth. The purpose of this thesis is to determine the influence of family support, entrepreneurial orientation, access to capital sources, and macro-environmental encouragement on the investment intentions of Muslim female student entrepreneurs at Diponegoro University.

This research was conducted using a survey method via Google Form distributed to all Muslim female students at Diponegoro University (2021-2024) who own businesses in any field and have been operating for more than 6 months. The collected data was then analyzed using SPSS v27 with descriptive analysis and multiple regression analysis. The total sample size used was 117 samples.

The research results show that entrepreneurial orientation and access to capital sources have a positive and significant influence on the investment intentions of student entrepreneurs at Diponegoro University. On the other hand, family support and macro-environmental encouragement do not affect the investment intentions of student entrepreneurs at Diponegoro University.

Keywords: Investment Intention, Family Support, Entrepreneurial Orientation, Access to Capital Sources, Macro-Environmental Encouragement