

## ABSTRACT

*Entrepreneurship development in Indonesia presents significant opportunities; however, female students' interest in entrepreneurship remains relatively limited. This condition indicates the presence of various factors influencing female students' decisions to engage in entrepreneurial activities. This study aims to analyze the effect of religiosity, gender stereotype perception, self-motivation, and social support on the entrepreneurial intention of muslim female students at UNDIP.*

*This study employs a quantitative research approach. The sample was determined using a purposive sampling technique involving 42 active muslim female students of UNDIP who have an interest in entrepreneurship. Data were collected through a questionnaire distributed via Google Form, covering variables of religiosity, gender stereotype perception, self-motivation, social support, and entrepreneurial intention. The data were analyzed using multiple linear regression with the assistance of SPSS version 25.*

*The results indicate that religiosity, gender stereotype perception, and social support have a positive and significant effect on the entrepreneurial intention of muslim female students at UNDIP. Meanwhile, self-motivation does not have a significant effect on entrepreneurial intention. Simultaneously, religiosity, gender stereotype perception, self-motivation, and social support significantly influence entrepreneurial intention. These findings suggest that external factors and personal values play an important role in fostering entrepreneurial interest among female students.*

*Keywords: religiosity, gender stereotypes, self-motivation, social support, entrepreneurial intention*

