

Analisa faktor-faktor yang mempengaruhi entrepreneurial desirability, studi pada mahasiswa master degree disertai kajian komparasinya = Analysis of factors influencing entrepreneurial desirability, a case at master degree student with comparative study

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Abstrak

Tujuan dari penelitian ini adalah untuk menyelidiki faktor-faktor yang mempengaruhi munculnya entrepreneurial desirability pada mahasiswa Master Degree disertai kajian komparasinya. Penelitian dilakukan untuk memverifikasi pengaruh interaksi antara kognisi kewirausahaan (the perceived entrepreneurial self efficacy, the perceived entrepreneurial feasibility, entrepreneurial desirability). Survei dilakukan pada 196 mahasiswa Master Degree di 2 perguruan tinggi yakni sampel kampus A di Indonesia dan sampel kampus B di Malaysia. Penelitian ini menggunakan metode Structural Equation Modelling (SEM).

Temuan dalam penelitian ini menyatakan bahwa pada responden di sampel kampus A di Indonesia, faktor self-efficacy tidak berpengaruh signifikan terhadap entrepreneurial desirability, self-efficacy berpengaruh signifikan terhadap entrepreneurial feasibility, entrepreneurial feasibility berpengaruh signifikan terhadap entrepreneurial desirability. Adapun pada responden di sampel kampus B di Malaysia, faktor self-efficacy berpengaruh signifikan terhadap entrepreneurial desirability, self-efficacy berpengaruh signifikan terhadap entrepreneurial feasibility, entrepreneurial feasibility tidak berpengaruh signifikan terhadap entrepreneurial desirability.

Adapun keterbatasan pada penelitian ini hanya memberikan gambaran umum tentang kondisi peserta di 2 sampel kampus yang mungkin memiliki visi dan misi penyelenggaraan program kewirausahaan yang berbeda. Penelitian berikutnya dapat menyelidiki pola interaksi yang lebih komprehensif pada faktor-faktor yang mempengaruhi entrepreneurial desirability dengan mempertimbangkan variabel lain selain variabel yang telah peneliti teliti.

.....The purpose of this study was to investigate the factors that influence the emergence of entrepreneurial desirability in Master Degree students accompanied by a comparative study. The study was conducted to verify the effect of interaction between entrepreneurial cognition (the perceived entrepreneurial self-efficacy, the perceived entrepreneurial feasibility, entrepreneurial desirability). The survey was conducted on 196 Master Degree students in 2 universities namely sample A campus in Indonesia and sample B campus in Malaysia. This study uses the method of Structural Equation Modeling (SEM).

The findings in this study stated that in respondents in sample campus A in Indonesia, the self-efficacy factor had no significant effect on entrepreneurial desirability, self-efficacy had a significant effect on entrepreneurial feasibility, entrepreneurial feasibility had a significant effect on entrepreneurial desirability. As for the respondents in sample campus B in Malaysia, the self-efficacy factor has a significant effect on entrepreneurial desirability, self-efficacy has a significant effect on entrepreneurial feasibility, entrepreneurial feasibility has no significant effect on entrepreneurial desirability.

The limitations of this study only provide an overview of the conditions of participants in 2 campus samples that may have different vision and mission of organizing entrepreneurship programs. Subsequent research

can investigate a more comprehensive interaction pattern on the factors that influence entrepreneurial desirability by considering other variables besides variables that researchers have meticulously examined.