

Pengaruh Entrepreneurial Learning dan Social Support terhadap Entrepreneurial Intention (Studi pada Mahasiswa yang Telah Mengikuti Mata Kuliah Entrepreneurship) = The Effect of Entrepreneurial Learning and Social Support on Entrepreneurial Intention (Study of Students Who Have Participated in Entrepreneurship Courses)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh entrepreneurial learning dan social support terhadap entrepreneurial intention pada mahasiswa yang telah mempelajari mata kuliah entrepreneurship di Institut Pertanian Bogor, Institut Teknologi Bandung, dan Universitas Indonesia. Teknik pengumpulan data yang digunakan adalah survei dengan menyebarkan kuesioner kepada mahasiswa dari tiga perguruan tinggi tersebut dengan total sampel sebanyak 165 responden. Uji hipotesis dilakukan dengan menggunakan analisis regresi berganda hierarkis. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh signifikan dari entrepreneurial learning dan social support terhadap entrepreneurial intention dan dimediasi oleh theory of planned behavior yang terdiri dari attitude towards entrepreneurship, subjective norms, dan perceived behavioral control.

This study aims to determine the effect of entrepreneurial learning and social support on entrepreneurial intention in students who have studied entrepreneurship courses at Bogor Agricultural University, Bandung Institute of Technology, and University of Indonesia. The data collection technique used was a survey by distributing questionnaires with a total sample of 165 respondents. Hypothesis testing is done by using hierarchical multiple regression analysis. The results of this study indicate that there is a significant influence of entrepreneurial learning and social support on entrepreneurial intention and is mediated by the theory of planned behavior consisting of attitude towards entrepreneurship, subjective norms, and perceived behavioral control.