

Analisis Pengaruh Entrepreneurial Education Terhadap Entrepreneurial Intention dengan Culture dan Entrepreneurial Attitude sebagai Variabel Moderasi (Studi pada Mahasiswa Sarjana Universitas Indonesia) = Analysis of the Effect of Entrepreneurship Education on Entrepreneurial Intentions with Entrepreneurial Culture and Attitudes as Moderating Variables (Study on University of Indonesia Undergraduate Students)

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Abstrak

Kegiatan entrepreneurship merupakan hal yang sangat penting dalam perkembangan ekonomi dan sosial suatu negara. Salah satu upaya pemerintah untuk menghasilkan entrepreneur yang berkompeten dan berdaya saing adalah dengan menerapkan entrepreneurial education di perguruan tinggi, yaitu salah satunya di Universitas Indonesia. Oleh karena itu, sangat penting bagi universitas untuk mengetahui intensi berwirausaha agar dapat mengembangkan potensi dan ide-ide kreatif dari mahasiswa. Dengan demikian penelitian ini dilakukan dengan tujuan untuk menganalisis bagaimana tingkat entrepreneurial intentions mahasiswa yang dilihat dari faktor pendidikan (education), sikap (attitude) dan budaya (culture). Pendekatan kuantitatif digunakan dalam penelitian ini dengan melibatkan partisipan responden mahasiswa sarjana di Universitas Indonesia. Data dikumpulkan melalui penyebaran kuesioner dalam bentuk g-form yang disebarakan secara online dan offline, dengan kriteria responden mahasiswa sarjana Universitas Indonesia yang pernah atau sedang mengikuti mata kuliah entrepreneurship. Data kuesioner terkumpul sebanyak 315 tanggapan, namun hanya 262 tanggapan yang memenuhi kriteria penelitian. Analisis data deskriptif digunakan dengan bantuan software SPSS versi 19, dan analisis data PLS-SEM dilakukan dengan bantuan software SmartPLS versi 4 untuk menguji hipotesis. Temuan penelitian ini menunjukkan bahwa entrepreneurial education dan entrepreneurial attitude mempengaruhi entrepreneurial intentions secara signifikan positif, entrepreneurial education mempengaruhi entrepreneurial attitude secara signifikan positif dan entrepreneurial attitude memiliki efek moderasi terhadap entrepreneurial education dengan entrepreneurial intentions secara signifikan positif. Selanjutnya, hasil dari variabel culture gagal menjelaskan efek sebagai variabel moderasi dari hubungan entrepreneurial education dengan entrepreneurial attitude, sehingga hasil tersebut negatif dan tidak signifikan.

..... Entrepreneurship activities are very important in the economic and social development of a country. One of the government's efforts to produce competent and competitive entrepreneurs is by implementing entrepreneurial education in universities, one of which is at the University of Indonesia. Therefore, it is very important for universities to know their entrepreneurial intentions so they can develop students' potential and creative ideas. Thus this research is carried out with the aim of analyzing how the level of entrepreneurial intentions of students is seen from the factors of education (education), attitude (attitude) and culture (culture). A quantitative approach was used in this study by involving undergraduate student respondents at the University of Indonesia. Data was collected by distributing questionnaires in the form of g-forms which were distributed online and offline, with the criteria of respondents being undergraduate students at the University of Indonesia who had or were currently taking entrepreneurship courses. Questionnaire data collected as many as 300 responses, but only 262 responses met the research criteria. Descriptive data

analysis was used with the help of SPSS version 19 software, and PLS-SEM data analysis was carried out with the help of SmartPLS version 4 software to test the hypothesis. The findings of this study indicate that entrepreneurial education and entrepreneurial attitude influence entrepreneurial intentions significantly positively, entrepreneurial education influences entrepreneurial attitudes significantly positively and entrepreneurial attitude has a moderating effect on entrepreneurial education with entrepreneurial intentions significantly positively. Furthermore, the results of the culture variable failed to explain the effect as a moderating variable on the relationship between entrepreneurial education and entrepreneurial attitude, so the results were negative and not significant.