

Pengaruh University Support Terhadap Entrepreneurial Intention Dengan University Climate Sebagai Variabel Mediasi (Studi Pada Mahasiswa Universitas Indonesia dan Universitas Bina Nusantara) = The Effect of University's Support on Students Entrepreneurial Intention with University Climate as a Mediating Variable (Study at the University of Indonesia and Bina Nusantara University)

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Abstrak

Entrepreneurial intention merupakan langkah awal dalam menciptakan lapangan kerja baru, mendorong inovasi, memperkuat ekonomi, dan menciptakan nilai tambah bagi masyarakat serta meningkatkan daya saing suatu negara. Penelitian ini bertujuan untuk menganalisis pengaruh university support dan university climate terhadap entrepreneurial intention mahasiswa di Universitas Indonesia dan Universitas Bina Nusantara. Penelitian ini menggunakan metode kuantitatif dengan mengumpulkan data melalui kuesioner yang diberikan kepada lebih dari 300 mahasiswa dan kuesioner yang terisi sebanyak 300 responden. Data yang terkumpul dianalisis menggunakan analisis Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan menggunakan Software IBM SPSS Statistics 26 dan SmartPLS 4 untuk menguji hubungan antara variabel-variabel yang diteliti. Hasil penelitian menunjukkan bahwa university support tidak mempengaruhi secara signifikan terhadap entrepreneurial intention, namun university climate memiliki pengaruh positif dan signifikan terhadap entrepreneurial intention mahasiswa. Selain itu, university climate juga ditemukan memediasi hubungan antara university support dengan entrepreneurial intention mahasiswa. Implikasi manajerial dari temuan ini adalah bahwa universitas perlu mengembangkan program-program dan kebijakan-kebijakan yang mendukung pengembangan entrepreneurial intention mahasiswa dan menciptakan university climate yang positif di lingkungan kampus.

.....Entrepreneurial intention is the first step in creating new jobs, encouraging innovation, strengthening the economy, and creating added value for society and increasing a country's competitiveness. This research aims to analyze the influence of university support and university climate on student entrepreneurial intention at the University of Indonesia and Bina Nusantara University. This research uses quantitative methods by collecting data through questionnaires given to more than 300 students and questionnaires filled out by 300 respondents. The collected data was analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using IBM SPSS Statistics 26 and SmartPLS 4 software to test the relationship between the variables studied. The research results showed that university support did not significantly influence entrepreneurialism. intention, but the university climate has a positive and significant influence on students' entrepreneurial intention. Apart from that, university climate was also found to mediate the relationship between university support and students' entrepreneurial intention. The managerial implication of these findings is that universities need to develop programs and policies that support the development of student entrepreneurial intention and create a positive university climate in the campus environment.