

## ABSTRAK

### **Pengaruh *Entrepreneurial Passion, Role Models* dan *Entrepreneurial Education* Terhadap *Entrepreneurial Self-Efficacy* dan Dampaknya Kepada *Entrepreneurial Intention***

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Tujuan dari penelitian ini adalah untuk menganalisis dan menguji: 1. pengaruh positif *entrepreneurial passion* terhadap *entrepreneurial intention*, 2. pengaruh positif antara *role models* terhadap *entrepreneurial intention*, 3. pengaruh positif antara *entrepreneurial education* terhadap *entrepreneurial intention*, 4. pengaruh positif antara *entrepreneurial passion* terhadap *entrepreneurial self-efficacy*, 5. pengaruh positif antara *role models* terhadap *entrepreneurial self-efficacy*, 6. pengaruh positif antara *entrepreneurial education* terhadap *entrepreneurial self-efficacy*, 7. pengaruh positif antara *entrepreneurial self-efficacy* terhadap *entrepreneurial intention*, 8. *entrepreneurial self-efficacy* memediasi hubungan antara *entrepreneurial passion* terhadap *entrepreneurial intention*, 9. *entrepreneurial self-efficacy* memediasi hubungan antara *role models* terhadap *entrepreneurial intention*, 10. *entrepreneurial self-efficacy* memediasi hubungan antara *entrepreneurial education* terhadap *entrepreneurial intention*. Metode pengumpulan data menggunakan teknik kuantitatif dengan *google-form*. Target populasi yang digunakan pada penelitian ini tertuju kepada mahasiswa/i fakultas ekonomi dan bisnis Universitas Pelita Harapan Lippo Village Karawaci dengan jumlah sampel sebanyak 200 responden. Metode analisis data yang digunakan pada penelitian ini adalah *partial least square-structural equation modeling* dengan menggunakan SmartPLS 4. Hasil penelitian ini menunjukkan bahwa *entrepreneurial passion* berpengaruh negatif terhadap *entrepreneurial self-efficacy* dan *entrepreneurial intention*. Kemudian, *role models* dan *entrepreneurial education* berpengaruh positif terhadap *entrepreneurial self-efficacy* dan *entrepreneurial intention*. Begitu juga, *entrepreneurial self-efficacy* berpengaruh positif terhadap *entrepreneurial intention*. *Entrepreneurial self-efficacy* tidak memediasi hubungan antara *entrepreneurial passion* terhadap *entrepreneurial intention*. *Entrepreneurial self-efficacy* memediasi hubungan antara *role models* dan *entrepreneurial education* terhadap *entrepreneurial intention*.

Kata Kunci: semangat wirausaha, panutan, pendidikan kewirausahaan, efikasi diri wirausaha, niat wirausaha.

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The purpose of this study is to analyze and test: 1. the positive influence of entrepreneurial passion on entrepreneurial intention, 2. the positive influence of role models on entrepreneurial intention, 3. the positive influence of entrepreneurial education on entrepreneurial intention, 4. the positive influence of entrepreneurial passion on entrepreneurial self-efficacy, 5. the positive influence of role models on entrepreneurial self-efficacy, 6. the positive influence of entrepreneurial education on entrepreneurial self-efficacy, 7. the positive influence of entrepreneurial self-efficacy on entrepreneurial intention, 8. entrepreneurial self-efficacy mediating the relationship between entrepreneurial passion and entrepreneurial intention, 9. entrepreneurial self-efficacy mediating the relationship between role models on entrepreneurial intention, 10. entrepreneurial self-efficacy mediate the relationship between entrepreneurial education on entrepreneurial intention. Methods of data collection using quantitative techniques with google-form. The target population used in this study was students of the Faculty of Economics and Business at Pelita Harapan University Lippo Village Karawaci with a total sample of 200 respondents. The data analysis method used in this study is partial least square–structural equation modeling using SmartPLS 4. The results of this study indicate that entrepreneurial passion has a negative effect on entrepreneurial self-efficacy and entrepreneurial intention. Then, role models and entrepreneurial education have a positive effect on entrepreneurial self-efficacy and entrepreneurial intention. Likewise, entrepreneurial self-efficacy has a positive effect on entrepreneurial intention. Entrepreneurial self-efficacy does not mediate the relationship between entrepreneurial passion and entrepreneurial intention. Entrepreneurial self-efficacy mediates the relationship between role models and entrepreneurial education on entrepreneurial intention.

*Keywords: entrepreneurial passion, role models, entrepreneurial education, entrepreneurial self-efficacy, entrepreneurial intention*