

ABSTRAK

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Self-Efficacy, Entrepreneurial Motivation, family support, mediasi Entrepreneurial Education dalam meningkatkan Entrepreneurial Intention terhadap mahasiswa Universitas Pelita Harapan dan Universitas Ciputra.

(xviii + 168 halaman; 6 gambar; 27 tabel; 8 lampiran)

Penelitian ini bertujuan untuk meneliti pengaruh *self-efficacy, entrepreneurial motivation, family support*, dan mediasi *entrepreneurial education* terhadap *entrepreneurial intention* mahasiswa. Dilakukan dengan metode kuantitatif menggunakan kuesioner skala Likert pada 160 mahasiswa dari Universitas Pelita Harapan dan Universitas Ciputra yang mengikuti program kewirausahaan. Data dianalisis menggunakan PLS-SEM. Kesimpulan penelitian ini adalah *self-efficacy* berpengaruh positif terhadap *entrepreneurial education*, *self-efficacy* tidak berpengaruh positif terhadap *entrepreneurial intention*, *entrepreneurial motivation* tidak berpengaruh positif terhadap *entrepreneurial education*, *entrepreneurial motivation* berpengaruh positif terhadap *entrpreneurial intention*, *family support* berpengaruh positif terhadap *entrepreneurial education*, *family support* berpengaruh positif terhadap *entrpreneurial intention*, *entrepreneurial education* berpengaruh positif terhadap *entrepreneurial intention*, *entrepreneurial education* memediasi hubungan antara *self-efficacy* dan *entrpreneurial intention*, *entrepreneurial education* tidak memediasi hubungan antara *entrepreneurial motivation* dan *entrepreneurial intention*, *entrepreneurial education* memediasi hubungan antara *family support* dan *entrpreneurial intention*.

Kata Kunci: *self-efficacy, entrepreneurial motivation, family support, entrepreneurial education, entrepreneurial intention.*

ABSTRACT

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Self-Efficacy, Entrepreneurial Motivation, family support, Entrepreneurial Education mediation in increasing Entrepreneurial Intention of Pelita Harapan University and Ciputra University students.

(xviii + 168 pages; 6 images; 27 tables; 8 appendices)

This research aims to examine the influence of self-efficacy, entrepreneurial motivation, family support, and the role of entrepreneurship education on students' entrepreneurial intentions. Conducted using a quantitative method using a Likert scale questionnaire on 160 students from Pelita Harapan University and Ciputra University who took part in the entrepreneurship program. Data were analyzed using PLS-SEM. The conclusion of this research is that self-efficacy has a positive effect on entrepreneurial education, self-efficacy has no positive effect on entrepreneurial intention, entrepreneurial motivation has no positive effect on entrepreneurial education, entrepreneurial motivation has a positive effect on entrepreneurial intention, family support has a positive effect on entrepreneurial education, family support has a positive effect on entrepreneurial intention, entrepreneurial education has a positive effect on entrepreneurial intention, entrepreneurial education mediates the relationship between self-efficacy and entrepreneurial intention, entrepreneurial education does not mediate the relationship between entrepreneurial motivation and entrepreneurial intention, entrepreneurial education mediates the relationship between family support and entrepreneurial intention.

Keywords: *self-efficacy, entrepreneurial motivation, family support, entrepreneurial education, entrepreneurial intention.*