

ABSTRAK

PERAN *ENTREPRENEURIAL EDUCATION*, *PASSION*, *SELF-EFFICACY* TERHADAP *ENTREPRENEURIAL INTENTION*, YANG DIMODERASI OLEH *TEAM COOPERATION*: STUDI KASUS PADA MAHASISWA DI JABODETABEK

Penelitian ini dilakukan dengan tujuan untuk mengetahui peran *team cooperation* dalam memengaruhi *entrepreneurial education* terhadap *entrepreneurial intention* melalui *passion* dan *self-efficacy* dengan *team cooperation* pada Mahasiswa Manajemen Bisnis di Jabodetabek. Teknik penentuan sampel yang diterapkan adalah *probability sampling* dengan jumlah responden sebanyak 160 mahasiswa yang berlatar belakang manajemen dan bisnis. Hasil data diperoleh kemudian dilakukan analisis data menggunakan *software* SmartPLS 4. Penelitian ini menggunakan dua model perhitungan pada SmartPLS yaitu model pengukuran dan model *structural*. Adapun hasil penelitian menunjukkan bahwa *entrepreneurial education* tidak berpengaruh positif terhadap *entrepreneurial passion*, *entrepreneurial education* berpengaruh positif terhadap *entrepreneurial self-efficacy*, *entrepreneurial passion* tidak memediasi pengaruh *entrepreneurial education* terhadap *entrepreneurial intention*, *entrepreneurial self-efficacy* memediasi pengaruh *entrepreneurial education* terhadap *entrepreneurial intention*, *team cooperation* memoderasi pengaruh *entrepreneurial education* terhadap *entrepreneurial passion*, dan *team cooperation* memoderasi pengaruh *entrepreneurial education* terhadap *entrepreneurial self-efficacy*.

Kata Kunci: *Entrepreneurial Education*, *Entrepreneurial Intention*, *Team Cooperation*, *Passion*, *Self-efficacy*

ABSTRACT

THE ROLE OF ENTREPRENEURIAL EDUCATION, PASSION, SELF-EFFICACY TOWARDS ENTREPRENEURIAL INTENTION, WHICH IS MODERATE BY TEAM COOPERATION: CASE STUDY OF STUDENTS IN JABODETABEK

This study aims to explore the role of team cooperation in influencing entrepreneurial education on entrepreneurial intention through passion and self-efficacy, with a focus on Business Management students in the Jabodetabek area. The sample selection technique applied is probability sampling, with a total of 160 respondents consisting of students with a background in management and business. Data analysis was conducted using SmartPLS 4 software, employing two models: the measurement model and the structural model. The research findings indicate that entrepreneurial education does not have a positive effect on entrepreneurial passion, entrepreneurial education has a positive effect on entrepreneurial self-efficacy, entrepreneurial passion does not mediate the influence of entrepreneurial education on entrepreneurial intention, entrepreneurial self-efficacy mediates the influence of entrepreneurial education on entrepreneurial intention, team cooperation moderates the influence of entrepreneurial education on entrepreneurial passion, and team cooperation moderates the influence of entrepreneurial education on entrepreneurial self-efficacy.

Keywords: Entrepreneurial Education, Entrepreneurial Intention, Team Cooperation, Passion, Self-efficacy