

ABSTRAK

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ANALISIS PENGARUH ENTREPRENEUR EDUCATION, ENTREPRENEURIAL MOTIVATION, ENTREPRENEURIAL PASSION, DIMODERASI OLEH ENTREPRENEURIAL RESILIENCE TERHADAP ENTREPRENEURIAL INTENTION MAHASISWA DI TANGERANG

(xv + 91 halaman; 9 gambar, 28 tabel, 1 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *Entrepreneur Education*, *Entrepreneurial Motivation*, dan *Entrepreneurial Passion* yang dimoderasi oleh *Entrepreneurial Resilience* terhadap *Entrepreneurial Intention* mahasiswa di Tangerang. Penelitian ini mengambil data dari mahasiswa yang sedang berkuliah di daerah Tangerang dan di analisis dengan pendekatan kuantitatif. Penelitian ini menggunakan teknik *Partial Least Squares-SEM (PLS-SEM)* dan menggunakan aplikasi SmartPLS 4.0 untuk mengolah dan menganalisis data. Hasil penelitian ini menunjukkan bahwa *Entrepreneurial Passion* dan *Entrepreneurial Motivation* berpengaruh positif terhadap *Entrepreneurial Intention*. *Entrepreneur Education* dapat berpengaruh positif terhadap *Entrepreneurial Intention* apabila dimediasi oleh *Entrepreneurial Passion* dan *Entrepreneurial Motivation*. *Entrepreneurial Resilience* tidak dapat memoderasi hubungan antara *Entrepreneur Education*, *Entrepreneurial Passion*, *Entrepreneurial Motivation* terhadap *Entrepreneurial Intention*.

Kata Kunci: *Entrepreneurship*, *Entrepreneur Education*, *Entrepreneurial Passion*, *Entrepreneurial Motivation*, *Entrepreneurial Resilience*, *Entrepreneurial Intention*.

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ABSTRACT

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ANALYSIS OF THE INFLUENCE OF ENTREPRENEUR EDUCATION, ENTREPRENEURIAL MOTIVATION, ENTREPRENEURIAL PASSION, MODERATED BY ENTREPRENEURIAL RESILIENCE ON STUDENTS' ENTREPRENEURIAL INTENTION IN TANGERANG

(xv + 91 pages ; 9 figures, 28 tables, 1 addendum)

This research aims to determine the influence of Entrepreneur Education, Entrepreneurial Motivation, and Entrepreneurial Passion moderated by Entrepreneurial Resilience on the Entrepreneurial Intention of students in Tangerang. The study collected data from students currently enrolled in Tangerang and analyzed it using a quantitative approach. The research employed the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique and utilized the SmartPLS 4.0 application to process and analyze the data. The findings indicate that Entrepreneurial Passion and Entrepreneurial Motivation have a positive impact on Entrepreneurial Intention. Entrepreneur Education can have a positive influence on Entrepreneurial Intention when mediated by Entrepreneurial Passion and Entrepreneurial Motivation. However, Entrepreneurial Resilience does not moderate the relationship between Entrepreneur Education, Entrepreneurial Passion, Entrepreneurial Motivation, and Entrepreneurial Intention.

Keywords: Entrepreneurship, Entrepreneur Education, Entrepreneurial Passion, Entrepreneurial Motivation, Entrepreneurial Resilience, Entrepreneurial Intention.

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