

ABSTRAK

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PERAN MEDIASI LITERASI EKONOMI PADA PENDIDIKAN EKONOMI KELUARGA DAN NIAT KEWIRAUSAHAAN SARJANA MANAJEMEN DI DKI JAKARTA

(XVII + 93 Pages; 3 Gambar; 28 Tabel; - Lampiran)

Indonesia sedang menghadapi permasalahan serius terkait kemiskinan dan tingkat pengangguran, terutama di kalangan lulusan dengan berbagai tingkat pendidikan. Salah satu alasannya adalah rendahnya minat berwirausaha. Penelitian ini dilakukan untuk mengevaluasi pengaruh *family economic education* dan *peer groups* terhadap *entrepreneurial intention*, dan peran mediasi *economic literacy* dalam hubungan antara *family economic education* dan *peer groups* terhadap *entrepreneurial intention* pada sarjana manajemen di Kota DKI Jakarta, Indonesia. Penelitian ini merupakan penelitian berbasis kuantitatif. Subjek penelitian ini yaitu individu yang merupakan sarjana manajemen di DKI Jakarta, dengan rentang umur 21-26 tahun. Proses pengumpulan data dilakukan secara daring dengan menyebarkan kuesioner kepada calon responden melalui *google form*. Proses pengambilan sampel dengan teknik sampel non-probabilitas, menggunakan metode *purposive sampling*. Jumlah sampel minimum yang ditentukan bagi penelitian ini adalah 250 sampel. Metode analisis data yang digunakan penelitian ini adalah PLS-SEM dengan menggunakan program SmartPLS versi 4. Penelitian melakukan analisis data secara statistik, yaitu statistik deskriptif dan statistik inferensial. Sebagai hasilnya penelitian ini dapat menyatakan bahwa seluruh atau ketujuh hipotesis penelitian didukung. Sehingga penelitian ini berhasil membuktikan bahwa *family economic education* dan *peer groups* berpengaruh secara positif dan signifikan terhadap *economic literacy*, *family economic education* dan *peer groups* berpengaruh secara positif dan signifikan terhadap *entrepreneurial intention*, dan *economic literacy* memediasi secara signifikan hubungan antara *family economic education* dan *peer groups* terhadap *entrepreneurial intention* pada sarjana manajemen di Kota DKI Jakarta, Indonesia. Pihak orang tua, universitas, dan pemerintah disarankan mendukung dan memfasilitasi peningkatan literasi ekonomi untuk menstimulasi niat berwirausaha individu.

Kata Kunci: *Family Economic Education, Peer Groups, Economic Literacy, Entrepreneurial Intention*

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ABSTRACT

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THE MEDIATING ROLE OF ECONOMIC LITERACY ON FAMILY ECONOMIC EDUCATION AND ENTREPRENEURIAL INTENTIONS OF MANAGEMENT UNDERGRADUATES IN DKI JAKARTA
(XVII + 93 Pages; 3 Figures ; 28 Tables ; - Appendices)

Indonesia is facing serious problems related to poverty and unemployment, especially among graduates with various levels of education. One of the reasons is the low interest in entrepreneurship. This study was conducted to evaluate the effect of family economic education and peer groups on entrepreneurial intention, and the mediating role of economic literacy in the relationship between family economic education and peer groups on entrepreneurial intention among management undergraduates in DKI Jakarta City, Indonesia. This study is a quantitative-based research. The subjects of this study are individuals who are management undergraduates in DKI Jakarta, with an age range of 21-26 years. The data collection process was carried out online by distributing questionnaires to prospective respondents via google form. The sampling process used a non-probability sampling technique, using the purposive sampling method. The minimum sample size determined for this study was 250 samples. The data analysis method used in this research is PLS-SEM using the SmartPLS version 4 program. The research conducted statistical data analysis, namely descriptive statistics and inferential statistics. As a result, this study can state that all or all seven research hypotheses are supported. So this study succeeded in proving that family economic education and peer groups have a positive and significant effect on *economic literacy*, *family economic education* and *peer groups* positively and significantly influence *entrepreneurial intention*, and *economic literacy* significantly mediates the relationship between *family economic education* and *peer groups* on *entrepreneurial intention* among management undergraduates in DKI Jakarta City, Indonesia. Parents, universities, and the government are advised to support and facilitate the improvement of economic literacy to stimulate individual entrepreneurial intention.

Keywords : *Family Economic Education, Peer Groups, Economic Literacy, Entrepreneurial Intention*

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