

ABSTRAK

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PENGARUH PENDIDIKAN KEWIRUSAHAAN TERHADAP NIAT KEWIRUSAHAAN DI ANTARA MAHASISWA: *PERCEIVED FEASIBILITY* DAN *PERCEIVED DESIRABILITY* SEBAGAI MEDIASI

(IX + 92 halaman; 6 gambar; 25 tabel; 1 lampiran)

Penelitian ini memiliki tujuan untuk menggambarkan seorang wirausaha bertindak dan meningkatkan niat berwirausaha menggunakan *entrepreneurial education*. *Perceived feasibility* dan *perceived desirability* mediasi antara *entrepreneurial intention* seseorang. Model ini juga mengutamakan pembentukan *entrepreneurial intention* yang didasari dengan *entrepreneurship education*. Penelitian ini juga memberikan gambaran model penelitian *entrepreneurial intention*, *perceived desirability*, *perceived feasibility* dan *entrepreneurial education*. Pengolahan data pada penelitian ini menggunakan *smartPLS* versi ketiga. Hasil penelitian ini akan memberikan hasil hipotesis antar variabel dan hasil hipotesis mediasi dengan uji hipotesis *path coefficient*. Penelitian ini mengoperasikan sampel 140 mahasiswa dengan menerapkan *Cronbach alfa*, *Composite reliability*, *AVE*, validitas kovergen, validitas diskriminan, *common bias method*, *R square* dan pemodelan persamaan struktural untuk menggambarkan hubungan antar konstruk. Hasil dari penelitian ini menunjukkan bahwa hasil semua variabel dari *direct effects* dan *indirect effects* mengindikasikan nilai positif dan didukung secara empiris. Diharapkan penelitian ini memberikan pandangan baru untuk meningkatkan wirausaha dengan pendewasaan ilmu wirausaha dan pengalaman wirausaha diantara mahasiswa.

Kata Kunci: *entrepreneurial education*, *perceived feasibility*, *perceived desirability*, *entrepreneurial intention*

Referensi: (1982-2023)

ABSTRACT

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THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTION AMONGST STUDENTS: PERCEIVED FEASIBILITY AND PERCEIVED DESIRABILITY AS MEDIATION

(IX + 92 pages; 6 figures; 25 tables; 1 attachment)

This research aims to describe an entrepreneur in action and increase entrepreneurial intentions using entrepreneurial education. Perceived feasibility and perceived desirability mediate between a person's entrepreneurial intention. This model also prioritizes the formation of entrepreneurial intention which is based on entrepreneurship education. This research also provides an overview of research models for entrepreneurial intention, perceived desirability, perceived feasibility and entrepreneurial education. Data processing in this research uses the third version of SmartPLS. The results of this research will provide hypothesis results between variables and mediation hypothesis results by testing the path coefficient hypothesis. This research operates on a sample of 140 students by applying Cronbach's alpha, Composite reliability, AVE, convergent validity, discriminant validity, common bias method, R square and structural equation modeling to describe the relationship between constructs. The results of this research show that the results of all variables from direct effects and indirect effects indicate positive values and are supported empirically. It is hoped that this research will provide a new perspective on increasing entrepreneurship by maturing entrepreneurial knowledge and entrepreneurial experience among students.

Keywords: *entrepreneurial education, perceived feasibility, perceived desirability, entrepreneurial intention*

Reference: *(1982-2023)*