

## **ABSTRACT**

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### **THE IMPACT OF ENTREPRENEURSHIP EDUCATION TOWARDS ENTREPRENEURIAL INTENSITY OF EARLY GENERATION Z (1995 – 2000) OF UPH MEDAN CAMPUS**

(xiv+63 pages; 6 figures; 41 tables; 11 appendices)

The purpose of this research is to reveal whether there is any effect between Entrepreneurship Education and Entrepreneurial Intensity at UPH Medan Campus.

Pursuing entrepreneurship education at college or university could facilitate the knowledge and skills for students and human capital assets to create new business, which can be considered as the outcome of the intention of becoming an entrepreneur.

This research used quantitative research design and IBM SPSS Statistics v.25. Data analysis methods used in this research include descriptive statistics, validity test, reliability test, normality test, coefficient of correlation, coefficient of determination, linear regression analysis and Z Test.

The result of the research from Z test showed that Z Count (6.444) > Z Table (1.96) which prove there is an influence between Entrepreneurship Education and Entrepreneurial Intensity. The result of the research from coefficient of determination test showed that there is a strong positive correlation between Entrepreneurship Education and Entrepreneurial Intensity of Generation Z (1995-2000) of UPH Medan Campus.

As the conclusion, it has been proven that Entrepreneurship Education has impact towards Entrepreneurial Intensity of Generation Z (1995-2000) of UPH Medan Campus. The most importance for Entrepreneurship Education development at UPH Medan Campus is that the management, lecturer, and student organization at UPH Medan should be together in improving the quality of learning materials and entrepreneurship activities.

**Keywords: Entrepreneurship, Entrepreneurship Education, Entrepreneurial Intensity, Entrepreneurship Education impacts Entrepreneurial Intensity**

References: 35

## PREFACE

By the grace and blessing of the Almighty God, the author has completed the *skripsi* entitled: **“THE IMPACT OF ENTREPRENEURSHIP EDUCATION TOWARDS ENTREPRENEURIAL INTENSITY OF EARLY ENERATION Z (1995 – 2000) OF UPH MEDAN CAMPUS”**.

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