

ABSTRAK

Shefiara (01011190022)

**ANALISIS PENGARUH *OPPORTUNITY RECOGNITION* DAN
ENTREPRENEURIAL SELF-EFFICACY TERHADAP
ENTREPRENEURIAL INTENTION MAHASISWA YANG DIMODERASI
OLEH *ENTREPRENEURSHIP EDUCATION* DAN *GENDER***

(xiv + 86 halaman; 7 gambar; 26 tabel; 3 lampiran)

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh 1) *Opportunity Recognition* terhadap *Entrepreneurial Intention*, 2) *Entrepreneurial Self-efficacy* terhadap *Entrepreneurial Intention*, 3) *Opportunity Recognition* dan *Entrepreneurial Intention* yang dimoderasi oleh *Entrepreneurship Education*, 4) *Entrepreneurial Self-efficacy* dan *Entrepreneurial Intention* yang dimoderasi oleh *Entrepreneurship Education*, 5) *Opportunity Recognition* dan *Entrepreneurial Intention* yang dimoderasi oleh *Gender*, 4) *Entrepreneurial Self-efficacy* dan *Entrepreneurial Intention* yang dimoderasi oleh *Gender*. Penelitian ini dilakukan di Universitas Pelita Harapan dengan mahasiswa jurusan manajemen sebagai responden penelitian. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Data penelitian didapatkan dengan menyebarkan kuesioner secara online. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Jumlah sampel penelitian sebanyak 150 responden. Analisis data penelitian dilakukan dengan menggunakan software Smart PLS 3. Hasil penelitian yang diperoleh dalam penelitian ini adalah 1. *Opportunity Recognition* berpengaruh positif terhadap *Entrepreneurial Intention* 2. *Entrepreneurial Self-efficacy* berpengaruh positif terhadap *Entrepreneurial Intention* 3. *Entrepreneurship Education* secara negatif memoderasi hubungan antara *Opportunity Recognition* dan *Entrepreneurial Intention*. 4. *Entrepreneurship Education* secara negatif memoderasi hubungan antara *Entrepreneurial Self-efficacy* dan *Entrepreneurial Intention*. 5. *Gender* secara positif memoderasi hubungan antara *Opportunity Recognition* dan *Entrepreneurial Intention*. 6. *Gender* secara positif memoderasi hubungan antara *Entrepreneurial Self-efficacy* dan *Entrepreneurial Intention*.

Kata Kunci: *Opportunity Recognition, Entrepreneurial Self-efficacy, Entrepreneurship Education, Gender, Entrepreneurial Intention*

Referensi: 50 (2015 – 2022)

ABSTRACT

Shefiara (01011190022)

***ANALYSIS OF THE INFLUENCE OF OPPORTUNITY RECOGNITION AND
ENTREPRENEURIAL SELF-EFFICACY ON STUDENT
ENTREPRENEURIAL INTENTION MODERATED BY
ENTREPRENEURSHIP EDUCATION AND GENDER***

(xiv + 86 pages; 7 figures; 26 tables; 3 appendix)

The purpose of this study was to determine the effect of 1) Opportunity Recognition on Entrepreneurial Intention, 2) Entrepreneurial Self-efficacy on Entrepreneurial Intention, 3) Opportunity Recognition and Entrepreneurial Intention moderated by Entrepreneurship Education, 4) Entrepreneurial Self-efficacy and Entrepreneurial Intention moderated by Entrepreneurship Education, 5) Opportunity Recognition and Entrepreneurial Intention moderated by Gender, 4) Entrepreneurial Self-efficacy and Entrepreneurial Intention moderated by Gender. This research was conducted at Pelita Harapan University with students majoring in management as research respondents. The research method used in this study is the quantitative method. Research data obtained by distributing online questionnaires. The sampling technique used in this research is purposive sampling. The number of research samples is 150 respondents. Analysis of research data carried out using Smart PLS software 3. The results obtained in this study are 1. Opportunity Recognition has a positive effect on Entrepreneurial Intention 2. Entrepreneurial Self-efficacy has a positive effect on Entrepreneurial Intention 3. Entrepreneurship Education negatively moderates the relationship between Opportunity Recognition and Entrepreneurial Intention. 4. Entrepreneurship Education negatively moderates the relationship between Entrepreneurial Self-efficacy and Entrepreneurial Intention. 5. Gender positively moderates the relationship between Opportunity Recognition and Entrepreneurial Intention. 6. Gender positively moderates the relationship between Entrepreneurial Self-efficacy and Entrepreneurial Intention.

*Keywords: Opportunity Recognition, Entrepreneurial Self-efficacy,
Entrepreneurship Education, Gender, Entrepreneurial Intention*

Reference: 50 (2015 – 2022)