

## ABSTRAK

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### **ANALISIS PENGARUH *ENTREPRENEURIAL EDUCATION*, *PERCEIVED FEASIBILITY* DAN *PERCEIVED DESIRABILITY* TERHADAP *ENTREPRENEURIAL INTENTION* PADA MAHASISWA S1 TANGERANG**

(xiii + 75 halaman: 4 gambar; 34 tabel; 1 lampiran)

Kewirausahaan adalah paradigma manajemen strategis penting yang mendorong pertumbuhan ekonomi di wilayah dan negara tertentu. Namun, masih banyak dari kalangan mahasiswa yang intensi kewirausahaannya masih rendah. Penelitian ini bertujuan untuk mengetahui faktor-faktor pengaruh yang secara langsung dapat mempengaruhi intensi mahasiswa S1 Tangerang untuk berwirausaha. Penelitian ini merupakan penelitian kuantitatif berjenis korelasional, yang bertujuan untuk mengamati hubungan antara variabel-variabel. Populasi yang dipakai yaitu semua mahasiswa di Tangerang. *Purposive sampling* adalah cara yang dipakai untuk mengumpulkan sampel yang akan digunakan pada penelitian. Sampel pada penelitian ini berjumlah 200 responden yang merupakan mahasiswa S1 Tangerang. Teknik analisis datanya menggunakan *Partial Least Square-Structural Equation Modeling (PLS-SEM)* melalui aplikasi SmartPLS 4.0. Hasil penelitian mengungkapkan bahwa *Perceived Feasibility* dan *Perceived desirability* tidak berpengaruh positif dan tidak signifikan pada *Entrepreneurial Intention*, *Perceived Feasibility* tidak berpengaruh positif dan tidak signifikan pada *Perceived Desirability*. *Entrepreneurial Education* berpengaruh positif dan signifikan pada *Perceived Feasibility*, *Perceived Desirability*, dan *Entrepreneurial Intention*.

**Kata Kunci:** *Entrepreneurial Education*, *Entrepreneurial Intention*, *Perceived Feasibility*, *Perceived Desirability*

**Referensi:** 90 (2015-2023).

## **ABSTRACT**

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### ***ANALYSIS OF THE INFLUENCE OF ENTREPRENEURIAL EDUCATION, PERCEIVED FEASIBILITY AND PERCEIVED DESIRABILITY ON ENTREPRENEURIAL INTENTION IN TANGERANG SI STUDENTS***

*(xiii + 75 pages; 4 figures; 34 tables; 1 appendix)*

*Entrepreneurship is an important strategic management paradigm that drives economic growth in certain regions and countries. However, there are still many students whose entrepreneurial intentions are still low. This research aims to determine the influencing factors that can directly influence Tangerang undergraduate students' intentions to become entrepreneurs. This research is a correlational type of quantitative research, which aims to observe the relationship between variables. The population used is all students in Tangerang. Purposive sampling is the method used to collect samples that will be used in research. The sample in this study consisted of 200 respondents who were Tangerang undergraduate students. The data analysis technique uses Partial Least Square-Structural Equation Modeling (PLS-SEM) via the SmartPLS 4.0 application. The research results reveal that Perceived Feasibility and Perceived Desirability do not have a positive and insignificant effect on Entrepreneurial Intention, Perceived Feasibility does not have a positive and insignificant effect on Perceived Desirability. Entrepreneurial Education has a positive and significant effect on Perceived Feasibility, Perceived Desirability, and Entrepreneurial Intention.*

**Keywords:** *Entrepreneurial Education, Entrepreneurial Intention, Perceived Feasibility, Perceived Desirability*

**References:** *90 (2015-2023).*