

ABSTRAK

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PENGARUH *DIGITAL COMPETENCIES*, *ENTREPRENEUR ORIENTATION*, *ENTREPRENEUR SELF-EFFICACY* TERHADAP *ENTREPRENEUR INTENTION* STUDI PADA MAHASISWA DI JABODETABEK

(xii + 79 halaman; 25 tabel; 7 gambar)

Pada saat ini teknologi digital hadir di dalam segala aspek kehidupan terutama di dalam dunia kewirausahaan yang dalam operasionalnya telah menggunakan teknologi untuk mempermudah proses usaha yang mulai berusaha secara online sehingga mendorong setiap orang harus memiliki kompetensi digital agar dapat bersaing di dunia wirausaha digital. Selain itu tingkat pengangguran di Indonesia masih terbilang cukup tinggi terutama lulusan Pendidikan tingkat tinggi yang berasal dari universitas sehingga dengan adanya kewirausahaan digital yang semakin berkembang di harapkan kompetensi digital dapat mendorong seseorang untuk berniat menjadi wirausahawan. Metode penelitian menggunakan penelitian kuantitatif. Jumlah responden sebanyak 200 orang terhadap Mahasiswa di JABODETABEK. Metode pengambilan sampel *Non-probability Sampling* dengan teknik *Purposive Sampling* yaitu pengambilan sampling sesuai dengan yang diinginkan dengan Sampel yang digunakan sebanyak 160 sampel. Metode pengumpulan data menggunakan Kuisisioner yang di sebar melalui Google Form. Hasil penelitian menunjukkan *Digital Competencies* berpengaruh positif dan signifikan terhadap *Entrepreneur Orientation*. *Digital Competencies* berpengaruh positif dan signifikan terhadap *Entrepreneur Self-Efficacy*. *Entrepreneur Orientation* berpengaruh positif dan signifikan terhadap *Entrepreneur Intention*. *Entrepreneur Self-Efficacy* berpengaruh positif dan signifikan terhadap *Entrepreneur Intention*. *Digital Competencies* berpengaruh positif dan signifikan terhadap *Entrepreneur Intention*. Dari hasil penelitian menunjukkan *entrepreneur self-efficacy* memberikan pengaruh yang besar dibandingkan variabel lain terhadap *entrepreneur intention* serta perlunya meningkatkan kemampuan seseorang dalam menyelesaikan masalah menggunakan teknologi digital. Selain itu perlunya mempertahankan kemampuan seseorang dalam mengidentifikasi peluang bisnis yang sangat di perlukan di masa depan.

Kata Kunci : *Digital Competencies*, *Entrepreneur Orientation*, *Entrepreneur Self-Efficacy*, *Entrepreneur Intention*

ABSTRACT

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THE INFLUENCE OF DIGITAL COMPETENCIES, ENTREPRENEUR ORIENTATION, ENTREPRENEUR SELF-EFFICACY ON ENTREPRENEUR INTENTION STUDY AMONG STUDENTS IN JABODETABEK

(xii + 79 pages; 25 tables; 7 figures)

Currently, digital technology is present in all aspects of life, especially in the world of entrepreneurship, which in its operations has used technology to simplify the business process of starting business online, thereby encouraging everyone to have digital competence in order to compete in the world of digital entrepreneurship. Apart from that, the unemployment rate in Indonesia is still quite high, especially for high-level education graduates from universities, so with digital entrepreneurship increasingly developing, it is hoped that digital competence can encourage someone to intend to become an entrepreneur. The research method uses quantitative research. The number of respondents was 200 people towards students in JABODETABEK. The sampling method is non-probability sampling using the purposive sampling technique, namely taking sampling according to what is desired with the sample used being 160 samples. The data collection method uses a questionnaire distributed via Google Form. The research results show The influence of Digital Competencies has a positive and significant effect on Entrepreneurial Orientation. Digital Competencies have a positive effect on Entrepreneur Self-Efficacy. Entrepreneurial Orientation has a positive and significant effect on Entrepreneurial Intention. Entrepreneur Self-Efficacy has a positive and significant effect on Entrepreneurial Intention. Digital Competencies have a positive and significant effect on Entrepreneurial Intention. The research results show that *Entrepreneurial Self-Efficacy* has a greater influence compared to other variables on *Entrepreneurial Intention* and the need to improve a person's ability to solve problems using digital technology. Apart from that, it is necessary to maintain one's ability to identify business opportunities that are really needed in the future.

Keywords : Digital Competencies, Entrepreneur Orientation, Entrepreneur Self-Efficacy, Entrepreneur Intention