

ABSTRAK

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**PENGARUH *ENTREPRENEURSHIP EDUCATION* DAN
ENTREPRENEURSHIP SELF-EFFICACY TERHADAP
ENTREPRENEURSHIP MINDSET YANG DIMEDIASI OLEH
ENTREPRENEURIAL ATTITUDE PADA SEKOLAH BISNIS
UNIVERSITAS SWASTA DI TANGERANG**

(vii + 63 halaman; 3 gambar; 20 tabel; 6 lampiran)

Penelitian ini bertujuan untuk mengukur pengaruh yang terjadi antara *entrepreneurship education* dan *entrepreneurship self-efficacy* terhadap *entrepreneurial mindset* yang dimediasi oleh *entrepreneurial attitude* pada sekolah bisnis universitas swasta di Tangerang. Jenis penelitian yang digunakan adalah kuantitatif. Teknik pengukuran variabel yakni menggunakan skala Likert dengan nilai 1-5. Sampel yang digunakan adalah mahasiswa yang masih aktif dalam perkuliahan dan mahasiswa yang sudah mengambil konsentrasi kewirausahaan pada sekolah bisnis universitas swasta di Tangerang. Metode pengumpulan data dengan menggunakan studi lapangan. Responden dalam studi pendahuluan berjumlah 32 orang dengan studi aktual berjumlah 160 orang. Pengolahan data dengan menggunakan *Partial Least Square – Structural Equation Modelling (PLS-SEM)* dan diolah dengan menggunakan *software SmartPLS*. Hasil penelitian menunjukkan *entrepreneurial education* memiliki pengaruh positif terhadap *entrepreneurial self-efficacy*, *entrepreneurial education* berpengaruh positif terhadap *entrepreneurial attitude*, *entrepreneurial self-efficacy* berpengaruh positif terhadap *entrepreneurial attitude*, *entrepreneurial attitude* berpengaruh positif terhadap *entrepreneurial mindset*, *entrepreneurial education* berpengaruh positif terhadap *entrepreneurial mindset*, *entrepreneurial self-efficacy* berpengaruh positif terhadap *entrepreneurial mindset*, *entrepreneurial education* berpengaruh terhadap *entrepreneurial mindset* melalui *entrepreneurial attitude*, dan *entrepreneurial self-efficacy* berpengaruh terhadap *entrepreneurial mindset* melalui *entrepreneurial attitude*.

Kata kunci: *entrepreneurial education*, *entrepreneurial self-efficacy*, *entrepreneurship mindset*, *entrepreneurial attitude*

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ABSTRACT

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THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION AND ENTREPRENEURSHIP SELF-EFFICACY ON ENTREPRENEURSHIP MINDSET MEDIATED BY ENTREPRENEURIAL ATTITUDE AT PRIVATE UNIVERSITY BUSINESS SCHOOLS IN TANGERANG

(vii + 63 pages; 3 images; 20 tables; 6 appendices)

This study aims to measure the influence that occurs between entrepreneurship education and entrepreneurial self-efficacy on entrepreneurial mindset mediated by entrepreneurial attitude at private university business schools in Tangerang. The type of research used is quantitative. The variable measurement technique uses a Likert scale with a value of 1-5. The samples used are students who are still active in lectures and students who have taken entrepreneurship concentrations at private university business schools in Tangerang. The data collection method uses field studies. Respondents in the preliminary study numbered 32 people with the actual study numbering 160 people. Data processing using Partial Least Square - Structural Equation Modeling (PLS-SEM) and processed using SmartPLS software. The results of the study show that entrepreneurship education has a positive effect on entrepreneurial self-efficacy, entrepreneurship education has a positive effect on entrepreneurial attitudes, entrepreneurial self-efficacy has a positive effect on entrepreneurial attitudes, entrepreneurial attitudes have a positive effect on entrepreneurial mindsets, entrepreneurship education has a positive effect on entrepreneurial mindsets, entrepreneurial self-efficacy has a positive effect on entrepreneurial mindsets, entrepreneurship education has an effect on entrepreneurial mindsets through entrepreneurial attitudes, and entrepreneurial self-efficacy has an effect on entrepreneurial mindsets through entrepreneurial attitudes.

Keywords: entrepreneurship education, entrepreneurial self-efficacy, entrepreneurial mindset, entrepreneurial attitude

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