

ABSTRAK

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ANALISIS PENGARUH *PASSION*, *EDUCATION*, DAN *CREATIVITY* TERHADAP *ENTREPRENEURIAL INTENTION* PADA MAHASISWA WILAYAH JABODETABEK

(xiv + 75 Halaman; 11 Gambar; 22 Tabel; 2 Lampiran)

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh dari *Entrepreneurial Creativity*, *Entrepreneurial Passion*, dan *Entrepreneurial Education* terhadap *Entrepreneurial Intention* pada mahasiswa wilayah JABODETABEK. Penelitian ini bersifat kuantitatif dan akan mengumpulkan data dari mahasiswa di wilayah JABODETABEK melalui kuesioner dan analisis statistik. Sampel diambil dengan metode *non-probability* dan jumlah responden yang digunakan sebanyak 227 orang. Alat analisis data yang akan digunakan dalam penelitian ini adalah PLS-SEM. Hasil penelitian ini akan menunjukkan bahwa *Entrepreneurial Creativity*, *Entrepreneurial Passion*, dan *Entrepreneurial Education* berpengaruh secara positif terhadap *Entrepreneurial Intention*. Hasil dari penelitian ini menunjukkan bahwa dari ke tujuh hipotesis lima hipotesis dapat di terima sedangkan dua hipotesis tidak dapat diterima karena tidak sesuai kriteria nilai *T-Statistics* dan *P-Values*, yaitu hipotesis dua dan empat. Hipotesis *Entrepreneurial Creativity* terhadap *Entrepreneurial Intention* dan *Entrepreneurial Education* terhadap *Percived Behavioral Control* tidak memiliki pengaruh secara langsung dikarenakan hasil tidak mendukung teori tersebut berdasarkan hasil survei terhadap mahasiswa di JABODETABEK.

Kata Kunci: *Entrepreneurial Creativity*, *Entrepreneurial Passion*, *Entrepreneurial Education*, *Entrepreneurial Intention*.

Referensi : 29 (2009-2023)

ABSTRACT

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ANALISIS PENGARUH *PASSION*, *EDUCATION*, DAN *CREATIVITY* TERHADAP *ENTREPRENEURIAL INTENTION* PADA MAHASISWA WILAYAH JABODETABEK

(xiv + 75 Pages; 11 Figures; 22 Tables; 2 Appendices)

This research aims to examine and analyze the influence of Entrepreneurial Creativity, Entrepreneurial Passion, and Entrepreneurial Education on Entrepreneurial Intention among students in the JABODETABEK region. This research is quantitative in nature and will collect data from students in the JABODETABEK area through questionnaires and statistical analysis. The sample is taken using a non-probability method, and the number of respondents used is 140 people. The data analysis tool that will be used in this research is PLS-SEM. The results of this study will show that Entrepreneurial Creativity, Entrepreneurial Passion, and Entrepreneurial Education have a positive influence on Entrepreneurial Intention. The results of this research show that of the seven hypotheses, five hypotheses can be accepted while two hypotheses cannot be accepted because it does not match the T-Statistics and P-Values value criteria, namely hypotheses two and four. Hypothesis Entrepreneurial Creativity on Entrepreneurial Intention and Entrepreneurial Education on Perceived Behavioral Control do not have a direct influence because the results do not support this theory based on the results of a survey of students in JABODETABEK.

Keywords: Entrepreneurial Creativity, Entrepreneurial Passion, Entrepreneurial Education, Entrepreneurial Intention.

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