

ABSTRAK

WILLSSEN CHANDRA (01011210169)

PENGARUH *ENTREPRENEURIAL EDUCATION* TERHADAP *E-ENTREPRENEURIAL INTENTION* MAHASISWA DI JABODETABEK DENGAN *TECHNOLOGICAL INNOVATIVENESS* SEBAGAI VARIABEL MODERASI

(92 halaman; 4 gambar; 26 tabel; 16 Lampiran)

Dalam konteks era Industri 4,0, kewirausahaan digital menjadi jalur strategis untuk mendorong inovasi dan pembangunan nasional. Namun, tingginya tingkat kegagalan bisnis tahap awal sering kali disebabkan oleh kurangnya kemampuan kewirausahaan yang memadai. Penelitian ini bertujuan untuk menganalisis pengaruh *Entrepreneurial Education* dan prior experience terhadap *e-entrepreneurial intention* mahasiswa, dengan *perceived usefulness*, *perceived feasibility*, dan *entrepreneurial motivation* sebagai variabel mediasi. Data dikumpulkan dari 443 mahasiswa S1 di universitas wilayah Jabodetabek melalui kuesioner daring, dan dianalisis menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa *Entrepreneurial Education* dan prior experience secara signifikan meningkatkan *perceived usefulness* dan *perceived feasibility* mahasiswa, yang selanjutnya mendorong *entrepreneurial motivation*. Motivasi ini berperan penting dalam membentuk *e-entrepreneurial intention*. Selain itu, *technological innovativeness* terbukti memoderasi secara signifikan hubungan antara *entrepreneurial motivation* dan *e-entrepreneurial intention*.

Keywords: *E-entrepreneurial intention, Entrepreneurial education, Prior experience, Technological innovativeness, Entrepreneurial motivation*

Referensi: 104 (2016-2024)

ABSTRACT

WILLSSEN CHANDRA (01011210169)

PENGARUH *ENTREPRENEURIAL EDUCATION* TERHADAP *E-ENTREPRENEURIAL INTENTION* MAHASISWA DI JABODETABEK DENGAN *TECHNOLOGICAL INNOVATIVENESS* SEBAGAI VARIABEL MODERASI

(92 pages; 4 figures; 26 tables; 16 appendix)

In the context of the Industry 4.0 era, digital entrepreneurship has become a strategic path for innovation and national development. However, the high failure rate of early-stage ventures is often caused by a lack of essential entrepreneurial capabilities. This study examines the influence of Entrepreneurial Education and prior experience on students' e-entrepreneurial intention, with perceived usefulness, perceived feasibility, and entrepreneurial motivation acting as mediating variables. Data were collected from 443 undergraduate students at universities in the Jabodetabek area (Greater Jakarta) through an Online questionnaire and analyzed using SmartPLS 4. The findings reveal that both Entrepreneurial Education and prior experience significantly improve students' perceived usefulness and perceived feasibility, which in turn foster entrepreneurial motivation. This motivation strongly drives students' e-entrepreneurial intention. Additionally, technological innovativeness is found to significantly moderate the relationship between entrepreneurial motivation and e-entrepreneurial intention

Keywords: *E-entrepreneurial intention, Entrepreneurial education, Prior experience, Technological innovativeness, Entrepreneurial motivation*

Reference: 104 (2016-2024)