

ABSTRAK

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PENGARUH *ENTREPRENEURIAL EDUCATION* TERHADAP *INTERNET ENTREPRENEURSHIP PERFORMANCE* YANG DIMEDIASI OLEH *SELF-EFFICACY* (STUDI PADA INSTAGRAM ONLINE SHOP DI JABODETABEK)

Perkembangan media sosial tidak hanya membantu masyarakat dalam membangun komunikasi, melainkan juga menjadi suatu peluang usaha bagi para wirausahawan yang berbasis internet. Namun disisi lain topik yang membahas mengenai *internet entrepreneurship* masih sangat sedikit diangkat. Oleh karena itu penelitian ini dilakukan untuk mengetahui faktor-faktor apa saja yang dipandang dapat meningkatkan atau mempengaruhi *internet entrepreneurship performance*. Penelitian ini termasuk kedalam jenis penelitian kuantitatif, dengan jumlah sampel yang didapatkan adalah sebanyak 500 responden, teknik pengumpulan data yang digunakan adalah kuesioner dan teknik analisa data yang digunakan adalah PLS-SEM. Hasil penelitian menunjukkan bahwa *entrepreneurial education* berpengaruh secara signifikan dan positif terhadap *internet entrepreneurial self-efficacy* dan *internet entrepreneurship performance*, khususnya *financial*, *internal* dan *learning and growth perspectives*. *Internet entrepreneurial self-efficacy* juga ditemukan berpengaruh secara signifikan dan positif terhadap seluruh perspektif dalam *internet entrepreneurship performance*. Kemudian *internet entrepreneurial self-efficacy* juga memiliki mediasi yang signifikan diantara pengaruh dari *entrepreneurial education* terhadap seluruh perseptif dalam *internet entrepreneurship performance*. Namun *entrepreneurial education* ditemukan tidak memiliki pengaruh yang signifikan terhadap *internet entrepreneurship performance: customer perspectives*.

Kata kunci: *Entrepreneurial education*, *internet entrepreneurial self-efficacy*, *internet entrepreneurship performance*, *financial perspectives*, *customer perspectives*, *internal perspectives* dan *learning and growth perspectives*.

ABSTRACT

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THE EFFECT OF ENTREPRENEURIAL EDUCATION ON INTERNET ENTREPRENEURSHIP PERFORMANCE MEDIATED BY SELF-EFFICACY (STUDY ON INSTAGRAM ONLINE SHOP IN JABODETABEK)

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The development of social media not only helps people in building communication, but also becomes a business opportunity for internet-based entrepreneurs. However, on the other hand, the topic that discusses internet entrepreneurship is still very rarely raised. Therefore, this study was conducted to determine what factors are considered to be able to improve or influence internet entrepreneurship performance. This study is included in the type of quantitative research, with the number of samples obtained as many as 500 respondents, the data collection technique used was a questionnaire and the data analysis technique used was PLS-SEM. The results of the study showed that entrepreneurial education had a significant and positive effect on internet entrepreneurial self-efficacy and internet entrepreneurship performance, especially financial, internal and learning and growth perspectives. Internet entrepreneurial self-efficacy was also found to have a significant and positive effect on all perspectives in internet entrepreneurship performance. Then internet entrepreneurial self-efficacy also has a significant mediation between the influence of entrepreneurial education on all perspectives in internet entrepreneurship performance. However, entrepreneurial education was found to have no significant effect on internet entrepreneurship performance: customer perspectives.

Keywords: Entrepreneurial education, internet entrepreneurial self-efficacy, internet entrepreneurship performance, financial perspectives, customer perspectives, internal perspectives and learning and growth perspectives.