

ABSTRAK

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PENGARUH *ENTREPRENEURIAL EDUCATION* TERHADAP *ENTREPRENEURIAL PREPARATION* DENGAN *ENTREPRENEURIAL MINDSET* DAN *ENTREPRENEURIAL KNOWLEDGE* SEBAGAI VARIABEL MEDIASI: STUDI PADA MAHASISWA DI SULAWESI UTARA

(x + 103 Halaman; 8 Gambar; 22 Tabel; 66 Referensi)

Penelitian ini bertujuan menganalisis *Entrepreneurial Education* terhadap persiapan mahasiswa untuk menjadi wirausahawan. Masalah yang diangkat adalah rendahnya minat dan persiapan berwirausaha di Sulawesi Utara dibandingkan wilayah lain seperti Jawa Barat. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner *online* melalui *Google Form* kepada 203 responden, dan sampel dipilih menggunakan metode *purposive sampling*. Analisis dilakukan dengan *SmartPLS* versi 4.1.0.9, untuk menguji 8 hipotesis. Hasilnya menunjukkan 7 hipotesis diterima dan 1 ditolak. Temuan utama menunjukkan bahwa *Entrepreneurial Education* berpengaruh positif pada *Entrepreneurial Knowledge* dan *Entrepreneurial Mindset*, namun tidak berpengaruh pada *Entrepreneurial Preparation* secara langsung. *Entrepreneurial Knowledge* memiliki pengaruh positif pada *Entrepreneurial Mindset* dan *Entrepreneurial Preparation*, serta berhasil memediasi pengaruh *Entrepreneurial Education* terhadap *Entrepreneurial Preparation*.

Kata Kunci : *Entrepreneurial Education, Entrepreneurial Knowledge, Entrepreneurial Mindset, Entrepreneurial Preparation*, mahasiswa Sulawesi Utara

ABSTRACT

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PENGARUH ENTREPRENEURIAL EDUCATION TERHADAP ENTREPRENEURIAL PREPARATION DENGAN ENTREPRENEURIAL MINDSET DAN ENTREPRENEURIAL KNOWLEDGE SEBAGAI VARIABEL MEDIASI: STUDI PADA MAHASISWA DI SULAWESI UTARA

(x + 103 Pages; 8 Pictures; 22 Tabel; 66 References)

The purpose of this study is to examine how entrepreneurial education affects students' readiness to start their own businesses. The issue brought up is that, in contrast to other areas like West Java, North Sulawesi shows little interest in or readiness for business. 203 respondents were given online questionnaires via Google Form as part of this study's quantitative methodology, and the sample was chosen through the technique of purposive sampling. SmartPLS version 4.1.0.9 was used for the study, which tested eight hypotheses. The results showed that 7 hypotheses were accepted and 1 was rejected. The main findings show that Entrepreneurial Education has a positive effect on Entrepreneurial Knowledge and Entrepreneurial Mindset, but does not directly affect Entrepreneurial Preparation. Entrepreneurial Knowledge has a positive effect on Entrepreneurial Mindset and Entrepreneurial Preparation, and successfully mediates the effect of Entrepreneurial Education on Entrepreneurial Preparation.

Kata Kunci : Entrepreneurial Education, Entrepreneurial Knowledge, Entrepreneurial Mindset, Entrepreneurial Preparation, North Sulawesi Student