

ABSTRAK

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PENGARUH *ARTIFICIAL INTELLIGENCE COMPETENCY* TERHADAP *INNOVATIVE ENTREPRENEURIAL COMPETENCY* PADA MAHASISWA DI KOTA JAKARTA

(XVI + 157 Halaman; 7 Gambar; 28 Tabel; 3 Lampiran)

Perkembangan teknologi, khususnya *Artificial Intelligence* (AI), telah membawa perubahan besar dalam dunia kewirausahaan. *AI Competency* menjadi salah satu faktor penting yang mampu mendorong kemampuan inovatif, terutama dalam menciptakan ide-ide bisnis baru yang relevan di era digital. Penelitian ini bertujuan untuk menganalisis pengaruh *Artificial Intelligence Competency* terhadap *Innovative Entrepreneurial Competency* pada mahasiswa di Jakarta, dengan mempertimbangkan peran *Design Thinking Skills* dan *Strategic Intelligence*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif korelasional. Sampel penelitian ini berjumlah 200 mahasiswa dari berbagai universitas di Jakarta yang telah memiliki atau sedang merintis bisnis berbasis teknologi. Pengumpulan data dilakukan melalui kuesioner online dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Artificial Intelligence Competency* berpengaruh positif dan signifikan terhadap *Design Thinking Skills*, *Strategic Intelligence*, dan *Innovative Entrepreneurial Competency*. Selain itu, *Design Thinking Skills* juga berpengaruh positif terhadap *Strategic Intelligence* dan *Innovative Entrepreneurial Competency*. Temuan ini memperkuat pentingnya penguasaan AI dan keterampilan berpikir kreatif strategis dalam meningkatkan kapasitas inovatif mahasiswa di bidang kewirausahaan. Penelitian ini memberikan kontribusi teoritis dalam memperkaya literatur mengenai hubungan AI dan inovasi kewirausahaan, serta memberikan rekomendasi praktis untuk pengembangan kurikulum pendidikan berbasis teknologi di perguruan tinggi.

Kata Kunci: *Artificial Intelligence Competency, Design Thinking Skills, Strategic Intelligence, Innovative Entrepreneurial Competency*

Referensi: (2015–2025)

ABSTRACT

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THE INFLUENCE OF ARTIFICIAL INTELLIGENCE COMPETENCY ON INNOVATIVE ENTREPRENEURIAL COMPETENCY AMONG UNIVERSITY STUDENTS IN JAKARTA

(XVI + 157 Pages; 7 Figures; 28 Tables; 3 Appendices)

The rapid advancement of technology, particularly Artificial Intelligence (AI), has significantly transformed the landscape of entrepreneurship. AI Competency has become a crucial factor in driving innovative capabilities, especially in the creation of new business ideas relevant to the digital era. This study aims to analyze the influence of Artificial Intelligence Competency on Innovative Entrepreneurial Competency among university students in Jakarta, while also considering the roles of Design Thinking Skills and Strategic Intelligence. A quantitative research approach with a descriptive correlational method was employed. The study sampled 200 students from various universities in Jakarta who have either established or are in the process of developing technology-based businesses. Data collection was conducted through online questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The results indicate that Artificial Intelligence Competency has a positive and significant impact on Design Thinking Skills, Strategic Intelligence, and Innovative Entrepreneurial Competency. Furthermore, Design Thinking Skills also have a positive influence on both Strategic Intelligence and Innovative Entrepreneurial Competency. These findings highlight the critical role of AI mastery and strategic creative thinking skills in enhancing students' innovative entrepreneurial capacity. This research provides theoretical contributions by enriching the literature on the relationship between AI and entrepreneurial innovation and offers practical recommendations for developing technology-based entrepreneurship education curricula at the university level.

Keywords: Artificial Intelligence Competency, Design Thinking Skills, Strategic Intelligence, Innovative Entrepreneurial Competency

References: (2015–2025)