

ABSTRAK

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ANALISIS PENGARUH *LEARNING*, *INSPIRATION*, DAN *INCUBATION RESOURCE* TERHADAP *ATTITUDE TOWARD SELF-EMPLOYMENT* PADA LULUSAN SEKOLAH BISNIS UNIVERSITAS SWASTA DI WILAYAH TANGERANG DENGAN DIMEDIASI OLEH *HARMONIOUS PASSION* DAN *OBSESSIVE PASSION*
(xiv + 142 halaman; 4 gambar; 26 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh langsung dari *learning*, *inspiration*, dan *incubation resource* terhadap *attitude toward self-employment*, serta menguji peran mediasi *harmonious passion* dan *obsessive passion* dalam hubungan tersebut. Penelitian ini menggunakan metode kuantitatif dan menggunakan *purposive sampling* sebagai metode pengumpulan data. Dengan pendekatan survei terhadap 385 responden mahasiswa atau lulusan dari sekolah bisnis universitas swasta di Tangerang. Analisis data dilakukan dengan pendekatan Structural Equation Modeling (SEM) menggunakan software SmartPLS 4. Hasil penelitian menunjukkan bahwa 8 hipotesis dari 9 hipotesis memperoleh dukungan pengaruh positif dari *learning*, *inspiration*, dan *incubation resource* terhadap *attitude toward self-employment*, serta peran mediasi *harmonious passion* dan *obsessive passion*. Temuan ini menegaskan pentingnya pendekatan pendidikan kewirausahaan yang tidak hanya bersifat teknis, tetapi juga afektif untuk mendorong kesiapan berwirausaha secara berkelanjutan.

Kata Kunci: *learning*, *inspiration*, *incubation resource*, *harmonious passion*, *obsessive passion*, *attitude toward self-employment*, *sekolah bisnis*, *Tangerang*.

Referensi: Penelitian ini merujuk pada 52 sumber pustaka yang terdiri dari sekitar 42 artikel ilmiah dan 10 buku (2015 – 2024).

ABSTRACT

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ANALYSIS OF THE EFFECT OF LEARNING, INSPIRATION, AND INCUBATION RESOURCES ON ATTITUDE TOWARD SELF-EMPLOYMENT AMONG BUSINESS SCHOOL GRADUATES OF PRIVATE UNIVERSITIES IN TANGERANG REGION WITH MEDIATION BY HARMONIOUS PASSION AND OBSESSIVE PASSION (xiv + 142 pages; 4 figures; 26 tables)

This study aims to analyze the direct effects of learning, inspiration, and incubation resources on attitude toward self-employment, as well as examine the mediating roles of harmonious passion and obsessive passion in these relationships. The research employs a quantitative method using purposive sampling for data collection. A survey was conducted with 385 respondents consisting of students and graduates from private university business schools in Tangerang. Data analysis was performed using Structural Equation Modeling (SEM) approach with SmartPLS 4 software. The results show that 8 hypotheses from 9 hypotheses obtained support for the positive influence of learning, inspiration, and incubation resources on attitude toward self-employment, as well as the mediating roles of harmonious passion and obsessive passion. These findings confirm the importance of an entrepreneurship education approach that incorporates not only technical aspects but also affective elements to foster sustainable readiness for entrepreneurship.

Keywords: *learning, inspiration, incubation resource, harmonious passion, obsessive passion, attitude toward self-employment, business school, Tangerang.*

References: *This study refers to 52 sources, consisting of 42 scientific articles and 10 books, (2015 - 2024).*