

ABSTRAK

Serafio A. Kantor (01011210253)

FAKTOR-FAKTOR YANG MEMPENGARUHI *ENTREPRENEURIAL BEHAVIOR* MAHASISWA: PERAN *ENTREPRENEURIAL PASSION, ALERTNESS, INTENTION, SELF-EFFICACY, DAN PROACTIVE PERSONALITY*

(xvi + 132 halaman; 3 gambar; 18 tabel; 3 lampiran)

Tujuan penelitian ini adalah untuk menganalisis pengaruh *entrepreneurial alertness, entrepreneurial self-efficacy, entrepreneurial passion, proactive personality, dan entrepreneurial intention* terhadap *entrepreneurial behavior* pada mahasiswa. Populasi dalam penelitian ini adalah mahasiswa aktif Jabodetabek yang memiliki ketertarikan terhadap kewirausahaan dan yang akan menjadi pengusaha. Penelitian ini menggunakan metode survei dengan teknik purposive sampling dan penyebaran kuesioner kepada 385 responden. Analisis data dilakukan menggunakan pendekatan kuantitatif dengan metode *SEM-PLS (Structural Equation Modeling - Partial Least Squares)*. Hasil penelitian menunjukkan bahwa *entrepreneurial alertness* berpengaruh signifikan terhadap *entrepreneurial behavior*; *entrepreneurial passion* yang dimediasi oleh *entrepreneurial intention* berpengaruh signifikan terhadap *entrepreneurial behavior*; *entrepreneurial self-efficacy* juga berpengaruh signifikan terhadap *entrepreneurial behavior* namun menunjukkan arah negatif; *proactive personality* tidak berpengaruh signifikan terhadap *entrepreneurial behavior*; dan *entrepreneurial intention* yang dimoderasi oleh *proactive personality* berpengaruh signifikan terhadap *entrepreneurial behavior*. Temuan ini memberikan kontribusi bagi pengembangan program kewirausahaan dalam pendidikan tinggi, khususnya dalam menumbuhkan perilaku kewirausahaan di kalangan mahasiswa.

Kata kunci: *entrepreneurial behavior, entrepreneurial alertness, entrepreneurial self-efficacy, entrepreneurial passion, proactive personality, entrepreneurial intention*

ABSTRACT

Serafio A Kantor (01011210253)

***FACTORS INFLUENCING STUDENTS' ENTREPRENEURIAL BEHAVIOR:
THE ROLE OF ENTREPRENEURIAL PASSION, ALERTNESS,
INTENTION, SELF-EFFICACY, AND PROACTIVE PERSONALITY***

(xvi + 132 pages; 3 pictures; 18 tables; 3 attachments)

The purpose of this study is to analyze the influence of entrepreneurial alertness, entrepreneurial self-efficacy, entrepreneurial passion, proactive personality, and entrepreneurial intention on entrepreneurial behavior among university students. The population of this research consists of active students in the Greater Jakarta area (Jabodetabek) who are interested in entrepreneurship and intend to become entrepreneurs. This study employed a survey method using purposive sampling and distributed questionnaires to 385 respondents. Data analysis was conducted using a quantitative approach with the SEM-PLS (Structural Equation Modeling - Partial Least Squares) method. The results show that entrepreneurial alertness has a significant effect on entrepreneurial behavior; entrepreneurial passion, mediated by entrepreneurial intention, has a significant effect on entrepreneurial behavior; entrepreneurial self-efficacy also has a significant effect on entrepreneurial behavior but in a negative direction; proactive personality does not have a significant effect on entrepreneurial behavior; and entrepreneurial intention, moderated by proactive personality, has a significant effect on entrepreneurial behavior. These findings contribute to the development of entrepreneurship programs in higher education, particularly in fostering entrepreneurial behavior among students.

Keywords: *entrepreneurial behavior, entrepreneurial alertness, entrepreneurial self-efficacy, entrepreneurial passion, proactive personality, entrepreneurial intention*