

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pendidikan kewirausahaan, kreativitas, dan inovasi terhadap minat berwirausaha mahasiswa. Objek penelitian ini adalah mahasiswa aktif Universitas Mercu Buana Program studi Manajemen yang sudah mengambil mata kuliah kewirausahaan 3. Populasi dalam penelitian ini adalah mahasiswa Program Studi Manajemen angkatan 2019 Universitas Mercu Buana, Meruya, Jakarta Barat yaitu sebanyak 379 mahasiswa. Sampel yang digunakan sebanyak 195 mahasiswa dihitung berdasarkan rumus slovin dengan metode *Convenience sampling*. Metode analisis Structural Equation Model-Partial Least Square (SEM-PLS). Penelitian ini membuktikan bahwa (1) Pendidikan Kewirausahaan berpengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa Universitas Mercu Buana. (2) Kreativitas berpengaruh negatif dan signifikan terhadap minat berwirausaha mahasiswa Universitas Mercu Buana. Dan (3) Inovasi berpengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa Universitas Mercu Buana.

Kata Kunci: Pendidikan Kewirausahaan, Kreativitas, Inovasi, Minat Berwirausaha.



## ABSTRACT

*This study aims to analyze the effect of entrepreneurship education, creativity, and innovation on students' interest in entrepreneurship. The object of this study were active students of Mercu Buana University Management Study Program who had taken entrepreneurship courses 3. The population in this study were students of the Management Study Program class of 2019 Mercu Buana University, Meruya, West Jakarta, namely 379 students. The sample used was 195 students calculated based on the slovin formula with the convenience sampling method. Structural Equation Model-Partial Least Square (SEM-PLS) analysis method. This study proves that (1) entrepreneurship education has a positive and significant effect on the interest in entrepreneurship at Mercu Buana University students. (2) Creativity has a negative and significant effect on the interest in entrepreneurship at Mercu Buana University students. And (3) Innovation has a positive and significant effect on the interest in entrepreneurship at Mercu Buana University students.*

*Keywords: Entrepreneurship Education, Creativity, Innovation, Entrepreneurship Interest.*

