

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi dan sikap wirausaha terhadap minat berwirausaha dimediasi oleh motivasi berwirausaha. Populasi dalam penelitian ini adalah 3.788 mahasiswa program studi S1 manajemen Universitas Mercu Buana. Sampel yang dipergunakan adalah sebanyak 362 responden, dihitung berdasarkan rumus Slovin. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Penelitian ini membuktikan bahwa kompetensi berpengaruh positif terhadap minat berwirausaha. Kompetensi berpengaruh positif terhadap motivasi berwirausaha. Sikap wirausaha tidak berpengaruh terhadap minat berwirausaha. Sikap wirausaha berpengaruh positif terhadap motivasi berwirausaha. Motivasi berwirausaha berpengaruh positif minat berwirausaha. Kompetensi berpengaruh positif terhadap minat berwirausaha melalui motivasi berwirausaha sebagai variabel mediasi. Sikap wirausaha berpengaruh positif terhadap minat berwirausaha melalui motivasi berwirausaha sebagai variabel mediasi.

Kata kunci: kompetensi, sikap wirausaha minat berwirausaha, motivasi berwirausaha



ABSTRACT

This research aims to analyze the influence of entrepreneurial competence and attitudes on entrepreneurial interest mediated by entrepreneurial motivation. The population in this study was 3,788 students of the undergraduate management study program at Mercu Buana University. The sample used was 362 respondents, calculated based on the Slovin formula. The sampling method uses purposive sampling. The data collection method uses a survey method, with the research instrument being a questionnaire. The data analysis method uses a Structural Equation Model (SEM) based on Partial Least Square (PLS). This research proves that competence positively and significantly affects interest in entrepreneurship. Competence has a positive and significant effect on entrepreneurial motivation. Entrepreneurial attitude does not have a significant effect on interest in entrepreneurship. Entrepreneurial attitude has a positive and significant impact on entrepreneurial motivation. Entrepreneurial motivation has a positive and significant effect on entrepreneurial interest. Competence positively and significantly affects interest in entrepreneurship through entrepreneurial motivation as a mediating variable. Entrepreneurial attitude positively and significantly affects interest in entrepreneurship through entrepreneurial motivation as a mediating variable.

Keywords: competence, entrepreneurial attitude, entrepreneurial interest, entrepreneurial motivation



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