

ABSTRACT

Lilik Komariyah, 170211100226. The Influence of Entrepreneurial Motivation, Entrepreneurship Education and Independent Attitude on Entrepreneurial Interest of students in Faculty of Economy and Business, University of Trunojoyo Madura During the Pandemic.

This study has an objective to determine: (1) The effect of entrepreneurial motivation on entrepreneurial interest in students of the Faculty of Economics and Business, University of Trunojoyo Madura, (2) The effect of entrepreneurship education on entrepreneurial interest, (3) The effect of independent attitudes on entrepreneurial interest in students of the Faculty of Economics and Business, University of Trunojoyo Madura, (4) The effect of entrepreneurial motivation, entrepreneurship education and independent attitudes on entrepreneurial interest. This study uses a quantitative approach, with a total of 96 respondents. Sampling technique uses Proportionate Stratified Random Sampling. The hypotheses in this study are (1) Entrepreneurial Motivation has an effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura, (2) Entrepreneurship education has an effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura, (3) Independent attitude has an effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura, (4) Entrepreneurial Motivation, Entrepreneurship Education and Independent Attitudes have an effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura.

The results of this study indicate that: (1) Entrepreneurial motivation has a positive and significant effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura with an influence value of 72.9% (2) Entrepreneurship education has a positive and significant effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura with an influence value of 67.2% (3) Independent attitudes has a positive and significant effect on entrepreneurial interest in students of the Faculty of Economics and Business, University of Trunojoyo Madura with an influence value of 69.2% (4) Entrepreneurial motivation, entrepreneurship education and independent attitudes simultaneously have an effect on the entrepreneurial interest of students of the Faculty of Economics and Business, University of Trunojoyo Madura with an influence value of 85.6%.

Keywords: Entrepreneurial Motivation, Entrepreneurship Education, Independent Attitudes, Entrepreneurial Interest.

ABSTRAK

Lilik Komariyah, 170211100226. Pengaruh Motivasi Berwirausaha, Pendidikan Kewirausahaan dan Sikap Mandiri Terhadap Minat Berwirausaha Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura di Masa Pandemi.

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh motivasi berwirausaha terhadap minat berwirausaha mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura, (2) Pengaruh pendidikan kewirausahaan terhadap minat berwirausaha, (3) Pengaruh sikap mandiri terhadap minat berwirausaha mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura, (4) Pengaruh motivasi berwirausaha, pendidikan kewirausahaan dan sikap mandiri terhadap minat berwirausaha. Penelitian ini menggunakan pendekatan kuantitatif, dengan jumlah 96 responden. Teknik pengambilan sampel dengan *Proportionate Stratified Random Sampling*. Hipotesis dalam penelitian ini adalah (1) Motivasi Berwirausaha berpengaruh terhadap minat berwirausaha Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura, (2) Pendidikan Kewirausahaan berpengaruh terhadap minat berwirausaha Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura, (3) Sikap Mandiri berpengaruh terhadap minat berwirausaha Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura, (4) Motivasi Berwirausaha, Pendidikan Kewirausahaan dan Sikap Mandiri berpengaruh terhadap minat berwirausaha Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura.

Hasil penelitian ini menunjukkan bahwa : (1) Motivasi berwirausaha berpengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura dengan nilai pengaruh sebesar 72,9% (2) Pendidikan kewirausahaan berpengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa fakultas ekonomi dan Bisnis Universitas Trunojoyo Madura dengan nilai pengaruh sebesar 67,2% (3) Sikap Mandiri berpengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura dengan nilai pengaruh sebesar 69,2% (4) Motivasi berwirausaha, pendidikan kewirausahaan dan sikap mandiri berpengaruh secara simultan terhadap minat berwirausaha mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura dengan nilai pengaruh sebesar 85,6%.

Kata Kunci: Motivasi Berwirausaha, Pendidikan Kewirausahaan, Sikap Mandiri, Minat berwirausaha.