

ABSTRAK

PENGARUH PEMBELAJARAN *ENTREPRENEURSHIP* TERHADAP MINAT BERWIRUSAHA

(Studi pada Mahasiswa Program Studi Administrasi Bisnis Angkatan 2010 Telkom Economic & Business School)

Tingkat pengangguran yang masih tinggi membuat berwirausaha menjadi salah satu cara untuk mengatasinya. Lulusan perguruan tinggi diharapkan mampu membuat usaha sendiri sehingga mampu membuat lapangan kerja dan pengangguran akan berkurang. Berbekal dari pembelajaran *Entrepreneurship* yang didapat di bangku kuliah. Penelitian ini bertujuan untuk mengetahui pengaruh pembelajaran *Entrepreneurship* terhadap minat berwirausaha mahasiswa Program Studi Administrasi Bisnis angkatan 2010 TEBS.

Responden dalam penelitian ini adalah mahasiswa Program Studi Administrasi Bisnis angkatan 2010 Telkom Economic & Business School yang telah mengambil matakuliah *Entrepreneurship* I dan II. Jumlah sampel dalam penelitian ini sebanyak 142 responden. Data penelitian diperoleh dari hasil penyebaran kuesioner terhadap responden. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan software *SPSS* versi 21.0 for Windows.

Hasil penelitian menunjukkan bahwa, secara simultan variabel pemikiran, perasaan, keterampilan, kesiapan mental, pengalaman berupa pemagangan, simulasi dan role model secara bersama-sama berpengaruh secara signifikan terhadap minat berwirausaha. Secara parsial variabel perasaan dan kesiapan mental berpengaruh secara signifikan terhadap minat berwirausaha. Dari pengolahan data *SPSS* dihasilkan persamaan regresi $Y = 28,524 + 0,888X_1 + 2,293X_2 - 0,151X_3 + 1,324X_4 + 0,160X_5$, maka dapat diartikan bahwa jika variabel pemikiran ditingkatkan sebesar satu satuan maka minat berwirausaha meningkat sebesar 0,8888, jika variabel perasaan ditingkatkan sebesar satu satuan maka minat berwirausaha meningkat sebesar 2,293, jika variabel keterampilan ditingkatkan sebesar satu satuan maka minat berwirausaha turun sebesar 0,151, jika variabel kesiapan mental ditingkatkan sebesar satu satuan maka minat berwirausaha meningkat sebesar 1,324, dan jika variabel pengalaman ditingkatkan sebesar satu satuan maka minat berwirausaha meningkat sebesar 0,160. Nilai *Adjusted R. Square* = 0,228 berarti 22,8% faktor-faktor minat berwirausaha dapat dijelaskan oleh variabel bebas (pemikiran, perasaan, keterampilan, kesiapan mental, pengalaman berupa pemagangan, simulasi dan role model) sedangkan sisanya 77,2% dijelaskan oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Pembelajaran *Entrepreneurship* perlu ditingkatkan terutama pelaksanaan praktek bisnis, mengundang wirausahawan ke dalam kelas, dan memperbanyak cerita kisah wirausahawan sukses. Hal ini dilakukan demi meningkatkan minat mahasiswa dalam berwirausaha.

Kata kunci: minat, kewirausahaan, pembelajaran

ABSTRACT

THE EFFECT OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTIONS

(Studies in Business Administration Program Students 2010 Telkom Economic & Business School)

The unemployment rate is still high making entrepreneurship is one way to handle it. College graduates are expected to make their own business so they can create jobs and unemployment will decrease. Started with that obtained from the learning entrepreneurship in college. This study aims to determine the effect of entrepreneurship education on entrepreneurial education of students of Business Administration class of 2010 TEBS.

Respondents in this study were students of class of 2010 Telkom Business Administration Economic & Business School who has taken the course Entrepreneurship I and II. The number of samples in this study were 142 respondents. Data were obtained from the results of the questionnaire to the respondent. Analysis using multiple linear regression analysis with the help of software SPSS version 21.0 for Windows.

The results showed that, the variables simultaneously thinking, feeling, skills, mental readiness, experience in the form of apprenticeships, simulations and role models together significantly influence interest in entrepreneurship. In partial, feelings and mental readiness significantly influence interest in entrepreneurship. SPSS data processing resulting from the regression equation $Y = 28,524 + 0,888 X_1 + 2,293X_2 - 0,151X_3 + 1,324X_4 + 0,160X_5$, it means that if varabel thinking is increased by one unit then the interest in entrepreneurship increased by 0.8888, if the variable is increased by one unit feeling the interest in entrepreneurship increased by 2,293, if the skill variable is increased by one unit then the interest in entrepreneurship fell by 0.151, if the variable mental readiness is increased by one unit then the interest in entrepreneurship increased by 1,324, and if the experience variable is increased by one unit then the interest in entrepreneurship increased by 0,160. Adjusted R. Square = 0.228 means 22.8% interest in entrepreneurship factors can be explained by the independent variables (thoughts, feelings, skills, mental readiness, experiences such as apprenticeships, simulations and role models) while the remaining 77.2% is explained by other factors that not examined in this study.

Learning Entrepreneurship needs to be improved, especially the implementation of business practices, inviting entrepreneurs into the classroom, and multiply story entrepreneur success stories. This is done in order to increase student interest in entrepreneurship.

Keywords: intentions, entrepreneurship, education