

SKRIPSI

**PENGARUH *ENTREPRENEURIAL ROLE MODEL*,
PENDIDIKAN KEWIRAUSAHAAN, DAN DIMENSI
ORIENTASI KEWIRAUSAHAAN INDIVIDU
TERHADAP INTENSI BERWIRAUSAHA
MAHASISWA FAKULTAS EKONOMI DAN BISNIS
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**PROGRAM STUDI S1 MANAJEMEN
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UNIVERSITAS TARUMANAGARA
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2022

SURAT PERNYATAAN TIDAK MELAKUKAN PLAGIAT



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(.....)

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Jakarta, 20 Januari 2022

Pembimbing,



(Frangky Slamet, S.E., M.M.)

ABSTRACT

**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TARUMANAGARA
JAKARTA**

- (A) FEBRIANNE CLARISSA CAHYADI (115180024)
- (B) THE INFLUENCE OF ENTREPRENEURIAL ROLE MODEL, ENTREPRENEURSHIP EDUCATION, AND INDIVIDUAL ENTREPRENEURIAL ORIENTATION DIMENSIONS ON FACULTY OF ECONOMIC AND BUSINESS STUDENTS' ENTREPRENEURIAL INTENTION IN JAKARTA
- (C) xv + 113 pages, 2021, table 30; figure 4; appendix 6
- (D) ENTREPRENEURSHIP
- (E) *Abstract: The purpose of this study is to examine whether the entrepreneurial role model, entrepreneurship education, and individual entrepreneurial orientation dimensions affect entrepreneurial intentions of Economics and Business Faculty students in Jakarta. The sample was selected using non-probability sampling with a total of 144 respondents. Data was measured using Likert scale and using structural equation model (SEM), data analysis techniques, assisted by SmartPLS software version 3.0. The results show that all variables, which are entrepreneurial role model, entrepreneurship education, and individual entrepreneurial orientation dimensions have positive effects on entrepreneurial intentions of Economics and Business Faculty students in Jakarta.*
- (F) References 202 (1982-2021)
- (G) Frengky Slamet, S.E., M.M.

ABSTRAK

FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS TARUMANAGARA JAKARTA

- (A) FEBRIANNE CLARISSA CAHYADI (115180024)
- (B) PENGARUH ENTREPRENEURIAL ROLE MODEL, PENDIDIKAN KEWIRAUSAHAAN, DAN DIMENSI ORIENTASI KEWIRAUSAHAAN INDIVIDU TERHADAP INTENSI BERWIRAUSAHA MAHASISWA FAKULTAS EKONOMI DAN BISNIS DI JAKARTA
- (C) xv + 113 halaman, 2021, tabel 30; gambar 4; lampiran 6
- (D) KEWIRAUSAHAAN
- (E) Abstrak: Tujuan dari penelitian ini adalah untuk menguji apakah entrepreneurial role model, pendidikan kewirausahaan, dan dimensi orientasi kewirausahaan individu berpengaruh terhadap intensi berwirausaha mahasiswa fakultas ekonomi dan bisnis di Jakarta. Sampel dipilih dengan menggunakan non-probability sampling dengan total jumlah 144 responden. Data diukur dengan menggunakan skala Likert dan menggunakan teknik analisis data structural equation model (SEM), dengan dibantu oleh software SmartPLS versi 3.0. Hasil menunjukkan bahwa seluruh variabel yaitu entrepreneurial role model, pendidikan kewirausahaan, dan dimensi orientasi kewirausahaan individu berpengaruh secara positif terhadap intensi berwirausaha mahasiswa fakultas ekonomi dan bisnis di Jakarta.
- (F) Daftar Pustaka 202 (1982-2021)
- (G) Frengky Slamet, S.E., M.M.

HALAMAN MOTTO

“Do the best, let God do the rest.”

HALAMAN PERSEMBAHAN

**Karya ini saya persembahkan
untuk kedua orang tua saya, adik,
tunangan, diri saya sendiri
dan semua orang-orang
yang saya kasihi.**

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PRO5	PRO6	PRO7	RISK8	RISK9	RISK10	EI1	EI2	EI3	EI4	EI5	EI6
3	3	2	2	3	3	3	3	2	2	2	3
3	5	4	4	4	4	5	5	4	4	4	4
5	4	4	3	3	3	4	4	4	5	4	3
2	2	2	3	2	2	4	3	3	3	3	4
2	3	2	2	3	3	3	2	2	2	3	2
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3	2	2	5	3	1	4	4	2	4	2	2
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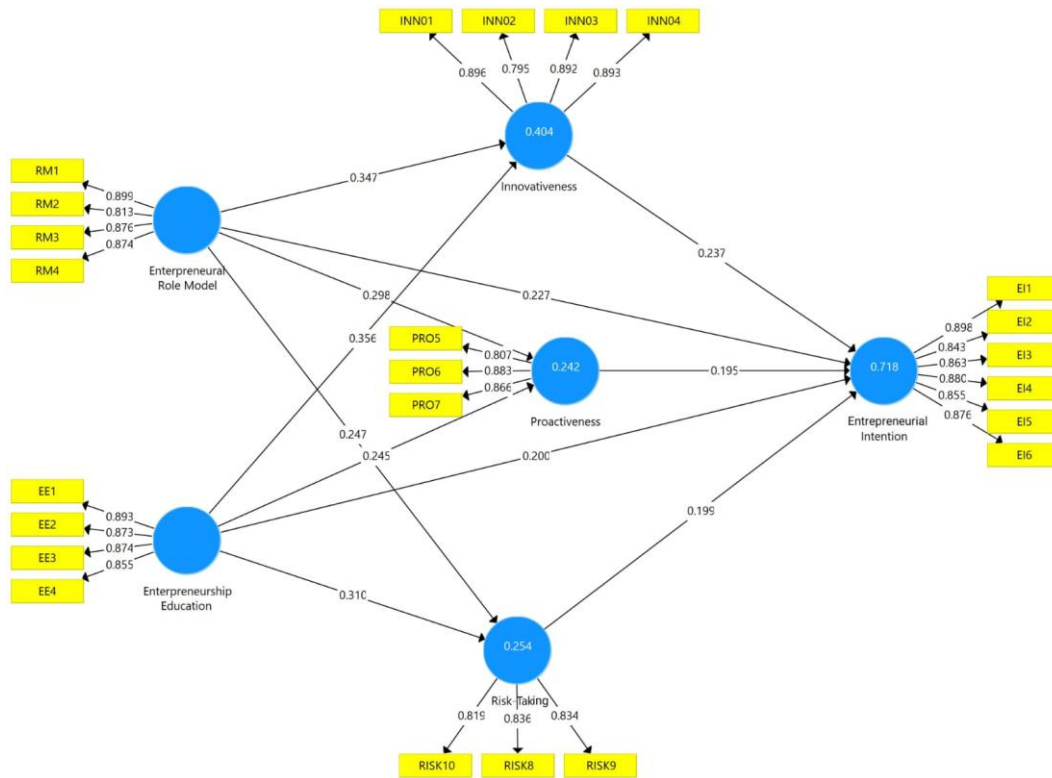
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PRO5	PRO6	PRO7	RISK8	RISK9	RISK10	EI1	EI2	EI3	EI4	EI5	EI6
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PRO5	PRO6	PRO7	RISK8	RISK9	RISK10	EI1	EI2	EI3	EI4	EI5	EI6
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PRO5	PRO6	PRO7	RISK8	RISK9	RISK10	EI1	EI2	EI3	EI4	EI5	EI6
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Lampiran 3. Hasil Uji Validitas dan Reliabilitas (*Outer Model*)



Hasil Loading Factor

Outer Loadings

	ERM	EE	INNO	EI	PRO	RISK
EE1		0,893				
EE2		0,873				
EE3		0,874				
EE4		0,855				
EI1				0,898		
EI2				0,843		
EI3				0,863		
EI4				0,880		
EI5				0,855		
EI6				0,876		
INN01			0,896			
INN02			0,795			
INN03			0,892			
INN04			0,893			
PRO5					0,807	
PRO6					0,883	
PRO7					0,866	

	ERM	EE	INNO	EI	PRO	RISK
RISK10						0,819
RISK8						0,836
RISK9						0,834
RM1	0,899					
RM2	0,813					
RM3	0,876					
RM4	0,874					

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Entrepreneurial Role Model	0,889	0,895	0,923	0,750
Entrepreneurship Education	0,897	0,899	0,928	0,764
Innovativeness	0,892	0,895	0,926	0,757
Entrepreneurial Intention	0,935	0,936	0,949	0,756
Proactiveness	0,812	0,823	0,889	0,727
Risk-Taking	0,774	0,774	0,869	0,688

Cross Loadings

	Entrepreneurial Role Model	Entrepreneurship Education	Innovativeness	Entrepreneurial Intention	Proactiveness	Risk-taking
EE1	0.571	0.893	0.525	0.570	0.386	0.372
EE2	0.556	0.873	0.539	0.582	0.380	0.408
EE3	0.553	0.874	0.510	0.593	0.429	0.443
EE4	0.534	0.855	0.433	0.551	0.314	0.405
EI1	0.584	0.622	0.649	0.898	0.591	0.608
EI2	0.629	0.595	0.661	0.843	0.577	0.503
EI3	0.606	0.533	0.644	0.863	0.569	0.673
EI4	0.572	0.561	0.651	0.880	0.537	0.608
EI5	0.528	0.575	0.586	0.855	0.527	0.528
EI6	0.550	0.543	0.626	0.876	0.605	0.582
INN01	0.524	0.435	0.896	0.648	0.571	0.621
INN02	0.443	0.520	0.795	0.573	0.499	0.446
INN03	0.540	0.517	0.892	0.670	0.507	0.613
INN04	0.483	0.535	0.893	0.654	0.533	0.618
PRO5	0.324	0.293	0.417	0.496	0.807	0.443
PRO6	0.416	0.417	0.556	0.571	0.883	0.589
PRO7	0.412	0.389	0.563	0.597	0.866	0.559
RISK10	0.353	0.371	0.487	0.551	0.485	0.819
RISK8	0.360	0.398	0.588	0.547	0.536	0.836
RISK9	0.390	0.391	0.574	0.575	0.538	0.834
RM1	0.899	0.554	0.542	0.616	0.417	0.439

	Entrepreneurial Role Model	Entrepreneurship Education	Innovativeness	Entrepreneurial Intention	Proactiveness	Risk-taking
RM2	0.813	0.543	0.434	0.554	0.377	0.359
RM3	0.876	0.598	0.544	0.606	0.409	0.409
RM4	0.874	0.493	0.450	0.522	0.362	0.315

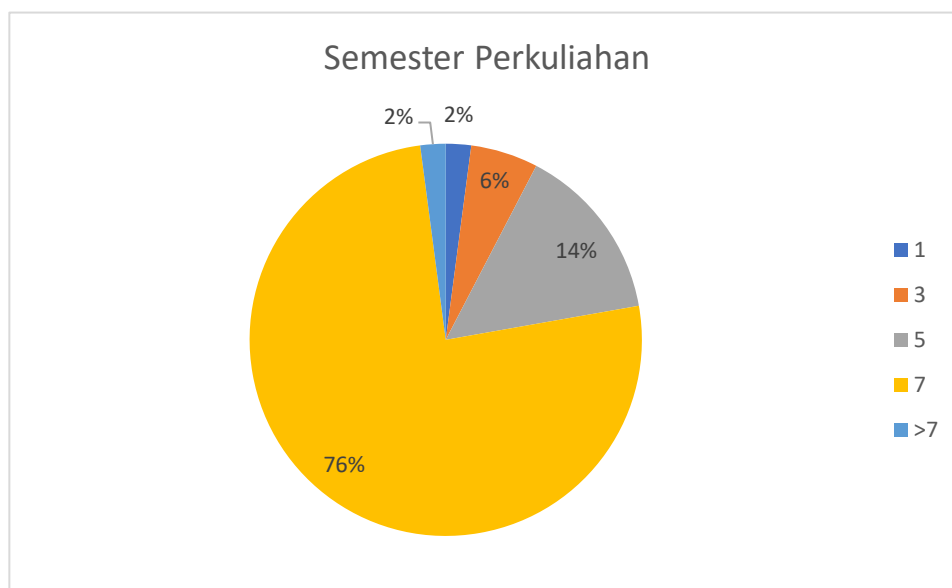
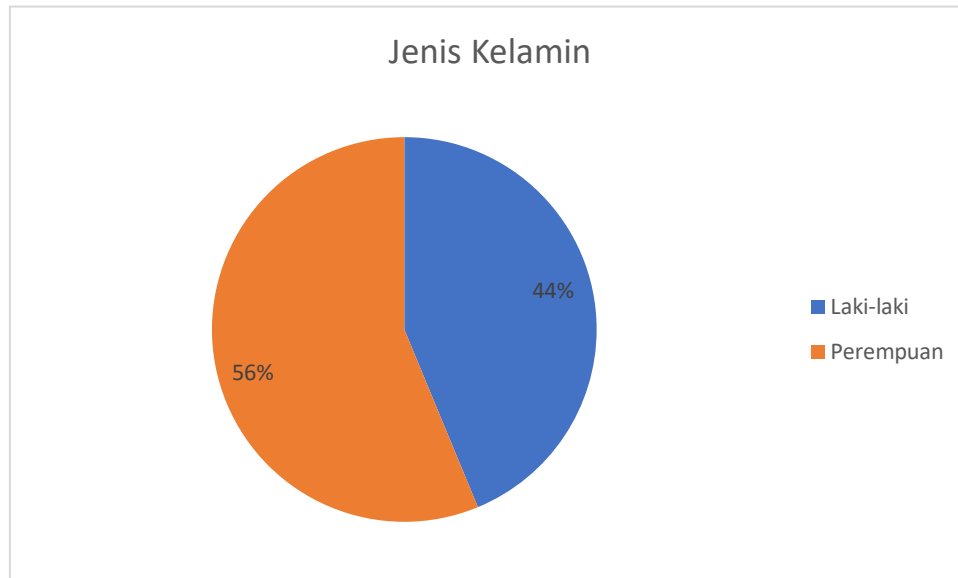
Fornell-Larcker Criterion

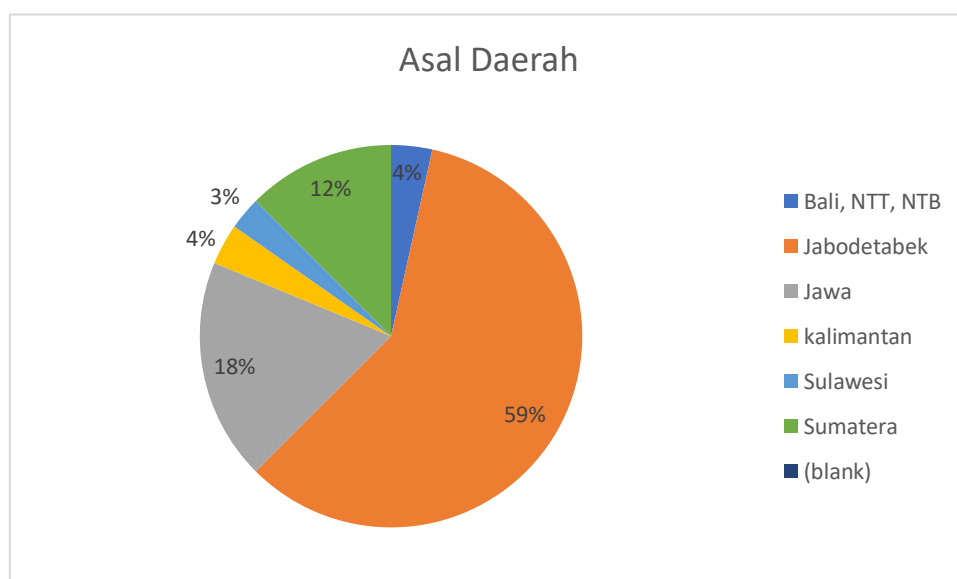
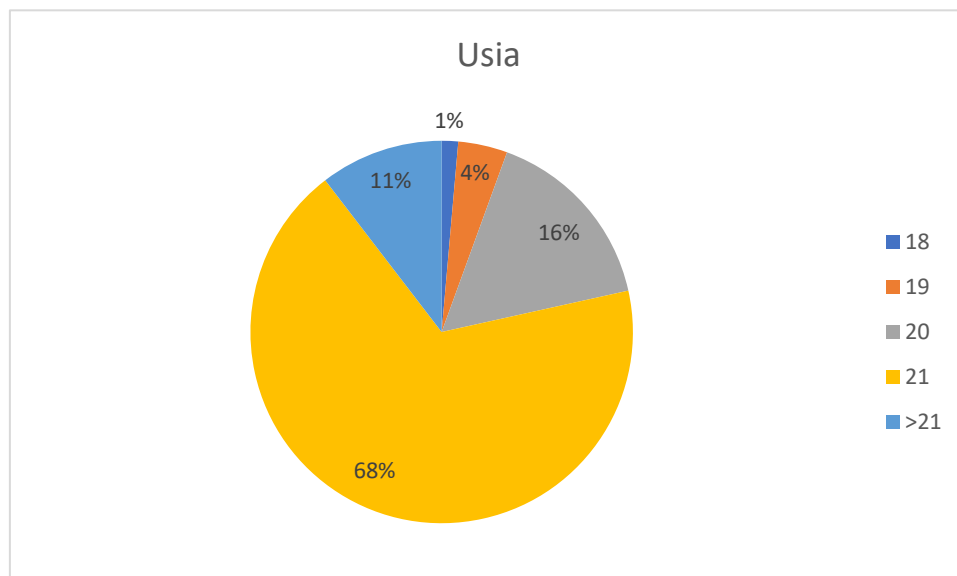
	Entrepreneurial Role Model	Entrepreneurship Education	Innovativeness	Entrepreneurial Intention	Proactiveness	Risk-taking
ERM	0.866					
EE	0.634	0.874				
INNO	0.573	0.576	0.870			
EI	0.666	0.658	0.733	0.869		
PRO	0.454	0.434	0.606	0.653	0.853	
RISK	0.443	0.466	0.663	0.673	0.627	0.830

Keterangan:

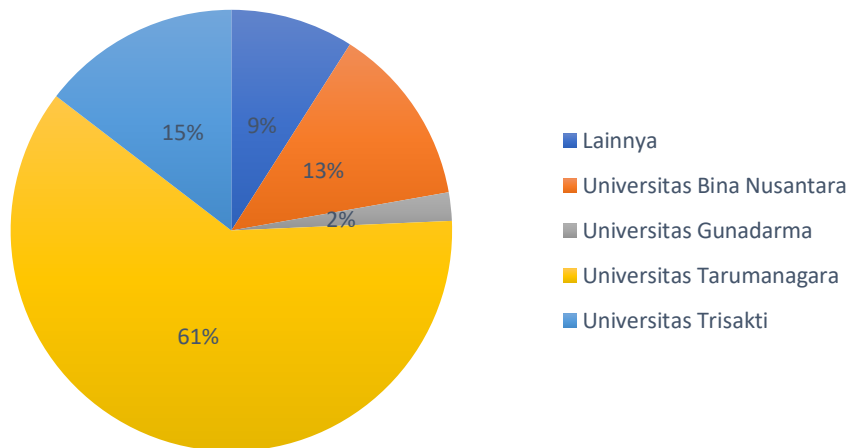
- ERM = *Entrepreneurial Role Model*
- EE = Pendidikan Kewirausahaan
- INNO = *Innovativeness*
- PRO = *Proactive*
- RISK = *Risk-Taking*
- EI = Intensi Berwirausaha

Lampiran 4. Hasil Deskripsi Subjek Penelitian

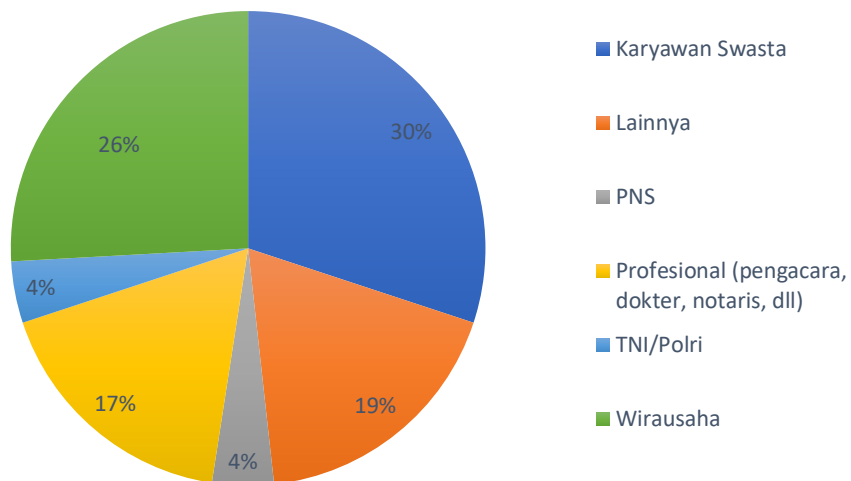




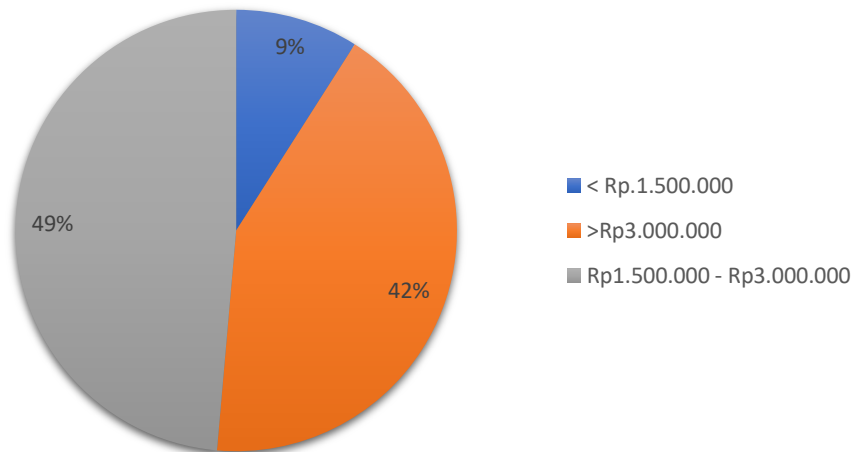
Asal Universitas



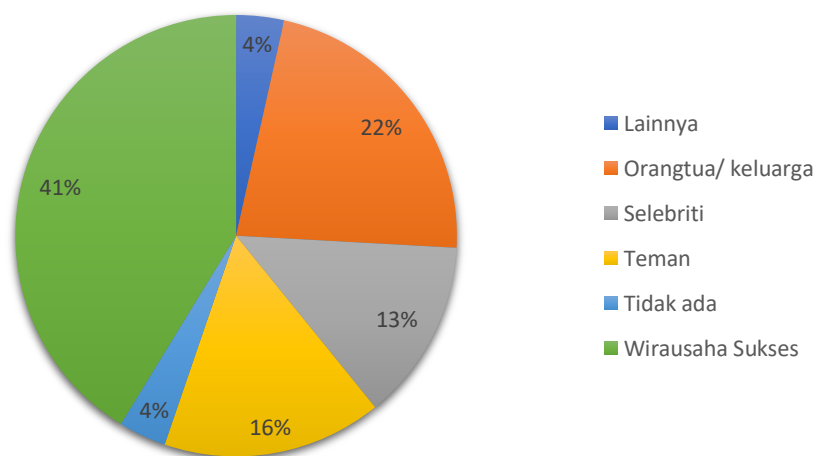
Pekerjaan Orang Tua



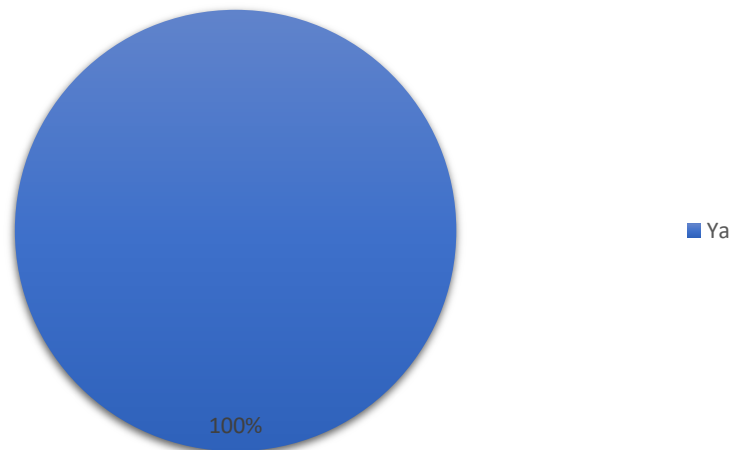
Pengeluaran per Bulan



Role Model



Pendidikan Kewirausahaan



Lampiran 5. Hasil Deskripsi Objek Penelitian

RM1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	9	6.3	6.3	6.3
N	19	13.2	13.2	19.4
Valid S	65	45.1	45.1	64.6
SS	51	35.4	35.4	100.0
Total	144	100.0	100.0	

RM2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	9	6.3	6.3	6.3
N	17	11.8	11.8	18.1
Valid S	71	49.3	49.3	67.4
SS	47	32.6	32.6	100.0
Total	144	100.0	100.0	

RM3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	12	8.3	8.3	8.3
N	16	11.1	11.1	19.4
Valid S	79	54.9	54.9	74.3
SS	37	25.7	25.7	100.0
Total	144	100.0	100.0	

RM4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	10	6.9	6.9	6.9
N	20	13.9	13.9	20.8
Valid S	75	52.1	52.1	72.9
SS	39	27.1	27.1	100.0
Total	144	100.0	100.0	

EE1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	14	9.7	9.7	9.7
N	20	13.9	13.9	23.6
Valid S	58	40.3	40.3	63.9
SS	52	36.1	36.1	100.0
Total	144	100.0	100.0	

EE2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	11	7.6	7.6	7.6
N	21	14.6	14.6	22.2
Valid S	50	34.7	34.7	56.9
SS	62	43.1	43.1	100.0
Total	144	100.0	100.0	

EE3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.7	.7	.7
TS	11	7.6	7.6	8.3
Valid N	24	16.7	16.7	25.0
S	67	46.5	46.5	71.5
SS	41	28.5	28.5	100.0
Total	144	100.0	100.0	

EE4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	12	8.3	8.3	8.3
N	29	20.1	20.1	28.5
Valid S	63	43.8	43.8	72.2
SS	40	27.8	27.8	100.0
Total	144	100.0	100.0	

INN01

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	11	7.6	7.6	7.6
N	25	17.4	17.4	25.0
S	61	42.4	42.4	67.4
SS	47	32.6	32.6	100.0
Total	144	100.0	100.0	

INN02

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.7	.7	.7
TS	8	5.6	5.6	6.3
N	27	18.8	18.8	25.0
S	58	40.3	40.3	65.3
SS	50	34.7	34.7	100.0
Total	144	100.0	100.0	

INN03

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	20	13.9	13.9	13.9
N	20	13.9	13.9	27.8
S	66	45.8	45.8	73.6
SS	38	26.4	26.4	100.0
Total	144	100.0	100.0	

INN04

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	13	9.0	9.0	9.0
N	25	17.4	17.4	26.4
S	74	51.4	51.4	77.8
SS	32	22.2	22.2	100.0
Total	144	100.0	100.0	

PRO5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	26	18.1	18.1	18.1
N	40	27.8	27.8	45.8
S	38	26.4	26.4	72.2
SS	40	27.8	27.8	100.0
Total	144	100.0	100.0	

PRO6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.7	.7	.7
TS	23	16.0	16.0	16.7
N	32	22.2	22.2	38.9
S	41	28.5	28.5	67.4
SS	47	32.6	32.6	100.0
Total	144	100.0	100.0	

PRO7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	25	17.4	17.4	17.4
N	38	26.4	26.4	43.8
S	41	28.5	28.5	72.2
SS	40	27.8	27.8	100.0
Total	144	100.0	100.0	

RISK8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.7	.7	.7
TS	17	11.8	11.8	12.5
N	21	14.6	14.6	27.1
S	58	40.3	40.3	67.4
SS	47	32.6	32.6	100.0
Total	144	100.0	100.0	

RISK9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	19	13.2	13.2	13.2
N	25	17.4	17.4	30.6
S	52	36.1	36.1	66.7
SS	48	33.3	33.3	100.0
Total	144	100.0	100.0	

RISK10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.7	.7	.7
TS	19	13.2	13.2	13.9
N	26	18.1	18.1	31.9
S	54	37.5	37.5	69.4
SS	44	30.6	30.6	100.0
Total	144	100.0	100.0	

EI1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	17	11.8	11.8	11.8
N	21	14.6	14.6	26.4
S	57	39.6	39.6	66.0
SS	49	34.0	34.0	100.0
Total	144	100.0	100.0	

EI2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	14	9.7	9.7	9.7
N	27	18.8	18.8	28.5
S	59	41.0	41.0	69.4
SS	44	30.6	30.6	100.0
Total	144	100.0	100.0	

EI3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	24	16.7	16.7	16.7
N	24	16.7	16.7	33.3
Valid S	63	43.8	43.8	77.1
SS	33	22.9	22.9	100.0
Total	144	100.0	100.0	

EI4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	25	17.4	17.4	17.4
N	22	15.3	15.3	32.6
Valid S	64	44.4	44.4	77.1
SS	33	22.9	22.9	100.0
Total	144	100.0	100.0	

EI5

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	15	10.4	10.4	10.4
N	33	22.9	22.9	33.3
Valid S	60	41.7	41.7	75.0
SS	36	25.0	25.0	100.0
Total	144	100.0	100.0	

EI6

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	17	11.8	11.8	11.8
N	30	20.8	20.8	32.6
Valid S	75	52.1	52.1	84.7
SS	22	15.3	15.3	100.0
Total	144	100.0	100.0	

Lampiran 6. Hasil Deskripsi Objek Penelitian

R Square

	R Square	Adjusted R Square
Switching Behavior	0.462	0.458
Switching Intention	0.483	0.477

Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Entrepreneurial Role Model	576.000	576.000	
Entrepreneurship Education	576.000	576.000	
Innovativeness	576.000	407.633	0.292
Entrepreneurial Intention	864.000	402.239	0.534
Proactiveness	432.000	359.505	0.168
Risk-taking	432.000	363.521	0.159

F Square

	ERM	EE	INNO	EI	PRO	RISK
Entrepreneurial Role Model			0,121	0,096	0,070	0,049
Entrepreneurship Education			0,127	0,074	0,047	0,077
Innovativeness				0,082		
Entrepreneurial Intention						
Proactiveness				0,072		
Risk-Taking				0,067		

Path Coefficients

	Innovativeness	Entrepreneurial Intention	Proactiveness	Risk-Taking
Entrepreneurial Role Model	0,347	0,417	0,298	0,247
Entrepreneurship Education	0,356	0,394	0,245	0,310
Innovativeness		0,237		
Entrepreneurial Intention				
Proactiveness		0,195		
Risk-Taking		0,199		

P-Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Entrepreneurial Role Model -> Innovativeness	0.347	0.347	0.098	3.547	0.000
Entrepreneurial Role Model -> Entrepreneurial Intention	0.227	0.220	0.089	2.557	0.011
Entrepreneurial Role Model -> Proactiveness	0.298	0.298	0.093	3.223	0.001
Entrepreneurial Role Model -> Risk-taking	0.247	0.252	0.105	2.358	0.019
Entrepreneurship Education -> Innovativeness	0.356	0.357	0.112	3.183	0.002
Entrepreneurship Education -> Entrepreneurial Intention	0.200	0.209	0.094	2.115	0.035
Entrepreneurship Education -> Proactiveness	0.245	0.248	0.105	2.324	0.020
Entrepreneurship Education -> Risk-taking	0.310	0.306	0.109	2.831	0.005
Innovativeness -> Entrepreneurial Intention	0.237	0.225	0.090	2.627	0.009
Proactiveness -> Entrepreneurial Intention	0.195	0.190	0.065	3.001	0.003
Risk-taking -> Entrepreneurial Intention	0.199	0.212	0.080	2.477	0.014

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Jakarta, 29 Desember 2021

Febrianne Clarissa Cahyadi

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SKRIPSI PENGARUH ENTREPRENEURIAL ROLE MODEL, PENDIDIKAN KEWIRAUSAHAAN, DAN DIMENSI ORIENTASI KEWIRAUSAHAAN INDIVIDU TERHADAP INTENSI BERWIRAUSAHA MAHASISWA FAKULTAS EKONOMI DAN BISNIS DI JAKARTA DIAJUKAN OLEH: NAMA : FEBRIANNE CLARISSA CAHYADI NPM : 115180024 UNTUK MEMENUHI SEBAGAI DARI SYARAT-SYARAT GUNA MENCAPAI GELAR SARJANA EKONOMI PROGRAM STUDI S1 MANAJEMEN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS TARUMANAGARA JAKARTA 2020 BAB I PENDAHULUAN A. PERMASALAHAN 1. Latar Belakang Masalah Sejak akhir tahun 2019 dengan munculnya pandemi Covid-19, dunia dihadapkan dengan masalah kesehatan penduduk yang menyebabkan masalah sosial dan ekonomi pada skala dunia yang menciptakan ketidakpastian dalam segala bidang yang belum pernah terjadi sebelumnya (Lopes et. al., 2021). Karena banyaknya negara yang memberlakukan pembatasan dan kontrol pergerakan, banyak terjadi pembatalan dan penutupan usaha yang berpengaruh pada berkurangnya pendapatan masyarakat akibat ditutupnya beberapa sektor penunjang seperti ritel dan transportasi (Fabiel et. al., 2020). Tingkat pengangguran juga bertambah karena pandemi Covid-19 yang sedang melanda dunia, sehingga berakibat pada pertumbuhan ekonomi dan juga tingkat kesejahteraan masyarakat menurun (Hensher, 2020). Persaingan kerja juga diperketat setelah adanya prinsip kerjasama Masyarakat Ekonomi ASEAN (MEA) yang disahkan pada 31 Desember 2015, yang mendukung area perdagangan

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