

**PERAN *TECHNOPRENEURIAL SELF-EFFICACY* DALAM MEMEDIASI  
PENGARUH *TECHNOPRENEURIAL LEARNING* DAN LITERASI  
DIGITAL TERHADAP *TECHNOPRENEURIAL INTENTION***

**(Studi Korelasional Pada Mahasiswa yang Telah Lulus Mata Kuliah  
Kewirausahaan di Fakultas Pendidikan Ekonomi dan Bisnis Universitas  
Pendidikan Indonesia)**

**TESIS**

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Magister  
Pendidikan pada Program Studi Pendidikan Ekonomi



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Tesis ini diajukan sebagai salah satu syarat untuk memperoleh gelar Magister  
Pendidikan Program Studi Magister Pendidikan Ekonomi

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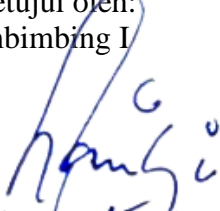
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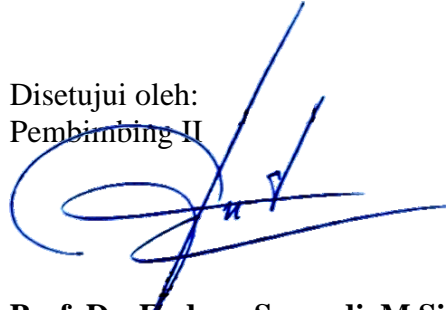
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## LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul “Peran *Technopreneurial Self-Efficacy* Dalam Memediasi Pengaruh *Technopreneurial Learning* dan Literasi Digital Terhadap *Technopreneurial Intention* (Studi Korelasional Pada Mahasiswa yang Telah Lulus Mata Kuliah Kewirausahaan di Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri, dan saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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Yang Membuat Pernyataan



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## KATA PENGANTAR

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Penulis sangat menyadari bahwa terdapat banyak kekurangan dan hambatan pada penulisan tesis ini. Namun demikian, terkandung harapan mudah-mudahan dapat membuka cakrawala pemikiran baru yang lebih menumbuhkan gairah berpikir serta dapat memperbaiki segala kekurangan yang ada. Oleh karena itu, selebihnya penulis serahkan kepada kebijaksanaan para pembaca untuk dapat memberikan koreksi, kritik, dan saran yang membangun demi penyempurnaan pada penulisan tesis ini. Semoga tesis ini dapat bermanfaat khususnya bagi penulis dan umumnya bagi para pembaca sekalian.

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## UCAPAN TERIMAKASIH

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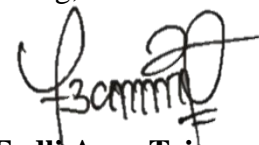
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Bandung, Desember 2023



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## ABSTRAK

### PERAN *TECHNOPRENEURIAL SELF-EFFICACY* DALAM MEMEDIASI PENGARUH *TECHNOPRENEURIAL LEARNING* DAN LITERASI DIGITAL TERHADAP *TECHNOPRENEURIAL INTENTION*

(Studi Korelasional Pada Mahasiswa yang Telah Lulus Mata Kuliah Kewirausahaan di Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia)

Dibimbing oleh:

Prof. Dr. H. Hari Mulyadi, M.Si. dan Prof. Dr. Endang Supardi, M.Si.

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*Technopreneurial intention* atau niat berwirausaha menggunakan teknologi adalah isu penting dalam konteks perkembangan teknologi dan bisnis di era digital ini. *Technopreneurial intention* mengacu pada kecenderungan individu untuk menjalani peran sebagai pengusaha yang menggunakan teknologi. Penting bagi mahasiswa untuk memiliki niat berwirausaha menggunakan teknologi sebagai upaya menciptakan peluang usaha baru di era digital. Melalui pendekatan *Theory of Entrepreneurial Event*, penelitian ini bertujuan untuk mengeksplorasi hubungan antara prediktor *technopreneurial intention* seperti *technopreneurial intention* dan literasi digital terhadap *technopreneurial intention*, serta bagaimana *technopreneurial self-efficacy* memediasi hubungan tersebut. Metode penelitian yang digunakan yaitu *survey explanatory* dengan teknik pengumpulan data berupa kuesioner yang disebar kepada 141 mahasiswa Fakultas Pendidikan Ekonomi dan Bisnis UPI. Data dianalisis dengan PLS-SEM menggunakan aplikasi program Smart-PLS 3. Berdasarkan hasil penelitian menunjukkan bahwa 1). Terdapat pengaruh positif dan signifikan *technopreneurial learning* terhadap *technopreneurial intention*; 2). Terdapat pengaruh positif dan signifikan literasi digital terhadap *technopreneurial intention*; 3) Terdapat efek mediasi positif dan signifikan *technopreneurial self-efficacy* terhadap pengaruh *technopreneurial learning* terhadap *technopreneurial intention*; 4) Terdapat efek mediasi positif dan signifikan *technopreneurial self-efficacy* terhadap pengaruh literasi digital terhadap *technopreneurial intention*. Adapun saran pada penelitian ini adalah pada variabel *technopreneurial learning* mahasiswa harus meningkatkan *personal and social emergence*, pada variabel literasi digital meningkatkan *cultural and social understanding*, pada variabel *technopreneurial self-efficacy* meningkatkan *decision making*, dan pada variabel *technopreneurial intention* meningkatkan *preferences* untuk meningkatkan *technopreneurial intention*. Implikasi dari penelitian ini yaitu pentingnya meningkatkan literasi digital, pembelajaran *technopreneurial*, dan *self-efficacy* dalam pengambilan keputusan di kalangan mahasiswa, sebagai strategi untuk meningkatkan niat berwirausaha menggunakan teknologi.

**Kata kunci:** *Technopreneurial Intention*, *Technopreneurial Learning*, Literasi Digital, *Technopreneurial Self-Efficacy*



## ABSTRACT

### **THE ROLE OF TECHNOPRENEURIAL SELF-EFFICACY IN MEDIATING THE INFLUENCE OF TECHNOPRENEURIAL LEARNING AND DIGITAL LITERACY ON TECHNOPRENEURIAL INTENTION**

*(Correlational Study on Students Who Have Passed Entrepreneurship Courses at the Faculty of Economics and Business Education, Indonesia University of Education)*

*Under guidance of:*

**Prof. Dr. H. Hari Mulyadi, M.Si. dan Prof. Dr. Endang Supardi, M.Si.**

**Fadli Agus Triansyah**

*Technopreneurial intention is an essential issue in the context of technology and business development in this digital era. Technopreneurial intention refers to an individual's tendency to take on the role of an entrepreneur using technology. Students need to have entrepreneurial intentions using technology in an effort to create new business opportunities in the digital era. Through the Theory of Entrepreneurial Event approach, this study aims to explore the relationship between predictors of technopreneurial intention, such as technopreneurial intention and digital literacy to technopreneurial intention, as well as how technopreneurial self-efficacy mediates the relationship. The research method used is an explanatory survey with data collection techniques in the form of questionnaires distributed to 141 students of the Faculty of Economics and Business Education UPI. Data were analyzed with PLS-SEM using the Smart-PLS 3 program application. The results of the study showed that 1). There is a positive and significant influence of technopreneurial learning on technopreneurial intention; 2). There is a positive and significant influence of digital literacy on technopreneurial intention; 3). There is a positive and significant mediating effect of technopreneurial self-efficacy on the effect of technopreneurial learning on technopreneurial intention; 4). There is a positive and significant mediating effect of technopreneurial self-efficacy on the effect of digital literacy on technopreneurial intention. The suggestions in this study are that in the technopreneurial learning variable, students must increase personal and social emergence; in the digital literacy variable, increase cultural and social understanding; in the technopreneurial self-efficacy variable, increase decision-making; and in the technopreneurial intention variable, increase preferences to increase technopreneurial intention. The implication of this research is the importance of improving digital literacy, technopreneurial learning, and self-efficacy in decision-making among students as a strategy to increase entrepreneurial intention using technology.*

**Keywords:** *Technopreneurial Intention, Technopreneurial Learning, Digital Literacy, Technopreneurial Self-Efficacy*

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