

**EFEK MEDIASI EFIKASI DIRI KEWIRAUSAHAAN PADA PENGARUH
MOTIVASI BERPRESTASI DAN KECENDERUNGAN MENGAMBIL
RISIKO TERHADAP INTENSI BERWIRAUSAHA**

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

TESIS

**Diajukan Untuk Memenuhi Syarat Memperoleh Gelar
Magister Pendidikan Ekonomi**



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2024

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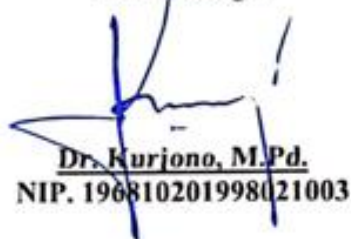
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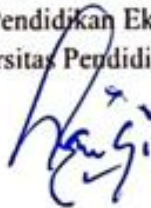
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Menyatakan bahwa tesis yang berjudul “Efek Mediasi Efikasi Diri Kewirausahaan Pada Pengaruh Motivasi Berprestasi dan Kecenderungan Mengambil Risiko Terhadap Intensi Berwirausaha (Survei Pada Mahasiswa yang Telah Lulus Mata Kuliah Kewirausahaan di Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia)” ini beserta seluruh isinya adalah benar-benar hasil karya saya sendiri, dan saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

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ABSTRAK

EFEK MEDIASI EFIKASI DIRI KEWIRAUSAHAAN PADA PENGARUH MOTIVASI BERPRESTASI DAN KECENDERUNGAN MENGAMBIL RISIKO TERHADAP INTENSI BERWIRAUSAHA (Survei Pada Mahasiswa yang Telah Lulus Mata Kuliah Kewirausahaan di Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia)

Dibimbing oleh:

Prof. Dr. Hj. Nani Sutarni, M.Pd. dan Dr. Kurjono, M.Pd.

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Intensi berwirausaha menjadi krusial di era modern karena tidak hanya merangsang pertumbuhan ekonomi dan menciptakan lapangan kerja, tetapi juga mendorong inovasi, kreativitas, serta adaptasi terhadap perubahan yang cepat dalam dinamika bisnis global. Penting bagi mahasiswa memiliki intensi berwirausaha karena selain mengembangkan potensi ekonomi pribadi dan menciptakan lapangan kerja, juga merangsang pengembangan keterampilan kewirausahaan, kreativitas, dan ketangguhan di tengah tantangan pasar kerja yang dinamis. Dengan menggunakan teori *Entrepreneurship and Development*, penelitian ini bertujuan untuk mengeksplorasi pengaruh antara prediktor intensi berwirausaha seperti motivasi berprestasi dan kecenderungan mengambil risiko terhadap intensi berwirausaha, serta bagaimana efikasi diri kewirausahaan memediasi pengaruh tersebut. Metode penelitian yang digunakan adalah *survey explanatory* dengan teknik pengumpulan data berupa kuesioner yang disebar kepada 119 mahasiswa Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia (FPEB UPI). Data yang sudah terkumpul kemudian dianalisis menggunakan PLS-SEM menggunakan aplikasi program Smart-PLS 3. Berdasarkan hasil penelitian menunjukkan bahwa 1). Terdapat pengaruh positif dan signifikan motivasi berprestasi terhadap intensi berwirausaha; 2). Terdapat pengaruh positif dan signifikan kecenderungan mengambil risiko terhadap intensi berwirausaha; 3). Terdapat efek mediasi positif dan signifikan efikasi diri kewirausahaan pada pengaruh motivasi berprestasi terhadap intensi berwirausaha; 4). Terdapat efek mediasi positif dan signifikan efikasi diri kewirausahaan pada pengaruh kecenderungan mengambil risiko terhadap intensi berwirausaha. Adapun saran pada penelitian ini adalah pada variabel motivasi berprestasi pada penelitian ini adalah pada variabel motivasi berprestasi mahasiswa harus meningkatkan keberanian dalam mengambil risiko moderat (*moderat risks*), pada variabel kecenderungan mengambil risiko mahasiswa harus meningkatkan sikap pantang menyerah dalam menyelesaikan persoalan yang ada, pada variabel efikasi diri kewirausahaan mahasiswa harus meningkatkan kekuatan keyakinan (*strength*), dan pada variabel intensi berwirausaha mahasiswa harus meningkatkan *plan* untuk meningkatkan intensi berwirausaha dikalangan mahasiswa. Implikasi dari penelitian ini yaitu pentingnya meningkatkan motivasi berprestasi, kecenderungan mengambil risiko, dan efikasi diri kewirausahaan dalam pengambilan keputusan dikalangan mahasiswa, sebagai strategi untuk meningkatkan intensi berwirausaha.

Kata kunci: Motivasi Berprestasi, Kecenderungan Mengambil Risiko, Efikasi Diri Kewirausahaan, Intensi Berwirausaha

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ABSTRACT

EFFECT ENTREPRENEURIAL SELF-EFFICACY IN MEDIATING THE INFLUENCE OF ACHIEVEMENT MOTIVE AND RISK-TAKING PROPENSITY ON ENTREPRENEURIAL INTENTION

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

Under guidance of:

Prof. Dr. Hj. Nani Sutarni, M.Pd. and Dr. Kurjono, M.Pd.

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Entrepreneurial intentions are crucial in the modern era because they stimulate economic growth create jobs and encourage innovation, creativity, and adaptation to rapid changes in global business dynamics. Students need to have entrepreneurial intentions because apart from developing personal economic potential and creating jobs, it also stimulates the development of entrepreneurial skills, creativity, and resilience amidst the challenges of a dynamic job market. By using the Theory of Entrepreneurship and Development, this research aims to explore the influence of predictors of entrepreneurial intentions such as achievement motivation and risk-taking tendencies on entrepreneurial intentions, as well as how entrepreneurial self-efficacy mediates this influence. The research method used was an explanatory survey with data collection techniques in questionnaires distributed to 119 students at the Faculty of Economics and Business Education, Indonesian University of Education. The data that has been collected is then analyzed using PLS-SEM using the Smart-PLS 3 program application. Based on the research results, it shows that 1). Achievement motivation has a positive and significant influence on entrepreneurial intentions; 2). There is a positive and significant influence of the propensity to take risks on entrepreneurial intentions; 3). There is a positive and significant mediating effect of entrepreneurial self-efficacy on the influence of achievement motivation on entrepreneurial intentions; 4). There is a positive and significant mediating effect of entrepreneurial self-efficacy on the influence of risk-taking propensity on entrepreneurial intentions. The suggestion in this research is that on the achievement motivation variable in this research, on the achievement motivation variable, students must increase their courage in taking moderate risks, on the propensity to take risks variable, students must increase their unyielding attitude in solving existing problems, on the variable Students' entrepreneurial self-efficacy must increase their strength of belief, and in the entrepreneurial intention variable, students must improve their plans to increase entrepreneurial intentions among students. The implication of this research is the importance of increasing achievement motivation, risk-taking tendencies, and entrepreneurial self-efficacy in decision making among students, as a strategy to increase entrepreneurial intentions.

Keywords: *Achievement Motivation, Risk Taking Propensity, Entrepreneurial Self-Efficacy, Entrepreneurial Intention*

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EFEK MEDIASI EFIKASI DIRI KEWIRAUSAHAAN PADA PENGARUH MOTIVASI BERPRESTASI DAN KECENDERUNGAN MENGAMBIL RISIKO TERHADAP INTENSI BERWIRAUSAHA

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