

DISERTASI

**ANALISIS KESIAPAN BERWIRAUSAHA YANG DIPENGARUHI LITERASI
EKONOMI DIGITAL, PENGALAMAN BELAJAR, dan RELIGIUSITAS *SOFT
SKILL***

**Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh Gelar
Doktor Pendidikan Ekonomi**



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ANALISIS KESIAPAN BERWIRAUSAHA YANG DIPENGARUHI LITERASI EKONOMI DIGITAL, PENGALAMAN BELAJAR, dan RELIGIUSITAS *SOFT SKILL* MAHASISWA

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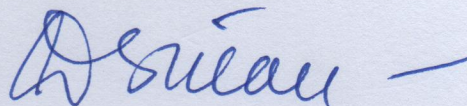
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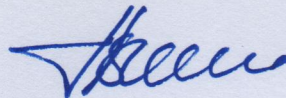
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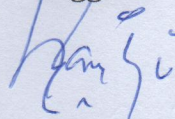
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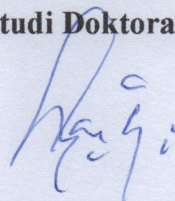


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ABSTRAK

Analisis Kesiapan Berwirausaha Yang Dipengaruhi Literasi Ekonomi Digital, Pengalaman Belajar, Dan Religiusitas *Soft Skill*

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Pengangguran memiliki dampak pada pertumbuhan ekonomi di Indonesia, oleh karena itu perlu diminimalisir dengan tumbuhnya kewirausahaan. Kesiapan berwirausaha sangat penting dalam menurunkan angka pengangguran di Indonesia, oleh karena itu melalui penelitian ini dapat merekomendasikan kepada pihak-pihak terkait dalam meningkatkan kesiapan berwirausaha. Teori kognitif sosial yang dipakai dalam penelitian ini yang menjadikan dasar dalam menyiapkan kewirausahaan. Penelitian ini menggunakan metode kuantitatif deskriptif, Kuantitatif korelasional dilakukan menggunakan analisis jalur, dan selanjutnya dikembangkan kedalam analisis *Structural Equation Modeling* (SEM). *Simple Random Sampling Technique* yaitu cara teknik sampling dengan 353 sampel. Penyebaran kuesioner menggunakan google form di tujuh perguruan tinggi seperti Universitas Pamulang, Universitas Islam Syekh-Yusuf, Universitas Kuningan, Universitas Siliwangi, Universitas Swadaya Gunung Djati, Universitas Pendidikan Indonesia, dan Universitas Pasundan. Hasil penelitian ini secara parsial memiliki pengaruh positif dan signifikan, Pengalaman belajar terhadap kesiapan berwirausaha, pengalaman belajar terhadap literasi ekonomi digital, pengalaman belajar terhadap religiusitas softskill, literasi ekonomi digital terhadap kesiapan berwirausaha, religiusitas softskill terhadap kesiapan berwirausaha. Selain itu, hasil pengaruh mediasi memiliki pengaruh positif dan signifikan seperti halnya literasi ekonomi digital berhasil memediasi pengalaman belajar terhadap kesiapan berwirausaha dan religiusitas positif memediasi pengalaman belajar terhadap kesiapan berwirausaha. Novelty dalam penelitian adalah memunculkan variabel baru yakni religiusitas softskill dan literasi ekonomi digital. Implikasi penelitian ini ialah dapat menambah wawasan baru tentang kajian teori mengenai religiusitas *softskill* dan juga bermunculan pengusaha-pengusaha muda yang kreatif, Inovatif dan religius. Rekomendasi yang diberikan memberikan tambahan sks untuk praktek kewirausahaan, membuat lab kewirausahaan, keterlibatan mahasiswa dalam proses pembelajaran lebih dioptimalkan, membuat kegiatan yang mengasah religiusitas *softskill*.

Kata Kunci : Kesiapan Berwirausaha, Pengalaman belajar, literasi ekonomi digital, dan religiusitas *softskill*.

ABSTRACT

Analysis of Entrepreneurial Readiness Influenced by Digital Economic Literacy, Learning Experience, and Soft Skill Religiosity

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Unemployment has an impact on economic growth in Indonesia, therefore it needs to be minimized by growing entrepreneurship. Entrepreneurial readiness is very important in reducing unemployment rates in Indonesia, therefore through this research it can be recommended to related parties in increasing entrepreneurial readiness. The social cognitive theory used in this research is the basis for preparing entrepreneurship. This research used descriptive quantitative methods, correlational quantitative methods were carried out using path analysis, and then developed into Structural Equation Modeling (SEM) analysis. Simple Random Sampling Technique is a sampling technique with 353 samples. The questionnaire was distributed using Google Form at seven universities such as Pamulang University, Syekh-Yusuf Islamic University, Kuningan University, Siliwangi University, Gunung Djati Swadaya University, Indonesian Education University, and Pasundan University. The results of this research partially have a positive and significant influence, learning experience on entrepreneurial readiness, learning experience on digital economic literacy, learning experience on soft skills religiosity, digital economic literacy on entrepreneurial readiness, soft skills religiosity on entrepreneurial readiness. Apart from that, the results of the mediation influence have a positive and significant influence, such as digital economic literacy successfully mediating learning experiences on entrepreneurial readiness and positive religiosity mediating learning experiences on entrepreneurial readiness. Novelty in the research is the emergence of new variables, namely soft skills religiosity and digital economic literacy. The implication of this research is that it can add new insight into theoretical studies regarding soft skills religiosity and also the emergence of creative, innovative and religious young entrepreneurs. The recommendations given provide additional credits for entrepreneurial practice, create an entrepreneurship lab, optimize student involvement in the learning process, create activities that hone soft skill religiosity.

Keywords: Entrepreneurial readiness, learning experience, digital economic literacy, and soft skills religiosity.

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