

**MODEL *CONDITIONAL PROCESS* PENGARUH *ENTREPRENEURIAL*
KNOWLEDGE, INNOVATION CAPABILITY DAN
TECHNOPRENEURSHIP TERHADAP *ENTREPRENEURIAL INTENTION***



DISERTASI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Doktor
Pendidikan Ekonomi

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UNIVERSITAS PENDIDIKAN INDONESIA
2025

MODEL *CONDITIONAL PROCESS* PENGARUH *ENTREPRENEURIAL KNOWLEDGE, INNOVATION CAPABILITY* DAN *TECHNOPRENEURSHIP* TERHADAP *ENTREPRENEURIAL INTENTION*

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Agustus 2025

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KNOWLEDGE, INNOVATION CAPABILITY DAN TECHNOPRENEURSHIP
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KATA PENGANTAR

Dengan segala kerendahan hati, penulis memanjatkan puji dan syukur kepada Allah SWT atas limpahan rahmat dan karuniaNya sehingga penulis dapat menyelesaikan penulisan disertasi ini dengan judul “Model *Contiditional Process* Pengaruh *Entrepreneurial Knowledge*, *Innovation Capability* dan *Technopreneurship* terhadap *Entrepreneurial Intention*”. Penulisan disertasi ini guna memenuhi persyaratan untuk memperoleh gelar Doktor pada Program Studi Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.

Penulis menyadari bahwa penulisan disertasi ini masih terdapat banyak kekurangan dan kesalahan yang memerlukan waktu dan proses sehingga menjadi lebih baik lagi. Oleh karena itu, kritik dan saran yang bersifat membangun sangat diharapkan demi perbaikan disertasi ini dimasa depan.

Akhir kata, penulis berharap disertasi ini dapat memberikan manfaat bagi pengembangan ilmu pengetahuan, khususnya di bidang ekonomi, pendidikan ekonomi, kewirausahaan, serta pendidikan kewirausahaan, terutama dalam konteks pengembangan model *Entrepreneurial Intention* di kalangan mahasiswa.

Bandung, 27 Agustus 2025

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UCAPAN TERIMA KASIH

Puji syukur penulis panjatkan ke hadirat Allah SWT, Tuhan Yang Maha Esa, atas limpahan rahmat, taufik, dan karunia-Nya sehingga penulis dapat menyelesaikan disertasi yang berjudul “*Model Conditional Process Pengaruh Entrepreneurial Knowledge, Innovation Capability dan Technopreneurship terhadap Entrepreneurial Intention*”.

Pada kesempatan ini penulis mengucapkan terima kasih dan penghargaan yang setinggi-tingginya kepada pihak-pihak yang membantu penyelesaian disertasi ini khususnya kepada:

1. Prof. Dr. Didi Sukyadi, M.A. Rektor Universitas Pendidikan Indonesia.
2. Prof. Dr. M. Solehuddin, M.Pd., MA. Rektor Universitas Pendidikan Indonesia periode 2021-2025.
3. Prof. Dr. Ratih Hurriyati., M.P. CSBA. Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
4. Dr. Leni Permana, S.Pd., M.Pd. Ketua Program Studi Pendidikan Ekonomi Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
5. Prof. Dr.H. Eeng Ahman., M.S., Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia periode 2020-2024 sekaligus sebagai pembimbing akademik dan promotor yang telah memotivasi, memberikan bimbingan dan arahnya selama perkuliahan dan penyusunan disertasi. Terima kasih atas ilmu dan inspirasi yang telah diberikan selama proses bimbingan, Insya Allah ilmu dan wawasan yang diberikan akan saya manfaatkan sebaik-baiknya di jalan yang Allah Ridhoi.
6. Prof. Dr. H. Hari Mulyadi, M.Si., Ketua Program Studi S2 & S3 Pendidikan Ekonomi Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia periode 2020-2024 sekaligus sebagai ko promotor yang telah memotivasi, memberikan bimbingan dan arahnya selama penyusunan disertasi. Semoga Allah SWT selalu memberikan Kesehatan, kelancaran dan kemudahan dalam segala aktivitas.

7. Dr. Kurjono, M.Pd. sebagai anggota promotor yang telah memotivasi, memberikan bimbingan dan arahnya selama penyusunan disertasi. Terima kasih untuk seluruh waktu, tenaga dan pikiran yang sudah bapak dedikasikan untuk penyelesaian disertasi ini.
8. Prof. Dr. Ikaputera Waspada, M.M. Sebagai penguji internal yang sudah meluangkan waktu untuk menguji demi menyempurnakan disertasi ini.
9. Prof. Dr. H. Rully Indrawan, M. Si. Sebagai penguji eksternal yang sudah meluangkan waktu untuk menguji demi menyempurnakan disertasi ini.
10. Ucapan terima kasih juga disampaikan kepada rekan-rekan mahasiswa Program Doktor (S3) Pendidikan Ekonomi Universitas Pendidikan Indonesia, khususnya angkatan 2022, atas motivasi, dukungan, serta kebersamaan yang telah memberikan semangat dalam penyelesaian disertasi ini.
11. Kepada rekan-rekan Awardee Beasiswa Pendidikan Indonesia (BPI), terima kasih atas kebersamaan, semangat, dan inspirasinya. Bersama rekan-rekan, saya belajar bahwa setiap dukungan yang kita terima adalah amanah yang harus diwujudkan dalam kontribusi nyata bagi masyarakat dan bangsa.
12. Penulis menyampaikan terima kasih kepada Pimpinan Universitas Negeri Medan atas izin dan kesempatan yang diberikan untuk melanjutkan studi. Ucapan terima kasih juga disampaikan kepada rekan-rekan dosen serta seluruh civitas akademika Universitas Negeri Medan atas doa, dukungan, dan semangat yang diberikan selama proses penyelesaian studi ini.
13. Kepada Dekan dan Ketua Program Studi di Lingkungan Fakultas Ekonomi Universitas Negeri Medan, Dekan dan Ketua Program Studi di Lingkungan Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara, Dekan dan Ketua Program Studi di Lingkungan Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sumatera Utara yang telah memberi izin penelitian.
14. Semua pihak yang tidak dapat disebutkan satu persatu yang telah memberikan bantuan selama penyusunan disertasi.

Disertasi ini didedikasikan kepada kedua orang tua, Ibunda tercinta Rosmanita yang doanya menembus langit, setiap penulis akan memulai langkah, penulis selalu menitipkan pesan “mohon doanya ya, Ma”. Kepada Ayahanda tercinta Usman, yang menjadi nafas dalam setiap langkah penulis, tempat diskusi terbaik ketika tak ada lagi yang dapat diajak berbicara. Kedua orang tua selalu memberikan dukungan penuh terhadap cita-cita penulis sejak kecil hingga mencapai jenjang pendidikan tertinggi. Segala pengorbanan dan kasih sayang mereka tidak akan pernah terbalas, namun penulis senantiasa berdoa agar senantiasa diberi kesempatan untuk menjadi anak yang berbakti. Semoga keduanya dikaruniai kesehatan, keberkahan usia, serta keselamatan di dunia dan akhirat.

Penulis juga mendedikasi kepada suami tercinta Nofriantemi, A.Md. atas segala pengertian, dukungan, dan pengorbanan yang telah diberikan dengan penuh kesetiaan selama penulis menempuh studi. Selanjutnya, karya ini penulis dedikasikan untuk ananda tercinta, Rizvan Naufal Zhafif, yang dengan lapang hati harus berjauhan selama proses studi berlangsung. Meskipun Bunda tidak selalu dapat menemani belajar dan bermain, kehadiranmu menjadi alasan terkuat bagi Bunda untuk tidak menyerah. Untuk ananda, Abyan Athallah Rafqi, yang selalu menjadi penghibur dan penyemangat di saat lelah.

Ucapan terima kasih dan persembahan juga penulis tujuikan kepada Abangnda Hariantoni, S.Pd. dan Adinda Ns. Vera Feronoca, S.Kep., atas doa dan dukungan yang tiada henti selama proses penyelesaian studi ini.

Disertasi ini telah disusun dengan memanfaatkan berbagai sumber bacaan yang relevan. Penulis menyadari bahwa dalam penyusunan disertasi ini masih terdapat kekurangan yang merupakan keterbatasan pribadi penulis. Oleh karena itu, penulis memohon maaf apabila terdapat kekeliruan atau kekurangan dalam penulisan disertasi ini.

Bandung, 27 Agustus 2025

Penulis

ABSTRAK

Deni Adriani (NIM.2211174), “Model *Conditional Process* Pengaruh *Entrepreneurial Knowledge*, *Innovation Capability* dan *Technopreneurship* terhadap *Entrepreneurial Intention*”, Promotor : Prof. Dr.H. Eeng Ahman, MS., Prof. Dr. H. Hari Mulyadi, M.Si., Dr. Kurjono, M.Pd. Program Studi Pendidikan Ekonomi, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia.

Entrepreneurial Intention mahasiswa saat ini belum optimal khususnya di Universitas Negeri di Sumatera Utara. Tujuan penelitian ini adalah untuk menganalisis Model *Conditional Process* Pengaruh *Entrepreneurial Knowledge*, *Innovation Capability* dan *Technopreneurship* terhadap *Entrepreneurial Intention*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey yang melibatkan 364 responden mahasiswa Universitas Negeri di Sumatera Utara yang terdiri dari mahasiswa FEB USU, Mahasiswa FE UNIMED dan Mahasiswa FEBI UINSU. Data dianalisis menggunakan SmartPLS 4 menggunakan metode PLS-SEM. Secara khusus penelitian ini menggunakan analisis *conditional process* dalam pengaruh variabel moderator dan mediator yang dianalisis secara bersamaan di dalam model. Berdasarkan hasil analisis deskriptif diketahui bahwa tingkat *entrepreneurial intention* mahasiswa universitas negeri di Sumatera Utara berada dalam kategori sedang. Tingkat *technopreneurship* mahasiswa universitas negeri se Sumatera Utara berada dalam kategori sedang, tingkat *entrepreneurial knowledge* berada pada kategori tinggi, tingkat *innovation capability* berada pada kategori tinggi, tingkat *self efficacy* berada pada kategori tinggi. Hasil Penelitian menunjukkan bahwa: 1) *Entrepreneurial Knowledge* berpengaruh positif dan signifikan terhadap *Entrepreneurial Intention*. 2) *Entrepreneurial Knowledge* berpengaruh positif dan signifikan terhadap *Technopreneurship*. 3) *Innovation Capability* berpengaruh positif dan signifikan terhadap *Entrepreneurial Intention*. 4) *Innovation Capability* berpengaruh positif dan signifikan terhadap *Technopreneurship*. 5) *Self Efficacy* berpengaruh positif dan signifikan terhadap *Entrepreneurial Intention*. 6) *Technopreneurship* berpengaruh positif dan signifikan terhadap *Entrepreneurial Intention*. 7) *Self efficacy* memiliki efek moderasi positif dan signifikan dalam pengaruh *Entrepreneurial Knowledge* terhadap *Entrepreneurial Intention*. 8) *Self Efficacy* memoderasi negatif dan signifikan dalam pengaruh *Innovation Capability* terhadap *Entrepreneurial Intention*. 9) *Technopreneurship* memiliki efek mediasi yang signifikan dalam pengaruh *Entrepreneurial Knowledge* terhadap *Entrepreneurial Intention*. 10) *Technopreneurship* memiliki efek mediasi yang signifikan dalam pengaruh *innovation capability* terhadap *Entrepreneurial Intention*. Penelitian ini akhirnya dapat memberikan kontribusi berupa model *conditional process* pengaruh *Entrepreneurial Knowledge*, *Innovation Capability* dan *Technopreneurship* terhadap *Entrepreneurial Intention*”.

Kata Kunci: *Entrepreneurial Intention*, *Entrepreneurial Knowledge*, *Innovation Capability*, *Technopreneurship*, *Self Efficacy*.

ABSTRACT

Deni Adriani (NIM.2211174), “Conditional Process Model of the Influence of Entrepreneurial Knowledge, Innovation Capability, and Technopreneurship on Entrepreneurial Intention”, Promotor : Prof. Dr.H. Eeng Ahman., M.S., Prof. Dr. H. Hari Mulyadi, M.Si., Dr. Kurjono, M.Pd. Department of Economics Education, Faculty of Economics Education and Business, Universitas Pendidikan Indonesia.

Entrepreneurial Intention of students is currently not optimal, especially at State Universities in North Sumatra. The purpose of this study was to analyze the Conditional Process Effect of Entrepreneurial Knowledge, Innovation Capability and Technopreneurship on Entrepreneurial Intention. This study uses a quantitative approach with a survey method involving 364 respondents from State University students in North Sumatra consisting of students of the Faculty of Economics and Business, University Sumatera Utara, Students of the Faculty of Economics, Universitas Negeri Medan and Students of the Faculty of Economics and Islamic Business, Universitas Islam Negeri Sumatera Utara. The data were analyzed using SmartPLS 4 using the PLS-SEM method. In particular, this study uses conditional process analysis in the influence of moderator and mediator variables which are analyzed simultaneously in the model. Based on the results of the descriptive analysis, it was found that the level of entrepreneurial intention of state university students in North Sumatra was in the moderate category. The level of technopreneurship at state universities in North Sumatra was in the moderate category, the level of entrepreneurial knowledge was in the high category, the level of innovation capability was in the high category, and the level of self-efficacy was in the high category. The results showed that: 1) The Entrepreneurial Knowledge has a positive and significant effect on Entrepreneurial Intention. 2) Entrepreneurial Knowledge has a positive and significant effect on Technopreneurship. 3) Innovation Capability has a positive and significant effect on Entrepreneurial Intention. 4) Innovation Capability has a positive and significant effect on Technopreneurship. 5) Self Efficacy has a positive and significant effect on Entrepreneurial Intention. 6) Technopreneurship has a positive and significant effect on Entrepreneurial Intention. 7) Self efficacy has a positive and significant moderating effect on the effect of Entrepreneurial Knowledge on Entrepreneurial Intention. 8) Self Efficacy moderates negatively and significantly on the effect of Innovation Capability on Entrepreneurial Intention. 9) Technopreneurship mediates the influence of Entrepreneurial Knowledge on Entrepreneurial Intention. 10) Technopreneurship mediates the influence of innovation capability on Entrepreneurial Intention. This research can finally contribute in the form of a conditional process model of the influence of Entrepreneurial Knowledge, Innovation Capability and Technopreneurship on Entrepreneurial Intention.

Keywords: Entrepreneurial Intention, Entrepreneurial Knowledge, Innovation Capability, Technopreneurship, Self Efficacy.

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