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STUDENT'S ENTREPRENEURSHIP PROFILE BASED ON CHARACTERISTICS OF THE STUDY PROGRAM

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ABSTRACT

This research tries to mapping the preference of student business field and student entrepreneurial intention based on the characteristics of educational and non educational programs. This survey research was conducted toward the students of the Economics Faculty (FE) Medan State University with population of 2732 students who are active in the odd semester of 2017. The sample research is determined by the Slovin formula with amount of samples is 319. Sample is taken proportionally from 6 study programs in the faculty of economics; Accounting, Management, Office Administration Education, Accounting Education, Economic Education, and Education of Commerce with simple random sampling technique. The entrepreneurship profile of FE students is seen from the business field, 68% of the education students choose the education business field and 33% of non-educational students choose education business field. The most business field was chosen of FE student is culinary, second field is farming. While the business field that less appealing is health and transportation business. The level of entrepreneurship knowledge of educational program has 3,80 (score range 1-7) higher than the average of non-educational program which is 3.54. Furthermore, the level of student's self efficacy in educational programs is higher than self efficacy in non-educational programs with average 5,99 and 5,50 respectively. Entrepreneurial Intention of educational program is also higher 4.81 versus non-educational program 4.72.

Keywords: *entrepreneurship, entrepreneurial intention, self efficacy*