

## ABSTRAK

**Asita Ria Hutagalung. NIM 7163343002. Pengaruh Pembelajaran Kewirausahaan, Pemahaman Etika Bisnis, dan Norma Subyektif Terhadap Kesiapan Berwirausaha di Era Revolusi Industri 4.0 Mahasiswa Pendidikan Bisnis Stambuk 2017 Universitas Negeri Medan. Skripsi, Jurusan Ekonomi Prodi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2020**

Masalah dalam penelitian ini adalah kesiapan berwirausaha di era revolusi 4.0 mahasiswa pendidikan bisnis yang tergolong rendah tetapi hasil pembelajaran kewirausahaan tergolong dalam kategori yang baik. Tujuan penelitian ini untuk mengetahui Pengaruh Pembelajaran Kewirausahaan, Pemahaman Etika Bisnis, dan Norma Subyektif Terhadap Kesiapan Berwirausaha di Era Revolusi Industri 4.0 Mahasiswa Pendidikan Bisnis Stambuk 2017 Universitas Negeri Medan.

Penelitian ini dilakukan di Kelas Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan, Jalan Williem Iskandar Pasar V Medan. Populasi dalam penelitian ini adalah semua mahasiswa Pendidikan Bisnis Stambuk 2017 yang berjumlah 89 mahasiswa. Teknik pengambilan sampel dilakukan dengan teknik *total sampling* sehingga diperoleh jumlah sampel sebanyak 89 orang mahasiswa. Hasil penelitian menunjukkan bahwa secara parsial tidak ada pengaruh pembelajaran kewirausahaan terhadap kesiapan berwirausaha. Ada pengaruh pemahaman etika bisnis terhadap kesiapan berwirausaha. Dan ada pengaruh norma subyektif terhadap kesiapan berwirausaha. Secara simultan terdapat pengaruh pembelajaran kewirausahaan, pemahaman etika bisnis dan norma subyektif terhadap kesiapan berwirausaha Mahasiswa.

**Kata kunci: Pembelajaran Kewirausahaan, Pemahaman Etika Bisnis, Norma Subyektif, Dan Kesiapan Berwirausaha**



## ABSTRACT

**Asita Ria Hutagalung. NIM 7163343002. The Effect of Entrepreneurship Learning, Understanding Business Ethics, and Subjective Norms on Entrepreneurial Readiness in the Era of the Industrial Revolution 4.0 Students of 2017 Stambuk Business Education, Medan State University. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2020**

The problem in this research is the readiness of entrepreneurship in the revolutionary era 4.0 of business education students which are classified as low but the results of entrepreneurship learning are in a good category. The purpose of this study was to determine the Effect of Entrepreneurship Learning, Understanding Business Ethics, and Subjective Norms on Entrepreneurial Readiness in the Era of the Industrial Revolution 4.0 of 2017 Stambuk Business Education Students, Medan State University.

This research was conducted in the Business Education Class of the Faculty of Economics, State University of Medan, Jalan Williem Iskandar Pasar V Medan. The population in this study were all students of 2017 Stambuk Business Education, totaling 89 students. The sampling technique was carried out with a total sampling technique in order to obtain a sample size of 89 students. The results showed that partially there was no effect of entrepreneurial learning on entrepreneurial readiness. There is an effect of understanding business ethics on entrepreneurial readiness. And there is the influence of subjective norms on entrepreneurial readiness. Simultaneously there is an effect of entrepreneurial learning, understanding of business ethics and subjective norms on students' entrepreneurial readiness.

**Keywords: Learning Entrepreneurship, Understanding Business Ethics, Subjective Norms, and Entrepreneurial Readiness**