

ABSTRAK

Nia Kurniaty Lumban Gaol, 7171143020. Pengaruh Efikasi Diri Dan Kreativitas Terhadap Intensi Berwirausaha Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Universitas Negeri Medan.

Masalah dalam penelitian adalah rendahnya intensi berwirausaha mahasiswa prodi pendidikan bisnis stambuk 2017 Universitas Negeri Medan. Apakah ada pengaruh yang positif dan signifikan antara Efikasi Diri, Kreativitas terhadap Intensi Berwirausaha Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Universitas Negeri Medan. Penelitian ini dilaksanakan Fakultas Ekonomi Universitas Negeri Medan yang beralamat di Jl. Williem Iskandar, Pasar V Medan Estate. Sampel dalam penelitian ini adalah 89 Mahasiswa yang diambil dengan menggunakan tehnik *total sampling*.

Berdasarkan hasil analisis regresi linier berganda maka diperoleh persamaan garis secara linear $Y = 24,187 + 0,262(X_1) + 0,464(X_2) + e$. Hasil analisis uji t untuk variabel Efikasi Diri didapatkan $t_{hitung} > t_{tabel}$ ($2,364 > 1,98793$). Maka hipotesis pertama diterima yang berarti ada pengaruh signifikan antara Efikasi (X_1), terhadap Intensi Berwirausaha (Y). Untuk variabel Kreativitas (X_2), diperoleh nilai hitung $t_{hitung} > t_{tabel}$ ($4,464 > 1,98793$). Maka hipotesis kedua diterima yang berarti ada pengaruh signifikan antara Kreativitas terhadap Intensi Berwirausaha (Y). Berdasarkan uji F diperoleh bahwa $F_{hitung} > F_{tabel}$ ($33,667 > 3,10$). Dengan demikian, ada pengaruh yang signifikan antara Efikasi Diri dan Kreativitas terhadap Intensi Berwirausaha Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Universitas Negeri Medan.

Kata kunci : Efikasi Diri, Kreativitas, Intensi Berwirausaha

ABSTRACT

Nia Kurniaty Lumban Gaol, 7171143020. The Effect of Self-Efficacy and Creativity on Entrepreneurial Intentions of Students of 2017 Stambuk Business Education Study Program, State University of Medan.

The problem in this research is the low entrepreneurial intention of students of the 2017 stambuk business education study program, Medan state University. Whether there is a positive and significant influence between Self-Efficacy, Creativity on Entrepreneurial Intentions of Students of the 2017 Stambuk Business Education Study Program, Medan State University. This research was conducted by the Faculty of Economics, State University of Medan, which is located at Jl. Williem Iskandar, Pasar V Medan Estate. The sample in this study was 89 students who were taken using the total sampling technique.

Based on the results of multiple linear regression analysis, the linear equation of the line is $Y = 24.187 + 0.262(X_1) + 0.464(X_2) + e$. The results of the t-test analysis for the Self-Efficacy variable obtained $t_{count} > t_{table}$ ($2,364 > 1,98793$). So the first hypothesis is accepted, which means that there is a significant effect between Efficacy (X_1) and Entrepreneurial Intention (Y). For the Creativity variable (X_2), the calculated value of $t_{count} > t_{tabel}$ ($4.464 > 1.98793$). So the second hypothesis is accepted, which means that there is a significant influence between Creativity and Entrepreneurial Intention (Y). Based on the F test, it was found that $F_{count} > F_{table}$ ($33.667 > 3.10$). This, there is a significant influence between Self-Efficacy and Creativity on Entrepreneurial Intentions of Students of the 2017 Stambuk Business Education Study Program, Medan State University.

Keywords: Self-Efficacy, Creativity, Entrepreneurial Intention