

ABSTRAK

Santika Br. Sirait NIM: 7183341025. Pengaruh Kreativitas Kewirausahaan dan *Self Efficacy* Terhadap Kesiapan Berwirausaha Mahasiswa Pendidikan Ekonomi Stambuk 2019 Universitas Negeri Medan. Skripsi. Jurusan Pendidikan Ekonomi Program Studi Pendidikan Ekonomi, Fakultas Ekonomi Universitas Negeri Medan 2022.

Penelitian ini dilatar belakangi oleh permasalahan minimnya kesiapan berwirausaha mahasiswa prodi pendidikan ekonomi stambuk 2019. Oleh karena itu peneliti mencoba meneliti faktor yang mempengaruhi kesiapan berwirausaha tersebut yaitu kreativitas kewirausahaan dan self efficacy. Tujuan penelitian ini adalah untuk mengetahui Kreativitas kewirausahaan Dan Self Efficacy Terhadap Kesiapan Berwirausaha.

Tehnik pengumpulan data pada penelitian ini adalah menggunakan kuesioner dan pengamatan langsung. Populasi dalam penelitian adalah seluruh mahasiswa prodi pendidikan ekonomi stambuk 2019, sedangkan sampel dalam penelitian ini sebanyak 83 mahasiswa. Tehnik pengambilan sampel menggunakan simple random sampling. Pengumpulan data digunakan dengan cara menyebarkan kuesioner dan metode analisis data dilakukan menggunakan analisis regresi berganda dengan menggunakan *software* SPSS 25.

Temuan pada penelitian, yakni: (1) persamaan regresi berganda $Y = 13,471 + 0,471X_1 + 0,357 X_2$ dimana self efficacy mendominasi pengaruhnya terhadap kesiapan berwirausaha. (2) kreativitas kewirausahaan secara parsial berpengaruh positif dan signifikan kesiapan berwirausaha (3) self efficacy secara parsial berpengaruh positif dan signifikan kesiapan berwirausaha. (4) kreativitas kewirausahaan dan self efficacy secara simulatan berpengaruh positif dan signifikan kesiapan berwirausaha. (5) kontribusi kreativitas kewirausahaan dan self efficacy terhadap kesiapan Berwirausaha Mahasiswa Pendidikan Ekonomi stambuk 2019 adalah sebesar 55,5%.

Berdasarkan penelitian tersebut disimpulkan bahwa terdapat pengaruh positif dan signifikan antara Kreativitas kewirausahaan Dan Self Efficacy Terhadap Kesiapan Berwirausaha Program Studi Pendidikan Ekonomi Stambuk 2019 Universitas Negeri Medan.

Kata kunci: Kreativitas Kewirausahaan, *Self Efficacy*, Kesiapan Berwirausaha.

ABSTRACT

Santika Br. Sirait NIM: 7183341025. The Effect of Entrepreneurial Creativity and Self Efficacy on Entrepreneurial Readiness of Economic Education Students Stambuk 2019 Medan State University. Thesis. Department of Economics Education Economic Education Study Program, Faculty of Economics, Medan State University 2022.

This research is motivated by the problem of the lack of entrepreneurship readiness of students of Stambuk economic education study program 2019. Therefore, researchers try to examine the factors that influence entrepreneurial readiness, namely entrepreneurial creativity and self-efficacy. The purpose of this study was to determine entrepreneurial creativity and self-efficacy on entrepreneurial readiness.

Data collection techniques in this study were using a questionnaire and direct observation. The population in the study were all students of the 2019 Stambuk economics education study program, while the sample in this study was 83 students. The sampling technique used is simple random sampling. Data collection was used by distributing questionnaires and the data analysis method was carried out using multiple regression analysis using SPSS 25 software.

The findings in the study, namely: (1) the multiple regression equation $Y = 13.471 + 0.471X_1 + 0.357 X_2$ where self-efficacy dominates its influence on entrepreneurial readiness. (2) entrepreneurial creativity partially has a positive and significant effect on entrepreneurial readiness (3) self-efficacy partially has a positive and significant effect on entrepreneurial readiness. (4) entrepreneurial creativity and self-efficacy simultaneously have a positive and significant effect on entrepreneurial readiness. (5) the contribution of entrepreneurial creativity and self-efficacy to the Entrepreneurial Readiness of Economic Education Students in 2019 was 55.5%.

Based on this research, it was concluded that there was a positive and significant influence between entrepreneurial creativity and self-efficacy on entrepreneurial readiness for the 2019 Stambuk Economic Education Study Program, Medan State University.

Keywords: Entrepreneurial Creativity, Self Efficacy, Entrepreneurial Readiness.