

THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION AND ROLE MODELS MODERATED BY THE CAMPUS ENVIRONMENT ON ENTREPRENEURSHIP INTEREST (STUDY ON STUDENTS OF YOGYAKARTA STATE UNIVERSITY)

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ABSTRACT

The growth in the number of entrepreneurs in Indonesia is expected to continue to increase from the current condition which is still in the range of 3% of the total population of Indonesia and is expected to reach 4% by 2030. One way to achieve this is to foster entrepreneurship interest among students.

This research aims to find out the influence of entrepreneurial education, role models on entrepreneurship interests moderated by the campus environment. The research design uses quantitative descriptive with the active student population of S1 Yogyakarta State University and the sample taken is some undergraduate students who have been and/or are taking Entrepreneurship courses amounting to 173 people. Data analysis techniques use multiple regression and moderated regression analysis (MRA) to determine the effects of moderation.

The results showed that entrepreneurial education had no effect on entrepreneurship interest with a calculated t value of 0.770 sig 0.442, while role models had a positive effect on the entrepreneurship interest of students with a t-count value of 6,138 sig 0.000. Entrepreneurial education and role models affect the entrepreneurship interest of students with a calculated F score of 26,861 sig 0.000 and the magnitude of the influence of both variables (R^2) is 0.240. The campus environment as a moderation variable is able to moderate the influence of entrepreneurial education on entrepreneurial interests with a calculated value of -2,132 sig. 0.034 and the magnitude of the effect of moderation (R^2) is 0.107. However, the campus environment did not succeed in moderating the influence of role models on entrepreneurial interest with t-count values of 0.752 and sig 0.453 and the magnitude of the coefficient of determination (R^2) is 0.240.

Kata Kunci: *entrepreneurial education, role models, campus environment, and entrepreneurial interests*