

Developing Entrepreneurial Intention Through Cognitive And Experiential Learning, With Entrepreneurial Inspiration And Entrepreneurial Mental As Mediating Variables

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ABSTRACT

This research contributes to the development of entrepreneurial education theory through testing the basic theory of behavior change (Theory of Planned Behavior), Entrepreneurial Event Model, and Social Learning Theory in State University students in Yogyakarta Province. The study examined the impact of entrepreneurship education (EE) on entrepreneurial intentions with entrepreneurial inspiration and entrepreneurial mindset as mediating variables. The study population was all students of the Faculty of Economics, Universitas Negeri Yogyakarta, who had taken Entrepreneurship courses. Sampling was conducted using purposive sampling using specific criteria. The analytical method used is Structural Equation Modeling using AMOS software. The empirical research model test results show that cognitive and experiential learning positively affects entrepreneurial inspiration, entrepreneurial mindset, and entrepreneurial intentions. Entrepreneurial inspiration has a positive effect on the entrepreneurial mindset and entrepreneurial intention, while entrepreneurial mindset positively affects entrepreneurial intentions. Furthermore, entrepreneurial inspiration mediates the relationship between cognitive and experiential learning and the entrepreneurial mindset. Inspiration also acts as a mediating factor in the relationship between the entrepreneurial mindset and entrepreneurial intentions. Mindsets play a mediating role in the relationship between cognitive and experiential learning and entrepreneurial intentions. Finally, experiential learning is proved to have less effect on business inspiration than cognitive learning.

Kata Kunci: entrepreneurial education, entrepreneurial inspiration, entrepreneurial mindset, entrepreneurial intention