

**PENGARUH *ENTREPRENEURIAL EDUCATION*, *SELF-EFFICACY* DAN
PENGUNAAN MEDIA SOSIAL TERHADAP *ENTREPRENEURIAL
INTENTION* PADA MAHASISWA DI DAERAH ISTIMEWA
YOGYAKARTA (DIY)**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial education*, *self-efficacy* dan penggunaan media sosial terhadap *entrepreneurial intention* pada mahasiswa di Daerah Istimewa Yogyakarta (DIY). Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah responden sebanyak 157 mahasiswa. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linearitas, heteroskedastisitas dan multikolinearitas. Pengujian hipotesis dalam penelitian ini adalah uji t, uji F dan *independent sample t-test*. Koefisien determinasi digunakan untuk mengukur seberapa besar variabel independen mempengaruhi variabel dependen. Teknik analisis data menggunakan regresi linear berganda, dengan bantuan program IBM SPSS *Statistic* versi 25. Hasil penelitian menunjukkan bahwa *entrepreneurial education*, *self-efficacy* dan penggunaan media sosial berpengaruh positif terhadap *entrepreneurial intention*. *Entrepreneurial education*, *self-efficacy* dan penggunaan media sosial secara bersama-sama berpengaruh positif terhadap *entrepreneurial intention*. Dan tidak terdapat perbedaan *entrepreneurial intention* antara laki-laki dan perempuan.

Kata Kunci: *Entrepreneurial Education, Self-Efficacy, Penggunaan Media Sosial, Entrepreneurship Intention.*



THE INFLUENCE OF ENTREPRENEURIAL EDUCATION, SELF-EFFICACY AND SOCIAL MEDIA USE ON ENTREPRENEURIAL INTENTION IN STUDENTS IN YOGYAKARTA SPECIAL REGION(DIY)

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Abstract

This study analyzed the influence of entrepreneurial education, self-efficacy, and social media use on entrepreneurial intention among university students in the Daerah Istimewa Yogyakarta (DIY). The sampling technique employed in this research was purposive sampling, with 157 respondents. Primary data were collected through a questionnaire administered via Google Forms, which had been tested for validity and reliability. Data analysis in this study included descriptive analysis, instrument testing (validity and reliability tests), and classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity tests). Hypothesis testing in the research involved t-tests, F-tests, and independent sample t-tests. The coefficient of determination was used to measure the extent to which independent variables affected the dependent variable. The data analysis technique employed was multiple linear regression, utilizing IBM SPSS Statistics version 25 software. The study's results indicated that entrepreneurial education, self-efficacy, and social media use positively influenced entrepreneurial intention. Additionally, entrepreneurial education, self-efficacy, and social media use collectively positively impacted entrepreneurial intention. Furthermore, there was no significant difference in entrepreneurial intention between male and female students.

Keywords: *Entrepreneurial Education, Self-Efficacy, Social Media Use, Entrepreneurship Intention.*