

PENGARUH *ENTREPRENEURIAL EDUCATION*, *ENTREPRENEURIAL SPIRIT* DAN *SELF-EFFICACY* TERHADAP *ENTREPRENEURIAL INTENTION* PADA GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA (DIY)

Oktabrian Bima Rizki

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial education*, *entrepreneurial spirit* dan *self-efficacy* terhadap *entrepreneurial intention* pada generasi Z di Daerah Istimewa Yogyakarta (DIY). Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah 115 responden. 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 adalah uji t dan uji F. Koefisien determinasi digunakan untuk mengukur seberapa besar variabel independen mempengaruhi variabel dependen. Teknik analisis data menggunakan regresi linear berganda, data yang diperoleh diolah secara kuantitatif menggunakan perangkat lunak IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *entrepreneurial education*, *entrepreneurial spirit* dan *self-efficacy* berpengaruh positif terhadap *entrepreneurial intention*. *Entrepreneurial education*, *entrepreneurial spirit* dan *self-efficacy* secara bersama-sama berpengaruh positif terhadap *entrepreneurial intention*.

Kata Kunci: *Entrepreneurial Education*, *Entrepreneurial Intention*, *Entrepreneurial Spirit*, *Self-Efficacy*.

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ENTREPRENEURIAL SPIRIT AND SELF-EFFICACY ON
ENTREPRENEURIAL INTENTION IN GENERATION Z IN THE SPECIAL
REGION YOGYAKARTA (DIY).***

Oktabrian Bima Rizki

Abstract

This study aims to analyze the influence of entrepreneurial education, entrepreneurial spirit, and self-efficacy on entrepreneurial intention among Generation Z in the Special Region of Yogyakarta (DIY). The sampling technique in this study was carried out using a purposive sampling technique, with a total of 115 respondents. Primary data in this study were collected using a questionnaire method via Google Form which has been tested for validity and reliability. Data analysis in this study used descriptive analysis tests, instrument tests including validity and reliability tests, classical assumption tests including normality, linearity, heteroscedasticity, and multicollinearity tests. Hypothesis testing in the study was the t-test and F-test. The coefficient of determination was used to measure how much the independent variable influences the dependent variable. The data analysis technique used multiple linear regression, the data obtained were processed quantitatively using IBM SPSS software version 25. The results showed that entrepreneurial education, entrepreneurial spirit, and self-efficacy had a positive effect on entrepreneurial intention. Entrepreneurial education, entrepreneurial spirit, and self-efficacy together had a positive effect on entrepreneurial intention.

Keywords: *Entrepreneurial Education, Entrepreneurial Intention, Entrepreneurial Spirit, Self-Efficacy.*