

**PENGARUH PEMBELAJARAN KEWIRAUSAHAAN TERHADAP
INTENSI BERWIRAUSAHA DIMODERASI
DETERMINASI DIRI DAN ORIENTASI KEWIRAUSAHAAN
(Survei pada Mahasiswa Indramayu UPI)**

TESIS

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister
Program Studi Pendidikan Ekonomi



Disusun oleh

RACHMAT HIDAYAT

1802947

**PROGRAM STUDI PENDIDIKAN EKONOMI
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2020**

LEMBAR HAK CIPTA

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**Oleh
Rachmat Hidayat
1802947**

Sebuah tesis yang diajukan untuk memenuhi sebagian dari syarat memperoleh gelar Magister Pendidikan pada Program Studi Pendidikan Ekonomi Sekolah Pascasarjana

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Juli 2020

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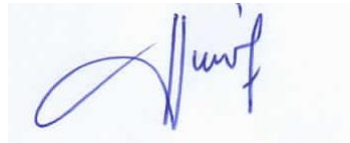
LEMBAR PENGESAHAN

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Bandung, Juli 2020

Tesis ini telah disetujui dan disahkan oleh:

Pembimbing I



Dr. H. Amir Machmud, SE., M.Si.
NIP. 197104112010121001

Pembimbing II



Prof. Dr. H. Suwatno, M.Si.
NIP. 196201271988031001

**Mengetahui,
Ketua Program Studi Pendidikan Ekonomi
Sekolah Pascasarjana
Universitas Pendidikan Indonesia**



Prof. Dr. H. Suwatno, M.Si.
NIP. 196201271988031001

LEMBAR PERNYATAAN

Dengan ini, saya menyatakan bahwa tesis dengan judul **“Pengaruh Pembelajaran Kewirausahaan terhadap Intensi Brewirausaha Dimoderasi Determinasi Diri dan Orientasi Kewirausahaan (Survei pada Mahasiswa Indramayu UPI)”** beserta seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung resiko atau sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran terhadap etika keilmuan atau ada klaim dari pihak lain terhadap karya saya ini.

Bandung, Juli 2020

Yang membuat pernyataan



Rachmat Hidayat
NIM. 1802947

*~ "Panjang umur perjuangan, Berdo'alah
seperti kita tenggelam di lautan tanpa
ada lagi yang bisa diharapkan kecuali
hanya pertolongan Allah" ~*

[Ustad Samsul Hidayat]

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Bandung, Juli 2020

Penulis,

Rachmat Hidayat
NIM. 1802947

Rachmat Hidayat (1802947). “Pengaruh Pembelajaran Kewirausahaan terhadap Intensi Kewirausahaan dimoderasi oleh Determinasi Diri dan Orientasi Kewirausahaan (Survei pada Mahasiswa Indramayu UPI)”. Pembimbing I: Dr. H. Amir Machmud, SE., M.Si. Pembimbing II: Prof. Dr. H. Suwatno, M.Si.

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih rendahnya intensi mahasiswa pada perguruan tinggi. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh pembelajaran kewirausahaan terhadap intensi kewirausahaan dan variabel determinasi diri serta orientasi kewirausahaan sebagai variabel moderasi. Metode yang digunakan dalam penelitian ini merupakan penelitian survey eksplanatori dengan teknik pengumpulan data melalui angket dan observasi. Populasi penelitian ini adalah ikatan mahasiswa Indramayu UPI sebanyak 325 mahasiswa sedangkan sampel sebanyak 180 mahasiswa. Data yang telah terkumpul kemudian dianalisis menggunakan teknik analisis data regresi linier berganda dengan *Moderat Regression Analysis* (MRA). Hasil penelitian menunjukkan bahwa secara umum i) tingkat intensi kewirausahaan, determinasi diri, orientasi kewirausahaan berada pada kategori sangat tinggi sedangkan pembelajaran kewirausahaan kategori tinggi. ii) Pembelajaran kewirausahaan berpengaruh terhadap intensi kewirausahaan. iii) Determinasi diri dan orientasi kewirausahaan memoderasi antara pengaruh pembelajaran kewirausahaan terhadap intensi kewirausahaan. Dapat disimpulkan bahwa mahasiswa Indramayu UPI telah mempunyai tingkat intensi kewirausahaan yang baik.

Kata Kunci: Pembelajaran Kewirausahaan, Determinasi Diri, Orientasi Kewirausahaan, Intensi Kewirausahaan.

Rachmat Hidayat (1802947). “Effect of Entepreneurial Learning on Entepreneurial Intention Moderated by Self Determination and Entrepreneurial Orientation (A Survey of Indramayu Students UPI)” Pembimbing I: Dr. H. Amir Machmud, SE., M.Si. Pembimbing II: Prof. Dr. H. Suwatno, M.Si.

ABSTRACT

This research is motivated by the low intention of students at tertiary institutions. The purpose of this study was to determine and analyze the effect of entrepreneurial learning on entrepreneurial intentions and self-determination variables and entrepreneurial orientation as moderating variables. The method used in this study is an explanatory survey research with data collection techniques through questionnaires and observation. The population of this research is 325 students of Indramayu students UPI while the sample is 180 students. The collected data is then analyzed using multiple linear regression data analysis techniques with Moderate Regression Analysis (MRA). The results showed that in general i) the level of entrepreneurial intentions, self-determination, entrepreneurial orientation was in the very high category and entrepreneurial learning was in the high category. ii) Learning entrepreneurship influences entrepreneurial intentions. iii) Self-determination and entrepreneurial orientation moderates the influence of entrepreneurial learning on entrepreneurial intentions. It can be concluded that Indramayu students UPI already have a good level of entrepreneurial intentions.

Keywords: *Entrepreneurial Learning, Self Determination, Entrepreneurial Orientation, Entrepreneurial Intention.*

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