

ABSTRAK

Yurisa Dwi Aprilia Ningtias, 2024. Pengaruh Mata Kuliah Kewirausahaan, Lingkungan Sosial, Literasi Keuangan dan E-commerce terhadap Minat Berwirausaha Mahasiswa melalui Efikasi Diri sebagai Variabel Intervening. Skripsi. Program Studi Pendidikan Akuntansi, FKIP, Universitas PGRI Madiun. Pembimbing (I) Elly Astuti, S.Pd., M.Si., Akt., CPA. (II) Dr. Farida Styaningrum, S.Pd., M.Pd

Penelitian ini bertujuan untuk mengetahui pengaruh mata kuliah kewirausahaan, lingkungan sosial, literasi keuangan dan e-commerce terhadap minat berwirausaha mahasiswa melalui efikasi diri sebagai variabel intervening. Jenis penelitian ini yaitu penelitian kuantitatif dengan sumber data primer. Teknik pengumpulan data menggunakan purposive sampling. Jumlah populasi sebanyak 982 mahasiswa dan sampel sebanyak 284 responden. Teknik pengumpulan data melalui kuisioner dan teknis analisis data menggunakan *SmartPLS*. Analisis data menggunakan *Measurement Model Evaluation (Outer Model)*, *Structural Model Evaluation (Inner Model)*, dan *Goodness of Fit*. Hasil penelitian menunjukkan bahwa : (1) mata kuliah kewirausahaan tidak berpengaruh positif terhadap minat berwirausaha. (2) lingkungan sosial berpengaruh positif terhadap minat berwirausaha. (3) literasi keuangan berpengaruh positif terhadap minat berwirausaha. (4) *e-commerce* berpengaruh positif terhadap minat berwirausaha. (5) efikasi diri berpengaruh positif terhadap minat berwirausaha. (6) efikasi diri tidak memediasi hubungan antara mata kuliah kewirausahaan dan minat berwirausaha. (7) efikasi diri memediasi hubungan antara lingkungan sosial dan minat berwirausaha. (8) efikasi diri memediasi hubungan antara literasi keuangan dan minat berwirausaha. (9) efikasi diri memediasi hubungan antara *e-commerce* dan minat berwirausaha.

Kata Kunci : Mata Kuliah Kewirausahaan, Lingkungan Sosial, Literasi Keuangan, *E-commerce*, Efikasi Diri, Minat Berwirausaha

ABSTRACT

Yurisa Dwi Aprilia Ningtias, 2024. The Influence of Entrepreneurship, Social Environment, Financial Literacy and E-commerce Courses on Student Entrepreneurial Interest through Self-Efficacy as an Intervening Variable. Thesis. Accounting Education Study Program, FKIP, PGRI Madiun University. Supervisor (I) Elly Astuti, S.Pd., M.Si., Akt., CPA. (II) Dr. Farida Styaningrum, S.Pd., M.Pd

This study aims to determine the influence of entrepreneurship, social environment, financial literacy and e-commerce courses on students' interest in entrepreneurship through self-efficacy as an intervening variable. This type of research is quantitative research with primary data sources. The data collection technique uses purposive sampling. The total population is 982 students and the sample is 284 respondents. Data collection techniques through questionnaires and data analysis techniques using *SmartPLS*. Data analysis uses *Measurement Model Evaluation (Outer Model)*, *Structural Model Evaluation (Inner Model)*, and *Goodness of Fit*. The results of the study show that: (1) entrepreneurship courses do not have a positive effect on entrepreneurial interest. (2) the social environment has a positive effect on entrepreneurial interest. (3) financial literacy has a positive effect on entrepreneurial interest. (4) *e-commerce* has a positive effect on entrepreneurial interest. (5) self-efficacy has a positive effect on entrepreneurial interest. (6) Self-efficacy does not mediate the relationship between entrepreneurship courses and entrepreneurial interest. (7) Self-efficacy mediates the relationship between the social environment and entrepreneurial interest. (8) self-efficacy mediates the relationship between financial literacy and entrepreneurial interest. (9) Self-efficacy mediates the relationship between *e-commerce* and entrepreneurial interest.

Keywords: Entrepreneurship Course, Social Environment, Financial Literacy, *E-commerce*, Self-Efficacy, Entrepreneurial Interest