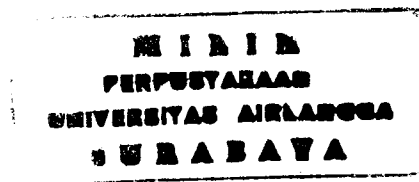


## ABSTRAK

Kewirausahaan dipercaya menjadi bagian yang sangat penting dalam pertumbuhan ekonomi suatu negara dan menjadi salah satu solusi untuk masalah pengangguran. Sedangkan pendidikan kewirausahaan merupakan salah satu cara yang dipercaya memberikan stimulus bagi individu dalam mempertimbangkan atau memilih wirausaha sebagai pilihan karirnya dimasa depan. Penelitian ini dilakukan pada mahasiswa peserta mata kuliah kewirausahaan tahun akademik 2015/2016 FEB UNAIR. Penelitian ini bertujuan untuk mengetahui pengaruh mata kuliah kewirausahaan melalui *learning*, *inspiration*, dan *resources* terhadap *entrepreneurial intention* dengan *entrepreneurial attitudes* (*attitude toward self-employment*, *subjective norm*, dan *perceived behavioral control*) sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif. Teknik analisis yang digunakan dalam penelitian ini adalah teknik analisis *Partial Least Square* (PLS). Hasil pada penelitian ini menunjukkan bahwa variabel *learning* hanya terbukti meningkatkan *attitude toward self-employment*, dan *inspiration* terbukti meningkatkan *entrepreneurial attitudes and intention*. Selain itu *entrepreneurial attitudes* juga terbukti meningkatkan *entrepreneurial intention*. Sehingga *attitudes toward self-employment* bersifat *full* mediasi pada hubungan *learning* terhadap *entrepreneurial intention*, dan variabel *attitudes toward self-employment*, *subjective norm* dan *perceived behavioral control* bersifat *partial* mediasi pada hubungan *inspiration* terhadap *entrepreneurial intention*.

**Kata Kunci :** *Mata Kuliah Kewirausahaan, Learning, Inspiration, Resources, Entrepreneurial Attitudes, Entrepreneurial Intention.*



**ABSTRACT**

Entrepreneurship is believed to be a very important part in the economic growth of a country and can be solution of the unemployment problem, while entrepreneurship education is believed way to provide a stimulus for the individual in considering or selecting entrepreneurs as a future career choice. Research was conducted on students who participate in the 'mata kuliah kewirausahaan' academic year 2015/2016 FEB UNAIR. This study aims to determine the influence of 'mata kuliah kewirausahaan' with effect of learning, inspiration, and resources to the entrepreneurial intention and entrepreneurial attitudes (attitude toward self-employment, subjective norm, and Perceived behavioral control) as a mediating variable. This research approach quantitative analysis technique. Tool that used to analyze in this research is Partial Least Square (PLS). The results in this study showed that the variable learning is only proven improve the attitude toward self-employment, and inspiration shown to increase entrepreneurial attitudes and intention. In addition entrepreneurial attitudes also shown to increase the entrepreneurial intention. So entrepreneurial attitudes variabel is full mediation on the relationship between learning and entrepreneurial intention, and variable attitude toward self-employment, subjective norm and perceived behavioral control are partial mediation on the relationship between inspiration and entrepreneurial intention.

**Keywords :** Mata Kuliah Kewirausahaan, Learning, Inspiration, Resources, Entrepreneurial Attitudes, Entrepreneurial Intention.

