

ABSTRACT

M. Arifin. 2020. The Effect Of Creativity, Social Interaction, Entrepreneurial Motivation, And Entrepreneurial Knowledge On Student's Entrepreneurial Interest In Padang State University. Disertations. Posgraduate program of Universitas Negeri Padang.

This research is motivated by the low student's interest in entrepreneurship. College graduates in Indonesia are generally preferred as job seekers rather than creators of jobs, as job availability is not proportional to the number of college graduates, consequently increasing the number of educated unemployment. The purpose of this study is to determine empirically the factors that affect the ion student's entrepreneurial interest views of creativity, social interaction, entrepreneurial motivation, and entrepreneurial knowledge..The purpose of this research is to determine empirically the factors that affect the interest of the entrepreneurial views of creativity, social interaction, entrepreneurship motivation, and knowledge of entrepreneurship.

This research was conducted using a survey method for explicative phenomena being studied about the variables that affect in one diagram path. The study population was all Padang State University students who were registered in the 2017, 2018, and 2019 entry years, totaling 25577 people at the time of the study. Samples in this study were 200 students who were taken by proportional random sampling. The technique of collecting data using questionnaires and documentation. Data were analyzed through descriptive analysis and inductive analysis.

The results showed that there was a direct influence between the variables of creativity, social interaction, entrepreneurial motivation, and entrepreneurial knowledge on student entrepreneurial interest at Padang State University. The direct effect of creativity (X1) on entrepreneurial interest (Y) is 24.11%. There was a direct effect of social interaction (X2) on entrepreneurial interest (Y) is 29.5%. There was a direct effect of entrepreneurial motivation (X3) on entrepreneurial interest (Y) is 31.8%. There was a direct influence of entrepreneurial knowledge on entrepreneurial interest is 18.5%. There was a direct effect of creativity (X1) on entrepreneurial knowledge (X4) is 19.2. There was a direct effect of social interaction (X2) on entrepreneurial knowledge (X4) is 20%. There was a direct effect of entrepreneurial motivation (X3) on entrepreneurial knowledge (X4) is 18%. Thus, increasing student entrepreneurial interest can be done through increasing creativity, social interaction, entrepreneurial motivation, and entrepreneurial knowledge.

ABSTRAK

M. Arifin. 2020. Pengaruh Kreativitas, Interaksi Sosial, Motivasi Berwirausaha, dan Pengetahuan Kewirausahaan Terhadap Minat Wirausaha Mahasiswa Universitas Negeri Padang. Disertasi. Pascasarjana. Universitas Negeri Padang.

Penelitian ini bertujuan untuk mengetahui sebab yang mempengaruhi animo berwirausaha mahasiswa di Universitas Negeri Padang, dikaji dari kreativitas, interaksi sosial, motivasi berwirausaha, dan pengetahuan kewirausahaan. Sebab, *mindset* pekerja masih melekat erat dan menjadi populer bagi kalangan lulusan perguruan tinggi dibandingkan menjadi seorang wirausaha.

Penelitian ini tergolong penelitian kualitatif dengan diagram jalur. Populasi penelitian ini adalah seluruh lulusan Universitas Negeri Padang saat penelitian ini dilaksanakan antara tahun masuk 2017, 2018, dan 2019 dengan total 25577 mahasiswa. Sampel penelitian berjumlah 200 mahasiswa dan diambil dengan teknik proporsional random sampling. Data dikumpulkan dengan menggunakan angket dan dokumentasi. Data penelitian dianalisis secara deskriptif dan induktif.

Hasil penelitian menunjukkan bahwa terdapat pengaruh secara langsung antara variabel kreativitas, interaksi sosial, motivasi berwirausaha dan pengetahuan kewirausahaan terhadap minat wirausaha mahasiswa di Universitas Negeri Padang. Pengaruh langsung kreativitas (X1) terhadap minat wirausaha (Y) sebesar 24,11 %, pengaruh langsung interaksi sosial (X2) terhadap minat wirausaha (Y) sebesar 29.5 %, pengaruh langsung motivasi berwirausaha (X3) terhadap minat wirausaha (Y) sebesar 31.8 %, pengaruh langsung pengetahuan berwirausaha terhadap minat wirausaha sebesar 18.5%. Pengaruh langsung kreativitas (X1) terhadap pengetahuan kewirausahaan (X4) sebesar 19.2 %, pengaruh langsung interaksi sosial (X2) terhadap pengetahuan kewirausahaan (X4) sebesar 20 %, dan pengaruh langsung motivasi berwirausaha (X3) terhadap pengetahuan kewirausahaan (X4) sebesar 18%. Dengan demikian untuk meningkatkan minat wirausaha mahasiswa dapat dilakukan melalui peningkatan kreativitas, interaksi sosial, motivasi berwirausaha, dan pengetahuan kewirausahaan.