

MINAT BERWIRSAUSAHA MAHASISWA FAKULTAS PETERNAKAN UNIVERSITAS GADJAH MADA DI ERA REVOLUSI INDUSTRI 4.0

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh variabel dalam *Theory of Planned Behavior* (TPB) meliputi sikap berwirausaha (X_1), norma subjektif (X_2), dan kontrol perilaku (X_3) terhadap minat berwirausaha (Y). Populasi penelitian ini adalah mahasiswa aktif Fakultas Peternakan Universitas Gadjah Mada dari 5 angkatan yaitu 2014, 2015, 2016, 2017, 2018 dan diambil sampel dengan batas toleransi kesalahan sebesar 10% dengan metode *stratified random sampling* sebanyak 92 sampel. Analisis data dilakukan dengan analisis deskriptif, dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa sikap berwirausaha (X_1), norma subjektif (X_2), dan kontrol perilaku (X_3) signifikan terhadap minat berwirausaha (Y). Variabel independen berkontribusi sebesar 59,6% sebagai faktor yang mempengaruhi minat berwirausaha mahasiswa. Berdasarkan kategori dalam analisis deskriptif, diketahui minat berwirausaha mahasiswa Fakultas Peternakan Universitas Gadjah Mada berada pada kriteria baik.

Kata kunci: Minat berwirausaha, sikap berwirausaha, norma subjektif, kontrol perilaku

THE ENTREPRENEURSHIP INTEREST OF ANIMAL SCIENCE FACULTY STUDENT AT UNIVERSITAS GADJAH MADA IN INDUSTRIAL REVOLUTION ERA 4.0

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ABSTRACT

This research was aimed to determine the effect of Theory of Planned Behavior (TPB) variable includes entrepreneurial attitude (X_1), subjective norms (X_2), and behavior control (X_3) to entrepreneurship interest (Y). The population of this research is active Animal Science Students of Gadjah Mada University from 5 grades, those are 2014, 2015, 2016, 2017 dan 2018, and it took sample until the limit of error tolerance to 0,1 with *stratified random sampling* method by 92 samples. The data analysis consist of descriptive analysis and multiple linear regression. The result showed that entrepreneurial attitude (X_1), subjective norms (X_2), and behavior control (X_3) significant to entrepreneurship interest. Those independent variables contributed to 59,6% as the factor affected entrepreneurship interest of students. Based on the category in descriptive analysis, entrepreneurship interest of Animal Science Faculty Students of Gadjah Mada University was known on good criteria.

Keywords: Entrepreneurship interest, entrepreneurial attitude, subjective norms, behavioral control