

ABSTRAK

Dalam era globalisasi dan persaingan bisnis yang semakin ketat, menjadi seorang *entrepreneur* yang sukses yang diinginkan oleh banyak individu. Kewirausahaan dapat memberikan dampak positif yang terbukti meningkatkan pertumbuhan ekonomi, penciptaan lapangan kerja, dan inovasi dalam suatu negara. Tujuan dari penelitian ini adalah untuk mengetahui *entrepreneur mindset*, *entrepreneur attitude*, *entrepreneur skill*, *entrepreneur self efficacy* berpengaruh terhadap *entrepreneur intention* pada mahasiswa Program Wirausaha Merdeka Tapal Kuda. Penelitian ini dirancang menggunakan metode asosiasi kausal serta menggunakan pendekatan kuantitatif. Pengumpulan data menggunakan kuesioner. Populasi dalam penelitian ini adalah Politeknik Negeri Jember 500 mahasiswa dan Universitas Negeri Jember 325 mahasiswa. Pengumpulan data menggunakan observasi, wawancara dan kuesioner. Hasil dari penelitian ini menunjukkan bahwa *Entrepreneur Mindset*, *Entrepreneur Attitude*, *Entrepreneur Skill*, dan *Entrepreneur Self Efficacy* berpengaruh signifikan terhadap *Entrepreneur Intention*. Efektivitas *Entrepreneur Mindset*, *Entrepreneur Attitude*, *Entrepreneur Skill*, dan *Entrepreneur Self Efficacy* pada mahasiswa berdampak positif terhadap *Entrepreneur Intention*.

Kata Kunci: *Entrepreneur Mindset*, *Entrepreneur Attitude*, *Entrepreneur Skill*, *Entrepreneur Self Efficacy*, *Entrepreneur Intention*



ABSTRACT

In the era of globalization and increasingly tight business competition, becoming a successful entrepreneur is desired by many individuals. Entrepreneurship can have a positive impact that is proven to increase economic growth, job creation, and innovation in a country. The purpose of this study was to determine the entrepreneur mindset, entrepreneur attitude, entrepreneur skill, entrepreneur self-efficacy influence the entrepreneur intention of students of the Tapal Kuda Merdeka Entrepreneurship Program. This study was designed using the causal association method and using a quantitative approach. Data collection using a questionnaire. The population in this study was Jember State Polytechnic 500 students and Jember State University 325 students. Data collection used observation, interviews and questionnaires. The results of this study indicate that Entrepreneur Mindset, Entrepreneur Attitude, Entrepreneur Skill, and Entrepreneur Self Efficacy have a significant effect on Entrepreneur Intention. The effectiveness of Entrepreneur Mindset, Entrepreneur Attitude, Entrepreneur Skill, and Entrepreneur Self Efficacy in students has a positive impact on Entrepreneur Intention.

Keywords: Entrepreneur Mindset, Entrepreneur Attitude, Entrepreneur Skill, Entrepreneur Self Efficacy, Entrepreneur Intention

