

ABSTRAK

Pengembangan Model Teori Perilaku Terencana Dengan Pendidikan Kewirausahaan Sebagai Variabel Moderasi dan Minat Berwirausaha Sebagai Variabel Mediasi Pada Masyarakat Kota Medan

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Penelitian ini bertujuan mengembangkan model *Theory of Planned Behavior* (TPB) yang diperluas dengan memasukkan kepercayaan diri sebagai prediktor tambahan, minat berwirausaha sebagai variabel mediasi, serta pendidikan kewirausahaan sebagai variabel moderasi. Kajian difokuskan pada analisis pengaruh sikap, norma subjektif, kontrol perilaku yang dirasakan, dan kepercayaan diri terhadap minat dan perilaku kewirausahaan masyarakat Kota Medan.

Populasi penelitian mencakup seluruh penduduk Kota Medan tahun 2024 sebanyak 2.486.283 jiwa, dengan sampel sebanyak 400 responden yang dipilih secara proporsional dari 21 kecamatan. Data dikumpulkan melalui kuesioner dan dokumentasi, kemudian dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4.

Hasil penelitian menunjukkan bahwa sikap berwirausaha berpengaruh positif dan signifikan terhadap minat, tetapi tidak terhadap perilaku kewirausahaan. Norma subjektif dan kontrol perilaku yang dirasakan berpengaruh positif dan signifikan terhadap minat maupun perilaku kewirausahaan. Kepercayaan diri berpengaruh positif dan signifikan terhadap minat berwirausaha, namun tidak signifikan terhadap perilaku berwirausaha. Minat berwirausaha terbukti berpengaruh positif dan signifikan terhadap perilaku berwirausaha serta berperan sebagai mediator dalam hubungan antara sikap, norma subjektif, dan kontrol perilaku yang dirasakan terhadap perilaku kewirausahaan, namun tidak memediasi pengaruh kepercayaan diri. Pendidikan kewirausahaan berperan sebagai moderator pada hubungan antara sikap, kontrol perilaku yang dirasakan, dan kepercayaan diri dengan perilaku kewirausahaan, tetapi tidak memoderasi hubungan antara norma subjektif maupun minat terhadap perilaku kewirausahaan.

Secara praktis, hasil penelitian ini merekomendasikan penguatan ekosistem kewirausahaan di Kota Medan melalui peningkatan akses permodalan, pendampingan usaha, penyederhanaan perizinan, serta pengembangan inkubator bisnis dan *coworking space*. Lembaga pendidikan disarankan menerapkan pendekatan pembelajaran berbasis praktik, seperti *project-based learning*, *business simulation*, dan *student entrepreneurship program*, guna menumbuhkan pengalaman langsung berwirausaha. Program kewirausahaan perlu pula memperhatikan faktor psikologis dan sosial, seperti efikasi diri, kreativitas, ketahanan mental, dan dukungan lingkungan. Kolaborasi multipihak antara pemerintah, institusi pendidikan, komunitas bisnis, dan pelaku usaha perlu diperkuat melalui jejaring, mentoring, serta penyediaan *role model* inspiratif. Penelitian lanjutan disarankan memasukkan variabel eksternal, seperti akses modal, kondisi ekonomi, budaya kewirausahaan, serta faktor psikologis seperti persepsi risiko dan orientasi berprestasi, guna memperdalam pemahaman hubungan antarvariabel dalam model TPB yang diperluas.

Kata Kunci : Sikap , Norma subjektif, Kontrol perilaku yang dirasakan, Kepercayaan diri, Pendidikan kewirausahaan, Minat dan Perilaku Berwirausaha

ABSTRACT

Development of the Theory of Planned Behavior Model with Entrepreneurship Education as a Moderating Variable and Entrepreneurial Interest as a Mediating Variable in the Community of Medan City

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This study aims to develop an extended model of the Theory of Planned Behavior (TPB) by incorporating self-confidence as an additional predictor, entrepreneurial intention as a mediating variable, and entrepreneurship education as a moderating variable. The study focuses on analyzing the influence of attitude, subjective norm, perceived behavioral control, and self-confidence on entrepreneurial intention and behavior among the residents of Medan City.

The research population comprises all residents of Medan City in 2024, totaling 2,486,283 people, with a sample of 400 respondents proportionally selected from 21 districts. Data were collected through questionnaires and documentation, then analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4 software.

The results show that entrepreneurial attitude has a positive and significant effect on entrepreneurial intention but not on entrepreneurial behavior. Subjective norm and perceived behavioral control have positive and significant effects on both entrepreneurial intention and behavior. Self-confidence has a positive and significant effect on entrepreneurial intention but not on entrepreneurial behavior. Entrepreneurial intention positively and significantly influences entrepreneurial behavior and serves as a mediator in the relationships between attitude, subjective norm, and perceived behavioral control with entrepreneurial behavior; however, it does not mediate the effect of self-confidence. Entrepreneurship education moderates the relationships between attitude, perceived behavioral control, and self-confidence with entrepreneurial behavior, but does not moderate the relationships between subjective norm or entrepreneurial intention and entrepreneurial behavior.

Practically, this study recommends strengthening the entrepreneurial ecosystem in Medan City through improved access to financing, business mentoring, licensing simplification, and the development of business incubators and coworking spaces. Educational institutions are advised to implement practice-based learning approaches such as project-based learning, business simulation, and student entrepreneurship programs to foster hands-on entrepreneurial experience. Entrepreneurship programs should also consider psychological and social factors such as self-efficacy, creativity, mental resilience, and environmental support. Multistakeholder collaboration among government, educational institutions, business communities, and entrepreneurs should be reinforced through networking, mentoring, and the provision of inspiring role models. Future research is suggested to include external variables such as access to capital, economic conditions, entrepreneurial culture, and psychological factors like risk perception and achievement orientation to deepen the understanding of inter-variable relationships within the extended TPB model.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Self-Confidence, Entrepreneurship Education, Entrepreneurial Intention, Entrepreneurial Behavior.