

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh variabel budaya berwirausaha (*perceived appropriateness*, *perceived consistence*, dan *perceived effectiveness*) serta pendidikan kewirausahaan sebagai variabel independen terhadap niat berwirausaha sebagai variabel dependen pada mahasiswa Fakultas Bisnis dan Ekonomika Universitas Surabaya.

Penelitian kuantitatif ini menggunakan desain survei *cross-sectional* dengan skala Likert pada aras interval. Kuesioner dalam penelitian ini telah teruji validitas dan reliabilitasnya. Uji hipotesis pada penelitian ini dilakukan dengan menggunakan regresi linier berganda. Jumlah responden dalam penelitian ini adalah 238.

Hasil temuan penelitian ini menunjukkan bahwa keempat variabel independen berpengaruh signifikan terhadap variabel dependen. Variabel *perceived appropriateness*, *perceived consistence*, dan *perceived effectiveness*, yang ketiganya merupakan aspek dari budaya berwirausaha, berpengaruh positif secara signifikan terhadap variabel niat berwirausaha; sementara variabel pendidikan kewirausahaan pada penelitian ini memberi pengaruh negatif yang signifikan terhadap variabel niat berwirausaha.

Kata Kunci: *Perceived Appropriateness*, *Perceived Consistence*, *Perceived Effectiveness*, Pendidikan Kewirausahaan, Niat Berwirausaha

## **ABSTRACT**

*The objective of this research is to examine the effect of entrepreneurship culture (perceived appropriateness, perceived consistence, and perceived effectiveness) also entrepreneurship education as the independent variables to entrepreneurship intention as the dependent variable on the college students in Faculty of Business and Economics, University of Surabaya.*

*This quantitative research uses cross-sectional survey design, with Likert scale on interval measurement. The questionnaire in this research has proven its validity and reliability. The hypothesis-test is conducted using multiple linear regressions. The number of respondents is 238.*

*The result shows that all independent variables have significant effects on dependent variable. Perceived appropriateness, perceived consistence, and perceived effectiveness, which three are the aspects of entrepreneurship culture, have positive significant effects on entrepreneurship intention; while entrepreneurship education in this research have a negative significant effect on entrepreneurship intention.*

**Keyword:** *Perceived Appropriateness, Perceived Consistence, Perceived Effectiveness, Entrepreneurship Education, Entrepreneurship Intention*