

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi wirausaha terhadap minat berwirausaha peserta penerima program mahasiswa wirausaha Universitas Jambi 2021. Mengetahui pengaruh implementasi program PMW terhadap minat berwirausaha peserta penerima program mahasiswa wirausaha Universitas Jambi 2021. Dan untuk mengetahui pengaruh motivasi wirausaha dan implementasi program terhadap minat berwirausaha peserta penerima program mahasiswa wirausaha Universitas Jambi 2021.

Metode penelitian yang digunakan adalah ex-post facto. Teknik penentuan sampel menggunakan teknik sampling jenuh karena sedikitnya populasi sehingga didapatkan total populasi sekaligus sampelnya adalah 86 kelompok PMW yang lolos pendanaan tahun 2021. Teknik pengumpulan data dilakukan dengan menggunakan kuesioner. Teknik analisis data yang digunakan yaitu teknik analisis regresi linear sederhana. Berdasarkan hasil penelitian motivasi wirausaha dan implementasi program PMW secara parsial dan simultan berpengaruh positif dan signifikan terhadap minat berwirausaha peserta penerima Program Mahasiswa Wirausaha Universitas Jambi tahun 2021. Dan secara simultan motivasi wirausaha dan implementasi program PMW dapat mempengaruhi minat berwirausaha peserta penerima Program Mahasiswa Wirausaha Universitas Jambi tahun 2021. Dan hasil penelitian ini menunjukkan bahwa implementasi program PMW berpengaruh paling dominan terhadap minat berwirausaha peserta penerima Program Mahasiswa Wirausaha Universitas Jambi tahun 2021.

Kata Kunci : motivasi wirausaha, implementasi program PMW, minat berwirausaha

ABSTRACT

This study aims to determine the effect of entrepreneurial motivation on entrepreneurial interest of participants in the 2021 Jambi University entrepreneurial student program. To determine the effect of PMW program implementation on entrepreneurial interest of participants in the 2021 Jambi University entrepreneurial student program recipients. And to determine the effect of entrepreneurial motivation and program implementation on entrepreneurial interest of participants in the 2021 Jambi University entrepreneurial student program recipients.

The research method used is ex-post facto. The sampling technique uses saturated sampling technique because of the small population so that the total population is obtained as well as the sample is 86 PMW groups that pass funding in 2021. The data collection technique was carried out using a questionnaire. The data analysis technique used is simple linear regression analysis technique. Based on the results of the research, entrepreneurial motivation and the implementation of the PMW program partially and simultaneously have a positive and significant effect on the entrepreneurial interest of the recipients of the Jambi University Entrepreneurial Student Program in 2021. And simultaneously entrepreneurial motivation and implementation of the PMW program can influence the entrepreneurial interest of participants in the 2021 Jambi University Entrepreneurial Student Program recipients. And the results of this study indicate that the implementation of the PMW program has the most dominant effect on the entrepreneurial interest of recipients of the Jambi University Entrepreneurial Student Program in 2021.

Keywords: entrepreneurial motivation, PMW program implementation, interest in entrepreneurship