

## THE INFLUENCE OF ENTREPRENEURSHIP PERCEPTION ON ENTREPRENEURIAL INTENTION AMONG SCHOOL OF TOURISM STUDENT AT CIPUTRA UNIVERSITY, SURABAYA: ENTREPRENEURIAL ATTITUDE AS A MEDIATOR

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**Abstract:** This research aims to examine the influence of entrepreneurial perceptions on the entrepreneurial intentions of school of tourism students which are mediated by entrepreneurial attitudes. The variables studied were Entrepreneurship Perceptions, Entrepreneurship Attitudes, and Entrepreneurial Intentions. Data collection was carried out by distributing questionnaires using purposive sampling to 88 School of Tourism students from three departments, namely Hotel and Tourism Business, Food Technology Program, and Culinary Business. The method used is descriptive quantitative with multiple regression analysis which tests four hypotheses with one independent variable; Perception of Entrepreneurship and two dependent variables; Entrepreneurial Attitude and Entrepreneurial Intention. The research results prove that Entrepreneurship Perception and Entrepreneurship Attitude have a significant influence on students' Entrepreneurial Intentions. Variable Entrepreneurship Perception has a positive but not significant effect on students' entrepreneurial intentions. The Entrepreneurial Attitude variable completely mediates the relationship between Entrepreneurial Perceptions and Entrepreneurial Intentions. Thus, it can be concluded that students state the importance of building an entrepreneurial attitude, because having an Entrepreneurial Perception is not enough to build students' entrepreneurial intentions. In further research will be possible to conduct research with a wider population of different objects.

**Keywords:** *Entrepreneurship Perceptions, Entrepreneurship Attitudes, Entrepreneurial Intentions.*

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### 1. Introduction

The number of unemployed people in Indonesia among college graduates continues to increase. According to the Central Statistics Agency (BPS) in February 2022, the unemployment rate in Indonesia was recorded at 5.83% of the total working-age population of 208.54 million people. Where almost 14% of this number are diploma and bachelor graduates (S1). This shows that graduates from higher education do not guarantee a job as seen from the large number of intellectual unemployment. "This is an irony. the population in fact has a higher education to get a decent job, but many of them are unemployed" according to Alfeus

Nehemia, as Head of Capital from PT Praweda Ciptakarsa Informatika. (Nua Faustinus, 2022)

According to (Soleh, 2017) unemployment in Indonesia is caused by several things, one of which is Link and Match where there is a difference between graduates from universities and the competencies needed by companies, so that it is not maximized in the absorption of labor and students who lack experience. According to Santy et al. (2017) one way to reduce the number of unemployed is to increase student entrepreneurial intention. This is supported by research conducted by Afifah, (2020) where entrepreneurial perceptions affect entrepreneurial intentions. Research Wirawati et al. (2018) where entrepreneurial attitudes affect entrepreneurial intention.

Meanwhile, data from the Creative Economy Workforce Report, Central Bureau of Statistics, the total working population in 2019 and 2018 reached 126.5 million and 124 million people, of which nearly 15.21% and 14.8% were workers from the creative economy sector. An increase in labor absorption will have an impact on the opening of new jobs in the creative industry. In addition to creative labor, the role of entrepreneurs is also very important in the growth of the creative industry(Purnomo, 2016)

Faced with this phenomenon, the importance of emphasizing the level of entrepreneurship learning as an effort to achieve increased skills and productivity so that support is needed from educational institutions to help this. In Olivia & Nuringsih, (2022), it is explained that the role of educational institutions in providing learning to students can encourage creativity in entrepreneurship because it will equip students with entrepreneurial knowledge, so that it is not limited to forming the ability to recognize abilities but will form adaptive and pro-active characters with environmental changes. From this phenomenon, there is an understanding of the importance of increasing entrepreneurial intentions.

Ciputra University is one of the entrepreneurship-based universities that has taught entrepreneurship education to students. Educational activities at Ciputra University are based on project-based learning. The learning model with project-based learning is expected to be able to foster student intention in entrepreneurship so that in the end it can encourage the nation's economic progress with new jobs (Mutasowifin, 2021). One of the faculties at Ciputra University is the School of Tourism. At the beginning of the lecture semester, each student is required to take the Entrepreneurship Essentials course, so that each student will have a mindset, character, enthusiasm, and ability in accordance with the vision and mission of Ciputra University. Therefore, researchers want to conduct research on how entrepreneurial perceptions affect the entrepreneurial intentions of school of tourism students mediated by entrepreneurial attitudes. That way it will be known how the influence of entrepreneurial knowledge gained since college, whether it affects the attitude and intention of students to entrepreneurship in the future.

## **2. Literature Review**

### **2.1. Entrepreneurship Perception**

Perception of Entrepreneurship can be interpreted as an attitude that describes the extent to which a person has positive and negative views of the entrepreneurial profession (Haqiqi & Cahya, 2023). Perceptions of entrepreneurship in students can be interpreted as individuals who interpret the opportunities and markets observed, and then come up with ideas and concepts in business planning(Mursito, 2020). According to Li et al. (2021) there are 2 types of entrepreneurial perceptions divided into 2, namely perceived desire and perceived ability. Perception of desire is when individuals have a positive view it will be interested in entrepreneurship. Meanwhile, the perception of ability is the level of feeling of a person who considers himself capable of doing a business behavior will be interested in entrepreneurship.

## **2.2. Entrepreneurial Attitude**

Entrepreneurial Attitude according to Hendro, (2011) is the perspective, mindset, and response of individuals to things they face such as fear and obstacles in running their business. Factors that influence entrepreneurial attitudes according to Suryana & Bayu, (2013) namely individual factors such as locus of control, tolerance, risk taking, and education. Environmental factors such as opportunities, role models, competitors, and activities. Social environmental factors such as family, parents, and groups.

## **2.3. Entrepreneurial Intention**

Entrepreneurial Intention is a feeling of pleasure that a person has when doing something and focusing his attention on entrepreneurship that is beneficial to him (Sosbud, n.d.). The factors that influence entrepreneurial intensity are the willingness to achieve something, the intention that will affect the fighting power to achieve it, the role of family that is so important, and the school environment as an educator in educational institutions (Djaali, n.d.).

## **2.4. Hypothesis Development**

### ***Entrepreneurial Perception and Entrepreneurial Attitude***

Research from Li et al. (2021) proves that the high perception of entrepreneurship that students have, then students will also increase their entrepreneurial attitudes, and vice versa. Self-confidence and support from family, friends, teachers, and other important people affect students' attitudes in entrepreneurship education. Where students will develop their business even more and be more satisfied and happier in following and increasing entrepreneurial knowledge. In this case, entrepreneurial perception is an individual's subjective perception of his ability to decide and organize actions in his efforts to achieve the desired performance (Bandura, 1986).

**H1:** Perceptions of entrepreneurship have a positive effect on entrepreneurial attitudes.

### ***Perception of Entrepreneurship and Entrepreneurial Intention***

Research from Afifah, (2020) proves that the high perception of entrepreneurship that students have, then students will also increase their entrepreneurial intentions, and vice versa. Perceptions of entrepreneurship owned by students will make individuals have importance and meaning in themselves that they are able to make business changes according to their wishes. Where the trust and confidence they have that they are capable of entrepreneurship and believe that success and failure that occurs is a business process that is carried out based on their behavior and decisions. Research results from Darmanto, (2016) prove that perceived desirability has a positive and significant effect on entrepreneurial intention.

**H2:** Perceptions of entrepreneurship have a positive effect on entrepreneurial intention.

### ***Entrepreneurial Attitude and Entrepreneurial Intention***

Research from Wirawati et al. (2018) proves that someone who has a high entrepreneurial attitude turns out to have a high entrepreneurial intention as well, and vice versa. This must be considered for universities in fostering student entrepreneurial attitudes because it affects to foster student entrepreneurial intention. Where when universities foster a high entrepreneurial attitude, the higher the intention of students to become entrepreneurs. Training self-confidence and instilling an attitude of determination in facing problems will support the opinion of becoming an entrepreneur who can promise a better life to encourage intention in

entrepreneurship (Jaya, 2016).

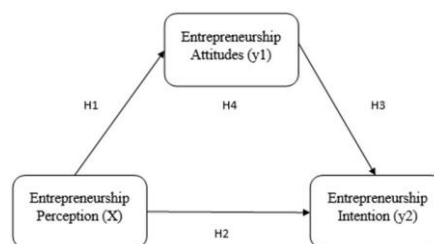
**H3:** Entrepreneurial attitude has a positive effect on entrepreneurial intention.

### ***Perceptions of Entrepreneurship on Entrepreneurial Intention Mediated by Entrepreneurial Attitude***

Research from Wirjadi & Wijaya, (2023) proves that someone who has entrepreneurial intentions does not only need entrepreneurial perceptions but requires a high entrepreneurial attitude. This must be considered for universities to improve entrepreneurship education from inside and outside the campus. Where this is needed to increase student entrepreneurial intentions by training student entrepreneurial attitudes. Such as by holding a competition about business plans, this is useful for training students to think optimally, be creative and create new innovations. In the end, self-efficacy or in this case entrepreneurial perceptions will grow naturally.

**H4:** Perception of Entrepreneurship affects Entrepreneurial Intention with mediation of Entrepreneurial Attitude.

## **2.5. Research Model**



**Figure 1.** Path Diagram of Analysis Model

## **3. Research Method**

### **3.1. Population and Sample**

The population of this study are students of School of Tourism Ciputra University Surabaya which consists of 3 study programs namely Food Technology Program, Hotel and Tourism Business Program, Culinary Business Program. Of the three study programs, Culinary Business Program is the largest study program and is successively followed by Hotel and Tourism Business Program and Food Technology Program. Therefore, the sampling was taken proportionally according to the size of the study program. This study is 88 students consisting of 43 students of Culinary Business Program, 37 students of Hotel and Tourism Business Program, and 8 students of Food Technology Program. The sample selected was also because they had taken the Entrepreneurship Essentials course.

### **3.2. Instrument and Measurement**

Data collection was carried out through online questionnaire distribution for 4 months, from September to December 2022. Each respondent was asked to provide answers to each question in the questionnaire. Each question is given 5 answer options that are adjusted to the Likert scale, namely strongly disagree, disagree, neutral, agree, and strongly agree. The questions in the questionnaire reflect the indicators and are used to measure the overall variables used in the study. the Perception of Entrepreneurship variable is measured by 9 indicators adopted from research by Li et al. (2021) namely students' views on the entrepreneurial profession, students' positive views on failure, students' views on entrepreneurial activities, belief in support from the role of family, friends,

teachers, and people who are considered important, society's views on the entrepreneurial profession, the existence of models who are able to inspire, confidence in managing a business, leadership of human resources, and confidence in the success of the business they start. Furthermore, the entrepreneurial attitude variable is measured by 6 indicators adopted from research by Wirawati et al. (2018) namely self-confidence, task and result oriented, courage in taking risks, leadership, future orientation, and originality. Finally, the Entrepreneurial Intention variable is measured by 3 indicators adopted from the research of Wirawati et al. (2018) namely having a high desire to choose an entrepreneurial career after graduating from university, preferring a career as an entrepreneur compared to employees, and having plans to open a business after graduating from university.

The data collected will then be processed statistically with the help of SmartPLS 4 software. This data processing is carried out to determine the validity, reliability, model feasibility, and hypothesis testing results.

## **4. Results and Discussion**

### **4.1. Results**

The validity test is an instrument test to determine the ability of the research instrument to measure what is being measured. Convergent Validity is measured by the loading factor value of each item with a minimum value of 0.7. But for a value of 0.5 it is still acceptable according to Hair et al. (2017).

**Table 1. Outer Loadings Test**

	Loading Factor	Result
X1.1	0.769	Valid
X1.2	0.720	Valid
X1.3	0.731	Valid
X1.4	0.778	Valid
X1.5	0.738	Valid
X1.6	0.751	Valid
X1.7	0.728	Valid
X1.8	0.813	Valid
X1.9	0.716	Valid
Y1.1	0.840	Valid
Y1.2	0.714	Valid
Y1.3	0.849	Valid
Y1.4	0.881	Valid
Y1.5	0.848	Valid
Y1.6	0.879	Valid
Y2.1	0.904	Valid
Y2.2	0.756	Valid
Y2.3	0.894	Valid

Through table 1, the loading factor provides a value above the recommended value of 0.7. This means that the indicators used in this study are valid or have met convergent validity Outer model measurement to test the validity and reliability of the data. This is done to determine the relationship between variables and indicators. In measuring Cronbach's alpha and composite reliability and AVE, the literature recommends that the minimum value is 0.6 and 0.5.



**Table 2. Composite Reliability dan Cronbach's Alpha Test**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X Entrepreneurship Perception	0.904	0.917	0.920	0.562
Y1 Entrepreneurship Attitudes	0.903	0.915	0.933	0.701
Y2 Entrepreneurship Intention	0.815	0.857	0.889	0.730

When the Cronbach alpha and AVE values are less than the minimum, while the composite reliability is above 0.7 (satisfactory), the validity and reliability of a contract is still adequate, because both calculations are sensitive to the number of items (Yahya & Damayanti, 2021). Through Table 2, each variable is reliable and can be used in research.

The coefficient of determination R square to measure the level of variation in changes from the independent variable to the dependent variable. The higher the R square value, the better the prediction model of the proposed research model. According to Abdillah & Hartono, (2015) The value of R<sup>2</sup> with a value of > 0.7 means it is considered strong, > 0.67 means it is considered substantial, > 0.33 means it is considered moderate, and > 0.19 means it is considered weak.

**Table 3. R-square Test**

	R-square	R-square adjusted
Y1 Entrepreneurship Attitudes	0.277	0.269
Y2 Entrepreneurship Intention	0.680	0.672

Inner Model Test can be seen from the R square value to account for the effect of changes in the independent variable on the dependent variable. Through Table 3, the R square value for the Entrepreneurial Attitude variable is 0.277 and the Entrepreneurial Intention variable is 0.680.

This hypothesis was tested in the study using the bootstrapping method. This test is carried out with a t-test, where if the t-statistic is > 1.96, it means that the effect between the variables is significant. Testing the moderation effect, if significant, can be seen in the total effect table in the parameter output. If the t-statistic value is greater than 1.96, the media can be used optimally.

**Table 4. Bootstrapping Test**

	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic	P values
X Entrepreneurship Perception -> Y1 Entrepreneurship Attitudes	0.575	0.593	0.085	6.783	0.000
X Entrepreneurship Perception -> Y2 Entrepreneurship Intention	0.133	0.131	0.125	1.064	0.287
Y1 Entrepreneurship Attitudes -> Y2 Entrepreneurship Intention	0.841	0.844	0.110	7.652	0.000

From table 4, most of the T statistics values are more than 1.96 and P values are less than 0.05, meaning that most of the research results have a significant effect. Therefore, the accepted hypothesis can be concluded as follows: entrepreneurial perceptions have a positive and significant effect on entrepreneurial attitudes, entrepreneurial perceptions have a positive but insignificant effect on entrepreneurial intentions, entrepreneurial attitudes have a positive and significant effect on entrepreneurial intentions.

Mediation test according to Hair et al. (2017) states that: partial mediation if the direct effect between variables remains significant after the mediator. Full mediation if the direct effect between variables is not significant after the mediator.

**Table 5. Mediation Test**

	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic	P values
X Entrepreneurship Perception -> Y1 Entrepreneurship Attitudes -> Entrepreneurship Intention	0.484	0.502	0.104	4.652	0.000

From table 5, the entrepreneurial attitude variable fully mediates the relationship between entrepreneurial perceptions of entrepreneurial intention with a large influence is 48.4%. Therefore, it can be said that mediation in full, so that the hypothesis can be accepted that entrepreneurial attitudes mediate the relationship between entrepreneurial perceptions of student entrepreneurial intentions.

## 4.2. Discussion

Based on the research findings show that entrepreneurial perceptions have a positive effect on entrepreneurial attitudes. It can be concluded that the better the perception of entrepreneurship that students have, the better the entrepreneurial attitude they have. The results of this study are in accordance with research Rukmana, (2018) where the factors that influence entrepreneurial attitudes are self-efficacy or entrepreneurial perceptions, tenacity, courage to make decisions, creativity, independence, and entrepreneurship education. Referring to the results of descriptive analysis, the belief that support from the role of family, friends, teachers, and people who are considered important is an indicator that has the highest average value on the entrepreneurial perception variable. This means that respondents who are students of School of Tourism Ciputra University Surabaya have the belief that support from people around them is an important factor in supporting their entrepreneurial perceptions.

Based on the research findings, it shows that entrepreneurial perceptions have a positive but insignificant effect on entrepreneurial intention. It can be concluded that entrepreneurial perceptions do not significantly affect entrepreneurial intention. The reason that can explain that entrepreneurial perceptions do not have an influence on entrepreneurial intention is referring to the results of descriptive analysis, where confidence in the success of the pioneering and plans to open a business after graduating from university is an indicator that has the lowest average value on the entrepreneurial intention variable. This means that respondents who are students of the School of Tourism at Ciputra University Surabaya lack self-confidence or entrepreneurial perceptions of the business they will have when they graduate will be successful, thus affecting students' intention to become entrepreneurs. In research Harianti et al. (2020) stated that the entrepreneurship learning method proved effective in increasing motivation, competence and fostering entrepreneurial intention. Entrepreneurship learning according to Suherman, (2008) one of them is analyzing empirical experience studies from previous entrepreneurs. From this learning, seeing the business journey of successful entrepreneurs will increase confidence in students that the business that will be started when graduating from university can be successful and successful, so that students are intention in entrepreneurship. Therefore, the analysis of entrepreneurial experience studies will increase student entrepreneurial intentions.

Furthermore, this study also shows the results that entrepreneurial attitudes have a positive effect on entrepreneurial intentions. It can be concluded that the higher the student has an entrepreneurial attitude, the student will have a high intention to become an entrepreneur. The results in this study are in line with the results of research by Wirawati et al. (2018) where someone who has a high entrepreneurial attitude turns out to have a high entrepreneurial intention as well, and vice versa. Referring to the results of descriptive analysis in the previous section, that courage in taking risks and being future-oriented are indicators that have the highest average value on the entrepreneurial attitude variable. This means that respondents who

are School of Tourism students at Ciputra University Surabaya when they have a courageous attitude in taking risks and are future- oriented are important factors that support entrepreneurial intention.

Finally, the research findings show that entrepreneurial attitudes fully mediate the relationship between entrepreneurial perceptions and entrepreneurial intentions. It can be concluded that entrepreneurial attitudes as mediation have an important role in entrepreneurial perceptions, because they strongly encourage entrepreneurial intentions. The results in this study are also supported by the results of research Wirjadi & Wijaya, (2023) where the effect of self-efficacy which in this case is the perception of entrepreneurship on entrepreneurial intention with entrepreneurial attitudes as a mediating variable. Referring to the results of descriptive analysis in the previous section, that preferring a career as an entrepreneur over an employee is an indicator that has the highest average value on the entrepreneurial intention variable. This means that respondents who are students of School of Tourism Ciputra University Surabaya have high entrepreneurial perceptions such as preferring a career as an entrepreneur compared to being an employee so that an entrepreneurial attitude will arise, and encourage the willingness to start a business so that it becomes an important factor in entrepreneurial intention.

## **5. Conclusion**

The results of this study indicate that entrepreneurial perceptions and entrepreneurial attitudes have a significant influence on entrepreneurial intentions, entrepreneurial perception variables have a positive but insignificant effect on entrepreneurial intentions, entrepreneurial attitude variables mediate the relationship of entrepreneurial perceptions to entrepreneurial intentions in full. This evidence produces an empirical model of the effect of entrepreneurial perceptions on entrepreneurial intention through entrepreneurial attitudes. This evidence not only makes a theoretical contribution to the development of literature on entrepreneurship at the academic level, but also provides practical implications to contribute to the learning of hotel and tourism business majors designed to assist students in identifying business opportunities and the importance of innovating businesses in the tourism and hospitality sector. Therefore, it can be used for discussion among academicians, researchers, practitioners before being adapted or adopted to increase students' entrepreneurial intention.

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