

ABSTRAK

Siti Nur Aizah Yusuf, 2020. “Pengaruh *Self Efficacy* dan Lingkungan Keluarga terhadap Minat Berwirausaha dengan Gender Sebagai Variabel Moderasi pada Mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate”.

Tujuan penelitian ini adalah untuk menguji: (1) Pengaruh *self efficacy* terhadap minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. (2) Pengaruh lingkungan keluarga terhadap minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. (3) Peran moderasi *gender* dalam pengaruh *self efficacy* pada minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. (4) Peran moderasi *gender* dalam pengaruh lingkungan keluarga pada minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. Penelitian ini termasuk penelitian kuantitatif. Responden dalam penelitian ini sebanyak 100 mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. Pengumpulan data dilakukan dengan menggunakan kuesioner. Teknik analisis data menggunakan regresi linear sederhana dan *Moderated Regression Analysis* dengan bantuan *Software SPSS v23*.

Hasil penelitian ini menunjukkan bahwa: (1) *Self efficacy* memiliki pengaruh terhadap minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. (2) Lingkungan keluarga memiliki pengaruh terhadap minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. (3)

Gender tidak memoderasi pengaruh *self efficacy* terhadap minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. (4) *Gender* tidak memoderasi pengaruh lingkungan keluarga terhadap minat berwirausaha mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate.

Kata Kunci: ***Self Efficacy***, **Lingkungan Keluarga**, ***Gender***, **Minat Berwirausaha**

ABSTRACT

Siti Nur Aizah Yusuf, 2020. "The Influence of Self Efficacy and Family Environment on Entrepreneurial Interest with Gender as Moderation Variables in Management Study Program Students, Faculty of Economics and Business, Khairun University Ternate".

The purpose of this study was to examine: (1) The effect of self-efficacy on the entrepreneurial interest of students in the Management Study Program of the Faculty of Economics and Business, Khairun University, Ternate. (2) The influence of the family environment on the interest in entrepreneurship in the Management Study Program, Faculty of Economics and Business, Khairun Ternate University. (3) The role of gender moderation in the influence of self-efficacy on student interest in entrepreneurship in the Management Study Program of the Faculty of Economics and Business, Khairun University, Ternate. (4) The role of gender moderation in the influence of the family environment on student interest in entrepreneurship in the Management Study Program of the Faculty of Economics and Business, Khairun University, Ternate. This research includes quantitative research. Respondents in this study were 100 students of the Management Study Program, Faculty of Economics and Business, Khairun Ternate University. Data collection was carried out using a questionnaire. The data analysis technique used simple linear regression and Moderated Regression Analysis with the help of SPSS v23 software.

The results of this study indicate that: (1) Self-efficacy has an influence on the entrepreneurial interest of students in the Management Study Program of the Faculty of Economics and Business, Khairun University, Ternate. (2) The family environment has an influence on the interest in entrepreneurship in the

Management Study Program of the Faculty of Economics and Business, Khairun Ternate University. (3) Gender does not moderate the effect of self-efficacy on student interest in entrepreneurship in the Management Study Program of the Faculty of Economics and Business, Khairun University, Ternate. (4) Gender does not moderate the influence of the family environment on student interest in entrepreneurship in the Management Study Program, Faculty of Economics and Business, Khairun University, Ternate

Keywords: Self Efficacy, Family Environment, Gender, Entrepreneurial Interest