

DAMPAK KOMPETISI BUSINESS PLAN DAN KULIAH KEWIRAUSAHAAN TERHADAP MINAT BERWIRAUSAHA (STUDI KASUS: LINTAS PROGRAM STUDI UNIVERSITAS AHMAD DAHLAN)

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Abstract: *This research was conducted at Ahmad Dahlan University to determine the impact of business plan competition and entrepreneurship courses on entrepreneurial interest. The research subjects were students of Ahmad Dahlan University who had taken entrepreneurship courses. The total number of respondents was 90. The results of the study indicate that the impact of business plan competition and entrepreneurship courses explains 51.9% of the factors influencing entrepreneurial interest. Hypothesis testing using regression analysis reveals that both business plan competition and entrepreneurship courses have a significant impact on entrepreneurial interest. This indicates that the variables of business plan competition and entrepreneurship courses have a significant relationship with entrepreneurial interest.*

Keywords: *Business Plan Competition, Entrepreneurship Lectures, Entrepreneurship Intention*

Abstrak: Penelitian ini dilakukan di Universitas Ahmad Dahlan dengan untuk mengetahui dampak kompetisi business plan, kuliah kewirausahaan terhadap minat berwirausaha. Obyek penelitiannya adalah mahasiswa/i Universitas Ahmad Dahlan yang telah menerima mata kuliah kewirausahaan. Jumlah responden sebanyak 90. Hasil penelitian menunjukkan bahwa dampak kompetisi business plan, kuliah kewirausahaan baru menjelaskan 51,9% faktor yang mempengaruhi minat berwirausaha. Pengujian hipotesis menggunakan uji regresi menunjukkan hasil bahwa kompetisi business plan dan kuliah kewirausahaan berpengaruh terhadap minat berwirausaha. Hal ini menunjukkan bahwa variabel dampak kompetisi business dan kuliah kewirausahaan mempunyai hubungan yang signifikan terhadap minat berwirausaha.

Kata kunci: Kompetisi Business Plan, Kuliah Kewirausahaan, Minat Berwirausaha