

ABSTRAK

Siti Fathmah, 1720210041, Pengaruh Kepribadian Yang Berpengetahuan *Entrepreneurship* dan Motivasi *Berentrepreneur* Terhadap Minat *Islamicpreneurship* (Studi pada Mahasiswa FEBI IAIN Kudus)

Minat berwirausaha secara Islam (*Islamicpreneurship*) berperan sangat penting dalam kehidupan mahasiswa dan mempunyai dampak yang besar terhadap perekonomian Indonesia. Seseorang dikatakan memiliki minat *Islamicpreneurship* yang tinggi dapat dilihat dari berbagai aspek seperti watak, sifat maupun kebiasaan yang dilakukan sesuai dengan koridor bisnis Islam.. Berdasarkan observasi awal jumlah pengangguran tahun 2020 meningkat drastis. Salah satu hal yang memicu permasalahan tersebut yaitu minat *Islamicpreneurship* mahasiswa FEBI IAIN Kudus masih rendah, berkemungkinan mahasiswa melakukan aktivitas wirausaha tidak berdasarkan pada prinsip etika bisnis islam sehingga dapat memungkinkan terjadinya usaha yang jalan di tempat atau tidak berkembang. Diduga hal ini dipengaruhi oleh kepribadian, pengetahuan *entrepreneurship* dan motivasi *entrepreneur* dalam lingkup syariah yang peranannya dapat meningkatkan minat *Islamicpreneurship*. Tujuan dalam penelitian ini yaitu untuk menguji secara empiris pengaruh kepribadian, pengetahuan *entrepreneurship* dan motivasi *entrepreneur* terhadap minat *Islamicpreneurship*.

Populasi dalam penelitian ini sebanyak 1.674 mahasiswa. Teknik pengambilan sampelnya menggunakan *sampling purposive* dengan melihat tabel Isac dan Michael dengan nilai signifikansi 10 % sehingga jumlah sampel yang digunakan yaitu 234 mahasiswa. Metode dalam mengumpulkan data menggunakan angket yang disebar melalui *google form*. Data diuji menggunakan SmartPLS 3.0 dengan 2 model pengukuran yaitu *Outer Model* dan *Inner model*. Data dianalisis menggunakan PLS-SEM dengan melihat nilai *P-Values*.

Hasil pengujian menunjukkan bahwa kepribadian mempunyai pengaruh yang positif terhadap motivasi *entrepreneur* dengan nilai *P-Values* $0,031 < 0,05$. Pengetahuan *Entrepreneurship* mempunyai pengaruh yang positif terhadap Motivasi *Entrepreneur* dengan nilai *P-Values* $0,014 < 0,05$. Kepribadian mempunyai pengaruh yang positif terhadap Minat *Islamicpreneurship* dengan nilai *P-Values* $0,005 < 0,05$. Pengetahuan *entrepreneurship* mempunyai pengaruh yang positif terhadap minat *islamicpreneurship* dengan nilai *P-Values* $0,023 < 0,05$ dan motivasi *entrepreneur* mempunyai pengaruh yang positif terhadap Minat *Islamicpreneurship* dengan nilai *P-Values* $0,000 < 0,05$. Sehingga dapat disimpulkan bahwa kepribadian dan pengetahuan *entrepreneurship* berpengaruh secara langsung maupun tidak langsung melalui motivasi *entrepreneur* terhadap minat *Islamicpreneurship* mahasiswa FEBI IAIN Kudus.

Kata Kunci : *Kepribadian, Pengetahuan Entrepreneurship, Motivasi Entrepreneur, dan Minat Islamicpreneurship*

ABSTRACT**Siti Fathmah, 1720210041, *The Influence of a Personality Knowledgeable Entrepreneurship, and Entrepreneurial Motivation on Interest of Islamicpreneurship (The Research of FEBI Students at IAIN Kudus)***

The interest in entrepreneurship in Islam (Islamicpreneurship) plays a very important role in student life and has a great impact on the Indonesian economy. Someone is said to have a high interest in Islamicpreneurship. It can be seen from various aspects such as character, nature and habits carried out in accordance with Islamic business corridors. Based on preliminary observations, the number of unemployed in 2020 has increased drastically. One of the things that triggers this problem is that the interest in Islamicpreneurship of FEBI IAIN Kudus students is still low, it is possible for students to carry out entrepreneurial activities not based on Islamic business ethics principles so that it can allow businesses to run in place or not develop. It is suspected that this is influenced by personality, entrepreneurial knowledge and entrepreneurial motivation within the scope of sharia, whose role can increase the interest in Islamicpreneurship. The purpose of this study is to empirically examine the influence of personality, entrepreneurial knowledge and entrepreneurial motivation on Islamicpreneurship interest.

The population in this study were 1,674 students. The sampling technique used purposive sampling by looking at the Isac and Michael tables with a significance value of 10% so that the number of samples used was 234 students. The method of collecting data uses a questionnaire that is distributed via google form. Data were tested using SmartPLS 3.0 with 2 measurement models, namely the Outer Model and Inner Model. Data were analyzed using PLS-SEM by looking at the P-Values value.

The test results show that personality has a positive influence on entrepreneur motivation with a P-Values value of $0.031 < 0.05$. Entrepreneurship knowledge has a positive influence on Entrepreneurial Motivation with a P-Values value of $0.014 < 0.05$. Personality has a positive influence on Islamicpreneurship Interest with a P-Values value of $0.005 < 0.05$. Knowledge of entrepreneurship has a positive influence on interest in islamicpreneurship with a P-Values value of $0.023 < 0.05$ and entrepreneurial motivation has a positive influence on Islamicpreneurship interest with a P-Values value of $0.000 < 0.05$. So it can be concluded that the personality and knowledge of entrepreneurship directly or indirectly influences entrepreneurial motivation on the interest in Islamicpreneurship of FEBI IAIN Kudus students.

Keywords: *Personality, Entrepreneurship Knowledge, and Entrepreneur Motivation, on Interest of Islamicpreneurship*