

**PENGARUH PENGETAHUAN KEWIRAUSAHAAN, LITERASI
KEUANGAN DAN MOTIVASI TERHADAP MINAT MAHASISWA
MEMBANGUN *STARTUP BUSINESS***

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Abstrak

Pesatnya evolusi teknologi di era digital saat ini memunculkan ide-ide bisnis kreatif dan inovatif berlatar teknologi yang kerap disebut *startup business*. Jumlah *startup business* di Indonesia terus menghadapi kenaikan setiap tahunnya. Riset ini bersasaran guna mengetahui pengaruh pengetahuan kewirausahaan, literasi keuangan dan motivasi terhadap minat mahasiswa membangun *startup business*. Riset ini tergolong riset kuantitatif lewat 167 informan. Metode penentuan sampel memanfaatkan teknik *purposive sampling* lewat penentuan jumlah sampel memanfaatkan rumus slovin. Statistik yang diaplikasikan yakni statistik primer yang dihasilkan lewat penyebaran kuesioner dan diukur memanfaatkan skala likert. Teknik analisis statistik memanfaatkan teknik analisis linier berganda lewat pengolahannya memanfaatkan SPSS. Temuan riset menerangkan pengetahuan kewirausahaan, literasi keuangan dan motivasi berpengaruh positif dan signifikan terhadap minat mahasiswa membangun *startup business*

Kata kunci: *Startup Business*, pengetahuan kewirausahaan, literasi keuangan, motivasi

THE INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE, FINANCIAL LITERACY, AND MOTIVATION ON STUDENT INTEREST IN BUILDING A STARTUP BUSINESS

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Abstract

The rapid evolution of technology in the current digital era has led to creative and innovative business ideas with a technology background which are often called startup businesses. The number of business startups in Indonesia continues to face an increase every year. This research aims to determine the effect of entrepreneurial knowledge, financial literacy and motivation on students' interest in building a startup business. This research is classified as quantitative research through 167 informants. The method of determining the sample uses purposive sampling technique by determining the number of samples using the slovin formula. The statistics applied are primary statistics generated through the distribution of questionnaires and measured using a Likert scale. Statistical analysis techniques utilize multiple linear analysis techniques through processing using SPSS. Research findings explain that entrepreneurial knowledge, financial literacy and motivation have a positive and significant impact on students' interest in building startup businesses

Keywords: Startup Business, entrepreneurial knowledge, financial literacy, motivation