

ABSTRAK

IMPLEMENTASI *STRUCTURAL EQUATION MODELING –PARTIAL LEAST SQUARES* (SEM-PLS) PADA *ENTREPRENEURIAL INTENTION* MAHASISWA FMIPA UNIVERSITAS LAMPUNG

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Structural Equation Modeling (SEM) merupakan metode analisis statistik multivariat yang mampu menguji hubungan antar variabel secara simultan dalam satu model yang kompleks. Salah satu pendekatan dalam SEM adalah *Partial Least Squares* (PLS), yang dikembangkan sebagai alternatif dari *covariance-based SEM* (CB-SEM) dengan keunggulan dalam mengatasi keterbatasan ukuran sampel dan asumsi distribusi data. SEM-PLS bersifat *prediction-oriented* dengan tujuan memaksimalkan varians yang dijelaskan oleh koefisien determinasi (R^2), sehingga cocok digunakan dalam penelitian eksploratif. Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial education*, *social support*, dan *campus environment* terhadap *entrepreneurial intention* mahasiswa Fakultas Matematika dan Ilmu Pengetahuan Alam (FMIPA) Universitas Lampung. Hasil analisis menunjukkan bahwa seluruh indikator memiliki nilai *loading factor* $< 0,5$ sehingga memenuhi kriteria validitas konvergen. Model struktural yang dihasilkan adalah $\eta = 0.268 \xi_1 + 0.258 \xi_2 + 0.392 \xi_3$, yang menunjukkan bahwa seluruh variabel eksogen berpengaruh positif terhadap *entrepreneurial intention*. Variabel *campus environment* memiliki pengaruh paling dominan dengan koefisien jalur sebesar 0,392, yang mengindikasikan bahwa lingkungan kampus yang kondusif memberikan kontribusi terbesar dalam meningkatkan niat berwirausaha mahasiswa. Selanjutnya, variabel *entrepreneurial education* dan *social support*, juga berperan dalam membentuk *entrepreneurial intention*, meskipun kontribusinya relatif lebih kecil dibandingkan *campus environment*.

Kata kunci: SEM-PLS, *entrepreneurial education*, *social support*, *campus environment*, *entrepreneurial intention*

ABSTRACT

IMPLEMENTATION OF STRUCTURAL EQUATION MODELING – PARTIAL LEAST SQUARES (SEM-PLS) ON ENTREPRENEURIAL INTENTIONSTUDENTS OF THE FACULTY OF MATHEMATICS AND NATURAL SCIENCES, UNIVERSITY OF LAMPUNG

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Structural Equation Modeling (SEM) is a multivariate statistical analysis method capable of testing relationships between variables simultaneously in a single complex model. One approach in SEM is Partial Least Squares (PLS), which was developed as an alternative to covariance-based SEM (CB-SEM) with the advantage of overcoming sample size limitations and data distribution assumptions. SEM-PLS is prediction-oriented with the aim of maximizing the variance explained by the coefficient of determination (R^2), making it suitable for use in exploratory research. This study aims to analyze the influence of entrepreneurial education, social support, and campus environment on the entrepreneurial intention of students at the Faculty of Mathematics and Natural Sciences (FMIPA), University of Lampung. The analysis results show that all indicators have a loading factor value < 0.5 , thus meeting the criteria for convergent validity. The resulting structural model is $\eta = 0.268 \xi_1 + 0.258 \xi_2 + 0.392 \xi_3$, which indicates that all exogenous variables have a positive effect on entrepreneurial intention. The campus environment variable had the most dominant influence, with a path coefficient of 0.392, indicating that a conducive campus environment made the greatest contribution to increasing students' entrepreneurial intentions. Furthermore, entrepreneurial education and social support also played a role in shaping entrepreneurial intentions, although their contributions were relatively smaller than those of the campus environment.

Keywords: SEM-PLS, entrepreneurial education, social support, campus environment, entrepreneurial intention.