ABSTRACT

Medan City has not been spared from poverty and unemployment based on the results of susenas in 2020, which states that around 7.54% of the population is below the poverty line, which is 183.54 thousand people. This number continues to increase by 8.89% in August 2022. Therefore, an entrepreneur is needed, who is expected to open up jobs so as to reduce the growth rate of the unemployment rate. This study aims to determine the effect of entrepreneurship education and university entrepreneurship ecosystem on entrepreneurial intentions in final year students in Medan City. This study used purposive sampling technique with a total sample in this study of 290 samples. This research uses quantitative methods and is analyzed using PLS-SEM. The types of data used in this study are primary and secondary data taken through the questionnaire distribution method. The data were processed using SmartPLS 3.0 software. The results of this study indicate that entrepreneurship education and university entrepreneurial ecosystem have a positive and significant effect on student entrepreneurial intention.

Keywords: University Entrepreneurship Ecosystem, Entrepreneurial Intention, Entrepreneurship Education