

ABSTRACT

Entrepreneurship plays a crucial role in economic and social development, particularly through contributions from micro, small, and medium enterprises (MSMEs). University students, including those from non-business study programs, hold great potential as young entrepreneurs. However, limited access to formal entrepreneurship education makes promoting entrepreneurship among non-business students a notable challenge. One alternative that can serve as a learning platform is entrepreneurship competitions. This study aims to analyze the effect of entrepreneurship competitions on entrepreneurial intention among non-business students, considering the mediating role of entrepreneurial self-efficacy (ESE) and the moderating role of entrepreneurial motivation.

This research adopts a descriptive-causal quantitative approach using an online questionnaire with a Likert scale. The sample consists of 115 non-business students at Telkom University who have participated in entrepreneurship competitions, selected through purposive sampling. The data were analyzed using descriptive statistics, SEM-PLS, and bootstrapping techniques. The findings show that entrepreneurship competitions do not directly influence entrepreneurial intention, but they do have an indirect effect through ESE. Meanwhile, entrepreneurial motivation does not moderate the relationship between entrepreneurship competition and entrepreneurial intention.

Keywords: Entrepreneurship Competition, Entrepreneurial Self-Efficacy, Entrepreneurial Motivation, Entrepreneurial Intention, Non-business Students.