

ABSTRAK

Puspa Tarti Saridiningrat (2025). Pengaruh *Entrepreneurial Agility* dan *Entrepreneurial Traits* Terhadap *Digital Entrepreneurship Intention* Gen Z (Survey Pada Mahasiswa di Fakultas Keguruan Dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2021). Skripsi. Jurusan Pendidikan Ekonomi Universitas Siliwangi. Dibawah Bimbingan Edi Fitriana Afriza, S.Pd., M.M dan Sri Hardianti Sartika, S.Pd., M.Pd.

Masalah penelitian kesenjangan antara antusiasme dengan tindakan nyata dalam memulai bisnis digital pada mahasiswa FKIP di Universitas Siliwangi Angkatan 2021. Tujuannya yaitu untuk mengetahui pengaruh *entrepreneurial agility* dan *entrepreneurial traits* terhadap *digital entrepreneurship intention* secara parsial dan simultan. Metode penelitian yang digunakan yaitu metode survey. Populasi dalam penelitian ini yaitu mahasiswa FKIP di Universitas Siliwangi Angkatan 2021. Teknik pengambilan sampel yang digunakan adalah *probability sampling* dengan metode *two stage cluster random sampling*. Pada penelitian ini pengambilan data dilakukan dengan menggunakan kuesioner dan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil menunjukkan bahwa: 1) *Entrepreneurial Agility* berpengaruh positif dan signifikan terhadap *Digital Entrepreneurship Intention* dengan nilai signifikansi $0,000 < 0,05$. 2) *Entrepreneurial Traits* berpengaruh positif dan signifikan terhadap *Digital Entrepreneurship Intention* dengan nilai signifikansi $0,011 < 0,05$. 3) *Entrepreneurial Agility* dan *Entrepreneurial Traits* berpengaruh secara simultan terhadap *Digital Entrepreneurship Intention* dibuktikan dengan $F_{hitung} 110,796 > F_{tabel} 3,05$ dengan nilai signifikansi $0,000 < 0,05$.

Kata Kunci: *Intention, Agility, Traits*

ABSTRACT

Puspa Tarti Saridiningrat (2025). The Influence of Entrepreneurial Agility and Entrepreneurial Traits on Digital Entrepreneurship Intention of Gen Z (Survey on Students at the Faculty of Teacher Training and Education, Siliwangi University, Class of 2021). Thesis. Department of Economic Education, Siliwangi University. Under the guidance of Edi Fitriana Afriza, S.Pd., M.M and Sri Hardianti Sartika, S.Pd., M.Pd.

The research problem is the gap between enthusiasm and real action in starting a digital business among FKIP students at Siliwangi University, Class of 2021. The aim is to determine the effect of entrepreneurial agility and entrepreneurial traits on digital entrepreneurship intention partially and simultaneously. The research method used is the survey method. The population in this study were FKIP students at Siliwangi University, Class of 2021. The sampling technique used was probability sampling with the two-stage cluster random sampling method. In this study, data collection was carried out using a questionnaire and the data analysis technique used was multiple linear regression analysis. The results show that: 1) Entrepreneurial Agility has a positive and significant effect on Digital Entrepreneurship Intention with a significance value of $0.000 < 0.05$. 2) Entrepreneurial Traits has a positive and significant effect on Digital Entrepreneurship Intention with a significance value of $0.011 < 0.05$. 3) Entrepreneurial Agility and Entrepreneurial Traits have a simultaneous effect on Digital Entrepreneurship Intention as evidenced by $F_{\text{count}} 110.796 > F_{\text{table}} 3.05$ with a significance value of $0.000 < 0.05$.

Keywords: *Intention, Agility, Traits*