ABSTRACT

Indonesia possess the highest unemployment rate caused by the educated groups. Viewing the high rate of unemployment among college graduates, currently universities are required to better prepare its students to become entrepreneurs (job creators), not only as employee or job seekers. Entrepreneurship is believed to be one of the promising solutions to overcome educated unemployment and muslimpreneurs are actors in the world of entrepreneurship. The goal is that if someone becomes an entrepreneur, he continues to implement Islamic values as the basis for his business activities. This study aims to analyze the the interest of faculty of economics and business to become muslimpreneur (cases in Undip and Unnes).

The type of data used in this study uses primary data using a questionnaire. The population in this study were students of the Faculty of Economics and Business Undip and the Faculty of Economics Unnes who had attended entrepreneurship courses. This study requires 100 respondents using purpose sampling. The analysis technique used in this study is multiple linear regression analysis utilizing the SPSS 23 application.

The results of the analysis show that partially education and religiosity have a positive and significant effect on the interest in becoming a muslimpreneur. Meanwhile self efficacy and the environment have no effect on the interest in becoming a muslimpreneur. Simultaneously, the effect of education, self-efficacy, environment, and religiosity has a positive effect on the interest in becoming a muslimpreneur. And the four variables have a coefficient of determination of 28 percent

Keywords: Muslimpreneur, Entrepreneur, Education, Self Efficacy, Environment, Family, Social, Religiosity, Interest.

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