

# Relevant Factors in Increasing School Principals' Entrepreneurship for Improving Students 'Achievements

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## **ABSTRACT**

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Entrepreneurship of principals in the educational environment to enhance students' creative behavior and achievements through innovation and the development of learning methods is very important. The principal has the task of managing resources and taking advantage of opportunities in improving the quality of education. This study aims to discuss the significant variables in increasing entrepreneurship principals. The study uses a quantitative approach with path analysis. The research sample was 334 Principals of Kindergarten, Elementary, Middle and High Schools in Central Java Province. Data collection was carried out by studying documentation and questionnaires. Data analysis was performed by path analysis with the AMOS program. The results showed that the rank and tenure as a teacher had a positive and significant effect on the tenure as a principal. While the use of social media has a significant negative effect. Of the various independent variables observed, only the existence of opportunities that had a significant positive effect on the ability of innovation of the principal. While the variables that significantly influence the development of learning methods are the ability of innovation and the presence of opportunities. The development of learning methods and the existence of opportunities will subsequently have a positive effect on improving student achievement, as the ultimate goal of developing entrepreneurship by the principal. Pathways to improve the entrepreneurship of principals are the existence of opportunities, tenure as principal, innovation and the development of instructional media.

**Keywords:** Entrepreneurship, Principal, Inovation. Creativity