

ABSTRAK

Ida Bagus Kelvin Arventa (01011180178)

KEWIRAUSAHAAN SOSIAL DALAM OLAHRAGA PROFESIONAL: ANTESEDEN DAN KONSEKUENSI DARI PERSPEKTIF KONSUMEN STUDI KASUS PADA KOMUNITAS OLAHRAGA RIOT INDONESIA

(xiv (halaman romawi) + 69 halaman; 2 gambar; 22 tabel; 3 lampiran)

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh dari masing-masing variabel, yaitu *innovation* dan *CSR* terhadap *social entrepreneurship*, *social entrepreneurship* terhadap *affective commitment*, *affective commitment* terhadap *intention to purchase the products* dan *intention to attend sports event*. Penelitian ini terdiri dari enam variabel dengan lima hipotesis, dengan anggota komunitas RIOT Indonesia, terutama anggota yang berada di Bali sebagai sampel penelitian. Pengujian penelitian ini menggunakan *outer model* dan *inner model*. *Outer model* dilakukan dengan pengujian reliabilitas menggunakan pendekatan nilai *cronbach's alpha* dan *composite reliability*. Sedangkan pengujian validitas menggunakan validitas konvergen dan validitas diskriminan. Validitas konvergen dilakukan dengan melihat nilai *factor loading* dan nilai AVE, sedangkan validitas diskriminan dilakukan dengan melihat nilai *cross loading*, *the fornell-larcker criterion* dan HTMT. *Inner model* dilakukan dengan nilai *R-Square*, *T-Statistics*, dan *P-Values*. Setelah itu, untuk mengetahui pengaruh masing-masing variabel maka dilakukan uji hipotesis dengan *structural equal model* menggunakan bantuan software SmartPLS 3.0. Hasil penelitian menunjukkan terdapat pengaruh yang positif antar semua variabel yang diteliti. Penelitian diharapkan dapat memberikan kontribusi konseptual terhadap teori *social entrepreneurship* dan kontribusi manajerial terhadap komunitas RIOT, pemerintah, institusi pendidikan, dan masyarakat luas.

Kata Kunci: *innovation*, *CSR*, *social entrepreneurship*, *affective commitment*, *intention to purchase the products*, *intention to attend sports event*.

Referensi: 46 (1991-2021)

ABSTRACT

Ida Bagus Kelvin Arventa (01011180178)

SOCIAL ENTREPRENEURSHIP IN PROFESSIONAL SPORTS: ANTECEDENTS AND OUTCOMES FROM THE CONSUMER PERSPECTIVE CASE STUDY ON SPORT COMMUNITY: RIOT INDONESIA

(xiv (roman pages) + 69 pages; 2 pictures; 22 tables; 3 appendix)

This study was conducted with the aim of knowing the effect of each variable, such as innovation and CSR on social entrepreneurship, social entrepreneurship on affective commitment, affective commitment on intention to purchase the products and intention to attend sports events. This study consists of six variables with five hypotheses, with members of the Indonesian RIOT community, especially members who are in Bali as the research sample. The testing of this research uses the outer modern and inner models. The outer model is carried out by testing reliability using the Cronbach's alpha value approach and composite reliability. While the validity test uses convergent validity and discriminant validity. Convergent validity is done by looking at the value of factor loading and AVE value, while discriminant validity is done by looking at the value of cross loading, the Fornell-Larcker criterion and HTMT. Inner model is done with R-Square, T-Statistics, and P-Values values. After that, to determine the effect of each variable, a hypothesis test was carried out with a structural equal model using the SmartPLS 3.0 software. The results showed that there was a positive influence between all the variables studied. The research is expected to make a conceptual contribution to the theory of social entrepreneurship and managerial contributions to the RIOT community, government, educational institutions, and the wider community.

Keywords: *innovation, CSR, social entrepreneurship, affective commitment, intention to purchase the products, intention to attend sports event.*

Reference: 46 (1991-2021)