

ABSTRAK

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ANALISIS PENGARUH *ENTREPRENEURIAL CHARACTERISTICS* TERHADAP *WOMEN ENTREPRENEURIAL PROFILE* DAN *ENTREPRENEURIAL INTENTION*

(xvii + 92 halaman; 6 gambar; 34 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial characteristics* terhadap *women entrepreneurial profile* dan *entrepreneurial intention*. Penelitian ini menggunakan pendekatan penelitian kuantitatif dimana data dikumpulkan melalui kuesioner online Google Forms. Penelitian ini dilakukan di Indonesia dan mengambil responden dari kota Makassar. Sampel dalam penelitian ini adalah sebanyak 266 responden. Data dianalisis menggunakan outer model dan inner model melalui SmartPLS 3.3.3. Outer model terdiri dari uji validitas dan uji reliabilitas, sedangkan inner model diuji melalui R-square, uji hipotesis (*bootstrapping*), dan uji multikolinearitas. Hasil penelitian ini menunjukkan bahwa *opportunity*, *planning*, *sociability*, *leadership* berpengaruh positif dan signifikan terhadap *women entrepreneurial profile*. Sedangkan *persistence* tidak berpengaruh positif terhadap *women entrepreneurial profile*. Hasil penelitian ini juga menunjukkan bahwa *women entrepreneurial profile* berpengaruh positif dan signifikan terhadap *entrepreneurial intention*.

Kata Kunci: *opportunity, persistence, planning, sociability, leadership, women entrepreneurial profile, entrepreneurial intention*

ABSTRACT

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ANALYSIS OF THE EFFECT OF ENTREPRENEURIAL CHARACTERISTICS ON WOMEN ENTREPRENEURIAL PROFILE AND ENTREPRENEURIAL INTENTION

(xvii + 92 pages; 6 figures; 34 tables)

This study aims to analyze the effect of entrepreneurial characteristics on women entrepreneurial profile and entrepreneurial intention. This study uses a quantitative research approach where data is collected through an online Google Forms questionnaire. This research was conducted in Indonesia and took respondents from the city of Makassar. The sample in this study were 266 respondents. The data were analyzed using the outer model and the inner model through SmartPLS 3.3.3. The outer model consists of validity and reliability tests, while the inner model is tested through R-square, hypothesis testing (bootstrapping), and multicollinearity testing. The results of this study indicate that opportunity, planning, sociability, leadership have a positive and significant impact on the women entrepreneurial profile. Meanwhile, persistence does not have a positive effect on the women entrepreneurial profile. The results of this study also show that the women entrepreneurial profile has a positive and significant impact on entrepreneurial intention.

Keyword: *opportunity, persistence, planning, sociability, leadership, women entrepreneurial profile, entrepreneurial intention*