

ABSTRAK

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ANALISIS PENGARUH FAKTOR DEMOGRAFIS, FAKTOR SOSIAL DAN FAKTOR LINGKUNGAN TERHADAP INTENSI BERWIRAUSAHA

(xii + 68 halaman; 14 gambar; 5 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh usia, jenis kelamin, lokasi, pendapatan keluarga, pekerjaan, faktor sosial dan lingkungan berpengaruh positif terhadap intensi kewirausahaan. Penelitian ini menggunakan pendekatan penelitian kuantitatif dimana data dikumpulkan melalui kuesioner online Google Forms. Penelitian ini dilakukan di Indonesia dan mengambil responden dari mahasiswa UPH. Sampel dalam penelitian ini adalah sebanyak 224 responden. Data dianalisis menggunakan outer model dan inner model melalui SmartPLS 3. Outer model terdiri dari uji validitas dan uji reliabilitas, sedangkan inner model diuji melalui R-square, uji hipotesis (*bootstrapping*). Hasil penelitian ini menunjukkan bahwa usia, jenis kelamin, lokasi, pendapatan keluarga, pekerjaan orang tua tidak berpengaruh terhadap intensi kewirausahaan. Sedangkan faktor sosial dan lingkungan berpengaruh positif terhadap intensi kewirausahaan.

Kata Kunci: usia, jenis kelamin, lokasi, pendapatan keluarga, pekerjaan orang tua, intensi kewirausahaan

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF DEMOGRAPHIC, SOCIAL AND ENVIRONMENTAL FACTORS ON ENTREPRENEURSHIP INTENTION

(xii + 68 pages; 14 pictures; 5 tables)

This study aims to analyze the effect of age, gender, location, family income, occupation, social and environmental factors have a positive effect on entrepreneurial intentions. 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 UPH students. The sample in this study were 224 respondents. The data were analyzed using the outer model and the inner model through SmartPLS 3. The outer model consisted of validity and reliability tests, while the inner model was tested through R-square, hypothesis testing (bootstrapping). The results of this study indicate that age, gender, location, family income, parents' occupations have no effect on entrepreneurial intentions. Meanwhile, social and environmental factors have a positive effect on entrepreneurial intentions.

Keywords: age, gender, location, family income, parent's occupation, entrepreneurial intention