

ABSTRACT

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“FACTORS AFFECTING SUCCESS OF AGENT IN REAL ESTATE SMES INDUSTRY”

(xiv + 99 pages; 11 figures; 43 tables; 5 charts; 6 appendices)

This research seeks to comprehend the relationship between individual factor, marketing capability, capital availability, technology usage, and business success. This study employs a quantitative research methodology, and Google Forms is used to collect data from participants. This study was carried out in Indonesia with participants drawn from the country's major cities (Tangerang). Smart-PLS 3 was used to analyze the data using the outer model and inner model. Validity and reliability tests comprise the outside model, whereas the goodness of fit test, common method bias, R-square, predictive relevance, T-statistics, and P-value tests comprise the inner model. Additionally, structural equation modeling is utilized inside the study's theoretical framework to test the construct correlations.

Keywords: Individual Factor, Marketing Capability, Capital Availability, Technology Usage, Business Success, SMEs, Agents, Real Estate

Reference: 180 (1961-2022)