

ABSTRAK

Angelina Vivian Lin (01011200055)

**ANALISIS PENGARUH *ENTREPRENEURIAL LEADERSHIP TRAITS* YANG
BERBASIS *KNOWLEDGE SHARING*, *KNOWLEDGE INTERPRETATION*
TERHADAP *BUSINESS INNOVATION* DI UNIVERSITAS PELITA HARAPAN**

(xiv + 92 halaman: 1 gambar, 10 tabel, 1 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Entrepreneurial Leadership Traits* yang terdiri dari *Locus of Control*, *Self-Esteem*, *Narcissism*, *Need for Achievement* dan *Risk Propensity* yang berbasis *Knowledge Sharing* dan *Knowledge Interpretation* terhadap *Business Innovation* di Universitas Pelita Harapan. Subjek penelitian ini berjumlah 246 responden terdiri dari individu yang bekerja aktif di Universitas Pelita Harapan. Metode penelitian yang digunakan adalah penelitian kuantitatif menggunakan teknik pengambilan sampel *Convenience Sampling*. Analisis data dilakukan dengan *Partial Least Square-Structural Equation Modelling* (PLS-SEM) memanfaatkan aplikasi SmartPLS versi 4.0.9.6. Hasil penelitian ini mengungkapkan bahwa *Self-Esteem*, *Narcissism*, *Need for Achievement* dan *Risk Propensity* yang berbasis *Knowledge Sharing* dan *Knowledge Interpretation* berpengaruh positif dan signifikan terhadap *Business Innovation*. Sedangkan *Locus of Control* tidak berpengaruh terhadap *Knowing Sharing* dan tidak berpengaruh pada *Business Innovation*.

Kata kunci: *Entrepreneurial Leadership Traits*; *Knowledge Sharing*; *Knowledge Interpretation*; *Business Innovation*.

Referensi: 153 (1981-2023)

ABSTRACT

Angelina Vivian Lin (01011200055)

THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP TRAITS BASED ON KNOWLEDGE SHARING, KNOWLEDGE INTERPRETATION TOWARDS BUSINESS INNOVATION AT UNIVERSITAS PELITA HARAPAN.

(xiv + 92 pages: 1 figures, 10 tables, 1 addendum)

This study aims to analyse the effect of Entrepreneurial Leadership Traits consisting of Locus of Control, Self-Esteem, Narcissism, Need for Achievement, and Risk Propensity based on Knowledge Sharing and Knowledge Interpretation on Business Innovation at Pelita Harapan University. The research subjects consisted of 246 respondents who were individuals actively working at Pelita Harapan University. The research method used was quantitative research using Convenience Sampling technique. Data analysis was performed using Partial Least Square-Structural Equation Modeling (PLS-SEM) utilizing SmartPLS version 4.0.9.6. The results of this study revealed that Self-Esteem, Narcissism, Need for Achievement, and Risk Propensity based on Knowledge Sharing and Knowledge Interpretation have a positive and significant effect on Business Innovation. Meanwhile, Locus of Control does not affect Knowing Sharing and does not affect Business Innovation.

Keywords: *Entrepreneurial Leadership Traits; Knowledge Sharing; Knowledge Interpretation; Business Innovation.*

References: 153 (1981-2023)