

ABSTRAK

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PENGARUH *EDUCATION, SELF-EFFICACY, LOCUS OF CONTROL, ATTITUDE TO BEHAVIOUR, PERCEIVED FAMILY SUPPORT, AND FAMILINESS* TERHADAP KESUKSESAN PENERUS *FAMILY BUSINESS* DI KOTA MANADO.

(141 halaman: 5 gambar, 26 tabel, 9 lampiran)

Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor-faktor yang memengaruhi intensi seseorang dalam memilih karier untuk meneruskan bisnis keluarga. Penelitian ini berfokus pada mahasiswa-mahasiswi calon penerus bisnis keluarga yang ada di Kota Manado. Subjek dari penelitian ini memiliki sebanyak 200 responden yang merupakan mahasiswa-mahasiswi yang ada di Kota Manado. Metode penelitian yang dipakai dalam penelitian ini adalah penelitian kuantitatif dengan menggunakan pengambilan sampel *purposive sampling*. Dalam melakukan analisa data, penelitian ini menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM) pada aplikasi SmartPLS versi 4.0.9.6. Dalam penelitian ini juga menggunakan teori penelitian *Theory of Planned Behavior* yang bertujuan untuk menjelaskan hubungan antara intensi melanjutkan bisnis keluarga dengan faktor-faktor pendukungnya. Hasil dari penelitian ini menjelaskan bahwa *entrepreneurship based education* dan *familiness* memiliki pengaruh negatif dan tidak signifikan terhadap *succession intention*. *Attitude to behaviour, self-efficacy, locus of control, dan perceived family support* memiliki pengaruh yang positif dan signifikan terhadap *succession intention*.

Kata Kunci: *Entrepreneurship-based education; attitude to behaviour; self-efficacy; locus of control; perceived family support; familiness; succession intention.*

Referensi: 80 (2013-2023).

ABTRACT

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THE INFLUENCE OF EDUCATION, SELF-EFFICACY, LOCUS OF CONTROL, ATTITUDE TO BEHAVIOR, PERCEIVED FAMILY SUPPORT, AND FAMILINESS ON THE SUCCESS OF SUCCESSORS OF FAMILY BUSINESSES IN MANADO CITY.

(141 pages: 5 figures, 26 tables, 9 appendices)

The aim of this research is to identify factors influencing an individual's intention to choose a career in continuing the family business. The study focuses on university students who are potential successors of family businesses in Manado City. The subjects of this research consist of 200 respondents who are students in Manado City. The research method employed is quantitative research using purposive sampling. In analyzing the data, this research utilizes Partial Least Square-Structural Equation Modelling (PLS-SEM) in the SmartPLS version 4.0.9.6 application. The study also incorporates the Theory of Planned Behavior to elucidate the relationship between the intention to continue the family business and its supporting factors. The results of the research indicate that entrepreneurship-based education and familiness have a negative and non-significant influence on succession intention. On the other hand, attitude to behavior, self-efficacy, locus of control, and perceived family support have a positive and significant influence on succession intention.

Keywords: *Entrepreneurship-based education; attitude to behavior; self-efficacy; locus of control; perceived family support; familiness; succession intention.*

References: 80 (2013-2023).