

## ABSTRAK

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### FAKTOR DETERMINASI NIAT KEWIRAUSAHAAN SOSIAL DI KALANGAN MAHASISWA MILENIAL

(xvi (halaman romawi) + 149 halaman; 7 gambar; 21 tabel; 4 lampiran)

Penelitian ini menganalisis hubungan antara variabel empati, kewajiban moral, dukungan sekitar, pengalaman sebelumnya, kecakapan diri terhadap intensi berwirausaha sosial di kalangan mahasiswa generasi milenial di Indonesia. Penelitian ini mempunyai sembilan hipotesis dan enam variabel. Dalam melakukan pengujian, peneliti melakukan *outer model* dan *inner model*. *Outer model* dilakukan dengan pengujian validitas dengan validitas konvergen dan validitas diskriminan, serta pengujian reliabilitas dilakukan dengan melihat nilai *cronbach's alpha* dan *composite reliability*. Validitas konvergen dilakukan dengan melihat nilai *factor loading* dan nilai AVE, sedangkan validitas diskriminan dilakukan dengan melihat *cross loading* dan *the fornell-larcker criterion*. *Inner model* dilakukan dengan nilai *R-Square*, *T-Statistics*, dan *P-Values*. Setelah itu, untuk mengetahui hubungan antar variabel maka dilakukan uji hipotesis dengan *structural equation model*. Hasil penelitian menunjukkan bahwa dukungan sekitar dan kecakapan diri mahasiswa milenial akan mendorong niat untuk menjadi wirausaha sosial. Penelitian ini diharapkan dapat memberikan kontribusi teoritis terhadap teori perilaku berencana, serta kontribusi manajerial terhadap pemerintahan dan institusi pendidikan.

**Kata Kunci:** empati, kewajiban moral, dukungan sekitar, pengalaman sebelumnya, kecakapan diri, intensi kewirausahaan sosial

## ABSTRACT

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### DETERMINATION FACTORS OF SOCIAL ENTREPRENEURSHIP AMONG STUDENTS

(xvi (roman pages) + 149 pages; 7 pictures; 21 tables; 4 appendices)

This study analyzes the relationship between the variables of empathy, moral obligation, perceived social support, prior experience, towards oneself on the intensity of becoming social entrepreneurship among millennial generation students in Indonesia. This study has nine hypotheses and six variables. In conducting the test, the researcher conducted an outermodel and an inner model. The outer model is done by testing the validity with convergent validity and discriminant validity, and reliability testing is done by looking at the value of Cronbach's alpha and composite reliability. Convergent validity is done by looking at the factor loading and AVE values, while discriminant validity is done by looking at the cross loading and Fornell-Larcker criteria. Inner model is done with R-Square, T-Statistics, and P-Values values. After that, to find out the relationship between variables, a hypothesis test was carried out using a structural equation model. The results of the study indicate that the perceived social support and self efficacy of millennial students will encourage them to become social entrepreneurs. This research is expected to provide theoretical contributions to the theory of planned behavior, as well as managerial contributions to government and educational institutions.

**Keywords:** empathy, moral obligation, surrounding support, previous experience, self-efficacy, social entrepreneurship intention