

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF CULTURAL VALUES ON ENTREPRENEURIAL BEHAVIOR WITH ENTREPRENEURIAL SELF-EFFICACY AND ENTREPRENEURIAL INTENTION AS MEDIATING VARIABLES ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS AT PELITA HARAPAN UNIVERSITY, JAKARTA

(xvi + 119 pages; 13 Figures; 20 Tables; 3 Appendices)

According to the Central Statistics Agency, the number of unemployed in Indonesia in February 2024 reached 7.2 million people. This study aims to identify the relationship between Cultural Values, Entrepreneurial Behavior, Entrepreneurial Self-Efficacy, and Entrepreneurial Intention towards entrepreneurial behavior among UPH students. This study uses quantitative methods. The sampling technique used is purposive sampling. The sample in this study was 130 respondents who were students of UPH Karawaci, Tangerang, Faculty of Economics and Business. The data analysis technique used SEM PLS, namely the outer model (validity test and reliability test) and the inner model (determination coefficient test and hypothesis test). From the results of data analysis, it can be concluded that Entrepreneurial Self-Efficacy, Entrepreneurial Intention and Cultural Values have a positive effect on Entrepreneurial Behavior; Entrepreneurial Self-Efficacy and Cultural Values have a positive effect on Entrepreneurial Intention; Cultural Values have a positive effect on Entrepreneurial Self-Efficacy; Entrepreneurial Self-Efficacy can mediate the positive effect of Cultural Values on Entrepreneurial Intention; Entrepreneurial Self-Efficacy and Entrepreneurial Intention can mediate the positive effect of Cultural Values on Entrepreneurial Behavior; Entrepreneurial Intention can mediate the positive effect of Entrepreneurial Self-Efficacy on Entrepreneurial Behavior; Entrepreneurial Self-Efficacy and Entrepreneurial Intention together can mediate the positive effect of Cultural Values on Entrepreneurial Behavior.

Keywords : Cultural Values, Entrepreneurial Behavior, Entrepreneurial Self-Efficacy, Entrepreneurial Intention.

Reference : 29 (2018-2024)

ABSTRAK

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ANALISIS PENGARUH *CULTURAL VALUES* TERHADAP *ENTREPRENEURIAL BEHAVIOR* DENGAN *ENTREPRENEURIAL SELF-EFFICACY* DAN *ENTREPRENEURIAL INTENTION* SEBAGAI VARIABEL MEDIASI PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS DI UNIVERSITAS PELITA HARAPAN JAKARTA

(xvi + 119 halaman; 13 Gambar; 20 Tabel; 3 Lampiran)

Menurut Badan Pusat Statistik banyaknya pengangguran pada bulan Februari tahun 2024 di Indonesia mencapai 7,2 juta orang. Penelitian ini bertujuan untuk mengidentifikasi hubungan antara *Cultural Values*, *Entrepreneurial Behavior*, *Entrepreneurial Self-Efficacy*, dan *Entrepreneurial Intention* terhadap perilaku kewirausahaan di kalangan mahasiswa UPH. Penelitian ini menggunakan metode kuantitatif. Teknik *sampling* yang digunakan adalah *purposive sampling*. Sampel pada penelitian ini adalah 130 responden yang merupakan mahasiswa UPH Karawaci, Tangerang, Fakultas Ekonomi dan Bisnis. Teknik analisis data menggunakan SEM PLS, yaitu *outer model* (uji validitas dan uji reliabilitas) dan *inner model* (uji koefisien determinasi dan uji hipotesis). Dari hasil analisis data dapat disimpulkan bahwa *Entrepreneurial Self-Efficacy*, *Entrepreneurial Intention* dan *Cultural Values* berpengaruh positif terhadap *Entrepreneurial Behavior*; *Entrepreneurial Self-Efficacy* dan *Cultural Values* berpengaruh positif terhadap *Entrepreneurial Intention*; *Cultural Values* berpengaruh positif terhadap *Entrepreneurial Self-Efficacy*; *Entrepreneurial Self-Efficacy* dapat memediasi pengaruh positif *Cultural Values* terhadap *Entrepreneurial Intention*; *Entrepreneurial Self-Efficacy* dan *Entrepreneurial Intention* dapat memediasi pengaruh positif *Cultural Values* terhadap *Entrepreneurial Behavior*; *Entrepreneurial Intention* dapat memediasi pengaruh positif *Entrepreneurial Self-Efficacy* terhadap *Entrepreneurial Behavior*; *Entrepreneurial Self-Efficacy* dan *Entrepreneurial Intention* secara bersama-sama dapat memediasi pengaruh positif *Cultural Values* terhadap *Entrepreneurial Behavior*.

Kata kunci : *Cultural Values*, *Entrepreneurial Behavior*, *Entrepreneurial Self-Efficacy*, *Entrepreneurial Intention*.

Referensi : 29 (2018 -2024)