

## DAFTAR ISI

<i>ABSTRACT</i> .....	vi
ABSTRAK.....	vii
KATA PENGANTAR .....	viii
DAFTAR ISI.....	x
DAFTAR GAMBAR .....	xiii
DAFTAR TABEL.....	xiv
LAMPIRAN.....	xv
PENDAHULUAN .....	1
1.1. Latar Belakang Penelitian .....	1
1.2 Rumusan Masalah .....	12
1.3 Tujuan Penelitian.....	16
1.4 Manfaat Penelitian.....	18
1.4.1 Manfaat Teoritis.....	18
1.4.2 Manfaat Praktis.....	18
1.5 Sistematika Penulisan.....	19
TINJAUAN PUSTAKA .....	21
2.1 Teori Kewirausahaan ( <i>Entrepreneurship</i> ).....	21
2.2 Definisi Variabel .....	23
2.2.1. <i>Entrepreneurial Behavior</i> .....	23
2.2.2. <i>Cultural Values</i> .....	26
2.2.3. <i>Entrepreneurial Self-Efficacy</i> .....	29
2.2.4. <i>Entrepreneurial Intention</i> .....	32
2.3. Hubungan antar variabel .....	34
2.3.1. <i>Entrepreneurial Self-Efficacy terhadap Entrepreneurial Behavior</i> ..	34
2.3.2. <i>Entrepreneurial Self-Efficacy terhadap Entrepreneurial Intention</i> ..	35
2.3.3. <i>Entrepreneurial Intention terhadap Entrepreneurial Behavior</i> .....	36
2.3.4. <i>Cultural Values terhadap Entrepreneurial Self-Efficacy</i> .....	38
2.3.5. <i>Cultural Values terhadap Entrepreneurial Intention</i> .....	39
2.3.6. <i>Cultural Values terhadap Entrepreneurial Behavior</i> .....	40

2.3.7. <i>Entrepreneurial Self-Efficacy</i> memediasi pengaruh <i>Cultural Values</i> terhadap <i>Entrepreneurial Intention</i> .....	42
2.3.8. <i>Entrepreneurial Self-Efficacy</i> memediasi pengaruh <i>Cultural Values</i> terhadap <i>Entrepreneurial Behavior</i> .....	44
2.3.9. <i>Entrepreneurial Intention</i> memediasi pengaruh <i>Cultural Values</i> terhadap <i>Entrepreneurial Self-Efficacy</i> .....	45
2.4. Model Penelitian .....	48
METODE PENELITIAN.....	50
3.1 Jenis Metode Penelitian.....	50
3.2. Objek Penelitian .....	51
3.3. Unit Analisis.....	51
3.4 Definisi Konseptual dan Operasionalisasi Variabel (DKDO).....	53
3.5 Pengumpulan Data .....	55
3.5.1 Jenis Data.....	55
3.5.2 Metode Pengumpulan Data.....	55
3.6 Metode Sampling .....	57
3.6.1. Metode Penentuan Sampel .....	57
3.6.2. Penentuan Jumlah Sampel .....	58
3.7. Uji Instrumen.....	59
3.7.1. Validitas .....	59
3.7.2. Reliabilitas .....	59
3.8. Metode Analisis Data .....	59
3.9 Hasil Uji Pre-test .....	59
HASIL DAN PEMBAHASAN.....	63
4.1 Profil Responden .....	63
4.2. Statistik Deskriptif.....	65
4.2.1. Statistik Deskriptif Variabel <i>Entrepreneurial Behavior</i> .....	65
4.2.2. Statistik Deskriptif Variabel <i>Entrepreneurial Intention</i> .....	66
4.2.3. Statistik Deskriptif Variabel <i>Entrepreneurial Self Efficacy</i> .....	67
4.2.4. Statistik Deskriptif Variabel <i>Cultural Values</i> .....	68
4.3. Uji Statistik Inferensial.....	69

4.3.1. Hasil Pengujian Model Pengukuran (Outer Model) .....	69
4.3.2. Indicator Reliability (Outer Loading) .....	69
4.3.3. Construct Reliability (Cronbach Alpha dan Composite Reliability) ..	73
4.3.4. Convergent Validity (AVE).....	70
4.3.5. Discriminant Validity .....	71
4.3. Inner Model .....	73
4.3.1. VIF.....	73
4.3.2. Hasil Uji R - Square (R2) .....	74
4.4. Uji Signifikansi Hipotesis .....	75
4.5. IPMA.....	96
4.5. Pembahasan .....	81
4.5.1. <i>Entrepreneurial Self-Efficacy terhadap Entrepreneurial Behavior</i> ..	81
4.5.2. <i>Entrepreneurial Self-Efficacy terhadap Entrepreneurial Intention</i> ..	82
4.5.3. <i>Entrepreneurial Intention terhadap Entrepreneurial Behavior</i> .....	84
4.5.4. <i>Cultural Values terhadap Entrepreneurial Self-Efficacy</i> .....	85
4.5.5. <i>Cultural Values terhadap Entrepreneurial Intention</i> .....	87
4.5.6. <i>Cultural Values terhadap Entrepreneurial Behavior</i> .....	88
4.5.7. <i>Entrepreneurial Self-Efficacy</i> memediasi pengaruh <i>Cultural Values</i> terhadap <i>Entrepreneurial Intention</i> .....	90
4.5.8. <i>Entrepreneurial Self-Efficacy</i> memediasi pengaruh <i>Cultural Values</i> terhadap <i>Entrepreneurial Behavior</i> .....	92
4.5.9. <i>Entrepreneurial Intention</i> memediasi pengaruh <i>Cultural Values</i> terhadap <i>Entrepreneurial Self-Efficacy</i> .....	94
PENUTUP.....	99
5.1. Kesimpulan.....	99
5.2. Implikasi Manajerial.....	100
5.3. Keterbatasan Penelitian .....	102
5.4. Saran.....	102
DAFTAR PUSTAKA .....	104
LAMPIRAN:.....	108

## DAFTAR GAMBAR

Gambar 1.1. Hasil Prasurvey <i>Cultural Values</i> .....	6
Gambar 1.2. Hasil Prasurvey <i>Entrepreneurial Self-Efficacy</i> .....	7
Gambar 1.3. Hasil Prasurvey <i>Entrepreneurial Intention</i> .....	8
Gambar 1.4. Hasil Prasurvey <i>Entrepreneurial Behavior</i> .....	9
Gambar 1.5. Hasil Prasurvey Kewirausahaan .....	10
Gambar 2.1. Model Penelitian .....	45
Gambar 3.1. Perhitungan Sampel Menggunakan G-Power .....	55
Gambar 4.1. Profil Responden berdasarkan Jenis Kelamin .....	60
Gambar 4.2. Profil Responden berdasarkan Angkatan .....	61
Gambar 4.3. Profil Responden berdasarkan Jurusan .....	61
Gambar 4.4 Model Jalur Uji Aktual .....	66
Gambar 4.5. Path Model (Bootstrapping) .....	71
Gambar 4.6. IPMA .....	75

## DAFTAR TABEL

Tabel 1.1 Tabel Usia Tingkat Pengangguran Terbuka (TPT) Indonesia 2024 .....	2
Tabel 3.1 Definisi Konseptual dan Definisi Operasional .....	51
Tabel 3.2 Instrument Skala Likert.....	53
Tabel 3.3. Hasil Uji Outer Loading (1) .....	57
Tabel 3.4. Hasil Uji Outer Loading (2) .....	58
Tabel 3.5. Hasil Uji AVE.....	59
Tabel 3.6. Hasil Uji Reliabilitas .....	59
Tabel 4.1. Hasil Uji Statistik Deskriptif Variabel <i>Entrepreneurial Behavior</i> .....	62
Tabel 4.2. Hasil Uji Statistik Deskriptif Variabel <i>Entrepreneurial Intention</i> .....	63
Tabel 4.3. Hasil Uji Statistik Deskriptif Variabel <i>Entrepreneurial Self Efficacy</i> .....	63
Tabel 4.4. Hasil Uji Statistik Deskriptif Variabel <i>Cultural Values</i> .....	64
Tabel 4.5. Outer Loading Test Results .....	66
Tabel 4.6. Hasil Uji Reliabilitas .....	67
Tabel 4.7 AVE Tabel .....	68
Tabel 4.8. Discriminant Validity HTMT .....	68
Tabel 4.9. Hasil Uji Validitas Diskriminan dengan <i>Fornell Lacker Criterion</i> .....	68
Tabel 4.10. VIF .....	69
Tabel 4.11. Hasil Uji R-square.....	70
Tabel 4.12. Hasil Uji Hipotesis Path Coefficients .....	71
Tabel 4.13 <i>Important Performance Map Analysis</i> .....	75

## LAMPIRAN

Kuesioner Penelitian .....	103
Data Penelitian .....	108
Hasil Olah Data PLS .....	114

