

ABSTRAK

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PENGARUH *INNOVATION CONVICTION*, *INNOVATION MINDSET*, DAN *INNOVATION CREED* TERHADAP *PERFORMANCE OF WOMEN ENTREPRENEUR* DI JABODETABEK DENGAN MODERASI *ENTREPRENEURIAL EDUCATION* DAN *PROACTIVE PERSONALITY*

(87 halaman; 3 gambar; 20 tabel; 14 lampiran)

Peran wanita dalam dunia bisnis telah berkembang pesat dalam beberapa dekade terakhir. Banyak wanita kini sukses sebagai pengusaha, berkontribusi pada pertumbuhan ekonomi dan penciptaan lapangan kerja. Penelitian ini dilakukan dengan tujuan untuk menganalisis faktor-faktor yang mempengaruhi *Innovation Capability* dan dampaknya pada *Performance Of Women Entrepreneur*. Dengan *Innovation Capability* sebagai mediasi dan *Entrepreneurial Education* dan *Proactive Personality* sebagai moderasi. Penelitian ini mengumpulkan data melalui survei kuesioner *online* menggunakan *google form* dan disebarikan kepada 191 responden yaitu pengusaha wanita di JaBoDeTaBek. Penelitian ini bersifat kuantitatif dan menggunakan teknik pengambilan sampel yaitu *purposive sampling*. Data yang didapatkan adalah data primer yang akan dianalisis dengan PLS-SEM dengan menggunakan aplikasi SmartPLS 4. Hasil penelitian ini menunjukkan adanya hubungan positif dan signifikan antara *Innovation Conviction* dan *Innovation Mindset* terhadap *Innovation Capability*. Terdapat juga hubungan positif antara *Innovation Capability*, *Entrepreneurial Education*, dan *Proactive personality* terhadap *Performance Of Women Entrepreneur*. Namun terdapat hubungan yang tidak signifikan antara *Innovation Creed* terhadap *Innovation Capability*. Ditemukan juga bahwa *Entrepreneurial Education* dan *Proactive Personality* tidak memoderasi hubungan antara *Innovation Capability* dan *Performance Of Women Entrepreneur*.

Kata kunci: Keyakinan Inovasi, Pola Pikir Inovatif, Kepercayaan Inovasi, Kemampuan Inovasi, Kinerja Pengusaha Wanita, Pendidikan Kewirausahaan, Kepribadian Proaktif

Refrensi: 61 (1990-2024)

ABSTRACT

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THE EFFECT OF INNOVATION CONVICTION, INNOVATION MINDSET, AND INNOVATION CREED ON THE PERFORMANCE OF WOMEN ENTREPRENEURS IN JABODETABEK WITH ENTREPRENEURSHIP EDUCATION AND PROACTIVE PERSONALITY AS MODERATION

(87 pages; 3 figures; 20 tables; 14 appendix)

Over the past few decades, women's roles in the business sector have expanded significantly. Nowadays, a large number of women are prosperous business owners who support job creation and economic expansion. This study was conducted with the aim of analyzing the factors that influence innovation capability and its impact on the performance of women entrepreneurs. With innovation capability as a mediator and entrepreneurial education and proactive personality as moderation. This study collects data through an online questionnaire survey using google form and distributed to 191 respondents, namely women entrepreneurs in JaBoDeTaBek. This study is quantitative and uses a sampling technique, namely purposive sampling. The data obtained are primary data that will be analyzed with PLS-SEM using the SmartPLS 4 application. The results of this study indicate a positive and significant relationship between innovation conviction and innovative mindset on innovation capability. There is also a positive relationship between innovation capability, entrepreneurial education, and proactive personality on the performance of women entrepreneurs. However, there is an insignificant relationship between innovation creed and innovation capability. It was also found that entrepreneurial education and proactive personality do not moderate the relationship between innovation capability and performance of women entrepreneurs.

Keywords: Innovation Conviction, Innovation Mindset, Innovation Creed, Innovation Capability, Performance of Women Entrepreneurs, Entrepreneurial Education, Proactive Personality

References: 61 (1990-2024)