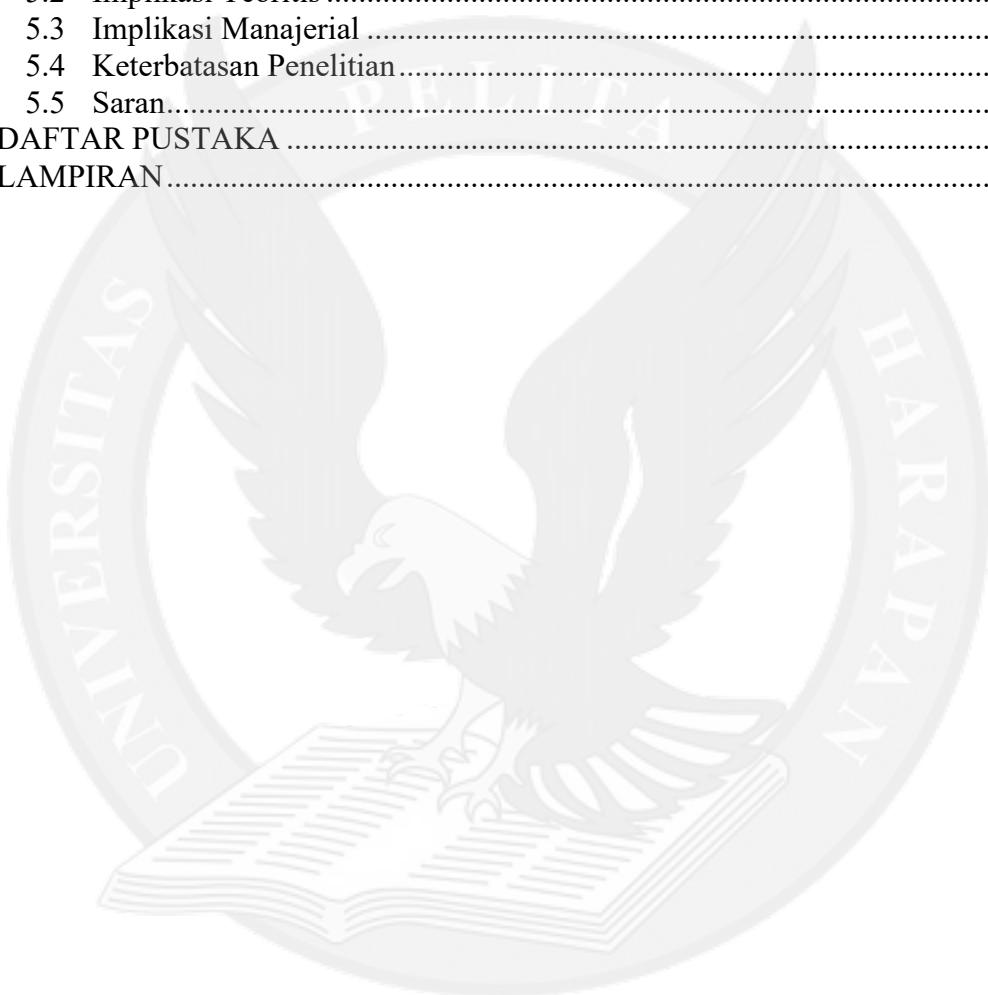


DAFTAR ISI

ABSTRAK	vi
ABSTRACT	vii
KATA PENGANTAR	viii
DAFTAR ISI	x
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xiv
DAFTAR LAMPIRAN	xv
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	11
1.3 Pertanyaan Penelitian	12
1.4 Tujuan Penelitian	12
1.5 Manfaat Penelitian	13
1.5.1 Manfaat Teoritis	13
1.5.2 Manfaat Konkret	14
1.5.3 Manfaat bagi Pembuat Kebijakan	15
1.6 Sistematika Penelitian	16
BAB II TINJAUAN PUSTAKA	18
2.1 Landasan Teori	18
2.2 Definisi Variabel	19
2.2.1 <i>Social media</i>	19
2.2.2 <i>Social Networks</i>	21
2.2.3 <i>Entrepreneurial Alertness</i>	22
2.2.4 <i>Entrepreneurial Opportunity Recognition</i>	24
2.3 Hubungan Antar Variabel	25
2.3.1 Hubungan <i>Entrepreneurial Alertness</i> Terhadap <i>Entrepreneurial Opportunity Recognition</i>	25
2.3.2 Hubungan <i>Social Networks</i> Terhadap <i>Entrepreneurial Opportunity Recognition</i>	26
2.3.3 Hubungan <i>Social Media</i> Terhadap <i>Entrepreneurial Opportunity Recognition</i>	28
2.3.4 <i>Entrepreneurial Alertness</i> Memediasi Hubungan Antara <i>Social Media</i> Dengan <i>Entrepreneurial Opportunity Recognition</i>	29
2.3.5 <i>Social Networks</i> Memediasi Hubungan Antara <i>Social Media</i> Dengan <i>Entrepreneurial Opportunity Recognition</i>	30
2.4 Model Penelitian	31
BAB III METODE PENELITIAN	33
3.1 Paradigma Penelitian	33
3.2 Penelitian Kuantitatif	34
3.3 Desain Penelitian	34
3.4 Objek Penelitian	35
3.5 Subjek Penelitian	35
3.6 Unit Analisis	36

3.7	Populasi	36
3.8	Sampel.....	36
3.9	Metode Pengumpulan Data	37
3.10	Pengukuran Variabel	38
3.11	Definisi Konseptual dan Operasional (DKDO)	38
3.12	Pengukuran Skala.....	42
3.13	Ukuran Sampel.....	43
3.14	Metode Analisis Data	43
3.14.1	Analisis Multivariat.....	44
3.14.2	PLS-SEM (Partial Least Square-Structural Equation Model)	44
3.14.3	Model Pengukuran (<i>Outer Model</i>)	45
3.14.4	Model Struktural (<i>Inner Model</i>).....	48
3.15	<i>Importance Performance Map Analysis</i> (IPMA)	50
3.16	Uji Pretest (Uji Pendahuluan).....	50
3.16.1	<i>Outer Model – Pretest</i>	51
3.16.2	Validitas Konvergen – <i>Pretest</i>	51
3.16.3	Validitas Diskriminan – <i>Pretest</i>	53
3.16.4	Reliabilitas <i>Pretest</i>	53
	BAB IV HASIL DAN PEMBAHASAN	55
4.1	Karakteristik Responden	55
4.2	Statistik Deskriptif	57
4.2.1	Statistik Deskriptif Variabel <i>Social Media</i>	58
4.2.2	Statistik Deskriptif Variabel <i>Entrepreneurial Alertness</i>	59
4.2.3	Statistik Deskriptif Variabel <i>Social Networks</i>	61
4.2.4	Statistik Deskriptif Variabel <i>Entrepreneurial Opportunity Recognition</i>	62
4.3	Statistik Inferensial.....	64
4.3.1	<i>Outer Model</i> (Model pengukuran)	64
4.3.2	Validitas Konvergen – Aktual.....	65
4.3.3	Validitas Diskriminan – Aktual	66
4.3.4	Reliabilitas – Aktual.....	67
4.3.5	<i>Inner Model</i> (Model Struktural).....	68
4.3.6	<i>Collinearity</i> (VIF)	69
4.3.7	Koefisien Determinasi (R^2)	70
4.3.8	<i>F-Squared</i> (<i>Effect Size</i>)	71
4.3.9	<i>Predictive Relevance</i> (Q^2)	72
4.3.10	<i>Goodness of Fit Model</i>	73
4.3.11	Pengujian Hipotesis.....	73
4.4	Pembahasan.....	74
4.4.1	Pengaruh <i>Entrepreneurial Alertness</i> Terhadap <i>Entrepreneurial Opportunity Recognition</i>	74
4.4.2	Pengaruh <i>Social Networks</i> Terhadap <i>Entrepreneurial Opportunity Recognition</i>	75
4.4.3	Pengaruh <i>Social media</i> Terhadap <i>Entrepreneurial Opportunity Recognition</i>	76

4.4.4	<i>Entrepreneurial Alertness Memediasi Hubungan Social media Terhadap Entrepreneurial Opportunity Recognition</i>	78
4.4.5	<i>Social Networks Memediasi Hubungan Social Media Terhadap Entrepreneurial Opportunity Recognition</i>	79
4.5	<i>Importance Performance Map Analysis (IPMA) Entrepreneurial Opportunity Recognition</i>	80
BAB V	KESIMPULAN DAN SARAN.....	85
5.1	Kesimpulan	85
5.2	Implikasi Teoritis	86
5.3	Implikasi Manajerial	87
5.4	Keterbatasan Penelitian.....	90
5.5	Saran.....	92
DAFTAR PUSTAKA		94
LAMPIRAN		A-1

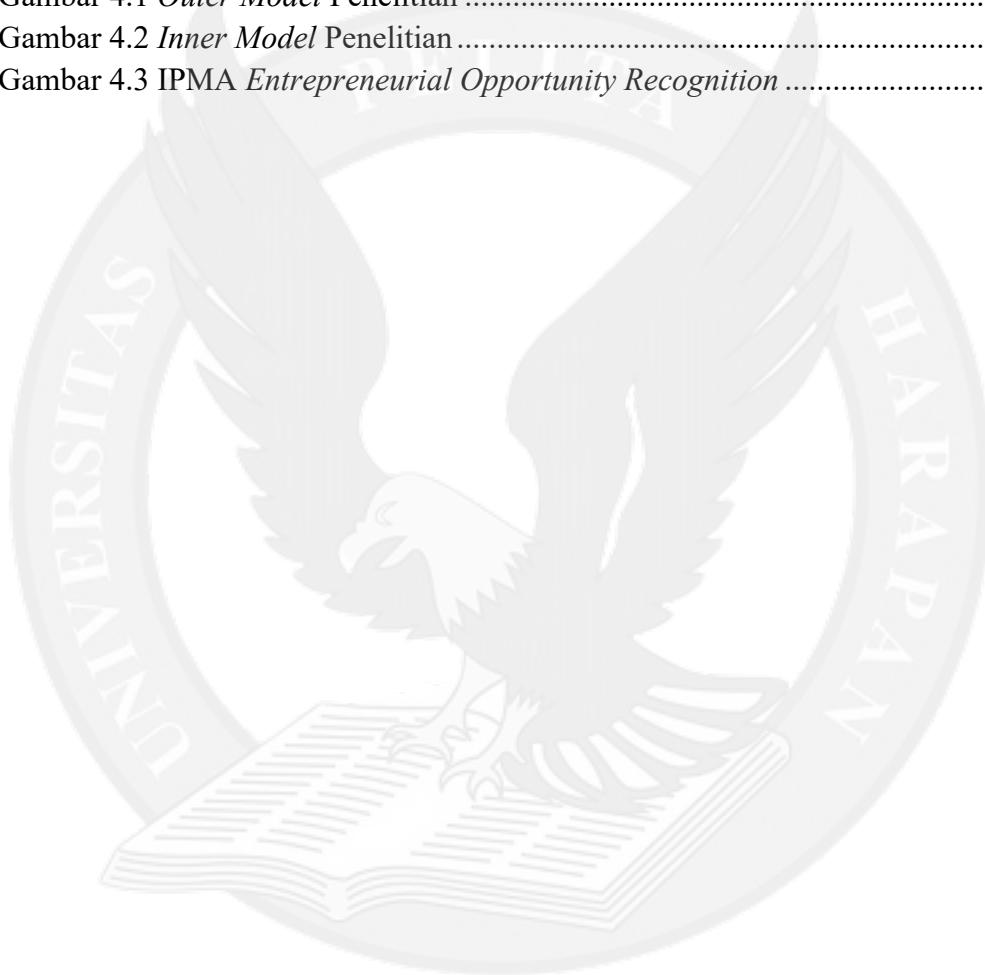


DAFTAR TABEL

Tabel 3.1 Variabel, Definisi Konseptual dan Operasional.....	39
Tabel 3.2 Kategori Skala <i>Likert</i>	43
Tabel 3.3 Validitas Konvergen – <i>Pretest</i>	52
Tabel 3.4 Validitas Diskriminan (HTMT) – <i>Pretest</i>	53
Tabel 3.5 Reliabilitas – <i>Pretest</i>	53
Tabel 4.1 Karakteristik Responden	55
Tabel 4.2 Kategori Jawaban Responden	58
Tabel 4.3 Deskripsi Variabel <i>Social media</i>	58
Tabel 4.4 Deskripsi Variabel <i>Entrepreneurial Alertness</i>	60
Tabel 4.5 Deskripsi Variabel <i>Social Networks</i>	61
Tabel 4.6 Deskripsi Variabel <i>Entrepreneurial Opportunity Recognition</i>	62
Tabel 4.7 Hasil Uji Validitas Konvergen - Aktual.....	66
Tabel 4.8 Hasil Validitas Diskriminan (HTMT) - Aktual.....	67
Tabel 4.9 Hasil Uji Reliabilitas – Aktual	67
Tabel 4.10 <i>Collinearity (Outer VIF)</i>	69
Tabel 4.11 Nilai Koefisien Determinasi (R^2)	70
Tabel 4.12 Nilai <i>f-squared (Effect Size)</i>	71
Tabel 4.13 Nilai <i>Predictive Relevance (Q²)</i>	72
Tabel 4.14 Hasil Uji Goodness of Fit.....	73
Tabel 4.15 Hasil Pengujian Hipotesis	74
Tabel 4.16 IPMA <i>Entrepreneurial Opportunity Recognition</i>	82

DAFTAR GAMBAR

Gambar 1.1 Jumlah Wirausaha Mapan di Indonesia 2020 – 2024	2
Gambar 1.2 Pertumbuhan E-Commerce Global Tahun 2024	7
Gambar 2.1 Model Penelitian	32
Gambar 3.1 <i>Outer Model</i> Pretest	51
Gambar 4.1 <i>Outer Model</i> Penelitian	65
Gambar 4.2 <i>Inner Model</i> Penelitian	68
Gambar 4.3 IPMA <i>Entrepreneurial Opportunity Recognition</i>	84



DAFTAR LAMPIRAN

Lampiran A. Kuesioner Penelitian	A-1
Lampiran B. Hasil Pengolahan Data Dengan SmartPLS 4.....	B-1

