

PENGARUH *LOCUS OF CONTROL*, *RISK TAKING PROPENSITY*, *NEED OF ACHIEVEMENT*, *PERSONALITY*, *ENTREPRENEURIAL EDUCATION*, DAN *SOCIAL SUPPORT* TERHADAP KEPUTUSAN BERWIRAUSAHA PADA SEKTOR RETAIL

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *locus of control*, *risk taking propensity*, *need of achievement*, *personality*, *entrepreneurial education*, dan *social support* terhadap keputusan berwirausaha pada sektor retail di Indonesia. Responden pada penelitian ini merupakan seseorang yang memutuskan untuk berwirausaha pada industri retail dengan jumlah 459 responden. Metode yang digunakan dalam penelitian ini adalah kuantitatif dan teknik pengambilan sampel menggunakan teknik *random sampling*. *Software* yang digunakan adalah SPSS 22 dengan analisis regresi *logistic*. Hasil dalam penelitian ini menunjukkan bahwa secara parsial *locus of control*, *need of achievement*, *personality*, *social support* berpengaruh secara positif dan signifikan sedangkan *risk taking propensity* dan *entrepreneurial education* berpengaruh negatif dan signifikan. Secara simultan *locus of control*, *risk taking propensity*, *need of achievement*, *personality*, *entrepreneurial education*, *social support* berpengaruh terhadap keputusan berwirausaha. Berdasarkan uji koefisien determinasi menunjukkan bahwa variabel independen yang terdiri dari *locus of control*, *risk taking propensity*, *need of achievement*, *personality*, *entrepreneurial education*, dan *social support* berpengaruh terhadap variabel dependen yaitu keputusan berwirausaha sebesar 62,7%, sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini sebesar 37,3%.

Kata Kunci: *Entrepreneurial Education*, *Keputusan Berwirausaha*, *Locus of Control*, *Need of Achievement*, *Personality*, *Risk Taking Propensity*, *Social Support*

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THE INFLUENCE OF LOCUS OF CONTROL, RISK TAKING PROPENSITY, NEED OF ACHIEVEMENT, PERSONALITY, ENTREPRENEURIAL EDUCATION, AND SOCIAL SUPPORT ON ENTREPRENEURIAL DECISIONS IN THE RETAIL SECTOR

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Abstract

This study aimed to analyze the influence of locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support on the decision to engage in entrepreneurship within the retail sector in Indonesia. The respondents consisted of 459 individuals who had chosen to pursue entrepreneurship in the retail industry. A quantitative research method was employed, and random sampling was used to select the participants. Data analysis was conducted using SPSS 22 and logistic regression. The results indicated that, individually, locus of control, need for achievement, personality, and social support had a positive and significant influence on the decision to engage in entrepreneurship. In contrast, risk-taking propensity and entrepreneurial education had a negative and significant impact. Collectively, the six independent variables—locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support—significantly influenced the decision to engage in entrepreneurship. The coefficient of determination (R^2) revealed that these independent variables explained 62.7% of the variation in the dependent variable (entrepreneurial decision), while the remaining 37.3% was influenced by other factors not included in the study.

Keywords: *Entrepreneurial Education, Entrepreneurial Decision, Locus of Control, Need of Achievement, Personality, Risk Taking Propensity, Social Support*