

PENGARUH *INTERNAL LOCUS OF CONTROL, RISK TAKING PROPENSITY, NEED OF ACHIEVEMENT, PERSONALITY, ENTREPRENEURIAL EDUCATION* DAN *SOCIAL SUPPORT* TERHADAP KEPUTUSAN BERWIRAUSAHA DI INDUSTRI MAKANAN DAN MINUMAN

Nadia Nurahananti

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *internal locus of control, risk taking propensity, need of achievement, personality, entrepreneurial education* dan *social support* terhadap keputusan berwirausaha di industri makanan dan minuman. Responden pada penelitian ini yaitu seorang wirausaha pada industri makanan dan minuman di wilayah Indonesia dengan jumlah responden sebanyak 484 responden. Metode yang digunakan dalam penelitian merupakan kuantitatif dan teknik pengambilan sampel menggunakan teknik *random sampling*. Alat yang digunakan untuk analisis ini menggunakan *software* SPSS 26 dengan analisis regresi *logistic*. Hasil dalam penelitian menunjukkan bahwa secara parsial *internal locus of control, need of achievement, personality*, dan *social support* berpengaruh secara positif dan signifikan terhadap keputusan berwirausaha sedangkan variabel *risk taking propensity* dan *entrepreneurial education* berpengaruh negatif dan signifikan terhadap keputusan berwirausaha. Secara simultan *internal locus of control, risk taking propensity, need of achievement, personality, entrepreneurial education* dan *social support* berpengaruh secara simultan terhadap keputusan berwirausaha. Berdasarkan uji koefisien determinasi menunjukkan bahwa variabel independen yang terdiri dari *internal locus of control, risk taking propensity, need of achievement, personality, entrepreneurial education* dan *social support* berpengaruh terhadap variabel dependen yaitu keputusan berwirausaha sebesar 34,7%, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian ini sebesar 65,3%.

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

2021/12/20
R

THE INFLUENCE OF INTERNAL LOCUS OF CONTROL, RISK-TAKING PROPENSITY, NEED FOR ACHIEVEMENT, PERSONALITY, ENTREPRENEURIAL EDUCATION, AND SOCIAL SUPPORT ON ENTREPRENEURIAL DECISION-MAKING IN THE FOOD AND BEVERAGE INDUSTRY

Nadia Nurhananti

Abstract

This study aimed to analyze the influence of internal locus of control, risk-taking propensity, need for achievement, personality traits, entrepreneurial education, and social support on the decision to engage in entrepreneurship within the food and beverage industry. The respondents in this study comprised individuals who chose to pursue entrepreneurship in this sector, totaling 484 participants. The research method employed a quantitative approach, and random sampling was used as the sampling technique. The software utilized for analysis was SPSS 26 with logistic regression analysis. The results of this study indicate that, partially, internal locus of control, need for achievement, personality, and social support have a positive and significant influence, while risk-taking propensity and entrepreneurial education have a negative and significant influence. Simultaneously, internal locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support collectively influence the decision to engage in entrepreneurship. Based on the coefficient of determination test, the independent variables consisting of internal locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support accounted for 34.7% of the variation in the dependent variable (the decision to engage in entrepreneurship), while other variables outside this study influenced the remaining 65.3%.

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