

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

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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 di industri fesyen Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling*, yang mensurvei 166 pemilik bisnis fesyen di Indonesia. Data primer dikumpulkan melalui kuesioner berbasis *Google Form* yang telah di uji validitas dan reliabilitasnya. Data dianalisis dengan menggunakan statistik deskriptif, pengujian instrumen, regresi logistik dan pengujian hipotesis, dengan menggunakan IBM SPSS *Statistic* versi 26. Hasil penelitian menunjukkan bahwa secara parsial, *locus of control*, *risk taking propensity*, *need of achievement*, *personality* dan *social support* berpengaruh positif dan signifikan terhadap keputusan berwirausaha. Sebaliknya, *entrepreneurial education* berpengaruh negatif dan signifikan terhadap keputusan berwirausaha. Namun, jika dilihat secara simultan, semua variabel independen menunjukkan pengaruh positif dan signifikan terhadap keputusan berwirausaha. Berdasarkan uji koefisien determinasi, variabel-variabel independen ini menyumbang 69.9% dari varian dalam keputusan berwirausaha, dengan 30.1% sisanya disebabkan oleh faktor-faktor lain yang tidak diteliti. Hasil penelitian ini menggarisbawahi kebutuhan penting untuk kurikulum kewirausahaan agar lebih praktis dan selaras dengan tuntutan bisnis di dunia nyata.

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

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THE INFLUENCE OF LOCUS OF CONTROL, RISK-TAKING PROPENSITY, NEED OF ACHIEVEMENT, PERSONALITY, ENTREPRENEURIAL EDUCATION, AND SOCIAL SUPPORT ON ENTREPRENEURIAL DECISION IN THE FASHION INDUSTRY

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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 entrepreneurial decisions within the Indonesian fashion industry. The research employed a quantitative approach with a purposive sampling technique, surveying 166 fashion business owners in Indonesia. Primary data were collected through a Google Form-based questionnaire that had been tested for validity and reliability. Data was analyzed using descriptive statistics, instrument testing, logistic regression, and hypothesis testing, with IBM SPSS Statistics version 26. The findings revealed that, partially, locus of control, risk-taking propensity, need for achievement, personality, and social support had a positive and significant effect on entrepreneurial decisions. Conversely, entrepreneurial education had a negative and significant effect on entrepreneurial decisions. However, when considered collectively, all independent variables demonstrated a positive and significant influence on these decisions. Based on the coefficient of determination test, these independent variables accounted for 69.9% of the variance in entrepreneurial decisions, while the remaining 30.1% can be attributed to other unexamined factors. The results underscore the critical need for entrepreneurship curricula to be more practical and aligned with real-world business demands.

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