

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

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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 properti di Indonesia. Responden penelitian ini sebanyak 167 wirausaha properti di Indonesia. Penelitian ini menggunakan metode penelitian kuantitatif dengan metode kuesioner online melalui *google form* yang telah di uji validitas dan reliabilitasnya. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*. *Software* yang digunakan adalah IBM SPSS versi 26 dengan analisis *regresi logistic*. Hasil penelitian ini menunjukkan bahwa secara simultan faktor *locus of control*, *risk taking propensity*, *need of achievement*, *personality*, *entrepreneurial education* dan *social support* berpengaruh terhadap keputusan berwirausaha pada sektor properti. Secara parsial *locus of control*, *need of achievement*, *personality* dan *social support* berpengaruh secara positif dan signifikan terhadap keputusan berwirausaha, sedangkan *risk taking propensity* dan *entrepreneurial education* berpengaruh negatif terhadap keputusan berwirausaha. Berdasarkan hasil uji koefisien determinasi menunjukkan bahwa kemampuan variabel *locus of control*, *risk taking propensity*, *need of achievement*, *personality*, *entrepreneurial education* dan *social support* berpengaruh terhadap variabel dependen yaitu keputusan berwirausaha sebesar 75%, sedangkan sisanya dipengaruhi oleh variabel lain di luar model penelitian ini sebesar 25%.

Kata Kunci: *Locus of Control*, *Risk Taking Propensity*, *Need of Achievement*, *Personality*, *Entrepreneurial Education*, *Social Support* dan *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 DECISIONS IN THE PROPERTY SECTOR IN
INDONESIA**

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Abstract

This study aimed to analyze the effects of locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support on entrepreneurial decisions in the property sector in Indonesia. The study surveyed 167 property entrepreneurs in Indonesia. A quantitative research method was employed, with data collected through an online questionnaire via Google Forms, which was tested for validity and reliability. The sampling technique used was purposive sampling. Data analysis was performed using IBM SPSS version 26, employing a logistic regression model. The results of the study indicate that, collectively, locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support have a significant impact on entrepreneurial decisions in the property sector. Specifically, locus of control, need for achievement, personality, and social support had a positive and significant effect on entrepreneurial decisions, while risk-taking propensity and entrepreneurial education had a negative effect. Furthermore, the coefficient of determination test revealed that the independent variables—locus of control, risk-taking propensity, need for achievement, personality, entrepreneurial education, and social support—explained 75% of the variation in entrepreneurial decisions, with the remaining 25% influenced by other factors not included in this research model.

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