UNIVERSITY INTERNATIONAL BATAM

Bachelor Thesis
Bachelor Management Study Program
Even Semester 2018/2019

THE INFULUENCE OF UNIVERSITY, FAMILY, SOCIAL ENVIRONMENT, CAREER MOTIVATION TOWARDS ENTREPRENEUR INTENTION IN BATAM CITY WITH PERSONALITY AS MEDIATION

Sandi
NPM: 1541093

Abstract

This study studies the factors that cause students' interest in entrepreneurship. In this case the researcher uses several variables such as university, family, social environment, work motivation, personality which are independent variables and variables that represent the interests of entrepreneurship. The samples used in this study were 400 respondents taken from four major universities in Batam such as UIB, UNIBA, UPB, and UNRIKA Batam. The data uses PLS program in descriptive statistical testing, General Bias Method Test (CMB), Validity and Reliability Test, Structural Model Test, Adjusted R square Test.

In this study, university, family, social environment and career motivation directly have a significant effect on the interest in entrepreneurship as well as indirect impactors are also significantly positive by the variables of the university and family mediated by personality. But on the other hand, social environmental factors and career motivation indirectly do not have a significant effect on entrepreneurial interest, both of which are mediated by personality. Significant positive results were also felt by the independent variables of the university, family, and social environment on personality mediation variables. But it is different from the insignificant results between career motivation towards personality as a mediating variable. And the latest results found a significant relationship between personality mediating variables on the dependent variable of entrepreneurial interest in the city of Batam.

***Keywords**: University, Family, Social Environment, Career Motivation, Personality, Entrepreneurial Intention.*

Sandi. Pengaruh Universitas, Keluarga, Lingkungan Sosial, Motivasi Karir Terhadap Minat Berwirausaha di Kota Batam dengan Kepribadian Sebagai Mediasi, 2019.
UIB Repository©2019