

Analisis faktor faktor yang mempengaruhi entrepreneurial opportunity recognition pada UMKM binaan Kementerian Koperasi dan UKM = Analysis of the factors affecting entrepreneurial opportunity recognition in SME under State Minister for Cooperatives Small and Medium Enterprises

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Abstrak

UMKM memiliki peranan penting dalam pertumbuhan perekonomian Indonesia. Oleh karena itu perlu diperhatikan faktor-faktor yang memberikan kontribusi terhadap pertumbuhan bisnis dalam UMKM. Penelitian ini bertujuan untuk mengetahui pengaruh skema, efikasi diri, ikatan sosial yang lemah, ikatan sosial yang kuat, mentor, dinamisme pasar, heterogenitas pasar, dukungan pasar terhadap Entrepreneurial Opportunity Recognition UMKM binaan Kementerian Koperasi dan UKM. Penelitian ini merupakan penelitian deskriptif dengan menggunakan single cross-sectional. Data primer diperoleh melalui wawancara menggunakan kuesioner terstruktur dalam skala Likert yang kemudian dianalisis dengan metode regresi. Hasil analisis membuktikan bahwa skema, mentor, heterogenitas pasar dan akses pasar secara signifikan berpengaruh positif terhadap Entrepreneurial Opportunity Recognition.

.....SME play an important role in the growth of the Indonesian economy. Therefore SME industry is needed to be addressed in order to have more understanding about the factors that are contributing towards its business growth. This study investigates the perceived importance of schema, self efficacy, weak ties, strong ties, mentor, market dynamism, market heterogeneity and market munificence to Entrepreneurial Opportunity Recognition in SME under State Minister For Cooperatives Small And Medium Enterprises. An empirical survey was conducted through a structured questionnaire in Likert scale which were analyzed by regression. The results of the analysis prove that schema, mentor, market heterogeneity and market munificence is positively related to Entrepreneurial Opportunity Recognition for SME's.