

Analisis Social Capital Terhadap Business Performance Dengan Variabel Entrepreneurial Orientation Sebagai Mediasi [Studi Pada Usaha Mikro Kecil Dan Menengah (UMKM) Di Pulau Jawa] = Analysis of Social Capital on Business Performance with Entrepreneurial Orientation Variables as Mediation [Studies on Micro, Small and Medium Enterprises (MSMEs) in Java Island]

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Abstrak

Skripsi ini membahas tentang analisis hubungan social capital, entrepreneurial orientation dan business performance pada usaha mikro kecil dan menengah (UMKM) di Pulau Jawa. Social capital dapat diartikan dengan jumlah sumber daya sebenarnya dan potensial yang ada, tersedia, dan berasal dari jaringan interaksi yang dimiliki oleh individu atau kelompok sosial. Penelitian ini adalah penelitian kuantitatif yang datanya dikumpulkan melalui survey yang disebar secara daring kepada para pelaku UMKM di Pulau Jawa. Hasil penelitian ini menemukan pengaruh positif dan signifikan antara social capital terhadap entrepreneurial orientation, social capital terhadap business performance, entrepreneurial orientation terhadap business performance pada UMKM di Pulau Jawa. Juga ditemukan pengaruh positif antara social capital terhadap business performance melalui variable entrepreneurial orientation pada UMKM di Pulau Jawa.

.....This thesis is aimed at analyzing the impact of social capital and entrepreneurial orientation on business performance of micro, small and medium enterprises (MSMEs) in Java Island. Social capital refers to the number of actual and potential resources that exist, available, and realized from interactions amongst networks that are owned by individuals or social groups. This research uses a quantitative approach with data collection using a questionnaire. The survey is distributed online to MSMEs' owners whose domicile are in the Java Island. The findings of this study are the impact of both social capital and entrepreneurial orientation, though analyzed separately, on business performance are positive and significant. Consistently, the influence of social capital on entrepreneurial orientation is also positive and significant. Lastly, an influence between social capital on business performance of MSMEs in Java Island through the entrepreneurial orientation as a mediating variable is found statistically positive.