

Analisis Faktor Penentu Niat Berwirausaha Sosial Islami pada Masyarakat Muslim Indonesia = Analysis of Determinants of Social Islamic Entrepreneurial Intentions in Indonesian Muslim Society

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Abstrak

Seiring dengan meningkatnya populasi umat Islam di Indonesia, semakin besar peluang untuk mengembangkan kewirausahaan sosial Islami. Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi niat berwirausaha sosial Islami pada masyarakat muslim Indonesia, dengan melihat bagaimana *empathy*, *moral obligation*, *self-efficacy*, dan *perceived social support* mempengaruhi niat berwirausaha sosial berdasarkan prinsip-prinsip Islam. Peneliti mengolah data dengan metode *Partial Least Square-Structural Equation Model* (PLS-SEM) pada SmartPLS 4.0, di mana pengambilan datanya menggunakan teknik *self-administrated questionnaire* kepada responden dengan kriteria WNI beragama Islam, dan berusia 17 - 64 tahun. Hasil dari penelitian ini menunjukkan bahwa *moral obligation*, *self-efficacy*, dan *perceived social support* berpengaruh positif secara signifikan terhadap niat berwirausaha sosial Islami pada masyarakat muslim Indonesia, sehingga hasil tersebut dapat dijadikan referensi bagi para pembuat kebijakan atau akademisi untuk meningkatkan aktivitas kewirausahaan Islam dan mempromosikan niat kewirausahaan Islam di masyarakat.

.....Along with the increasing Muslim population in Indonesia, the greater the opportunity to develop Islamic social entrepreneurship. This research was conducted to find out the factors that influence Islamic social entrepreneurship intentions in Indonesian Muslim communities, by looking at how empathy, moral obligation, self-efficacy, and perceived social support affect social entrepreneurial intentions based on Islamic principles. The researcher processed the data using the Partial Least Square-Structural Equation Model (PLS-SEM) method in Smart PLS 4.0 where the data was collected using a self-administrated questionnaire technique to respondents with criteria of Indonesian citizen, Muslim, and aged 17 - 64 years. The results showed that moral obligation, self-efficacy, and perceived social support had a significantly positive effect towards the intention of social Islamic entrepreneurial intentions in Indonesian Muslim communities so that these results can be used as a reference for policy makers or academics to increasing Islamic entrepreneurial activity and promote Islamic entrepreneurial intentions in society.