

# Analisis Pengaruh Entrepreneurial Passion Terhadap Entrepreneurial Behavior (Studi Pada Mahasiswa Universitas Indonesia) = Analysis of the effect of Entrepreneurial Passion on Entrepreneurial Behavior (Study on University of Indonesia Student)

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## Abstrak

Entrepreneur dengan passion dianggap lebih sukses dibandingkan yang tidak memilikinya (Baum & Locke, 2004; Cardon, Zietsma, Saporito, Matherne, & Davis, 2005; Moses, 2001). Dengan adanya passion dapat memberikan individu rasa senang dan kesanggupan untuk melakukan sesuatu yang mereka sukai secara sepenuh hati. Dengan adanya entrepreneurial passion, entrepreneur dapat menghadapi kesulitan-kesulitan yang mereka temukan selama menjalani bisnis (Bird, 1969). Dengan entrepreneurial passion tersebut dapat mengantarkan mereka untuk bisa mempertahankan bisnisnya dalam jangka panjang. Penelitian ini memiliki tujuan untuk menganalisis bagaimana pengaruh dari entrepreneurial passion terhadap entrepreneurial behavior. Entrepreneurial passion (EP) akan diukur melalui dimensi EP for inventing, EP for founding, dan EP for developing. Lalu, entrepreneurial behavior akan diukur menggunakan dimensi business planning, financing the new firm, dan interaction with the external environment. Total responden valid yang didapatkan berjumlah 107 responden dengan kriteria mahasiswa Universitas Indonesia berstatus aktif dan sedang memiliki bisnis saat data penelitian ini diambil. Hasil analisis terhadap data yang didapatkan dari responden tersebut menunjukkan bahwa entrepreneurial passion berpengaruh secara positif yang signifikan terhadap entrepreneurial behavior.

.....Entrepreneurs with passion are considered more successful than those without it (Baum & Locke, 2004; Cardon, Zietsma, Saporito, Matherne, & Davis, 2005; Moses, 2001). Having passion can give individuals a sense of joy and the ability to do something they like wholeheartedly. With entrepreneurial passion, entrepreneurs can face the difficulties they encounter while running a business (Bird, 1969). This entrepreneurial passion can lead them to be able to maintain their business in the long term. This research aims to analyze the influence of entrepreneurial passion on entrepreneurial behavior. Entrepreneurial passion (EP) will be measured through the dimensions EP for inventing, EP for founding, and EP for developing. Then, entrepreneurial behavior will be measured using the dimensions of business planning, financing the new firm, and interaction with the external environment. The total number of valid respondents obtained was 107 respondents with the criteria being that students at the University of Indonesia had active status and were owning a business when the data for this research was taken. The results of the analysis of the data obtained from these respondents show that entrepreneurial passion has a significant positive effect on entrepreneurial behavior.