

Analisis Pengaruh Entrepreneurial Self Efficacy Dan Opportunity Recognition Terhadap Intensi Berwirausaha Yang Dimoderasi Oleh Subjective Norms Dan Perceived Behavioral Control Pada Mantan Pekerja Migran Di Indonesia = Analysis Of The Effect Of Entrepreneurial Self Efficacy And Opportunity Recognition On Entrepreneurial Intentions Moderated By Subjective Norms And Perceived Behavioral Control On Former Migrant Workers In Indonesia

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Abstrak

Pentingnya pekerja migran bagi perekonomian Indonesia dapat dilihat dari banyaknya remitansi yang diberikan oleh mereka selama bekerja di luar negeri. Namun, ketika mereka kembali ke Indonesia, sangat sedikit yang menggunakan pendapatan mereka saat bekerja di luar negeri untuk memulai bisnis di kampung halaman mereka. Penelitian ini akan menganalisis pengaruh yang paling signifikan bagi pekerja migran pasca kerja untuk mulai berwirausaha di kampung halamannya. Untuk mengetahui pengaruh opportunity recognition dan entrepreneurial self-efficacy terhadap intensi berwirausaha para mantan pekerja migran Indonesia. Selain itu, penelitian ini juga mengkaji peran moderasi subjective norms dan perceived behavioral control terhadap hubungan antara opportunity recognition, entrepreneurial self-efficacy dan intensi berwirausaha. Data dikumpulkan dari 302 responden para mantan pekerja migran Indonesia yang tinggal di Nusa Tenggara Barat dan Nusa Tenggara Timur pada Juni 2020. Analisis regresi hierarki digunakan untuk menguji efek moderasi dan hipotesis yang diajukan dengan menggunakan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa opportunity recognition berpengaruh positif signifikan terhadap niat berwirausaha, tetapi entrepreneurial self-efficacy tidak berpengaruh terhadap niat berwirausaha. Di sisi lain, subjective norms memiliki pengaruh terhadap hubungan antara opportunity recognition dan intensi berwirausaha. namun tidak untuk entrepreneurial self-efficacy. Sedangkan perceived behavioral control tidak memiliki pengaruh terhadap hubungan antara opportunity recognition, entrepreneurial self-efficacy dan intensi berwirausaha.

.....The importance of migrant workers to the Indonesian economy can be seen from the number of remittances given by them while working abroad. Still, when they return to Indonesia, very few use their income while working abroad to start a business in their hometown. This study will analyze the most significant influences for post migrant workers to start becoming entrepreneurs in their hometowns. To investigate the impact opportunity recognition and entrepreneurial self-efficacy on entrepreneurial intention of former Indonesian migrant worker. This paper also examines the moderating role of subjective norms and perceived behavioral control. Data were collected from 302 respondents of post Indonesian migrant worker at West Nusa Tenggara and East Nusa Tenggara in June 2020. Hierarchical regression analysis was used to test the moderating effect and the proposed hypotheses using SPSS software. The result showed that opportunity recognition show a significant positive impact on entrepreneurial intention, but entrepreneurial self-efficacy does not show a impact on entrepreneurial intention. On the other hand, subjective norms have an influence on the relationship between opportunity recognition and entrepreneurial intentions. but not for entrepreneurial self-efficacy. Meanwhile, perceived behavioral control has no effect on the relationship

between opportunity recognition, entrepreneurial self-efficacy and entrepreneurial intentions.