

ABSTRAK

**MOTIVASI MENJADI WIRAUSAHA:
STUDI PADA IBU-IBU PEMILIK USAHA MIKRO
DI KECAMATAN GODEAN**

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Penelitian ini bertujuan untuk mengetahui pengaruh *perceived feasibility (self-efficacy) of self employment, tolerance for risk, dan perceived net desirability of self employment* terhadap *self employment intentions*. Populasi dalam penelitian ini adalah ibu-ibu pemilik usaha mikro di Kecamatan Godean, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Quota Sampling*. Teknik pengumpulan data dengan menggunakan kuesioner dan wawancara. Analisis data menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa *tolerance for risk* berpengaruh terhadap *self employment intentions*, sedangkan *perceived feasibility (self-efficacy) of self employment* dan *perceived net desirability of self employment* tidak berpengaruh terhadap *self employment intentions*.

Kata kunci: *perceived feasibility (self-efficacy) of self employment, tolerance for risk, perceived net desirability of self employment, self employment intentions.*

ABSTRACT

MOTIVATION TO BE ENTREPRENEUR:

**A CASE STUDY AGAINST WOMEN WHO HAVE MICRO BUSINESS IN
GODEAN SUB-DISTRICT**

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This research attempts to learn the effect of perceived feasibility (self-efficacy) of self employment, tolerance for risk, and perceived net desirability of self employment against self employment intentions. Populations on this research are women who have micro business in Godean Sub-district, with 100 respondents as a sample. These samples have been taken using Quota Sampling technique. Technique that have been used to gather the data using questionnaire and interview method. Data analysis utilized multiple linear regressions. The result of this research shows that the tolerance for risk affect to self employment intentions, meanwhile perceived feasibility (self-efficacy) of self employment and perceived net desirability of self employment not affected against self employment intentions.

Keywords: perceived feasibility (self-efficacy) of self employment, tolerance for risk, perceived net desirability of self employment, self employment intentions.