

FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BERWIRUSAHA PENDUDUK MIGRAN DALAM USAHA KECIL DI SINGARAJA

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi niat berwirausaha dan faktor mana yang paling dominan dalam mempengaruhi niat berwirausaha penduduk migran dalam usaha kecil di Singaraja. Jenis penelitian ini adalah penelitian faktorial. Populasi dalam penelitian ini penduduk migran yang memiliki usaha kecil di bidang perdagangan di Kecamatan Buleleng Singaraja Kabupaten Buleleng Provinsi Bali sebanyak 5.238 pemilik usaha, dengan sampel sebanyak 98 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *Incidental Sampling* dengan metode *non-probability sampling/non random sample*. Pengumpulan data menggunakan kuesioner dan dokumentasi. Data dianalisis dengan analisis faktor melalui program SPSS 16.0 for windows. Hasil penelitian menunjukkan bahwa terdapat tiga faktor yang mempengaruhi niat berwirausaha penduduk migran dalam usaha kecil di Singaraja, yaitu faktor *personal attitude* (sikap individu) sebesar 64,086%, (2) faktor *Subjective Norm* (norma subjektif) 18,924%, dan faktor *Perceived Behavioral Control* (kontrol perilaku yang dirasakan) sebesar 16,990%. faktor *personal attitude* (sikap individu) menjadi faktor yang paling dominan karena memiliki *variance explained* tertinggi sebesar 64,086%, artinya faktor *personal attitude* (sikap individu) mampu menjelaskan niat berwirausaha penduduk migran dalam usaha kecil di Singaraja sebesar 64,086%.

Kata kunci : Analisis faktor, Niat Berwirausaha, Personal Attitude (sikap individu), Subjective Norm (norma subjektif), Perceived Behavioral Control (kontrol perilaku yang dirasakan)

Abstract

This study aims to determine the factors that influence entrepreneurial intentions and which factors are the most dominant in influencing the entrepreneurial intentions of migrant populations in small businesses in Singaraja. This type of research is factorial research. The population in this study migrant residents who have a small business in the field of trade in the District of Buleleng Singaraja, Regency of Bali Province are 5,238 business owners, with a sample of 98 respondents. The sampling technique in this study uses incidental sampling with a non-probability sampling / non random sample method. Data collection using questionnaires and documentation. Data were analyzed by factor analysis through SPSS 16.0 for windows. The results showed that there were three factors that influenced the entrepreneurial intentions of migrant communities in small businesses in Singaraja, namely personal attitudes (attitudes of individuals) of 64.086%, (2) Subjective Norm factors (subjective norms) 18.924%, and Perceived Behavioral Control factors (perceived behavioral control) of 16.990%. personal attitude factor (individual attitude) is the most dominant factor because it has the highest variance explained at 64.086%, meaning that personal attitude factor (individual attitude) is able to explain the entrepreneurial intentions of migrant communities in small businesses in Singaraja at 64.086%.

Keywords: Factor analysis, Entrepreneurial Intentions, Personal Attitude (individual attitude), Subjective Norm (subjective norm), Perceived Behavioral Control (control of perceived behavior)