

**EFEK MEDIASI EKSPEKTASI HASIL DAN EFIKASI DIRI DALAM
PENGARUH PENGALAMAN SEBELUMNYA TERHADAP
INTENSI KEWIRAUSAHAAN SOSIAL
(Survei pada Pelaku Ekonomi Kreatif Kota Bandung)**

TESIS

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister pada
Program Studi Pendidikan Ekonomi



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**PROGRAM STUDI PENDIDIKAN EKONOMI
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2024**

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S.Pd Universitas Negeri Makassar, 2021

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Pendidikan (M.Pd) pada Fakultas Pendidikan Ekonomi dan Bisnis

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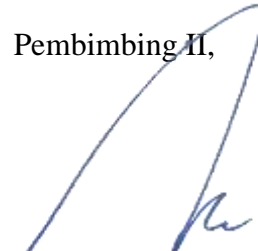
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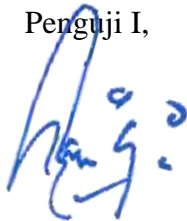
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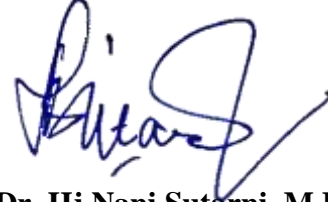
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PERNYATAAN KEASLIAN

Dengan ini saya menyatakan bahwa tesis dengan judul” Efek Mediasi Ekspektasi Hasil dan Efikasi Diri pada Pengaruh Pengalaman Sebelumnya terhadap Intensi Kewirausahaan Sosial (Survei pada Pelaku Ekonomi Kreatif Kota Bandung)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan, atau klaim dari pihak lain terhadap keaslian karya saya.

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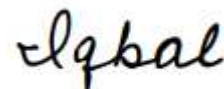
KATA PENGANTAR

Puji syukur panjatkan hadirat Allah SWT, karena atas rahmat dan karunia Nya penulis dapat menyelesaikan tesis yang berjudul “ Efek Mediasi Ekspektasi Hasil dan Efikasi Diri pada Pengaruh Pengalaman Sebelumnya terhadap Intensi Kewirausahaan Sosial (Survei pada Pelaku Ekonomi Kreatif Kota Bandung)”. Shalawat beserta salam senantiasa tercurah limpah pada baginda Rasulullah Nabi besar Muhammad SAW, sifat dan akhlaknya yang patut digugu dan ditiru. Serta pada para keluarganya, para sahabatnya dan kita semua selaku umatnya di akhir zaman. Penelitian ini bertujuan untuk mengetahui gambaran mengenai *prior experience*, *outcome expectation*, *self-efficacy* dan *social entrepreneurial intention* pada pelaku ekonomi kreatif kota Bandung dan memprediksi hubungan antar antededen *social entrepreneurial intention* seperti *prior experience*, *self-efficacy*, dan *outcome expectation*.

Penulis sudah menyusun tesis ini dengan maksimal. Kritik dan saran yang membangun akan penulis terima sebagai bahan perbaikan dan menambah wawasan di kemudian hari. Penulis berharap semoga tesis ini dapat bermanfaat bagi penulis, akademisi, maupun praktisi dalam bidang pendidikan ekonomi dan kewirausahaan khususnya untuk membangun ekosistem kewirausahaan sosial yang maju di Kota Bandung.

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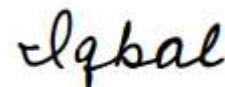
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Bandung, Juli 2024



Muhammad Iqbal Rezky

ABSTRAK

EFEK MEDIASI EKSPEKTASI HASIL DAN EFIKASI DIRI DALAM PENGARUH PENGALAMAN SEBELUMNYA TERHADAP INTENSI KEWIRAUSAHAAN SOSIAL (Survei pada Pelaku Ekonomi Kreatif Kota Bandung)

Dibimbing oleh:
Prof. Dr. Dra. Janah Sojanah M.Si, dan Dr. Rasto, M.Pd.

Muhammad Iqbal Rezky

Social Entrepreneurial Intentions (SEI) merujuk pada keadaan mental seseorang, dimana ia memiliki keinginan dalam menciptakan sebuah usaha sosial. Terdapat peningkatan perhatian terhadap kewirausahaan sosial, namun studi tentang prediksi niat menjadi wirausahawan sosial masih terbatas. Melalui pendekatan *Social Cognitive Career Theory* – SCCT sebagai kerangka teoretis, penelitian ini bertujuan untuk memprediksi hubungan antar antededen *social entrepreneurial intention* seperti *prior experience*, *self-efficacy*, dan *outcome expectation*. Metode Penelitian menggunakan pendekatan kuantitatif dengan metode Survei Eksplanatori, penelitian ini mengumpulkan data melalui kuesioner dari 290 pelaku ekonomi kreatif di Kota Bandung, data kemudian dianalisis menggunakan teknik SEM-PLS. Berdasarkan hasil penelitian menunjukkan bahwa 1) pelaku ekonomi kreatif di Kota Bandung memiliki tingkat *prior experience* yang sedang, tingkat *outcome expectation* berada pada kategori tinggi, tingkat *self-efficacy* berada pada kategori tinggi, tingkat *social entrepreneurial intention* berada pada kategori yang tinggi; 2).Terdapat pengaruh positif dan signifikan *self-efficacy* terhadap *social entrepreneurial intention*; 3)Terdapat pengaruh positif dan signifikan *outcome expectation* terhadap *social entrepreneurial intention*; 4). Terdapat pengaruh positif dan signifikan *prior experience* terhadap *social entrepreneurial intention*; 5). Terdapat pengaruh positif dan signifikan *prior experience* terhadap *social entrepreneurial intention* dimediasi oleh *self-efficacy*; 6). Terdapat pengaruh positif dan signifikan *prior experience* terhadap *social entrepreneurial intention* dimediasi oleh *outcome expectation*. Adapun saran dalam penelitian ini adalah pada variabel *prior experience* pelaku ekonomi kreatif harus meningkatkan pengalaman berkerja dengan masalah sosial, pada variabel *outcome expectation* meningkatkan harapan terhadap kepuasan pribadi atau *personal reward*, pada variabel *self-efficacy* meningkatkan keyakinan dalam kontribusi memecahkan masalah masyarakat, dan pada variabel *social entrepreneurial intention* meningkatkan *preferences*. Implikasi praktis dalam penelitian ini yaitu menciptakan ekosistem kewirusahaan sosial yang baik bagi pelaku ekonomi kreatif, sebagai strategi dalam meningkatkan minat berwirausaha sosial pada kalangan pelaku ekonomi kreatif Kota Bandung.

Kata kunci: *Outcome Expectations, Prior Experience, Social Cognitive Career Theory, Self- Efficacy, Social Entrepreneurial Intention.*

ABSTRACT

MEDIATING EFFECTS OF OUTCOME EXPECTATION AND SELF-EFFICACY ON THE INFLUENCE OF PRIOR EXPERIENCE ON SOCIAL ENTREPRENEURIAL INTENTION

(Survey on Creative Economy Actors in Bandung City)

Under guidance of:

Prof. Dr. Dra. Janah Sojanah, M.Si. dan Dr. Rasto, M.Pd.

Muhammad Iqbal Rezky

Social Entrepreneurial Intentions (SEI) refer to an individual's mental state, where they have a desire to create a social enterprise. There is increasing attention towards social entrepreneurship, but studies on predicting the intention to become a social entrepreneur are still limited. Using the Social Cognitive Career Theory (SCCT) as a theoretical framework, this research aims to predict the relationships between antecedents of social entrepreneurial intention, such as prior experience, self-efficacy, and outcome expectation. This study employs a quantitative approach with an explanatory survey method, collecting data through questionnaires from 290 creative economy actors in Bandung City. The data were then analyzed using the SEM-PLS technique. The research results show that: 1) creative economic actors in Bandung City have a moderate level of Prior Experience, the level of outcome expectation is in the high category, the level of self-efficacy is in the high category, the level of social entrepreneurial intention is in the high category; 2) There is a positive and significant influence of self-efficacy on social entrepreneurial intention; 3) There is a positive and significant influence of outcome expectation on social entrepreneurial intention; 4) There is a positive and significant influence of prior experience on social entrepreneurial intention; 5) There is a positive and significant influence of prior experience on social entrepreneurial intention mediated by self-efficacy; 6) There is a positive and significant influence of prior experience on social entrepreneurial intention mediated by outcome expectation. The suggestions from this study are as follows: for the variable prior experience, creative economy actors should increase their experience in dealing with social issues; for the variable outcome expectation, they should enhance their expectations for personal satisfaction or reward; for the variable self-efficacy, they should strengthen their belief in contributing to solving community problems; and for the variable social entrepreneurial intention, they should increase their preferences. The practical implications of this research include creating a supportive social entrepreneurship ecosystem for creative economy actors, as a strategy to increase social entrepreneurial interest among creative economy actors in Bandung City.

Keyword : *Outcome Expectations, Prior Experience, Social Cognitive Career Theory, Self-Efficacy, Social Entrepreneurial Intention.*

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EFEK MEDIASI EKSPEKTASI HASIL DAN EFIKASI DIRI PADA PENGARUH PENGALAMAN SEBELUMNYA TERHADAP INTENSI KEWIRAUSAHAAN SOSIAL (SURVEI PADA PELAKU EKONOMI KREATIF KOTA BANDUNG)

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