

ABSTRAK

Entrepreneur, berasal dari bahasa Inggris, artinya usahawan atau pengusaha. Usahawan atau pengusaha memiliki kegiatan atau aktifitas pada kesehariannya sebagai pembisnis. Menghadapi krisis ekonomi para pemilik *online shop* dituntut melakukan perubahan untuk meningkatkan daya saing agar dapat terus berjalan dan berkembang. Penelitian yang berkaitan dengan *online shop* di Surabaya yang dapat bertahan sehingga bisnis tetap berlanjut untuk dilaksanakan, sebab *online shop* merupakan mata pencarian bagi para pemiliknya. Salah satu tahap dalam mencapai proses bisnis yang berkelanjutan. Perlu di lakukan menganalisis faktor sehingga dapat membuat model penentu *sustainable entrepreneurship* pada *online shop* yang bisa dijadikan solusi dan patokan dalam memperjelas untuk bertahan meski terdampak wabah COVID - 19. Penelitian ini dilaksanakan pada para pemilik *online shop* di Surabaya

Variabel yang akan dijadikan pengamatan dalam penelitian ini terdapat dua variabel utama kuantitatif dan variabel kualitatif. Dimana variabel yang menghubungkan variabel satu dengan variabel lainnya. Maka dari itu variabel kualitatif dari penelitian ini terdapat tiga variabel bebas yakni sosial, lingkungan, ekonomi serta satu variabel kuantitatif yakni *sustainable entrepreneurship*

Kata kunci : *Sustainable entrepreneurship, Part least Square, Pengusaha online shop*

ABSTRACT

Entrepreneur, comes from English, which means entrepreneur or entrepreneur. Entrepreneurs or entrepreneurs have activities or activities in their daily lives as businessmen. Facing the economic crisis, *online shop* owners are required to make changes to improve competitiveness so that they can continue to run and develop. Research related to *online shops* in Surabaya that can survive so that the business continues to be carried out, because *online shops* are a livelihood for their owners. One of the stages in achieving a sustainable business process. It is necessary to analyze factors so that they can create a model for determining sustainable entrepreneurship in *online shops* that can be used as solutions and benchmarks in clarifying how to survive even though they are affected by the COVID-19 outbreak. This research was carried out on *online shop* owners in Surabaya.

There are two main variables that will be used as observations in this study, quantitative and qualitative variables. Where is the variable that connects one variable to another variable. Therefore, the qualitative variables in this study have three independent variables, namely social, environmental, economic and one quantitative variable, namely sustainable entrepreneurship

Keywords: Sustainable entrepreneurship, Part least Square, *online shop* entrepreneur

DAFTAR ISI

LEMBAR PERNYATAAN	ii
LEMBAR PENGESAHAN	iii
MOTTO	iv
KATA PENGANTAR	v
ABSTRAK	vii
ABSTRACT	viii
DAFTAR ISI	ix
DAFTAR TABEL	xv
DAFTAR GAMBAR	xvi
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Perumusan Masalah	2
1.3 Tujuan Penelitian	2
1.4 Manfaat Penelitian	3
1.5 Batasan Masalah	3
1.6 Asumsi-Asumsi	3
1.6.1 Asumsi-asumsi penelitian	3
1.6.2 Asumsi-asumsi Partial Lease Square	3
1.7 Sistematika Penulisan	5
BAB II	6
TINJAUAN PUSTAKA	6
2.1 <i>Online shop</i>	6
2.2 Corona Virus 2019 (Covid-19)	7
2.3 Sustainable Entrepreneurship	8
2.4 PLS (Partial Least Square)	11
2.4.1 Model Struktural (Structural Model/Inner Model)	12
2.4.2 Model Pengukuran (Measurement Model/Outer Model)	12
2.5 Uji Validitas	13
2.6 Uji Reliabilitas	13
BAB III	14

METODE PENELITIAN.....	14
3.1 Jenis dan Sumber Data.....	14
3.1.1 Jenis Penelitian.....	14
3.1.2 Sumber Data.....	14
3.2 Lokasi dan Waktu Penelitian.....	14
3.3 Identifikasi Variabel Penelitian.....	15
3.4 Model Penelitian.....	18
3.4.1 Referensi Model.....	18
3.4.2 Model Sustainable Entrepreneurship <i>Online shop</i>	23
3.4.3 Hipotesis Penelitian.....	23
3.5 Peralatan dan Bahan Penelitian.....	24
3.6 Metode Pengumpulan Data.....	24
3.6.1. Metode Dokumentasi.....	24
3.6.2. Kuesioner.....	24
3.7 Flowchart Metodologi Penelitian.....	26
BAB IV.....	27
HASIL DAN PEMBAHASAN.....	27
4.1 Evaluasi Model Pengukuran (Outer Model).....	27
4.1.1 Validitas.....	27
4.1.1.1 Convergent Validity.....	27
4.1.1.2 Validitas Diskriminant (Descriminant Validity).....	32
4.1.2 Reliabilitas.....	33
4.1.2.1 Cronbach's Alpha.....	33
4.1.2.2 Composite reliability.....	34
4.2 Evaluasi Model Struktural (Inner Model).....	35
4.2.1 Perhitungan R Square.....	35
4.2.2 Koefisien Jalur.....	36
4.2.3 P-Values (Bootstrapping).....	37
4.2.4 Predictive Relevance.....	38
4.2.5 Model Fit.....	38
4.3 Pengujian Hipotesis.....	39
4.3.1 Pengaruh Sosial (X1) terhadap Sustainable Entrepreneurship (Y1).....	39

4.3.2 Pengaruh Lingkungan (X2) terhadap Sustainable Entrepreneurship (Y1).....	39
4.3.3 Pengaruh Ekonomi (X3) terhadap Sustainable Entrepreneurship (Y1).....	40
4.4 Interpretasi Hasil	40
BAB V.....	41
KESIMPULAN	41
5.1 Kesimpulan	41
5.2 Saran.....	42
DAFTAR PUSTAKA	43
LAMPIRAN.....	46

DAFTAR TABEL

Tabel 3.1 Indikator penelitian <i>online shop</i>	15
Tabel 3.2 Lanjutan indikator penelitian <i>online shop</i>	16
Tabel 3.3 Skala likert yang ada pada kuisioner.....	25
Tabel 4.4 Nilai <i>Average Variance Extracted</i> (AVE)	31
Tabel 4.5 Nilai <i>fornell larcker criterion</i>	32
Tabel 4.6 Nilai <i>Cross Loading</i>	32
Tabel 4.7 Nilai <i>Cronbach's Alpha</i>	33
Tabel 4.8 Nilai <i>Composite reliability</i>	34
Tabel 4.9 Nilai <i>R square</i>	35
Tabel 4.10 Nilai <i>path coefficients</i>	36
Tabel 4.11 Nilai <i>P-values</i>	37
Tabel 4.12 Nilai fit indeks.....	38

DAFTAR GAMBAR

Gambar 3.1 Model <i>sustainable entrepreneurship orientation</i> (SEO).....	19
Gambar 3.2 Model <i>sustainable</i> (sumber model Majid and Koe 2012)	19
Gambar 3.3 Model <i>intention towards sustainable entrepreneurship</i>	20
Gambar 3.4 Model propensity to sustainable entrepreneurship	20
Gambar 3.5 Model <i>hypotheses dari business performance</i>	21
Gambar 3.6 Model <i>sustainable entrepreneurship</i>	22
Gambar 3.7 Model <i>sustainability oriented entrepreneurial intentions</i>	22
Gambar 3.8 <i>Flowchart</i> peneitian	26
Gambar 4.9 Model <i>Sustainable Entrepreneurship</i>	28
Gambar 4.10 Nilai <i>outer loading</i>	28
Gambar 4.11 Model Baru <i>Sustainable Entrepreneurship</i>	30
Gambar 4.12 Nilai <i>outer loading</i>	30
Gambar 4.13 Grafik nilai <i>Average Variance Extracted (AVE)</i>	31
Gambar 4.14 Grafik nilai <i>Cronbach's Alpha</i>	34
Gambar 4.15 Grafik nilai <i>Composite reliability</i>	35
Gambar 4.16 Nilai <i>Predictive Relevance</i>	38