

**EFEKTIVITAS PENGGUNAAN *SOCIAL MEDIA INSTAGRAM*  
SEBAGAI SARANA JUAL BELI *ONLINE* BERDASARKAN  
*ENTREPRENEURIAL TRAITS* MELALUI *ENTREPRENEURIAL*  
*INTENTION***

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**ABSTRAK**

Penelitian ini menguji pengaruh efektivitas penggunaan *social media Instagram* sebagai sarana jual beli *online* dengan penerapan *Entrepreneurial Traits* melalui *Entrepreneurial Intention*. Penelitian ini bertujuan untuk mengetahui pengaruh dimensi dari *Entrepreneurial Traits* apakah akan berpengaruh terhadap *Entrepreneurial Intention*. Serta penelitian ini menggunakan metode kuantitatif dimana data dikumpulkan oleh peneliti melalui survei secara langsung menggunakan *non-probability sampling* dengan cara *purposive sampling* dengan jumlah responden 81 orang. Serta pengumpulan data dilakukan dengan menyebarkan kuisioner pada *Google form* kepada tiap *owner small business* yang menggunakan *social media Instagram*, yang meneliti apakah tiap dimensi dari *Entrepreneurial Traits* berpengaruh terhadap *Entrepreneurial Intention*. Untuk hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan pada dimensi dari *Entrepreneurial Traits* terhadap *Entrepreneurial Intention*.

*Kata kunci :Entrepreneurial Traits, Entrepreneurial Intention, Social Media, Instagram, Niat Kewirausahaan, Sikap Kewirausahaan*

***THE EFFECTIVENESS OF USING INSTAGRAM SOCIAL MEDIA AS AN  
ONLINE SELLING MEANS BASED ON ENTREPRENEURIAL TRAITS  
THROUGH ENTREPRENEURIAL INTENTION***

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**ABSTRACT**

*This study examines the effect of the effectiveness of using social media Instagram as a means of buying and selling online with the application of Entrepreneurial Traits through Entrepreneurial Intention. This study aims to determine the effect of the dimensions of Entrepreneurial Traits whether it will affect Entrepreneurial Intention. And this research uses quantitative methods where the data is collected by researchers through direct surveys using non-probability sampling by means of purposive sampling with a number of respondents 81 people. Data collection is also carried out by distributing questionnaires on Google form to each small business owner who uses social media Instagram, which examines whether each dimension of Entrepreneurial Traits affects Entrepreneurial Intention. The results showed that there was a significant influence on the dimensions of Entrepreneurial Traits on Entrepreneurial Intention.*

***Keywords:*** *Entrepreneurial Traits, Entrepreneurial Intention, Social Media, Instagram, Self-Efficacy, Risk Taking Responsibility, Need for Achievement.*