

## ABSTRAK

**Rangga Saputra. (150122154). Hubungan Antara *Social Support* dan *Model Mental Entrepreneur* Terhadap *Entrepreneurial Self-Efficacy* Pada Wirausahawan Perempuan di Kota Surabaya.** Skripsi. Sarjana Strata 1, Surabaya: Fakultas Psikologi Universitas Surabaya, Laboratorium Psikologi Klinis (2026).

Wirausahawan UMKM perempuan memiliki peran strategis dalam perekonomian, tetapi mereka menghadapi berbagai tantangan dalam mengembangkan usahanya. Tantangan tersebut dapat memengaruhi keyakinan diri wirausahawan dalam menjalankan usaha. Keterbatasan dukungan sosial serta cara individu memaknai risiko, peluang, dan pengambilan keputusan bisnis berpotensi memengaruhi tingkat *entrepreneurial self-efficacy*. Oleh karena itu, penelitian ini bertujuan untuk menguji hubungan antara *social support* dan *model mental entrepreneur* dengan *entrepreneurial self-efficacy* pada wirausahawan UMKM perempuan di Kota Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan desain *cross-sectional*. Data dikumpulkan melalui kuesioner pada 263 wirausahawan UMKM perempuan, kemudian dianalisis menggunakan regresi linear ganda. Hasil penelitian menunjukkan bahwa *social support* dan *model mental entrepreneur* secara simultan memiliki hubungan yang signifikan terhadap *entrepreneurial self-efficacy* ( $R^2 = 0,881$ ;  $F = 964$ ;  $p < 0,05$ ). Analisis parsial mengungkap bahwa *model mental entrepreneur* memiliki pengaruh yang lebih kuat ( $\beta = 0,0734$ ;  $p < 0,05$ ) dibandingkan dukungan sosial ( $\beta = 0,5229$ ;  $p < 0,05$ ). Hasil ini menunjukkan bahwa semakin tinggi *social support* yang diterima dan semakin tinggi tingkat *model mental entrepreneur* yang dimiliki, maka semakin tinggi pula *entrepreneurial self-efficacy* individu dalam menjalankan dan mengembangkan usaha, dengan *model mental entrepreneur* sebagai faktor yang memiliki hubungan lebih kuat terhadap *entrepreneurial self-efficacy*.

**Kata kunci:** *entrepreneurial self-efficacy*, *social support*, *model mental entrepreneur*, wirausahawan UMKM perempuan.

## ABSTRACT

**Rangga Saputra. (150122154). The Relationship Between Social Support and Entrepreneurial Mental Model on Entrepreneurial Self-Efficacy Among Woman Entrepreneurs in Surabaya.** Undergraduate Thesis. Bachelor's Degree, Surabaya: Faculty of Psychology, University of Surabaya, Clinical Psychology Laboratory (2026).

Woman entrepreneurs play a strategic role in the economy, yet they encounter various challenges in developing their businesses. These challenges can affect their self-confidence in managing their ventures. Limited social support and the way individuals interpret risks, opportunities, and business decisions potentially influence their level of entrepreneurial self-efficacy. Therefore, this study aims to examine the relationship between social support and entrepreneurial mental models with entrepreneurial self-efficacy among female MSME entrepreneurs in Surabaya. This research employs a quantitative approach with a cross-sectional design. Data were collected through questionnaires from 263 female MSME entrepreneurs and analyzed using multiple linear regression. The results indicate that social support and entrepreneurial mental models simultaneously have a significant relationship with entrepreneurial self-efficacy ( $R^2 = 0.881$ ;  $F = 964$ ;  $p < 0.05$ ). Partial analysis reveals that entrepreneurial mental models have a stronger effect ( $\beta = 0.734$ ;  $p < 0.05$ ) compared to social support ( $\beta = 0.5229$ ;  $p < 0.05$ ). These findings suggest that the higher the social support received and the higher the level of entrepreneurial mental models, the higher the individual's entrepreneurial self-efficacy in running and developing their business, with entrepreneurial mental models being the factor more strongly associated with entrepreneurial self-efficacy.

**Keywords:** entrepreneurial self-efficacy, social support, model mental entrepreneur, woman entrepreneurs.