

**THE EFFECT OF SOCIAL NETWORK ON STUDENTS
ENTREPRENEURIAL ORIENTATION : A STUDY IN ANDALAS
UNIVERSITY**

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree
in Management Department – Faculty of Economic



Submitted by:

Retno Wiraputri Faozi Zai

1510524014

Supervisor :

Dr. Harif Amali Rivai, SE, M.Si

BACHELOR DEGREE INTERNATIONAL MANAGEMENT

ECONOMIC FACULTY

ANDALAS UNIVERSITY

PADANG

July 2019



Alumni Number at University	Retno Wiraputri Faozi Zai	Alumni Number at Faculty
a) Place/Date of Birth: Padang/11 July 1997, b) Parent's Name: Faoziduhu Zai and Rositi Gowasa, c) Faculty: Economic, d) Major: International Management, e) Student Number: 1510524014, f) Graduation Date: August 24th, 2019, g) Grade: Very Satisfied, h) GPA: 3,38, i) Length of Study: 4Years, j) Parent's Address: Komp. Cendana Mata Air Tahap 6 Blok P No 14, 25216 Padang		

THE EFFECT OF SOCIAL NETWORK ON STUDENTS ENTREPRENEURIAL ORIENTATION : A STUDY IN ANDALAS UNIVERSITY

*Bachelor Thesis By : Retno Wiraputri Faozi Zai
Supervisor : Dr. Harif Amali Rivai, SE, M.Si*

ABSTRACT

The purpose of this research is to identify the effect of social network and entrepreneurial orientation with particular reference to the network of Indonesia student entrepreneurs at Andalas University. The objective was to explain the influence social network on innovativeness, risk-taking and opportunity seeker among students as the independent variables and entrepreneurial orientation as the dependent variable. The data gathered from a survey of 216 undergraduate students at Andalas University. The model was estimated using Structural Equation Modeling (SEM) and this research data is in the form of primary data sourced from the questionnaire by using census technique. This research used a questionnaire to collect the data by using the Ordinal Scale with a Likert Scale type. The data were processed by using the Smart PLS 3.0 version. The results of this study indicate that social network size on innovativeness and opportunity seeker has a positive and significant effect on entrepreneurial orientation. On the other hand, risk-taking has a negative and no significant effect on entrepreneurial orientation.

Keywords: Social Network, Innovativeness, Risk Taking, Opportunity Seeker, Entrepreneurial Orientation

This thesis already examined and passed on July, 10th 2019. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dr. Harif Amali Rivai, SE, M.Si	Hendra Lukito, SE, MM, PhD	Dr. Yuliharsi, SE, MBA

Acknowledgement,
Head of Management Department

Dr. Verinita, SE, M.Si
NIP. 197208262003122004



Alumnus has already registered at faculty/university and gets alumnus number:

	Staff of Faculty/University	
Alumni's number at faculty	Name	Signature
Alumni's number at university	Name	Signature