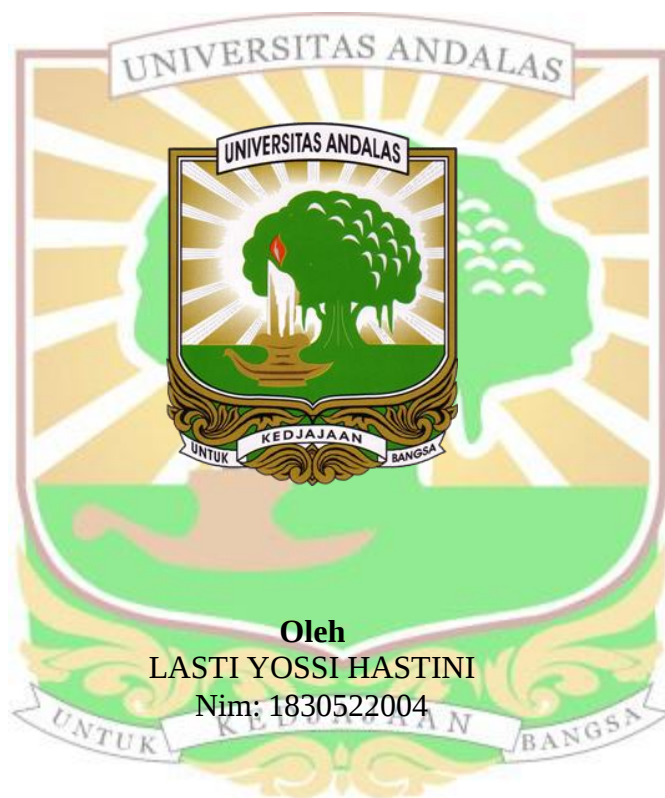


**Integrasi *Theory of Planned Behaviour* dan
Social Cognitive Career Theory dalam
Memprediksi *Hybrid Entrepreneurial Intention*
Pegawai Negeri Sipil di Sumatera Barat**

Disertasi



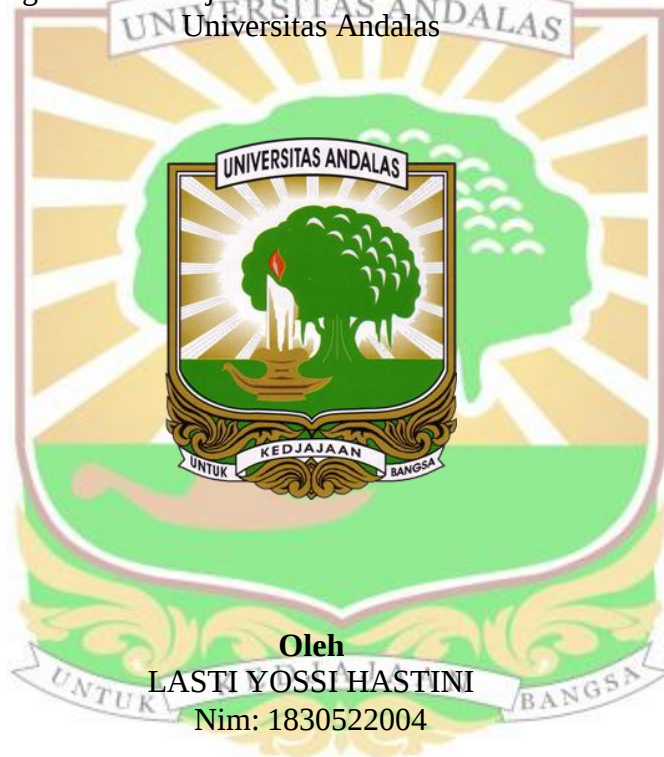
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Sebagai salah satu syarat untuk memperoleh Gelar Doktor Manajemen pada
Program Pascasarjana Fakultas Ekonomi dan Bisnis
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ABSTRAK

Penelitian ini bertujuan untuk memahami faktor-faktor psikologis yang memengaruhi niat pegawai negeri sipil (PNS) di Sumatera Barat dalam menjalankan *hybrid entrepreneurship*, dengan mengintegrasikan *Theory of Planned Behavior* (TPB) dan *Social Cognitive Career Theory* (SCCT). Variabel yang dikaji meliputi *attitude toward the behaviour*, *subjective norm*, *perceived behavioral control*, *outcome expectation*, dan *entrepreneurial interest*. Penelitian ini menggunakan pendekatan kuantitatif dengan desain survei, melibatkan 216 responden yang dipilih melalui teknik *voluntary sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil menunjukkan bahwa *outcome expectation* berpengaruh signifikan terhadap *entrepreneurial interest* dan *attitude toward the behaviour*, namun tidak secara langsung terhadap *hybrid entrepreneurial intention*. *Attitude toward the behaviour* juga tidak berpengaruh langsung terhadap niat, tetapi memiliki pengaruh tidak langsung melalui *entrepreneurial interest*. *Subjective norm* dan *perceived behavioral control* berpengaruh signifikan terhadap niat, namun tidak ditemukan efek moderasi dari *perceived behavioral control*. Temuan ini memberikan gambaran psikologis mengenai proses pembentukan niat dalam konteks *hybrid entrepreneurship*. Secara praktis, hasil penelitian ini dapat dimanfaatkan oleh pembuat kebijakan dan institusi pemerintah untuk menyusun strategi manajemen sumber daya manusia yang lebih tepat sasaran. Secara teoritis, penelitian ini berkontribusi dengan mengintegrasikan TPB dan SCCT untuk memahami niat secara lebih komprehensif.

Kata Kunci: Hybrid entrepreneurship, Theory of Planned Behavior, Social Cognitive Career Theory, entrepreneurial intention, Pegawai Negeri Sipil, Sumatera Barat.

ABSTRACT

This study aims to understand the psychological factors influencing the intention of civil servants in West Sumatra to engage in hybrid entrepreneurship, by integrating the Theory of Planned Behavior (TPB) and Social Cognitive Career Theory (SCCT). The variables examined include attitude toward the behaviour, subjective norm, perceived behavioral control, outcome expectation, and entrepreneurial interest. A quantitative approach with a survey design was employed, involving 216 respondents selected through voluntary sampling. The data were analyzed using Structural Equation Modeling (SEM). The results show that outcome expectation significantly influences entrepreneurial interest and attitude, but does not directly affect hybrid entrepreneurial intention. Likewise, attitude does not have a direct effect on intention but shows an indirect effect through entrepreneurial interest. Subjective norm and perceived behavioral control significantly influence intention, while no moderating effect was found for perceived behavioral control. These findings offer a psychological overview of the intention formation process in the context of hybrid entrepreneurship. Practically, the results can be utilized by policymakers and government institutions to develop more targeted human resource management strategies. Theoretically, this study contributes by integrating TPB and SCCT to provide a more comprehensive understanding of entrepreneurial intention, highlighting the complexity and interrelated nature of the psychological mechanisms involved.

Keywords: Hybrid entrepreneurship, Theory of Planned Behavior, Social Cognitive Career Theory, entrepreneurial intention, civil servants, West Sumatra.

