



**UNIVERSITAS ANDALAS**

**ACCOUNTING DEPARTMENT**

**FACULTY OF ECONOMICS AND BUSINESS**

**ANDALAS UNIVERSITY**

**THE INFLUENCE OF CREATIVITY, ROLE MODELS, AND RISK  
PROPENSITY MEDIATED BY MINANGNESE ETHNIC  
ENTREPRENEURIAL CULTURE ON UNDERGRADUATE  
ACCOUNTING STUDENTS IN CHOOSING ENTREPRENEURSHIP AS A  
CAREER CHOICE**

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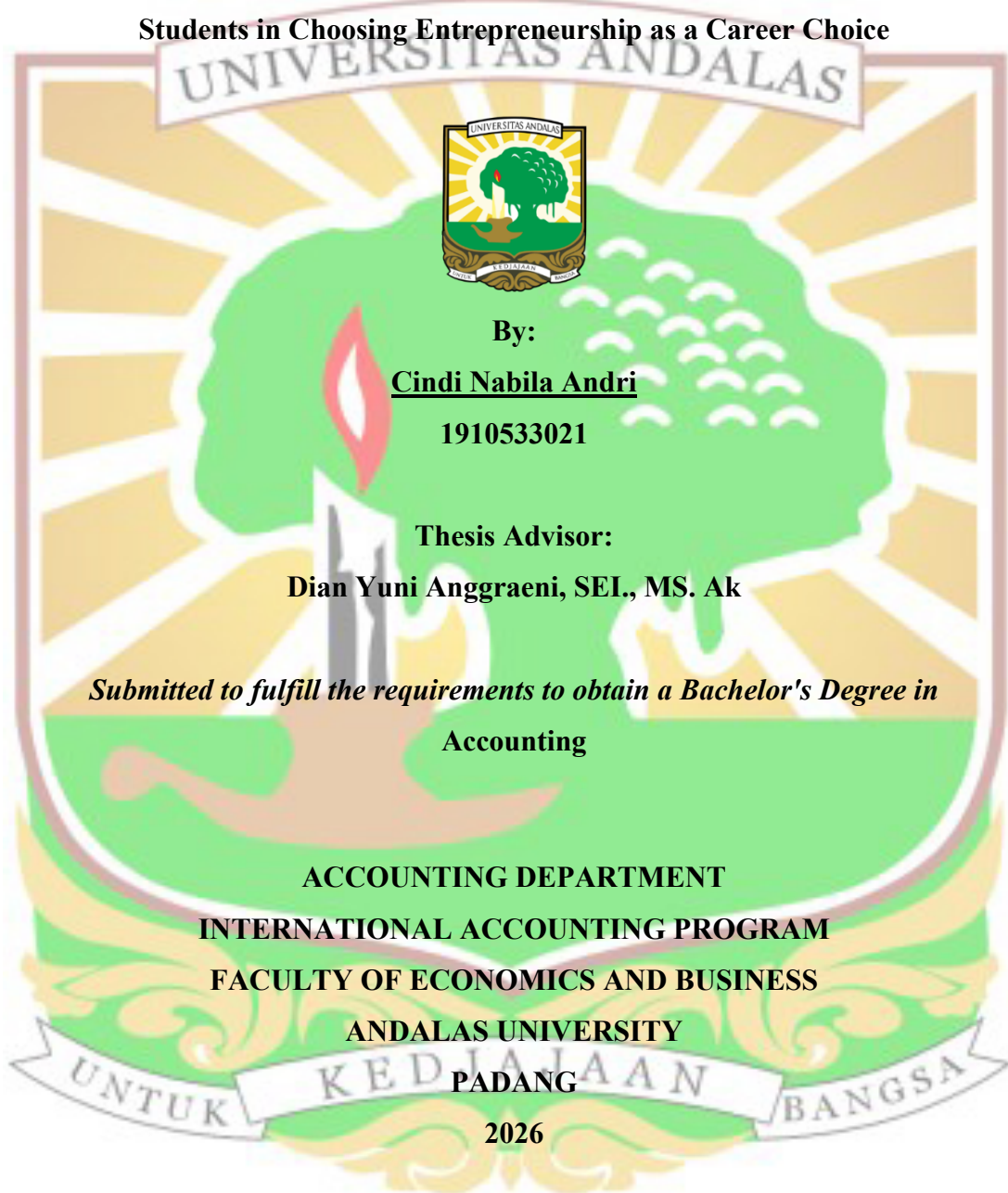
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**THESIS**

**The Influence of Creativity, Role Models, and Risk Propensity Mediated by  
Minangnese Ethnic Entrepreneurial Culture on Undergraduate Accounting  
Students in Choosing Entrepreneurship as a Career Choice**



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**ABSTRACT**

This research aimed to analyze the influence of creativity, role models, and risk propensity mediated by Minangnese ethnic entrepreneurial culture on undergraduate accounting students in choosing entrepreneurship as a career choice. This research used a quantitative approach with primary data collected through the distribution of an online questionnaire via Google Form. A total of 218 undergraduate accounting students who have taken 'Entrepreneurship' class were selected using purposive sampling method. This research used Structural Equation Modeling (SEM) with IBM SPSS 29 and IBM SPSS AMOS 29. Creativity, risk propensity, and ethnic entrepreneurial culture show no significant impact on undergraduate accounting students in entrepreneurial career choice, whereas role models have a positive and significant effect on entrepreneurial intention and ethnic entrepreneurial culture. The mediating effect of ethnic entrepreneurial culture between role models and entrepreneurial intention is stronger among Minangnese than non-Minangnese. This research enriches previous entrepreneurial intention research specifically with added socio-cultural context.

Keywords: Entrepreneurial Intention, Creativity, Role Model, Risk Propensity, Ethnic Entrepreneurial Culture, Structural Equation Modeling (SEM), Theory of Planned Behavior