

ABSTRAK

ANALISIS FAKTOR INTRAPRENEURSHIP PADA ANGGOTA STUDENT'S UNION INTERNATIONAL BUSINESS MANAJEMEN UNIVERSITAS CIPUTRA

Intrapreneurship adalah sebuah konsep yang menggambarkan kegiatan *entrepreneurial* didalam sebuah organisasi (Chong & Mansori, 2017). Sikap *intrapreneurship* memiliki peran yang sangat penting bagi setiap anggota organisasi. Tujuan dari penelitian ini adalah untuk mengetahui faktor apa saja yang mencerminkan sikap *intrapreneurship* pada anggota *student's union international business management* Universitas Ciputra. Responden dari penelitian ini adalah seluruh anggota *student's union international business management* Universitas Ciptura periode 2016-2018. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 61 responden. Pendekatan penelitian dilakukan secara kuantitatif dengan menggunakan metode *confirmatory factor analysis* (CFA). Metode pengumpulan data menggunakan kuesioner yang berdasar pada indikator dari 4 variabel yang diduga menjadi faktor *intrapreneurship*. Hasil penelitian ini menunjukkan bahwa terdapat 3 faktor yang mencerminkan sikap *intrapreneurship* pada anggota *Student's Union International Business Management* Universitas Ciputra yaitu, *innovative*, *proactive*, dan *opportunity recognition*.

Kata kunci : *intrapreneurship, innovative, risk taking, proactive, opportunity recognition.*

ABSTRACT

FACTORS ANALYSIS OF INTRAPRENEURSHIP IN MEMBER OF INTERNATIONAL BUSINESS MANAGEMENT STUDENT'S UNION CIPUTRA UNIVERSITY

Intrapreneurship is a concept that describes entrepreneurial activity within an organization (Chong & Mansori, 2017). Intrapreneurship attitude has a very important role for every member of the organization. The purpose of this study was to determine what factors reflect intrapreneurship attitude in the International Business Management student's union of Ciputra University. Respondents for this research were all members of the International Business Management student's union of Ciputra University, period 2016-2018. The number of samples used in this study amounted to 61 respondents. The research approach was quantitative by using confirmatory factor analysis (CFA) method. Method of data collection was questionnaires based on indicators of 4 variables that are thought to be intrapreneurship factors. The results of this study indicated that there are 3 factors that reflect intrapreneurship attitude to the members of International Business Management Student's Union of Ciputra University, which are innovative, proactive, and opportunity recognition.

Keywords: *intrapreneurship, innovative, risk taking, proactive, opportunity recognition.*

