

ABSTRACT

This research discusses about the influence of family commitment and harmony on the intention of the successor to continue the family business. The purpose of this research is (1) to find out the effect of commitment on the intention of the successor to continue the family business, and (2) to know the effect of family harmony on the intention of the successor to continue the family business. The population that is used in this research is the Family Business Community eight batch of Universitas Ciputra, totally 84 people. This research uses saturated sample method in which the number of population is equal to the number of samples. The data collection technique of this research is through the questionnaire method. Data analysis techniques evaluated hypotheses that use quantitative methods with multiple linear regression techniques. Multiple linear regression technique uses variable Commitment (X1), Family Harmony (X2) as independent variable and dependent variable is Intention (Y). Based on this research it shows that commitment influence positive and significant on the intention of the successor to continue the family business. In addition, family harmony has the result that doesn't influence positive and significant on the intention of the successor to continue the family business. The statement from the result of this research want commitment and family harmony prove that the first hypothesis can be acceptable and the second hypothesis cannot be acceptable. This research can be implemented at Universitas Ciputra Family Business Community which can help increase the intention of the successor to continue the family business through the commitment of the successor. The community needs to focus on increasing commitment through which can impact the intention of the successor and doesn't too focus on family harmony. Commitment improvement can be through training and mentoring to the successor generation of Universitas Ciputra Family Business Community. If the community wants to focus on increasing family harmony, it needs commitment together in order to increase the intention of the successor to continue the family business.

Keywords: *commitment, family harmony, successor intention, family business, family business community*