



**The Effect of Lifestyle and Social Influence on Generation
Z Attraction for Their Intention as Social Entrepreneurs**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen (S.M)**

By

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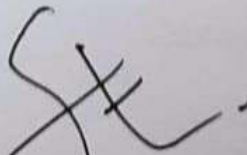
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ABSTRACT

Social entrepreneurship is believed to be one of the right steps and is being encouraged to reduce poverty. This is because, the development of entrepreneurship can increase employment so that it can reduce unemployment. The objective of this research is to analyze how the influence of lifestyle and social influences on interest and intention as an entrepreneur, especially to become a social entrepreneur by making Generation Z as a research object. This study uses a quantitative method by collecting data by random sampling which was obtained by distributing several questions with the Google Form. Data processing in this study used SmartPLS with 208 respondents. From the results, activity is one of the factors that influence attraction to entrepreneur and intention to social entrepreneurship, orientation is not a factor that can influence attraction to entrepreneurship but can influence intentions to social entrepreneurship, digital platforms are one of the factors that can affect attraction to entrepreneurship but does not affect the intention to social entrepreneurship. Meanwhile, social influence is not a factor that can influence attraction to entrepreneurship and also does not affect intentions to social entrepreneurship.

Keywords: Activities, Orientations, Digital Platforms, Social Influences, Social Entrepreneur

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Cikarang, Indonesia, 15th February 2023



Issachiella Putri Simamora

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