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APPENDICES

Questionnaire

Hello, Generation Z!

My name is Issachiella Putri Simamora. I am a student majoring in International Business Management from Faculty of Business, President University. Please allow me to ask your willingness to participate in filling out and answering all the questions in this questionnaire. It might take 5 minutes of your time. This research is used to compose a thesis with the title "The Effect of Lifestyle on The Z Generations Attraction for Their Intention as A Social Entrepreneurs".

For this reason, it is hoped that the respondents can provide the correct answer in order to assist this research. I thank you for your time and willingness, I hope this research is useful for all of us.

Best regards,

Issachiella Putri Simamora

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Nama saya Issachiella Putri Simamora. Saya seorang mahasiswa jurusan Manajemen Bisnis Internasional dari Fakultas Bisnis, President University. Perkenankan saya untuk meminta kesediaan Anda untuk berpartisipasi dalam mengisi dan menjawab semua pertanyaan dalam kuesioner ini. Mungkin butuh 5 menit dari waktu Anda. Penelitian ini digunakan untuk menyusun skripsi dengan judul "Pengaruh Gaya Hidup pada Daya Tarik Generasi Z Terhadap Niat Sebagai Wirausahawan Sosial".

Untuk itu, diharapkan responden dapat memberikan jawaban yang benar guna membantu penelitian ini. Terima kasih atas waktu dan kesediaannya, semoga penelitian ini bermanfaat bagi kita semua.

Respondent Profile

Are you a Generation Z who was born from 1997 to 2012? *

Apakah Anda Generasi Z yang lahir dari tahun 1997 hingga 2012?

- Yes, I am (ya, silahkan melanjutkan mengisi kuesioner)
- No, I am not (tidak, stop disini, terima kasih)

How old are you? *

Berapa usia anda?

- 10 - 15
- >15 - 20
- >20 - 25

Please choose your correct Gender! *

Silahkan pilih jenis kelamin anda yang benar!

- Male (Pria)
- Female (Wanita)

Social Entrepreneur

(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

⋮						
I have a high concern for the environment around me, especially existing social problems *						
Saya memiliki kepedulian yang tinggi terhadap lingkungan sekitar saya terutama masalah sosial yang ada						
	1	2	3	4	5	
strongly disagree (sangat tidak setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree (sangat setuju)

*						
I am interested in social oriented business *						
Saya tertarik pada bisnis yang berorientasi sosial						
	1	2	3	4	5	
strongly disagree (sangat tidak setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree (sangat setuju)

I can read great opportunities from the state of the community around me by empowering these conditions *

Saya dapat membaca peluang besar dari keadaan masyarakat di sekitar saya dengan memberdayakan kondisi tersebut

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I am interested in participating in various social activities, including running a social-based business *

Saya tertarik untuk berpartisipasi dalam berbagai kegiatan sosial, termasuk menggerakkan bisnis berbasis sosial

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I love to help others when I can as a social entrepreneur *

Saya suka membantu orang lain dengan menjadi pengusaha dalam bidang sosial

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

Activity

(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

I prefer social activities than other activities *						
Saya lebih memilih kegiatan sosial daripada kegiatan lainnya						
1	2	3	4	5		
strongly disagree (sangat tidak setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree (sangat setuju)

I am interested in doing social activities *						
Saya tertarik untuk melakukan kegiatan sosial						
1	2	3	4	5		
strongly disagree (sangat tidak setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree (sangat setuju)

I always try to be productive and not waste my free time *						
Saya selalu berusaha untuk produktif dan tidak menyia-nyiakan waktu luang saya						
1	2	3	4	5		
strongly disagree (sangat tidak setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree (sangat setuju)

I prioritize important things over what I like *						
Saya memprioritaskan hal-hal penting di atas apa yang saya suka						
1	2	3	4	5		
strongly disagree (sangat tidak setuju)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree (sangat setuju)

*

I am interested in doing or following activities that are trending in society

Saya tertarik untuk melakukan atau mengikuti kegiatan yang sedang tren di masyarakat

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

Orientation

(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

*

I am motivated to develop myself and my career as an entrepreneur, especially as a social entrepreneur

Saya termotivasi untuk mengembangkan diri dan karir saya sebagai seorang wirausahawan, khususnya wirausahawan sosial

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I consider the decision I will choose

Saya selalu mempertimbangkan keputusan yang akan saya pilih

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I try to apply positive values in social life *

Saya selalu berusaha menerapkan nilai-nilai positif dalam kehidupan sosial

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I prioritize common needs over personal *

Saya memprioritaskan kebutuhan bersama daripada pribadi

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I appreciate people's opinion *

Saya sangat menghargai pendapat orang

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I care about suggestions and criticism *

Saya sangat peduli dengan saran dan kritik

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

The decision I took is a long-term decision

Keputusan yang saya ambil adalah keputusan jangka panjang

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

Digital Platform

(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

*

I maximize the use of digital platforms to complete my activities, such as communicating, socializing, also do the business

Saya memaksimalkan penggunaan platform teknologi untuk menyelesaikan aktivitas saya, seperti berkomunikasi, bersosialisasi, juga berbisnis

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I always learn the latest digital platform

Saya selalu mempelajari platform teknologi terbaru

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I am very active in using digital platforms such as Google, YouTube, Instagram, Facebook, and others *

Saya sangat aktif menggunakan platform teknologi seperti Google, YouTube, Instagram, Facebook, dan lainnya

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I get almost all the information from the available digital platforms *

Saya mendapatkan hampir semua informasi dari platform teknologi yang tersedia

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

The use of digital platforms can change my lifestyle. For example, how to communicate, dress, to have an opinion *

Penggunaan platform teknologi dapat mengubah gaya hidup saya. Misalnya cara berkomunikasi, berpakaian, sampai berpendapat

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I can use the digital platform as one of my references in finding my identity, such as being interested in something and reaching my goals *

Saya dapat menggunakan platform teknologi sebagai salah satu referensi saya dalam menemukan identitas saya, seperti tertarik pada sesuatu dan mencapai tujuan saya

1 2 3 4 5
strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

Social Influence

(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

*

I learn a lot from the people around me

Saya belajar banyak dari orang-orang di sekitar saya

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I listen and consider the opinions or words of the people around me

Saya mendengarkan dan mempertimbangkan pendapat atau perkataan orang-orang di sekitar saya

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I follow the habit and culture that apply around me

Saya mengikuti kebiasaan dan budaya yang berlaku di sekitar saya

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I adapt my accent and grammar to those used by people around me

Saya menyesuaikan aksen dan tata bahasa saya dengan yang digunakan oleh orang-orang di sekitar saya

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I care and adapt to the patterns and lifestyles of the people around me *

Saya peduli dan beradaptasi dengan pola dan gaya hidup orang-orang di sekitar saya

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

Entrepreneurial Intention

(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

I prefer to work in a group rather than individually *

Saya lebih suka bekerja dalam kelompok daripada individu

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

I want to improve my leadership skills *

Saya ingin meningkatkan keterampilan kepemimpinan saya

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I am more interested in building my own business than becoming an employee

Saya lebih tertarik membangun bisnis sendiri daripada menjadi karyawan

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I have an interest in new things and making innovations

Saya memiliki ketertarikan pada hal-hal baru dan membuat inovasi

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

*

I dare to take the risks

Saya berani mengambil risiko

1 2 3 4 5

strongly disagree (sangat tidak setuju) strongly agree (sangat setuju)

Thank you for your time and willingness to fill out this questionnaire

Primary Data

ACT1	ACT2	ACT3	ACT4	ACT5	ORI1	ORI2	ORI3
5	5	5	5	5	5	5	5
3	4	4	4	4	4	4	4
4	3	3	3	3	3	4	3
3	3	3	2	2	3	4	3
3	3	3	5	3	5	4	5
4	5	4	5	5	4	4	5
3	4	4	5	3	3	5	5
5	5	5	5	5	5	5	5
4	3	3	4	4	5	4	4
3	3	4	4	3	2	4	4
5	5	4	5	3	4	5	4
4	4	3	3	4	3	5	5
4	5	3	3	3	4	5	5
4	4	4	5	4	4	5	4
4	4	5	5	5	5	5	5
4	4	4	4	3	4	5	5
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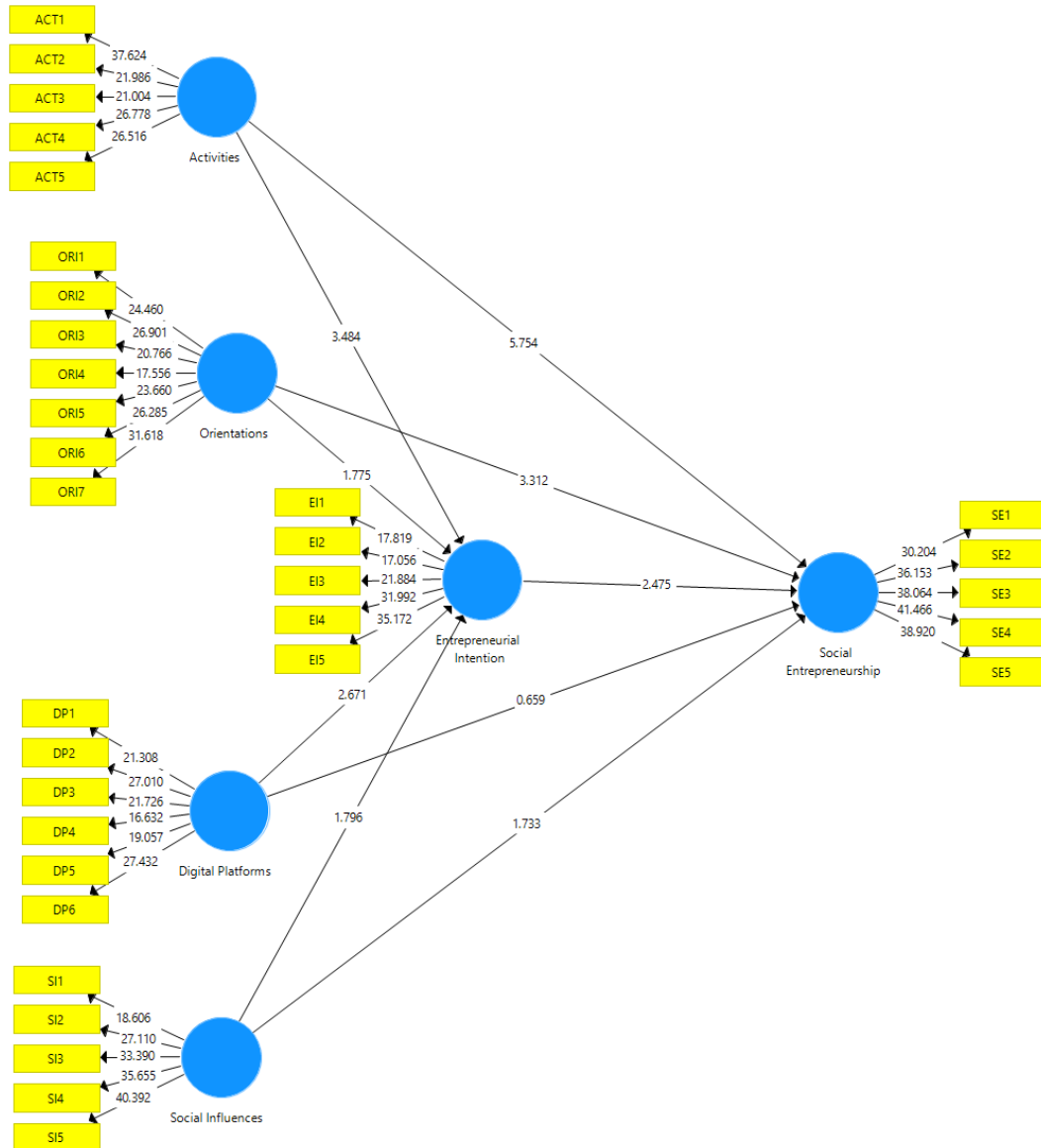
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Theoretical Framework



Result of Validity and Reliability

Factor Loading Test by SmartPLS

Outer Loadings

	Activities	Digital Platforms	Entrepreneuria...	Orientations	Social Entrepre...	Social Influences
ACT1	0.858					
ACT2	0.812					
ACT3	0.801					
ACT4	0.823					
ACT5	0.829					
DP1		0.807				
DP2		0.827				
DP3		0.831				
DP4		0.813				
DP5		0.801				
DP6		0.860				
EI1			0.742			
EI2			0.761			
EI3			0.805			
EI4			0.861			
EI5			0.859			
ORI1				0.763		

Outer Loadings

	Activities	Digital Platforms	Entrepreneuria...	Orientations	Social Entrepre...	Social Influences
ORI1				0.763		
ORI2				0.819		
ORI3				0.800		
ORI4				0.726		
ORI5				0.833		
ORI6				0.842		
ORI7				0.836		
SE1					0.871	
SE2					0.881	
SE3					0.869	
SE4					0.891	
SE5					0.876	
SI1						0.792
SI2						0.835
SI3						0.823
SI4						0.866
SI5						0.886

Fornell-Lacker Criterion Test

Discriminant Validity

	Activities	Digital Platforms	Entrepreneuria...	Orientations	Social Entrepre...	Social Influences
Activities	0.825					
Digital Platforms	0.736	0.823				
Entrepreneurial...	0.784	0.789	0.807			
Orientations	0.785	0.791	0.794	0.804		
Social Entrepre...	0.831	0.684	0.779	0.792	0.878	
Social Influences	0.707	0.766	0.762	0.805	0.643	0.841

Cross Loading Test

Discriminant Validity

	Activities	Digital Platforms	Entrepreneuria...	Orientations	Social Entrepre...	Social Influences
ACT1	0.858	0.575	0.656	0.655	0.737	0.577
ACT2	0.812	0.615	0.671	0.687	0.699	0.637
ACT3	0.801	0.606	0.581	0.605	0.644	0.456
ACT4	0.823	0.625	0.694	0.724	0.666	0.652
ACT5	0.829	0.618	0.624	0.563	0.677	0.581
DP1	0.603	0.807	0.674	0.683	0.602	0.617
DP2	0.683	0.827	0.611	0.658	0.628	0.594
DP3	0.570	0.831	0.622	0.627	0.535	0.640
DP4	0.543	0.813	0.694	0.662	0.521	0.648
DP5	0.577	0.801	0.611	0.665	0.520	0.631
DP6	0.654	0.860	0.682	0.614	0.564	0.654
EI1	0.672	0.546	0.742	0.542	0.604	0.540
EI2	0.561	0.679	0.761	0.689	0.532	0.649
EI3	0.589	0.557	0.805	0.583	0.607	0.599
EI4	0.637	0.766	0.861	0.716	0.671	0.644
EI5	0.699	0.625	0.859	0.667	0.717	0.642
ORI1	0.749	0.628	0.714	0.763	0.806	0.586

Discriminant Validity

	Activities	Digital Platforms	Entrepreneuria...	Orientations	Social Entrepre...	Social Influences
ORI1	0.749	0.628	0.714	0.763	0.806	0.586
ORI2	0.554	0.592	0.605	0.819	0.565	0.593
ORI3	0.577	0.619	0.597	0.800	0.637	0.624
ORI4	0.624	0.611	0.588	0.726	0.599	0.615
ORI5	0.557	0.670	0.592	0.833	0.551	0.699
ORI6	0.624	0.661	0.625	0.842	0.604	0.700
ORI7	0.680	0.659	0.705	0.836	0.634	0.712
SE1	0.708	0.632	0.727	0.731	0.871	0.638
SE2	0.697	0.575	0.661	0.668	0.881	0.494
SE3	0.794	0.653	0.716	0.727	0.869	0.607
SE4	0.706	0.571	0.635	0.686	0.891	0.514
SE5	0.736	0.564	0.676	0.661	0.876	0.560
SI1	0.476	0.649	0.620	0.683	0.495	0.792
SI2	0.587	0.719	0.636	0.757	0.558	0.835
SI3	0.678	0.602	0.618	0.659	0.548	0.823
SI4	0.613	0.615	0.650	0.642	0.546	0.866
SI5	0.612	0.636	0.681	0.648	0.554	0.886

Average Variance Extracted (AVE) Test and Reability Test

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Activities	0.883	0.884	0.914	0.681
Digital Platforms	0.905	0.906	0.927	0.678
Entrepreneurial...	0.865	0.870	0.903	0.651
Orientations	0.908	0.911	0.927	0.646
Social Entrepre...	0.926	0.926	0.944	0.770
Social Influences	0.896	0.898	0.923	0.707

R-Square Test

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Entrepreneurial...	0.746	0.741
Social Entrepre...	0.765	0.759

Q-Square Test

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
	SSO	SSE	Q ² (=1-SSE/SSO)				
Activities	1040.000	1040.000					
Digital Platforms	1248.000	1248.000					
Entrepreneurial...	1040.000	546.387	0.475				
Orientations	1456.000	1456.000					
Social Entrepre...	1040.000	436.518	0.580				
Social Influences	1040.000	1040.000					

Path Coefficient Test

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard: Excel Format R Format	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Activities -> Entrepreneurial Intention	0.300	0.293	0.086	3.484	0.000
Activities -> Social Entrepreneurship	0.476	0.475	0.083	5.754	0.000
Digital Platforms -> Entrepreneurial Intention	0.274	0.280	0.103	2.671	0.008
Digital Platforms -> Social Entrepreneurship	-0.059	-0.059	0.089	0.659	0.510
Entrepreneurial Intention -> Social Entrepreneurship	0.280	0.283	0.113	2.475	0.013
Orientations -> Entrepreneurial Intention	0.192	0.195	0.108	1.775	0.076
Orientations -> Social Entrepreneurship	0.375	0.375	0.113	3.312	0.001
Social Influences -> Entrepreneurial Intention	0.186	0.185	0.104	1.796	0.072
Social Influences -> Social Entrepreneurship	-0.164	-0.165	0.095	1.733	0.083