THESIS

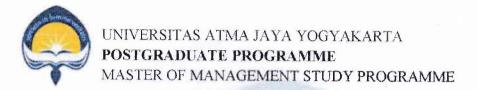
EFFECTS OF INDIVIDUAL ENTREPRENEURIAL ORIENTATION TO HOSPITALITY ENTREPRENEURIAL INTENTION: EXAMINING THE MEDIATING ROLE OF SELF-ESTEEM



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2018



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Effects of Individual Entrepreneurial Orientation to Hospitality

Entrepreneurial Intention: Examining the Mediating Role of

Self-esteem

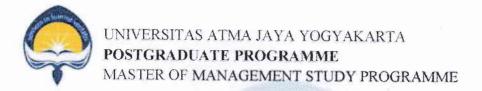
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DACCASADIAN

DEDICATION



Buba, Mummy and Dada

For unconditional love and inspiration...

ABOUT THE AUTHOR

Pradip Kadel, author of this thesis paper, is an international student from Nepal at the Universitas Atma Jaya Yogyakarta (UAJY), Indonesia. He is one of the recipients of Kemitraan Negara Berkambang (KNB) scholarship programme offered by the Indonesian government. He pursued his postgraduate degree in MM (Master of Management) with specialization in 'International Business' programme under the Faculty of Economics, UAJY for the academic year 2016/18.

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...with faith declare that the scholarly content of this research paper entitled "Effects of Individual Entrepreneurial Orientation to Hospitality Entrepreneurial Intention: Examining the Mediating Role of Self-esteem" is the result of my own original work. Further, this research paper doesn't contain others' work apart from those that have been acknowledged and pointed out as references.

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Yogyakarta, June 2, 2018

Pradip Kadel

ABSTRACT

Entrepreneurial orientation of an individual is often cited as the prime trigger for entrepreneurship. Despite this consideration, there continues to be colossal upsurge in number of researches carried out over the role played by individual entrepreneurial orientation to entrepreneurial intention in particular industrial segments. In addition, researchers witnessed several underlying forces that unexpectedly adjust the effect of some specific variables on another. No wonder, such alignment counter the natural setting and results in an unanticipated outcomes. One of them is the self-esteem, which is predicted to have mediating role in the effect of individual entrepreneurial orientation to hospitality entrepreneurial intention.

The focus of this research is to analyze the effect of individual entrepreneurial orientation to entrepreneurial intention in the hospitality industry context. Moreover, it proposes to examine the type of mediating effect that self-esteem is supposed to have in this relationship. Furthermore, sample of this research consists of 612 hospitality management students from Australia, Indonesia and Nepal. Besides, questionnaires comprising 37 close-ended items was developed in three different languages to collect the quantitative data. Similarly, five-point Likert scale was used to measure the opinion of respondents. Based on the mediating effect analysis model suggested by Zhao et al. (2010), researcher conducted simple regression analysis to identify the relationship between variables.

Overall, this research shows that individual entrepreneurial orientation is certain to have effect on hospitality entrepreneurial intention. In addition, self-esteem has the mediating role in the effect of individual entrepreneurial orientation to hospitality entrepreneurial intention. From the mediating effect analysis, it appeared that self-esteem has the complementary mediating role in this relationship.

Keywords: Entrepreneurship; Individual Entrepreneurial Orientation; Self-esteem; Mediation; Hospitality Entrepreneurial Intention.

INTISARI

Orientasi kewirausahaan dari seorang individu sering disebut sebagai pemicu utama untuk kewirausahaan. Terlepas dari pertimbangan ini, terus ada peningkatan besar dalam sejumlah penelitian dilakukan tentang peran yang dimainkan oleh orientasi wirausaha individu terhadap niat wirausaha dalam segmen industri tertentu. Selain itu, para peneliti menyaksikan beberapa kekuatan yang mendasari yang secara tak terduga menyesuaikan efek dari beberapa variabel tertentu pada yang lain. Tidak heran, keberpihakan semacam itu bertentangan dengan hal yang alami dan menghasilkan hasil yang tak terduga. Salah satunya adalah harga diri (self-esteem), yang diprediksi memiliki peran mediasi dalam efek orientasi wirausaha individu terhadap niat kewirausahaan perhotelan.

Fokus dari penelitian ini adalah untuk menganalisis pengaruh orientasi wirausaha individu terhadap niat kewirausahaan dalam konteks industri perhotelan. Selain itu, ia mengusulkan untuk memeriksa jenis efek mediasi yang seharusnya dimiliki oleh harga diri dalam hubungan ini. Selanjutnya, sampel penelitian ini terdiri dari 612 mahasiswa manajemen perhotelan dari Australia, Indonesia dan Nepal. Selain itu, kuesioner yang terdiri dari 37 item tertutup dikembangkan dalam tiga bahasa yang berbeda untuk mengumpulkan data kuantitatif. Demikian pula, skala Likert lima-poin digunakan untuk mengukur pendapat responden. Berdasarkan model analisis efek mediasi yang disarankan oleh Zhao et al. (2010), peneliti melakukan analisis regresi sederhana untuk mengidentifikasi hubungan antar variabel.

Secara keseluruhan, penelitian ini menunjukkan bahwa orientasi wirausaha individu pasti berpengaruh pada niat kewirausahaan perhotelan. Selain itu, harga diri memiliki peran mediasi dalam pengaruh orientasi wirausaha individu terhadap niat kewirausahaan perhotelan. Dari analisis efek mediasi, tampak bahwa harga diri memiliki peran mediasi komplementer dalam hubungan ini.

Kata Kunci: Kewirausahaan; Orientasi Wirausaha Individu; Harga diri (Self-esteem); Mediasi; Niat Kewirausahaan Perhotelan.

ACKNOWLEDGEMENT

In writing of this dissertation, I benefited from generous support of numerous intellectuals within and beyond the university. Certainly, I am indebted to all those people for outlooks they have brought to the text until accomplishment.

To begin with, I am delighted to express my profound and discrete regards to Mahestu Noviandra Krisjanti, M.Sc. IB. Ph.D., my academic supervisor, who contributed most of her precious time to shape this thesis paper. Special credit goes to her for all of those treasured information, remarkable motivation and persistent coordination throughout the course of this academic research writing. Indeed, she managed me to understand infinite lessons and insights from various perspectives.

In addition, I am privileged to all of my thesis examiners, distinguished university lecturers, wonderful colleagues (especially, Ferica and Yuko) and the whole Universitas Atma Jaya Yogyakarta (UAJY) family for their cordial support and supplement materials, which have facilitated enormously in concluding my degree through various stages. Moreover, I would also like to appreciate and extend my sincere gratitude to RISTEKDIKTI for providing me with the esteemed scholarship opportunity.

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ABBREVIATIONS

ABS Australian Bureau of Statistics

ANZSIC Australian and New Zealand Standard Industrial Classification

ASBFEO Australian Small Business and Family Enterprise Ombudsman

ASEAN Association of South East Asian Nations

BHA British Hospitality Association

BPS Badan Pusat Statistik / Central Bureau of Statistics

CAUSEE Comprehensive Australian Study of Entrepreneurial Emergence

DFT Distance to Frontier

DSCI Department of Cottage and Small Industries

EO Entrepreneurial Orientation

EEA Entrepreneurial Employee Activity

FY Fiscal Year

GDP Gross Domestic Product

GEDI Global Entrepreneurship and Development Index

GEI Global Entrepreneurship Index

GEM Global Entrepreneurship Monitor

GERA Global Entrepreneurship Research Association

GII Global Innovation Index

HEI Hospitality Entrepreneurial Intention

HSI Hospitality Standard Institute

IEO Individual Entrepreneurial Orientation

MoPE Ministry of Population and Environment

NABL National Australian Bank Limited

NRB Nepal Rastra Bank

PIN President Instruction Number

RBA Reserve Bank of Australia

RI Republic of Indonesia

RISTEKDIKTI Ministry of Research, Technology and Higher Education of RI

SMEs Small and Medium Enterprises

SPSS Statistical Package for the Social Science

TEA Total Entrepreneurial Activity

UMKM Ministry of Cooperation and Medium & Small Business

UN United Nations

UNWTO United Nations World Tourism Organization

WBGES World Bank Group Entrepreneurship Survey

WTTC World Travel and Tourism Council

EXPLANATORY NOTES

- 1. The following symbols have been used in the table throughout this thesis paper.
 - .. Two dots indicate that data are not available or are not separately reported.
 - A dash indicates that the amount is nil or negligible.
 - . *A full stop* is used to indicate decimals.
 - A hyphen indicates that the item is not applicable.
 - A minus sign indicates deficit or decrease, except as indicated.
 - A slash between years indicates a crop year or financial year, for example, 2017/18.
 - *Use of hyphen between years*, for example, 2017-2018, signifies the full period involved, including the beginning and end years.
- 2. The following country codes, currency codes and currency symbols have been used throughout this thesis paper for different countries.

Country Name	Country Code	Currency Name	Currency Code	Symbol
Australia	AU	Australian Dollar	AUD	A\$
Indonesia	ID	Rupiah Indonesia	IDR	Rp.
Nepal	NP	Nepalese Rupees	NPR	Rs.
United States of America	USA	American Dollar	USD	\$

PRESENTATION AND PUBLICATION

In the course of this thesis writing, research paper referring to sample from specific country has been presented in the international conference as well as submitted, accepted and proceeded for publication in the Scopus indexing journal (Appendix 9). I hereby acknowledge the meaningful contribution of **Mahestu N. Krisjanti, M.Sc. IB, Ph.D.** in the preparation of following papers:

- Kadel, P. and Krisjanti, M. (2018). *The Effect of Individual Entrepreneurial Orientation to Hospitality Entrepreneurial Intention: Examining the mediating role of Self-esteem.* 6th Global Conference on Business and Social Sciences. 4th 5th December, 2017, The Ambassador Hotel, Bangkok, Thailand.
- Kadel, P. and Krisjanti, M. (2018). Effects of Individual Entrepreneurial Orientation to Hospitality Entrepreneurial Intention: Examining the mediating role of Selfesteem. *International Journal of Economics and Management*, Vol. 12, Special Issue.