

## ABSTRAK

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Program Studi : Kewirausahaan  
Judul : Analisis Pengaruh Persepsi Dukungan Organisasi, Kinerja Inovatif Organisasi Mahasiswa, dan Kepuasan Kerja Mahasiswa Terhadap *Intrapreneurship* Mahasiswa Anggota Badan Eksekutif Mahasiswa di Universitas Swasta DKI Jakarta.

Di era *Volatility, Uncertainty, Complexity, and Ambiguity* (VUCA) dan Masyarakat Ekonomi ASEAN (MEA), mahasiswa dituntut untuk dapat menghadapi kompetisi di pasar tenaga kerja, sehingga mahasiswa harus memiliki jiwa *intrapreneurship*. Akan tetapi, berdasarkan hasil dari penelitian pendahuluan mengungkapkan bahwa terdapat kurangnya dukungan universitas terhadap organisasi kemahasiswaan Badan Eksekutif Mahasiswa (BEM) secara umum dan belum adanya penelitian mengenai subjek *intrapreneurship* terhadap organisasi kemahasiswaan. Penelitian ini menguji pengaruh Persepsi Dukungan Organisasi, Kinerja Inovatif Organisasi Mahasiswa, dan Kepuasan Kerja Mahasiswa, terhadap *Intrapreneurship* Mahasiswa. Untuk menguji hipotesis, penelitian ini menggunakan analisis *Structural Equation Model-Partial Least Squares*. Kuesioner dibagikan kepada 100 responden mahasiswa anggota BEM di Universitas Swasta DKI Jakarta dengan menggunakan metode *purposive sampling*. Hasil dari penelitian ini mengungkapkan bahwa Persepsi Dukungan Organisasi dan Kepuasan Kerja Mahasiswa terbukti secara empiris memiliki pengaruh signifikan dan positif terhadap *Intrapreneurship* Mahasiswa anggota Badan Eksekutif Mahasiswa di Universitas Swasta DKI Jakarta. Namun, Kinerja Inovatif Organisasi Mahasiswa tidak memiliki pengaruh signifikan dan positif terhadap *Intrapreneurship* Mahasiswa. Hasil penelitian ini memberikan wawasan kepada universitas swasta di DKI Jakarta agar dapat mendorong para mahasiswa untuk mengikuti kegiatan organisasi kemahasiswaan BEM, sehingga mahasiswa dapat memiliki jiwa *intrapreneurship*.

Kata Kunci: *intrapreneurship*, *intrapreneurship* mahasiswa, Badan Eksekutif Mahasiswa, persepsi dukungan organisasi, kinerja inovatif organisasi mahasiswa, kepuasan kerja mahasiswa.

## ABSTRACT

Name : Rafael Valentino  
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Title : Influence Analysis of Perceived Organizational Support, Student Organization Innovative Performance, and Student Job Satisfaction Against Student Intrapreneurship Member of the Student Executive Board at DKI Jakarta Private University.

In the era of Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) and the ASEAN Economic Community (AEC), students are required to be able to face competition in the labor market, so students must have the intrapreneurship spirit. However, based on the preliminary study, it showed that university is not fully support on student organization (BEM) in general and the absence of research on intrapreneurship subjects for student organizations. This study examines Perceived Organizational Support, Student Organization Innovative Performance and Student Job Satisfaction, on Intrapreneurship Students. Thus, this study uses Structural Equation Model-Partial Least Squares analysis. Questionnaires were distributed to 100 respondents who were members of BEM at DKI Jakarta especially in private universities using purposive sampling method. The results of this study shows that Perceived Organizational Support and Student Job Satisfaction were empirically proven to have a significant and positive influence on Intrapreneurship Students members. However, the Student Organization Innovative Performance doesn't have significant and positive influence on Intrapreneurship Students. The results of this study provide insight to private universities in DKI Jakarta to encourage the students to take part in the activities of BEM student organizations, so that the students will have an intrapreneurship spirit.

Keywords: *intrapreneurship, student intrapreneurship, student executive board, perceived organizational support, student job satisfaction, student organization innovative performance.*