

**HUBUNGAN *ENTREPRENEURIAL SELF-EFFICACY*  
DENGAN *OPPORTUNITY RECOGNITION* PADA  
WIRAUSAHAWAN GENERASI MILENIAL**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui hubungan antara *entrepreneurial self-efficacy* dengan *opportunity recognition* pada wirausahawan generasi milenial. Subjek dalam penelitian ini berjumlah 86 wirausahawan yang berada di Yogyakarta. Alat ukur pengumpulan data yang digunakan diadaptasi dari Kuckertz, Kollmann, Krell, & Stockmann (2017) untuk *opportunity recognition* dan Chen (1998) untuk *entrepreneurial self-efficacy*. Reliabilitas skala dalam penelitian ini adalah *opportunity recognition* sebesar 0.750 dan *entrepreneurial self-efficacy* sebesar 0.907. Pengujian hipotesis dilakukan dengan uji *Product Moment Pearson* karena data yang diperoleh berdistribusi normal. Hasil uji korelasi *Product Moment Pearson* menunjukkan bahwa terdapat korelasi yang positif dan signifikan antara *entrepreneurial self-efficacy* dengan *opportunity recognition* ( $r = 0.353$ ;  $p = 0.000$ ).

Kata kunci : *Opportunity Recognition, Self-Efficacy, Entrepreneurial Self-Efficacy, Generasi Milenial.*

**CORRELATION BETWEEN ENTREPRENEURIAL SELF-EFFICACY WITH OPPORTUNITY RECOGNITION IN MILLENNIAL GENERATION ENTREPRENEURS**

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**ABSTRACT**

*The purpose of this study was to determine the relationship between entrepreneurial self-efficacy and opportunity recognition in millennial entrepreneurs. The subjects in this study are 86 entrepreneurs in Yogyakarta. The tool for data collection was adapted from Kuckertz, Kollmann, Krell, & Stockmann (2017) for opportunity recognition and Chen (1998) for entrepreneurial self-efficacy. Reliability scale in this research was 0.750 for opportunity recognition and 0.907 for entrepreneurial self-efficacy. Hypothesis testing was done by Pearson Product Moment test because the data obtained were normally distributed. The Pearson Product Moment correlation test result showed that there was a positive and significant correlation between entrepreneurial self-efficacy and opportunity recognition ( $r = 0.353; p = 0.000$ ).*

*Keywords : Opportunity Recognition, Self-Efficacy, Entrepreneurial Self-Efficacy, Millennial Generation.*