

## ABSTRAK

Judul : pengaruh lingkungan sosial, ekspektasi pendapatan, dan efikasi diri terhadap keputusan berwirausaha budidaya tanaman hias (studi kasus didesa pujoasri II kecamatan trimurjo, kabupaten lampung tengah). Hasil penelitian ini menunjukkan bahwa : (1) terdapat pengaruh karakteristik lingkungan sosial terhadap keputusan berwirausaha budidaya tanaman hias. Hal ini dibuktikan nilai sig sebesar  $0,008 < 0,05$  dan nilai t hitung  $2,849 > t$  tabel  $2,045$ . (2) tidak terdapat pengaruh karakteristik ekspektasi pendapatan terhadap keputusan berwirausaha budidaya tanaman hias. Hal ini dibuktikan nilai sig sebesar  $0,751 > 0,05$  dan nilai t hitung  $-0,320 < t$  tabel  $2,045$ . (3) terdapat pengaruh karakteristik efikasi diri terhadap keputusan berwirausaha budidaya tanaman hias. Hal ini dibuktikan dengan nilai sig sebesar  $0,009 < 0,05$  dan nilai t hitung  $2,817 > 2,045$ . (5) terdapat pengaruh karakteristik lingkungan sosial, ekspektasi pendapatan dan efikasi diri secara simultan terhadap keputusan berwirausaha budidaya tanaman hias. Hal ini dibuktikan dengan nilai sebesar  $0,002 < 0,005$  dan nilai f hitung  $6,414 > f$  tabel  $3,32$ .

Kata kunci : Lingkungan Sosial, Ekspektasi Pendapatan, Efikasi Diri, Keputusan Berwirausaha, Budidaya Tanaman Hias.

## ABSTRACT

Title: the influence of the social environment, income expectations, and self-efficacy on the entrepreneurial decision to cultivate ornamental plants (case study in Pujoasri II village, trimurjo sub-district, Central Lampung district). The results of this study indicated that: (1) there was an influence of social environmental characteristics on entrepreneurial decisions in ornamental plant cultivation. This was evidenced by the sig value of  $0.008 < 0.05$  and the  $t_{score}$  value of  $2.849 > t_{table}$   $2.045$ . (2) there was no influence of the characteristics of income expectations on the entrepreneurial decision in ornamental plant cultivation. This was evidenced by the sig value of  $0.751 > 0.05$  and the  $t_{score}$  of  $-0.320 < t_{table}$   $2.045$ . (3) there was an influence of self-efficacy characteristics on the entrepreneurial decision in ornamental plant cultivation. This was evidenced by the sig value of  $0.009 < 0.05$  and the  $t_{score}$  of  $2.817 > 2.045$ . (5) there was an influence of social environmental characteristics, income expectations and self-efficacy simultaneously on the entrepreneurial decision in ornamental plant cultivation. This was evidenced by the value of  $0.002 < 0.005$  and the value of  $f_{score}$   $6.414 > f_{table}$   $3.32$ .

Keywords: Social Environment, Income Expectations, Self-Efficacy, Entrepreneurial Decisions, Ornamental Plant Cultivation.