

SOCIAL SUPPORT AND RESILIENCE FOR ONLINE ENTREPERNEURS

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ABSTRACT

This study was conducted to determine social support and resilience in entrepreneurs who sell through online stores. The research hypothesis is that there is a positive relationship in entrepreneurs who sell through online stores. The measuring instruments used in this study are the Multidimensional Scale of Perceived Social Support (MSPSS) (Zimet et al., 1988) and the Resilience scale (Wagnild & Young, 1993). The research subjects totaled 156 respondents. The result showed $R=0.228$ and a significance value of $p=0.004$ ($p<0.05$) which means there is a positive correlation between social support and resilience.

Keywords: social support, resilience, and online entrepreneurs