

ABSTRACT

Entrepreneurship inherently involves uncertainty, a fundamental characteristic demanding exceptional persistence for survival and success. This phenomenon is particularly salient within the creative industries, where unpredictable conditions are often the norm. Entrepreneurs in this sector must demonstrate sustained effort and mental resilience when facing volatile markets and rapid trend shifts. For instance, Indonesian YouTubers exemplify this need for sustained effort, navigating significant challenges to meet monetization requirements on the platform, including fluctuating audience engagement and algorithmic changes.

This dissertation aims to construct a novel model of entrepreneurial persistence specifically within the creative industries. It utilizes Indonesian YouTubers as the primary case study, leveraging Indonesia's position as the world's fourth-largest internet user population to offer a rich and relevant data landscape. The study employs a sequential mixed-methods design. The initial quantitative phase involves a survey of 200 Indonesian YouTubers. Data will be analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) to determine the significant influence of various internal and external determinants on entrepreneurial persistence. A hypothesis suggests internal factors will exert a stronger impact than external factors. Subsequently, the qualitative phase will involve in-depth interviews conducted with four selected Indonesian YouTubers. These interviewees chosen from among the survey respondents based on their top-tier profiles in terms of viewer counts and subscriber numbers. These interviews aim to provide deeper insights and contextual nuances to the quantitative findings, enriching and validating the initial model by exploring the why and how behind observed patterns.

The entrepreneurial persistence construct, specifically, will be explored through indicators such as passion, resilience, tenacity, and a challenger mindset. Meanwhile, the external determinants influencing this persistence will encompass elements of the ecosystem, family support, government policies, legal frameworks, and mentorship. Conversely, the internal determinants will investigate aspects of creativity, innovation, motivation, personality traits, and self-efficacy.

The final constructed model is comprehensively illustrated the intricate relationships between these internal determinants, external determinants, entrepreneurial persistence, and their respective indicators. This research is expected to contribute significantly to the scientific body of knowledge by proposing a new model of entrepreneurial persistence. Furthermore, it

aims to offer practical insights for entrepreneurs seeking to cultivate persistence amidst the inherent uncertainties of the creative industries.