

ABSTRACT

This research was motivated by digitalization in doing business during this pandemic which made the government provide new rules, namely restrictions on community activities, and were able to change people's consumption habits in Indonesia from offline to online. During the pandemic, many business actors have switched sides to try to do business online. Topur is one of the emerging e-commerce to help local MSMEs in the Purwakarta area. Topur encountered problems where there were several MSME actors who stopped doing business because there was no inventory. This can be caused by several factors such as lack of capital and motivation from the business actors themselves in achieving business success. This study aims to examine the effect of Entrepreneurial Motivation on Business Success through Psychological Capital..

The research method used in this research is quantitative method and causal descriptive approach, using Structural Equation Modeling (SEM) analysis technique using SmartPLS3.0 software. as for the sampling technique used in this study using probability sampling method with a census approach with a total of 117 respondents..

Based on the results of the descriptive analysis, it can be concluded that entrepreneurial motivation with a value of 76% is in the good category. Psychological capital with a value of .79% is in the good category. And business success with value 76% is in the good category. Based on the results of hypothesis testing, entrepreneurial motivation has a positive and significant effect on business success, entrepreneurial motivation has a positive and significant effect on psychological capital, psychological capital has a positive and significant effect on business success. Based on the results of testing the intervening variables. Entrepreneurial motivation has a positive and significant effect on business success through psychological capital.

Keywords: *entrepreneurial motivation, psychological capital, business success*