

**ABSTRAK****PERSEPSI PEDAGANG KAKI LIMA TENTANG KONSEP *BUSINESS ENTITY* DITINJAU DARI TINGKAT PENDIDIKAN, BESARNYA MODAL USAHA DAN PENGALAMAN BERWIRAUSAHA**

Survei : Pedagang Kaki Lima dalam kelompok resto PKL di Kecamatan Depok Sleman Yogyakarta.

Sella Windya Nugraheni  
Universitas Sanata Dharma  
2009

Penelitian ini bertujuan mengetahui : (1) perbedaan persepsi pedagang kaki lima tentang konsep *Business Entity* ditinjau dari tingkat pendidikan ; (2) perbedaan persepsi pedagang kaki lima tentang konsep *Business Entity* ditinjau dari besarnya modal usaha ; (3) perbedaan persepsi pedagang kaki lima tentang konsep *Business Entity* ditinjau dari pengalaman berwirausaha.

Penelitian ini merupakan peneliiian survei. Populasi dalam penelitian ini adalah Pedagang Kaki Lima di Resto PKL dan Taman Kuliner yang berjumlah 72 orang. Tekhnik pengumpulan data yang digunakan adalah kuesioner. Tekhnik analisis data menggunakan *Analysis of Variance*.(ANOVA).

Hasil penelitian menunjukkan bahwa: (1) tidak ada perbedaan persepsi pedagang kaki lima tentang konsep *Business Entity* ditinjau dari tingkat pendidikan. (*sign. value* tingkat pendidikan = 0,095 >  $\alpha = 0,05$  ) ; (2) tidak ada perbedaan persepsi pedagang kaki lima tentang konsep *Business Entity* ditinjau dari besarnya modal usaha. (*sign. value* besarnya modal usaha = 0,739 >  $\alpha = 0,05$  ) ; (3) ada perbedaan persepsi pedagang kaki lima tentang konsep *Business Entity* ditinjau dari pengalaman berwirausaha. (*sign. value* pengalaman berwirausaha = 0,012 <  $\alpha = 0,05$ ).

## ABSTRACT

### **THE SMALL BUSINESS OWNER'S PERCEPTION ON *BUSINESS ENTITY* CONCEPTS PERCEIVED FROM LEVEL OF EDUCATION, CAPITAL SIZE, AND ENTREPRENEURSHIP EXPERIENCES**

A survei done on Small Business Owner's in the group of Resto PKL in Depok District Sleman Regency Yogyakarta

Sella Windya Nugraheni  
Sanata Dharma University  
2009

The research aims to find out the differences of small business owner's perception on Business Entity concepts perceived from (1) level of education, (2) capital size, (3) entrepreneurship experiences.

The study is a kind of an observation research. The sources of population in this reseach are 72 small business owner's in Resto PKL and Taman Kuliner in Depok District, Sleman Regency Yogyakarta. The techniques of collecting data is questionnaire. The technique of analysing the data is *Analysis if Variance* (ANOVA).

The results of the research show that : (1) there isn't any different perception on Business Entity concepts perceived from level of education (*sign. value* = 0,095 >  $\alpha$  = 0,05 ) ; (2) there isn't any different perception on Business Entity concepts perceived from capital size (*sign. value* = 0,739 >  $\alpha$  = 0,05 ) ; (3) there is any different perception on Business Entity concepts perceived from entrepreneurship experiences (*sign. value* = 0,012 <  $\alpha$  = 0,05).