

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMOTIVASI DALAM BERWIRUSAHA

Studi Terhadap Pedagang Kaki Lima Malioboro Yogyakarta

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2017

Penelitian ini bertujuan untuk mengetahui: (1) profil responden Pedagang Kaki Lima Malioboro, (2) pengaruh faktor sosio demografi terhadap motivasi berwirausaha pada Pedagang Kaki Lima Malioboro, (3) pengaruh faktor sikap terhadap motivasi berwirausaha pada Pedagang Kaki Lima Malioboro, (4) pengaruh faktor kontekstual terhadap motivasi berwirausaha pada Pedagang Kaki Lima Malioboro. Jumlah sampel yang diambil sebanyak 80 responden. Cara pengambilan sampel ini menggunakan teknik *purposive sampling*. Uji instrumen yang digunakan adalah uji validitas dan uji reliabilitas. Teknik analisis menggunakan regresi linear berganda, uji asumsi klasik, uji F dan uji t digunakan untuk menguji hipotesis penelitian.

Hasil penelitian menunjukkan bahwa: (1) mayoritas profil responden Pedagang Kaki Lima Malioboro adalah laki-laki, kemudian mayoritas sudah menjalankan usahanya selama 2-5 tahun, (2) faktor sosio demografi berpengaruh positif terhadap motivasi berwirausaha pada Pedagang Kaki Lima Malioboro, (3) faktor sikap tidak berpengaruh terhadap motivasi berwirausaha pada Pedagang Kaki Lima Malioboro, (4) faktor kontekstual berpengaruh positif terhadap motivasi berwirausaha pada Pedagang Kaki Lima Malioboro.

Kata kunci: faktor sosio demografi, faktor sikap, faktor kontekstual, motivasi berwirausaha.

ABSTRACT

ANALYSIS OF MOTIVATING FACTORS TO BE AN ENTREPRENEUR

A Study on Street Vendors at Malioboro Yogyakarta

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This study aimed to know: (1) respondent's profile of Malioboro's street vendor, 2) the influence of socio demography factor towards entrepreneur motivation, (3) the influence of behavior factor towards entrepreneur motivation, and (4) the influence of contextual factor towards entrepreneur motivation of street vendors at Malioboro. There were 80 respondents in this study. This study used purposive sampling in order to choose the samples. This study also used validity examination and reliability. The analysis technique of this study used multiple linear regression, classic assumption examination, F examination and t examination in order to examine the hypothesis of this study.

The result of the study shows: (1) most of the respondents' profile of Malioboro's street vendors were male and has already been doing their work for two until five years, (2) socio demography factor positively influenced the entrepreneur motivation of street vendors at Malioboro, (3) behavior factor did not influence the entrepreneur motivation of street vendors at Malioboro, (4) contextual factor positively influenced the entrepreneur motivation of street vendors at Malioboro.

Keywords : socio demography factor, behavior factor, contextual factor, motivation entrepreneur.