

ABSTRAK

PERBEDAAN MINAT BERWIRAUSAHA DITINJAU DARI PENGETAHUAN BERWIRAUSAHA, PERSEPSI MENGENAI PELUANG USAHA, DAN MOTIVASI BERWIRAUSAHA

Studi Kasus Mahasiswa Program Studi Akuntansi, Pendidikan Ekonomi, dan Pendidikan Akuntansi Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah ada (1) perbedaan minat berwirausaha ditinjau dari pengetahuan berwirausaha (2) perbedaan minat berwirausaha ditinjau dari persepsi peluang usaha (3) perbedaan minat berwirausaha ditinjau dari motivasi berwirausaha.

Jenis penelitian ini adalah penelitian *ex-post facto* yang dilaksanakan pada bulan Maret-April 2019. Populasi penelitian ini adalah mahasiswa Program Studi Akuntansi, Pendidikan Ekonomi, dan Pendidikan Akuntansi Universitas Sanata Dharma Yogyakarta dengan jumlah 1140 mahasiswa. Sampel sebanyak 271 diambil dengan teknik *non probability sampling*. Hipotesis diuji dengan menggunakan uji *independent sample t-test* dan *chi-square*.

Hasil penelitian menunjukkan bahwa: (1) ada perbedaan minat berwirausaha ditinjau dari pengetahuan berwirausaha (*pearson chi-square* = 43,880; nilai *sig (2-tailed)* = 0,000); (2) ada perbedaan minat berwirausaha ditinjau dari persepsi peluang usaha (*t_{hitung}* = - 5.185 dan *Sig. 2 tailed* = 0,000); (3) ada perbedaan minat berwirausaha ditinjau dari motivasi berwirausaha hitung = 21,114 dan *Asymp. Sig* = 0,000).

Kata kunci: minat berwirausaha, pengetahuan berwirausaha, persepsi peluang usaha, motivasi berwirausaha

ABSTRACT

THE DIFFERENCE OF INTEREST IN ENTREPRENEURSHIP PERCEIVED FROM KNOWLEDGE OF ENTREPRENEURS, *PERCEPTION OF BUSINESS OPPORTUNITIES*, AND MOTIVATION OF RUNNING ENTREPRENEURSHIP

A Case Study of The Students of Accounting Study Programs, Economic Education, and Accounting Education Department Sanata Dharma University Yogyakarta

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This study aims to determine the existence of (1) differences in entrepreneurial interests in terms of entrepreneurial knowledge (2) differences in entrepreneurial interests in terms of business opportunities perception (3) differences in entrepreneurial interests in terms of entrepreneurial motivation.

This study is an ex-post-facto study conducted on March-April 2019. The population of this study is the students of accounting study program, economic education study program, and accounting education study program of Sanata Dharma University, Yogyakarta, about 1140 students. 271 samples were taken by using nonprobability sampling. The hypothesis is tested by using independent sample t-test and chi-square.

The result of this study shows that: (1) there are differentiations in entrepreneurial interests in terms of entrepreneurial knowledge (*Pearson chi-square*= 43,880; *mark* and *sig* (2-tailed)=0,000); (2) there are differentiations in entrepreneurial interests in terms of business opportunities perception (*t*hitung = - 5. 185 and *sig*. 2 tailed= 0,000); (3) there are differentiations in entrepreneurial interests in terms of entrepreneurial motivation (*count*= 21,114 and *Asymp. Sig*= 0,000).

Keywords: entrepreneurial interests, entrepreneurial knowledge, business opportunity perception, entrepreneurial motivation.