

ABSTRAK

HUBUNGAN SIKAP KEPERIBADIAN, KREATIVITAS DAN INOVASI TERHADAP SIKAP MINAT BERWIRAUSAHA MAHASISWA Studi Kasus Terhadap Mahasiswa Program Studi Pendidikan Ekonomi Kekhususan Pendidikan Akuntansi

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Penelitian ini bertujuan untuk mengetahui: 1) hubungan sikap kepribadian terhadap sikap minat berwirausaha mahasiswa di Universitas Sanata Dharma, 2) hubungan sikap kreativitas dan inovasi terhadap sikap minat berwirausaha mahasiswa di Universitas Sanata Dharma.

Jenis penelitian ini adalah penelitian studi kasus. Penelitian dilaksanakan pada bulan Agustus – September 2016. Populasi penelitian ini adalah mahasiswa Program Studi Pendidikan Ekonomi BKK Pendidikan Akuntansi Universitas Sanata Dharma yang terdiri dari angkatan 2012, 2013, dan 2014 berjumlah 164 mahasiswa. Sampel sebanyak 116 mahasiswa diambil dengan teknik *proportional accidental sampling* dengan kriteria telah menempuh atau sedang menempuh mata kuliah kewirausahaan. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis menggunakan teknik *Chi-square*.

Hasil penelitian menunjukkan bahwa: (1) ada hubungan sikap kepribadian terhadap sikap minat berwirausaha mahasiswa Program Studi Pendidikan Ekonomi BKK Pendidikan Akuntansi (χ^2 hitung = 17,805; df = 1; *asympt.sig* = 0,000; nilai *Pearson's R* = 0,365 dengan derajat asosiasi sedang; rasio C/C_{\max} = 0,52 berada pada rentang 0,40 – 0,599), (2) ada hubungan sikap kreativitas dan inovasi terhadap sikap minat berwirausaha mahasiswa Program Studi Pendidikan Ekonomi BKK Pendidikan Akuntansi (χ^2 hitung = 18,138; df = 1; *asympt.sig* = 0,000; nilai *Pearson's R* = 0,368 dengan derajat asosiasi sedang; rasio C/C_{\max} = 0,52 berada pada rentang 0,40 – 0,599).

ABSTRACT

**THE CORRELATION BETWEEN PERSONALITY, CREATIVITY AND
INNOVATION TOWARD STUDENTS INTEREST IN
ENTREPRENEURSHIP**

A Case Study of the Student of Economic Study Program of Accounting
Education

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This research aims to find out: 1) the correlation of the personality towards the interest of students of Sanata Dharma University in entrepreneurship, 2) the correlation of creativity and innovation toward the interest of students of Sanata Dharma University in entrepreneurship.

This type of research is a case study. The research was carried out from August to September 2016. The population of this research were 164 students of economics education of accounting education program, 2012, 2013, and 2014 batches. The samples were 116 students who had taken or had been taking the course of entrepreneurship. The Samples were taken by proportional accidental sampling technique. The data were collected by using a questionnaire and analyzed by using Chi square technique.

The results show that: (1) there is the correlation of the personality towards the interest of students of economics education of accounting education program (χ^2 count = 17,805; df = 1; asymp.sig = 0.000; Pearson's value R = 0.365 with moderate degrees of association; C/Cmax ratio = 0.52 is at the range of 0.40 – 0,599), (2) there is the correlation of creativity and innovation toward the interest of students of Economics education of accounting education program in entrepreneurship (χ^2 count = 18.138; df = 1; asymp.sig = 0.000; Pearson's R = 0.368 value with the degree of Association; the ratio C/Cmax = 0.52 is at the range of 0.40 – 0,599).