

**ABSTRAK**

**HUBUNGAN ANTARA JIWA KEWIRAUSAHAAN DAN PENGALAMAN  
KERJA DENGAN KUALITAS LAYANAN**

Studi Kasus : Pengusaha *Laundry* di Kecamatan Depok, Sleman, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) hubungan antara jiwa kewirausahaan dengan kualitas layanan; (2) hubungan antara pengalaman kerja dengan kualitas layanan pada pelaku usaha dibidang *laundry*.

Populasi penelitian ini seluruh pengusaha *laundry* di Kecamatan Depok, Kabupaten Sleman, Yogyakarta. Jumlah sampel penelitian ini sebanyak 60 orang pengusaha *laundry*. Teknik pengambilan sampel menggunakan teknik *random sampling*. Teknik pengumpulan data yang digunakan adalah kuisisioner. Teknik analisis data adalah *regresi ganda*.

Hasil penelitian menunjukkan bahwa: (1) ada hubungan yang signifikan antara jiwa kewirausahaan dengan kualitas layanan ( $\rho = 0,001 > \alpha = 0,05$ ); (2) ada hubungan yang signifikan antara pengalaman kerja dengan kualitas layanan ( $\rho = 0,035 > \alpha = 0,05$ ).

**ABSTRACT**

**THE RELATIONSHIP BETWEEN ENTREPRENEURIAL SPIRIT AND  
WORKING EXPERIENCES WITH QUALITY OF SERVICE**

A Case Study: Laundry Entrepreneurs in Sub-District of Depok, Sleman  
Yogyakarta

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This research aims to find out: (1) the relationship between the entrepreneurial spirit with the quality of service; (2) the relationship between the working experiences with the quality of service made by laundry entrepreneurs.

The population of this research were laundry entrepreneurs in Sub-District of Depok, Sleman, Yogyakarta. There were 60 laundry entrepreneurs as samples in this research. The samples were taken by using random sampling technique. The data were collected by distributing questionnaires. The data were analyzed by using multiple-regression.

The results of this research show that: (1) there is a significant relationship between the entrepreneurial spirit with the quality of service ( $\rho = 0,001 > \alpha = 0,05$ ); (2) there is a significant relationship between the working experiences with the quality of service made by laundry entrepreneurs ( $\rho = 0,035 > \alpha = 0,05$ ).