

ABSTRAK

**PENGARUH PERMODALAN, TINGKAT PENDIDIKAN DAN PENERAPAN
BUSINESS ENTITY TERHADAP HUBUNGAN ANTARA JIWA
KEWIRAUSAHAAN DAN KECERDASAN EMOSIONAL DENGAN
EFEKTIVITAS MENGELOLA USAHA**

Survei pada usaha *counter HP* di lingkungan sekitar kampus Universitas Sanata Dharma, Universitas Atmajaya Yogyakarta, Universitas Negeri Yogyakarta dan Universitas Gadjah Mada

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh permodalan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha; 2) Pengaruh permodalan terhadap hubungan antara kecerdasan emosional dengan efektivitas mengelola usaha; 3) Pengaruh tingkat pendidikan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha; 4) Pengaruh tingkat pendidikan terhadap hubungan antara kecerdasan emosional dengan efektivitas mengelola usaha; 5) Pengaruh penerapan *business entity* terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha; 6) Pengaruh penerapan *business entity* terhadap hubungan antara kecerdasan emosional dengan efektivitas mengelola usaha.

Penelitian ini dilaksanakan di Kecamatan Depok, Kabupaten Sleman Yogyakarta khususnya di lingkungan sekitar kampus Universitas Sanata Dharma, Universitas Atmajaya Yogyakarta, Universitas Negeri Yogyakarta, dan Universitas Gadjah Mada pada bulan November sampai dengan bulan Desember 2006. Teknik pengambilan sampel adalah *purposive sampling*. Pengumpulan data dilakukan dengan kuesioner. Data dianalisis dengan menggunakan teknik analisis regresi dengan memasukkan variabel *dummy* sebagai variabel moderator.

Hasil penelitian ini menunjukkan bahwa: 1) Tidak ada pengaruh permodalan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ($\beta = 0.972 > 0.05$); 2) Tidak ada pengaruh permodalan terhadap hubungan antara kecerdasan emosional dengan efektivitas mengelola usaha ($\beta = 0.959 > 0.05$); 3) Tidak ada pengaruh tingkat pendidikan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ($\beta = 0.727 > 0.05$); 4) Tidak ada pengaruh tingkat pendidikan terhadap hubungan antara kecerdasan emosional dengan efektivitas mengelola usaha ($\beta = 0.491 > 0.05$); 5) Ada pengaruh penerapan *business entity* terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ($\beta = 0.003 < 0.05$); 6) Tidak ada pengaruh penerapan *business entity* terhadap hubungan antara kecerdasan emosional dengan efektivitas mengelola usaha ($\beta = 0.195 > 0.05$).

ABSTRACT**THE INFLUENCE OF BUSINESS CAPITAL, EDUCATIONAL LEVEL, AND THE BUSINESS ENTITY APPLICATION TOWARD THE RELATIONSHIP BETWEEN THE ENTREPRENEURSHIP SPIRIT, THE EMOTIONAL INTELLIGENCE AND THE BUSINESS MANAGEMENT EFFECTIVENESS**
A Survey on the Business of Mobile Phone Outlets surrounding Sanata Dharma University, Atmajaya University, Yogyakarta State University and Gadjah**Mada University****CICILIA IKA PUSPITASARI****Sanata Dharma University****Yogyakarta2007**

This study was aimed to reveal: 1) the influence of business capital toward the relationship between the entrepreneurship spirit and the business management effectiveness; 2) the influence of business capital toward the relationship between the emotional intelligence and the business management effectiveness; 3) the influence of educational level toward the relationship between the entrepreneurship spirit and the business management effectiveness; 4) the influence of educational level toward the relationship between the emotional intelligence and the business management effectiveness; 5) the influence of business entity application toward the relationship between the entrepreneurship spirit and the business management effectiveness; 6) the influence of business entity application toward the relationship between the emotional intelligence and the business management effectiveness.

This study was conducted in Depok District, Sleman Regency, Yogyakarta that took place in the surroundings of Sanata Dharma University, Atmajaya University, Yogyakarta State University and Gadjah Mada University from November to December 2006. The samples were taken by using the 'purposive sampling' technique and the data was gathered by the mean of questionnaires. The gathered data was then analyzed by the use of the technique of 'regression analysis' by putting the 'dummy' variable as the moderate variable.

The results of the study showed that: 1) there was no influence of business capital toward the relationship between the entrepreneurship spirit and the business management effectiveness ($r = 0.972 > 0.05$); 2) there was no influence of business capital toward the relationship between the emotional intelligence and the business management effectiveness ($r = 0.959 > 0.05$); 3) there was no influence of educational level toward the relationship between the entrepreneurship spirit and the business management effectiveness ($r = 0.727 > 0.05$); 4) there was no influence of educational level toward the relationship between the emotional intelligence and the business management effectiveness ($r = 0.491 > 0.05$); 5) there was an influence of business entity application toward the relationship between the entrepreneurship spirit and the business management effectiveness ($r = 0.003 < 0.05$); 6) there was no influence of business entity application toward the relationship between the emotional intelligence and the business management effectiveness ($r = 0.195 > 0.05$).