



ABSTRACT

INFLUENCES OF ETHNIC, BUSSINES CAPITAL, AND EDUCATION TOWARD THE RELATIONSHIP BETWEEN THE ENTREPRENEURSHIP SPIRIT, THE EMOTIONAL INTELLIGENCE AND THE BUSINESS MANAGEMENT EFFECTIVENES

(A case study of Spice Retailers in Beringharjo Market, DIY)

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This study aims to find out whether: 1) there are ethnic influences toward the relationship between entrepreneurship spirit and the business management effectiveness; 2) there are ethnic influences toward the relationship between emotional intelligence and the business management effectiveness; 3) there are influences of bussines capital toward the relationship between entrepreneurship spirit and the business management effectiveness; 4) there are bussines capital influences toward relationship between emotional intelligence and the business management effectiveness; 5) there are influences of education toward the relationship between entrepreneurship spirit and the business management effectiveness; 6) there are influences of education toward relationship between emotional intelligence and the business management effectiveness.

This study was conducted in Beringharjo Market in the City of Yogyakarta from January to February 2007. The research population for this study was 100 people. 78 of them were taken for research samples. The Researcher took the samples by applying *simple random sampling* technique. Data gathering techniques used in this study were observation and questionnaire. Data analysis technique employed in this study was equation model which was developed by Chow.

The result of this study shows that: 1) there are negative ethnic influences toward the relationship between entrepreneurship spirit and the business management effectiveness ($p = 0.000 < \alpha = 0.050$); 2) there are negative ethnic influences toward the relationship between emotional intelligence and the business management effectiveness ($p = 0.000 < \alpha = 0.050$); 3) there are negative capital influences toward the relationship between entrepreneurship spirit and business management effectiveness ($p = 0.001 < \alpha = 0.050$); 4) there are negative capital influences toward the relationship between emotional intelligence and the business management effectiveness ($p = 0.000 < \alpha = 0.050$); 5) there are negative educational influences toward the relationship between entrepreneurship spirit and business management effectiveness ($p = 0.001 < \alpha = 0.050$); 6) there are negative educational influences toward the relationship between emotional intelligence and business management effectiveness ($p = 0.000 < \alpha = 0.050$).