

ABSTRAK**PENGARUH ETNIS, PERMODALAN, DAN PENDIDIKAN TERHADAP HUBUNGAN ANTARA JIWA KEWIRAUSAHAAN DAN KECERDASAN EMOSIONAL DENGAN KEEFEKTIFAN MENGELOLA USAHA**

Studi Kasus pada Pedagang Konveksi di Pasar Beringharjo DIY

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2007

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh etnis terhadap hubungan antara jiwa kewirausahaan dengan keefektifan mengelola usaha; (2) pengaruh etnis terhadap hubungan antara kecerdasan emosional dengan keefektifan mengelola usaha; (3) pengaruh jumlah modal terhadap hubungan antara jiwa kewirausahaan dengan keefektifan mengelola usaha; (4) pengaruh jumlah modal terhadap hubungan antara kecerdasan emosional dengan keefektifan mengelola usaha; (5) pengaruh tingkat pendidikan terhadap hubungan antara jiwa kewirausahaan dengan keefektifan mengelola usaha; (6) pengaruh tingkat pendidikan terhadap hubungan antara kecerdasan emosional dengan keefektifan mengelola usaha.

Penelitian ini dilaksanakan di Pasar Beringharjo Kodya Yogyakarta pada bulan Januari sampai Februari 2007. Populasi dalam penelitian ini sebanyak 231 orang. Jumlah sampel adalah 139 orang. Pengambilan sampel dengan menggunakan teknik *simple random sampling*. Teknik pengumpulan data yang digunakan observasi dan kuesioner. Teknik analisis data menggunakan model persamaan yang dikembangkan oleh *Chow*.

Hasil penelitian menunjukkan: (1) etnis berpengaruh negatif terhadap hubungan antara jiwa kewirausahaan dengan keefektifan mengelola usaha ($p = 0,029 < \alpha = 0,05$); (2) etnis berpengaruh positif terhadap hubungan antara kecerdasan emosional dengan keefektifan mengelola usaha ($p = 0,003 < \alpha = 0,05$); (3) permodalan berpengaruh positif terhadap hubungan antara jiwa kewirausahaan dengan keefektifan mengelola usaha ($p = 0,014 < \alpha = 0,05$); (4) permodalan berpengaruh positif terhadap hubungan antara kecerdasan emosional dengan keefektifan mengelola usaha ($p = 0,001 < \alpha = 0,05$); (5) pendidikan berpengaruh positif terhadap hubungan antara jiwa kewirausahaan dengan keefektifan mengelola usaha ($p = 0,031 < \alpha = 0,05$); (6) pendidikan berpengaruh positif terhadap hubungan antara kecerdasan emosional dengan keefektifan mengelola usaha ($p = 0,016 < \alpha = 0,05$).

ABSTRACT**THE INFLUENCE OF ETHNIC, BUSINESS CAPITAL, AND EDUCATION TOWARD THE RELATIONSHIP BETWEEN THE ENTREPRENEURSHIP SPIRIT, THE EMOTIONAL INTELLIGENCE AND THE BUSINESS MANAGEMENT EFFECTIVENES**

A Case Study On Garment Merchants in Beringharjo Market DIY

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The objectives of this research were to know: (1) ethnic influence toward the relationship between the entrepreneurship spirit and the business management effectivnes; (2) ethnic influence toward the relationship between the emotional intelligence and the business management effectivnes; (3) business capital influence toward the relationship between the entrepreneurship spirit and the business management effectivnes; (4) business capital influence toward the relationship between the emotional intelligence and the business management effectivnes; (5) education influence toward the relationship between the entrepreneurship spirit and the business management effectivnes; (6) education influence toward the relationship between the emotional intelligence and the business management effectivnes.

This research was conducted in Beringharjo market in the City of Yogyakarta from January to February 2007. The population of the research was 231 people. The amount of the sample was 139. The sample taken by using simple random sampling technique. The technique of collecting data were observation and questionnaire. The technique of analyzing the data was the equation model that was improved by Chow.

The result of the research shows that: (1) ethnic was negative influence toward the relationship between the entrepreneurship spirit and the business management effectivnes ($p = 0,029 < \alpha = 0,05$); (2) ethnic was positive influence toward the relationship between the emotional intelligence and the business management effectivnes ($p = 0,003 < \alpha = 0,05$); (3) business capital was positive influence toward the relationship between the entrepreneurship spirit and the business management effectivnes ($p = 0,014 < \alpha = 0,05$); (4) business capital was positive influence toward the relationship between the emotional intelligence and the business management effectivnes ($p = 0,001 < \alpha = 0,05$); (5) education was positive influence toward the relationship between the entrepreneurship spirit and the business management effectivnes ($p = 0,031 < \alpha = 0,05$); (6) education was positive influence toward the relationship between the emotional intelligence and the business management effectivnes ($p = 0,016 < \alpha = 0,05$).