

ABSTRAK

**PENGARUH PERMODALAN, PENDIDIKAN, DAN KULTUR
LINGKUNGAN KERJA TERHADAP HUBUNGAN ANTARA JIWA
KEWIRAUSAHAAN DENGAN EFEKTIVITAS MENGELOLA USAHA**
Studi Kasus : Counter HP di Sepanjang Jalan Gejayan dan Jogja Phone Market
Yogyakarta

**Florensus Sujiantoro
Universitas Sanata Dharma
Yogyakarta**

Tujuan penelitian ini adalah untuk mengetahui : (1) pengaruh positif permodalan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha. (2) pengaruh positif pendidikan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha. (3) pengaruh positif kultur lingkungan kerja terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha.

Penelitian ini merupakan studi kasus dengan mengambil objek penelitian pada counter HP di sepanjang jalan Gejayan dan Jogja Phone Market. Data dikumpulkan dengan kuesioner dan analisis data menggunakan analisis regresi yang dikembangkan oleh Chow.

Hasil penelitian menunjukkan bahwa : (1) tidak ada pengaruh positif permodalan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha dan ada pengaruh negatif permodalan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha (2) tidak ada pengaruh positif pendidikan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha. (3) tidak ada pengaruh positif kultur lingkungan kerja (*power distance*) terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha. Tidak ada pengaruh positif kultur lingkungan kerja (*individualism vs collectivism, femininity vs masculinity*) terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha. Sebaliknya ada pengaruh negatif kultur lingkungan kerja (*uncertainty avoidance*) terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha. Tidak ada pengaruh positif kultur lingkungan kerja (*power distance, individualism vs collectivism, femininity vs masculinity, uncertainty avoidance*) terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha.

ABSTRACT

THE INFLUENCE OF CAPITAL, EDUCATION, AND ORGANIZATIONAL CULTURE TOWARD THE RELATIONSHIP BETWEEN THE ENTREPRENEURSHIP SPIRIT AND THE EFFECTIVENESS OF BUSINESS MANAGEMENT

A Case Study: Handphone Outlets at Gejayan Street and Jogja Phone Market
Yogyakarta

Florensius Sujiantoro
Sanata Dharma University
2007

This study was aimed to know: (1) the influence of capital towards the relationship between the entrepreneurship spirit and the effectiveness of business management. (2) the influence of education towards the relationship between the entrepreneurship spirit and the effectiveness of business management. (3) the influence of organizational culture towards the relationship between the entrepreneurship spirit and the effectiveness of business management.

The research was a case study within the object of counter handphone outlets at Gejayan Street and Jogja Phone Market. The technique of gathering data was questionnaire and the data analysis technique used was regression model that was developed by Chow.

The results of this study show: (1) there was no influence of capital towards the relationship between the entrepreneurship spirit and the effectiveness of business management and there was an influence of capital towards the relationship between the entrepreneurship spirit and the effectiveness of business management. (2) there was no influence of education towards the relationship between the entrepreneurship spirit and the effectiveness of business management. (3) there was no influence of organizational culture (power distance) towards the relationship between the entrepreneurship spirit and the effectiveness of business management, there was no influence of organizational culture (individualism vs. collectivism, femininity vs. masculinity) towards the relationship between the entrepreneurship spirit and the effectiveness of business management and there was an influence of organizational culture (uncertainty avoidance) towards the relationship between the entrepreneurship spirit and the effectiveness of business management. In general, there was no influence of organizational culture (power distance, individualism vs. collectivism, femininity vs. masculinity, uncertainty avoidance) towards the relationship between the entrepreneurship spirit and the effectiveness of business management.