

## ABSTRAK

### PENGARUH PERMODALAN, PENDIDIKAN, DAN KULTUR LINGKUNGAN KERJA TERHADAP HUBUNGAN ANTARA JIWA KEWIRAUSAHAAN DENGAN EFEKTIVITAS MENGELOLA USAHA

Studi Kasus : Sentra Industri Bakpia Yogyakarta

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

Penelitian ini merupakan studi kasus dengan mengambil objek Sentra Industri Bakpia. Data dikumpulkan dengan kuesioner. Teknik analisis data yang digunakan adalah analisis regresi yang dikembangkan oleh Chow.

Hasil penelitian menunjukkan bahwa : (1) ada pengaruh permodalan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ( $r = 0,033 < \alpha = 0,05$ ). (2) tidak ada pengaruh pendidikan terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ( $r = 0,146 > \alpha = 0,05$ ). (3) tidak ada pengaruh kultur lingkungan kerja pada dimensi *power distance* terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ( $r = 0,201 > \alpha = 0,05$ ), tidak ada pengaruh kultur lingkungan kerja pada dimensi *individualism versus collectivism* terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ( $r = 0,771 > \alpha = 0,05$ ), ada pengaruh kultur lingkungan kerja pada dimensi *femininity versus masculinity* terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ( $r = 0,026 < \alpha = 0,05$ ), tidak ada pengaruh kultur lingkungan kerja pada dimensi *uncertainty avoidance* terhadap hubungan antara jiwa kewirausahaan dengan efektivitas mengelola usaha ( $r = 0,548 > \alpha = 0,05$ ).

## ABSTRACT

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

A Case Study : “Bakpia” Industrial Centre of Yogyakarta

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The aims of research were 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 with the object of “Bakpia” Industrial Centre. To obtain the data, the researcher used questionnaire. The technique used to analyze the data was regression analysis developed by Chow.

The findings showed that : 1) there was influence of capital towards the relationship between the entrepreneurship spirit and the effectiveness of business management ( $r = 0,033 < a = 0,05$ ); 2) there was no influence of education towards the relationship between the entrepreneurship spirit and the effectiveness of business management ( $r = 0,146 > a = 0,05$ ); 3) there was no influence of organizational culture at power distance dimension towards the relationship between the entrepreneurship spirit and the effectiveness of business management ( $r = 0,201 > a = 0,05$ ); there was no influence of organizational culture at individualism versus collectivism dimension towards the relationship between the entrepreneurship spirit and the effectiveness of business management ( $r = 0,771 > a = 0,05$ ); there was influence of organizational culture at femininity versus masculinity dimension towards the relationship between the entrepreneurship spirit and the effectiveness of business management ( $r = 0,026 < a = 0,05$ ); there was no influence of organizational culture at uncertainty avoidance dimension towards the relationship between the entrepreneurship spirit and the effectiveness of business management ( $r = 0,548 > a = 0,05$ ).