

ABSTRAK

Hiroko Jodi Brigitte Laura Amanda, 111011239, Pengaruh Kepribadian *Entrepreneur* dan *Entrepreneur Learning* terhadap Intensi Berwirausaha pada Mahasiswa Ciputra Surabaya, *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2015.

xviii + 100 halaman, 12 Lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh antara kepribadian entrepreneur dan entrepreneur learning terhadap intensi berwirausaha pada mahasiswa Universitas Ciputra Surabaya. Teori kepribadian entrepreneur menggunakan teori dari Bezzina (2010), teori entrepreneur learning menggunakan teori dari Buchari Alma (2010), dan teori intensi berwirausaha menggunakan teori dari Nurul Indarti (2008).

Penelitian ini dilakukan kepada 150 orang mahasiswa angkatan 2011 di Universitas Ciputra Surabaya. Metode sampling yang digunakan adalah accidental sampling dengan alat pengumpul data berupa kuisioner dengan dua skala yaitu skala Kepribadian Entrepreneur dari Bezzina (2010) yang telah diadaptasi oleh Ahmad Yusuf (2013) dan skala intensi berwirausaha dari Nurul Indarti (2008). Teknik analisis menggunakan teknik regresi ganda dan regresi sederhana menggunakan program SPSS 20 for windows.

Hasil Penelitian ini menunjukkan bahwa ada pengaruh yang signifikan antara kepribadian entrepreneur dan entrepreneur learning terhadap intensi berwirausaha pada mahasiswa Ciputra Surabaya sebesar 52,9%. Berdasarkan uji pengaruh masing-masing variabel bebas terhadap intensi berwirausaha menunjukkan bahwa need of achievement, self sufficiency, ambiguity tolerance, self confidence, creativity innovative, risk taking, dan locus of control berpengaruh secara signifikan terhadap intensi berwirausaha. Sedangkan entrepreneur learning tidak berpengaruh secara signifikan terhadap intensi berwirausaha.

Kata Kunci: Kepribadian *Entrepreneur*, *Entrepreneur Learning*, Intensi Berwirausaha, Mahasiswa Ciputra

Daftar Pustaka: 41 (1975-2015)

ABSTRACT

Hiroko Jodi Brigitte Laura Amanda, 111011239, *The Effect of Entrepreneur Personality and Entrepreneur Learning to Entrepreneurship Intention in Undergraduate Student of Ciputra University, Undergraduate Thesis, Faculty of Psychology Airlangga University Surabaya, 2015*
xviii + 100 Pages, 12 Appendixes

This study aim to find out the effects of entrepreneur personality and entrepreneur learning to entrepreneurship intention in undergraduate student of Ciputra University. Entrepreneur personality theory by Bezzina (2010), entrepreneur learning theory by Buchari Alma (2010), and teori entrepreneurship intention theory by Nurul Indarti (2008) were use as reference for this study.

The population used in this study are 150 undergraduate students of Ciputra University in Surabaya. The sampling method used in this study is accidental sampling with online and direct questionnaire. This study used survey method, where entrepreneur personality was measured with Entrepreneur personality quostionnaire (Bezzina, 2010 & Ahmad, 2013) and Entrepreneurship intention was measured with entrepreneurship intention questionnaire from Nurul Indarti (2008). Data was analizes used multiple regression and simple regression analysis technique with SPSS 20 for windows.

Result show that entrepreneur personality and entrepreneur learning are significant effects for entrepreneurship intention in undergraduate student of Ciputra University equal to 52,9%. The result of simple regression show that need of achievement, self sufficiency, ambiguity tolerance, self confidence, creativity innovative, risk taking, dan locus of control are significant predictors to entrepreneurship intention, while entrepreneur learning show that no significant effect for entrepreneurship intention.

Keywords: *Entrepreneur Personality, Entrepreneur Learning, Entrepreneurship Intention, Undergraduate Student of Ciputra University*
Reference : 41 (1975-2015)