

## RINGKASAN

**Pengaruh Kreatifitas, Keberanian Dan Kedisiplinan Berusaha  
Pengusaha Madura Terhadap Keberhasilan Usaha**

Ries Dyah Fitriyah

Adanya suatu penelitian yang menunjukkan bahwa keberhasilan suatu perusahaan sebanyak 20% ditentukan pengusaha. Dari hasil penelitian tersebut muncul gagasan untuk meneliti kelompok pengusaha Madura, hal ini dikarenakan tingkat survivalitas suku ini cukup tinggi. Secara realitas dapat dijumpai jumlah *imigran* Madura hampir di seluruh wilayah Indonesia yang bekerja sebagai pengusaha baik kecil, menengah ataupun tingkat atas mewarnai perekonomian lokal (kota Surabaya). Etnis Madura yang berprofesi sebagai wirausaha, banyak yang memegang kendali bisnis yang tidak memiliki gengsi tinggi, seperti besi tua, kertas bekas, barang-barang dari sampah plastik atau biasa disebut loakan. Yang semua itu bukanlah pekerjaan yang memiliki *prestise* di kalangan masyarakat umum.

Dalam penelitian ini dilakukan untuk menganalisis pengaruh kreatifitas, keberanian dan kedisiplinan berusaha pengusaha Madura terhadap keberhasilan usahanya. Sampel dalam penelitian ini adalah para pengusaha Madura yang bergerak di segala bidang usahabesi tua dan telah eksis dalam bidangnya minimal 3 (tiga) tahun. Sampel diambil dari beberapa pengusaha yang ada di Surabaya dengan cara *purposive sampling*. Sampel diambil dari 100 pengusaha yang masih aktif dalam keanggotaan APSULTI. Dan waktu penelitiannya adalah bulan Juli sampai dengan September 2005.

Penelitian ini akan menggunakan data primer dengan menggunakan alat kuisioner. Pelaksanaan penelitian di lakukan di Kota Surabaya dan sekitarnya dan dalam metode penelitian digunakan Analisa regresi logistik (binary), sehingga hasilnya dapat menjawab masalah dan hipotesis penelitian. Alasan menggunakan uji regresi logistik dikarenakan untuk mengetahui berhasil dan kurang berhasilnya usaha pengusaha Madura

Perhitungan regresi logistik menunjukkan nilai koefisien determinasi R square ( $R^2$ ) 0,326. Hal ini menunjukkan bahwa dari persamaan tersebut sejumlah 32,6 % dari perubahan nilai Y dipengaruhi oleh ketiga variabel bebas yang diteliti yaitu kreatifitas, kedisiplinan dan keberanian. Sedangkan sisanya 67,4 % dipengaruhi oleh variabel lain diluar variabel-variabel bebas yang digunakan dalam penelitian ini. Diantara yang dapat mempengaruhi keberhasilan pengusaha Madura secara teoritis adalah networking atau jaringan usaha, kondisi ekonomi dan faktor sosial budaya.

Hasil penelitian menunjukkan bahwa nilai signifikansi *Chi square* adalah 0,000 ( $p < 0,05$ ) yang berarti ada pengaruh seluruh variabel bebas yang terdiri kreatifitas, keberanian dan kedisiplinan berpengaruh secara bersama-sama terhadap keberhasilan

Dari hasil pengujian lanjut menunjukkan bahwa faktor kedisiplinan dan keberanian merupakan faktor yang menentukan secara parsial keberhasilan usaha pengusaha Madura. Hal ini mencerminkan bahwa ciri pengusaha Madura adalah disiplin yang lebih dicerminkan dalam keuletan dalam bekerja kemudian berani mengambil peluang bisnis dan menanggung resiko.



## SUMMARY

### **The Effect of the Creativeness, Disciplinary and Courageous of the Maduranese in Business**

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Some researches states that twenty percents of the company performance is determined by the entrepreneurship of the people involved. Based on that statement, the authors wants to analyze the maduranese entrepreneurs, because most of them have significantly succeeded in their business. The maduranese people occupied the city of Surabaya. They work as an entrepreneur from a small business to a big business. Most of maduranese entrepreneurs take unprestigious field, like used metal, paper or plastic.

This purpose of this research is to analyze the effect of creativeness, disciplinary and courageous of the maduranese entrepreneurs toward their success in business. The population to be examined was the maduranese entrepreneurs, who worked in used steel business, in the city of Surabaya. The samples were taken by the purposive sampling method among those Apsulti. The sample size was 100 individuals. This research was conducted from July to September 2005. The instrument applied in this research was questionnaire, the statistical analysis used to test hypotheses was logistic regression

The research used the logistic regression analysis technique, to analyze the effect. The logistic regression analysis showed that determination coefficient is 0,292. It mean that 29,2 % of the successful maduranese entrepreneurs effected by their creativeness (X1), disciplinary (X2) and courageous (X3). But 71,8 % of them effected by other factor, for example networking life style, thriftily, economical condition, social factor, individual culture and management.

This result showed that significant *Chi square* is 0,000 ( $p < 0,05$ ) it mean there is the effect of the independent variable creativeness, disciplinary and courageous simultaneously toward successful in business.

Particularly, from the result viewed that disciplinary and courageous are decisive successful for maduranese entrepreneurs. It showed that maduranese entrepreneurs are disciplinary, it means that their bounce in working, and then courageous to take the opportunity and the risk in business.

## ABSTRACT

### **The Effect of the Creativeness, Disciplinary and Courageous of the Maduranese in Business**

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The purpose of this research is to analyze the effect of the creativeness, disciplinary and courageous of maduranese entrepreneurs toward their success in business. The population to be examined was the maduranese entrepreneurs, who worked in used steel business, in the city of Surabaya.. The samples were taken by the purposive sampling method among those Apsulti. The sample size was 100 individuals. This research was conducted from July to September 2005. The instrument applied in this research was questionnaire, the statistical analysis used to test hypotheses was logistic regression.

The research showed that the creativeness, disciplinary and courageous simultaneously effect the success of the maduranese entrepreneurs. The contribution of the three independent variables was 32,6% and there were other factors unresearchable that might effect their success. Those were networking, life style, thriftily, economical condition, social factor, individual culture and management business.

Particularly, from the result viewed that disciplinary and courageous are decisive successful for maduranese entrepreneurs. It showed that maduranese entrepreneurs are disciplinary, it means that their bounce in working, and then courageous to take the opportunity and the risk in business.

**Keywords:** creativity, disciplinary, bravely, maduranese etrepreneur, Successful in business, metalizing field.