

ABSTRAK

KONTRIBUSI HASIL BELAJAR MANAJEMEN USAHA BUSANA TERHADAP KESIAPAN PERINTISAN USAHA BISNIS BUTIK

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Penelitian ini mengkaji kontribusi hasil belajar Manajemen Usaha Busana terhadap kesiapan perintisan usaha bisnis butik. Tujuan penelitian untuk memperoleh data, bagaimana kontribusi hasil belajar Manajemen Usaha Busana terhadap kesiapan perintisan usaha bisnis butik. Populasi penelitian yaitu mahasiswa Program Studi Pendidikan Tata Busana angkatan 2013, menggunakan *sampel random* berjumlah 30 orang. Metode penelitian menggunakan metode deskriptif, dengan teknik pengumpul data berupa tes dan angket. Temuan penelitian menunjukkan bahwa hasil belajar Manajemen Usaha Busana dan kesiapan perintisan usaha busana butik berada pada kriteria cukup. Kesimpulan penelitian menunjukkan bahwa hasil belajar manajemen usaha busana dengan indikator konsep manajemen usaha butik, unsur manajemen usaha butik, bidang manajemen usaha butik, dan konsep busana pesta memberikan kontribusi positif dan signifikan tetapi termasuk dalam kriteria kecil terhadap kesiapan perintisan usaha bisnis butik ditinjau dari indeks koefisiensi determinasi. Saran penelitian ini ditujukan kepada peserta didik hendaknya lebih meningkatkan pengetahuan tentang Manajemen Usaha Busana agar dapat dijadikan bekal untuk merintis usaha bisnis butik dan kepada peneliti berikutnya agar dapat meneliti faktor internal dan eksternal yang menyebabkan kecilnya pengaruh hasil belajar Manajemen Usaha Busana terhadap kesiapan perintisan usaha bisnis butik.

Kata kunci: Manajemen Usaha Busana, Perintisan, Usaha Butik.

ABSTRACT

CONTRIBUTION OF LEARNING OUTCOMES OF CLOTHING BUSINESS MANAGEMENT FOR READINESS TO PIONEER THE BOUTIQUE BUSINESS

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This study explores the contribution of learning outcomes of Clothing Business Management for the readiness to pioneer the boutique business. The aim of this study is to gain the data and to reveal how the learning outcomes of Clothing Business Management make a contribution for the readiness to pioneer the boutique business. The population for this study is the students from Dressmaking Education Department of 2013. There are 30 students who are randomly chosen as the sample of the study. This study employed descriptive method. The data collection techniques employed are test and questionnaire. The result showed that the learning outcome of Clothing Business Management is in the fair criteria. The conclusion revealed that the learning outcome of Clothing Business Management with the indicators of Boutique business management concept, Boutique business management elements, Boutique business management field, and party dress concept make a positive and significant contribution, yet only a minor contribution for the readiness to pioneer Boutique business based on the coefficient of determination index. This study suggests that the students should improve their knowledge of Boutique business management as the provision to pioneer the Boutique business. This study also prompts the future researchers to explore more about both internal and external factors that result in the minor contribution of learning outcome of clothing business management for the readiness to pioneer the boutique business.

Keywords: Boutique Business, Clothing Business Management, Pioneer.