

## ABSTRAK

Gallant Asunka (1102061), “**Pengaruh *Perceived Desirability* dan *Feasibility* Terhadap Minat berwirausaha Siswa SMK Kota Cimahi**”.  
Dibawah bimbingan Drs. Bambang Wijayanta dan Lisnawati, S.Pd., MM

Latar belakang penelitian ini adalah rendahnya minat berwirausaha, hal tersebut ditandai dengan jumlah pengangguran di tingkat SMK yang sangat besar. Padahal lulusan SMK dipersiapkan untuk bekerja dan mampu menciptakan lapangan kerja (berwirausaha). Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui (1) mengetahui gambaran *perceived desirability*, (2) mengetahui gambaran *perceived feasibility*, (3) mengetahui gambaran minat berwirausaha, (4) mengetahui pengaruh *perceived desirability* terhadap minat berwirausaha, (5) mengetahui pengaruh *perceived feasibility* terhadap minat berwirausaha, (6) mengetahui pengaruh *perceived desirability* dan *feasibility* terhadap minat berwirausaha siswa SMK Kota Cimahi, dan (7) hubungan antara *perceived desirability* dengan *feasibility* SMK Kota Cimahi Bandung. Objek yang menjadi unit analisis dalam penelitian ini adalah siswa SMK Kota Cimahi. Variabel bebas (X) dalam penelitian ini adalah *perceived desirability*, dan variabel terikat (Y) dari penelitian ini adalah minat berwirausaha. Jenis penelitian yang digunakan adalah deskriptif, verifikatif. Metode yang digunakan adalah *explanatory survey* dengan teknik sampel yaitu teknik *simple random sampling* dengan jumlah sampel 100 responden. Teknik analisa data yang digunakan adalah regresi linier berganda dengan alat bantu *software* komputer SPSS 21.0 *for windows*. Hasil temuan dalam penelitian ini menunjukkan bahwa gambaran *perceived desirability* dalam kategori baik, gambaran *perceived feasibility* dalam kategori baik, gambaran minat berwirausaha dalam kategori baik, minat berwirausaha dipengaruhi secara positif oleh *perceived desirability*, minat berwirausaha dipengaruhi secara positif oleh *perceived feasibility* dan terdapat hubungan atau korelasi aktif antara *perceived desirability* dengan *feasibility*. Berdasarkan hasil penelitian ini direkomendasikan sebagai dasar untuk dilakukannya penelitian lain

mengenai *perceived desirability* dengan *feasibility* dengan indikator dan objek yang berbeda.

**Kata kunci:** *perceived desirability*, *perceived feasibility*, minat berwirausaha

## **ABSTRACT**

Selly Nuraeni (1104084), ***“The Influence of Perceived Desirability and Feasibility towards on Interest in Entrepreneurship student at SMK Cimahi.”*** *“Under the guidance of Drs. Bambang Wijayanta dan Lisnawati, S.Pd., MM*

*The background of this study is the low interest in entrepreneurship, it is marked with the number of unemployed at SMK level is very large. Whereas SMK graduates are prepared to work and generate employment (entrepreneurship). Therefore, the purpose of this study was to determine (1) know the description of perceived desirability, (2) know the description of perceived feasibility, (3) know the description of interest in entrepreneurship, (4) the effect of perceived desirability of the interest in entrepreneurship, (5) find out feasibility perceived influence of the interest in entrepreneurship, (6) the effect of perceived desirability and feasibility terhadap interest in entrepreneurship students SMK Kota Cimahi, and (7) the relationship between perceived desirability with feasibility SMK at Cimahi. he object that becomes the unit of analysis in this study were students of SMK at Cimahi. The independent variable (X) in this study were perceived desirability, and the dependent variable (Y) of the study is interest in entrepreneurship. This type of research is descriptive verification. The method used is explanatory survey with a sample technique is simple random sampling with a sample size of 100 respondents. Data analysis technique used is multiple linear regression with computer software tools SPSS 21.0 for Windows. The findings in this study indicate that the image perceived desirability in either category, an idea perceived feasibility in either category, an overview interest in entrepreneurship in both categories, interest in entrepreneurship is positively influenced by the perceived desirability, interest in entrepreneurship positively influenced by the perceived feasibility and there is a relationship or correlation active between the perceived desirability with feasibility. Based on these results is recommended as a basis for other studies done regarding the perceived desirability and feasibility indicators of different objects.*

***Keywords: perceived desirability, perceived feasibility, entrepreneurial intentions***