

**STUDI TENTANG INTENSI BERWIRUSAHA SISWA SMK DI KOTA
BANDUNG**

(Survei Pada Siswa Kelas XI Program Keahlian Tata Boga SMK di Kota
Bandung)

TESIS

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Magister
Program Studi Pendidikan Ekonomi



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UNIVERSITAS PENDIDIKAN INDONESIA

2019

**STUDI TENTANG INTENSI BERWIRAUSAHA SISWA SMK
DI KOTA BANDUNG**

**(Survei pada Siswa kelas XI SMK Program Keahlian Tata Boga
di Kota Bandung Tahun Ajaran 2018/2019)**

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Agustus 2019

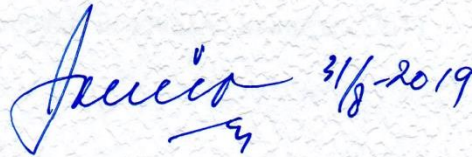
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**STUDI TENTANG INTENSI BERWIRAUSAHA SISWA
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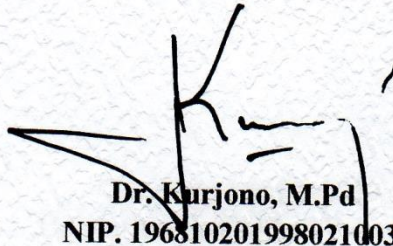
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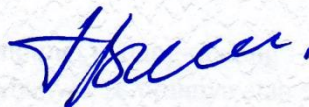
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ABSTRAK

STUDI TENTANG INTENSI BERWIRAUSAHA SISWA SMK DI KOTA BANDUNG

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Masalah penelitian ini adalah rendahnya intensi berwirausaha siswa. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *personality* dan pembelajaran kewirausahaan terhadap intensi berwirausaha siswa dengan mediasi *self efficacy*. Grand teori yang digunakan adalah *theory planned behavior* dari Ajzen. Pendekatan yang digunakan adalah pendekatan kuantitatif. Metode yang digunakan adalah survei explanatory dengan pengumpulan data melalui penyebaran kuesioner, sedangkan analisis yang digunakan adalah analisis jalur. Populasi dalam penelitian ini adalah seluruh siswa kelas XI Bidang Keahlian Tata Boga SMK di kota Bandung tahun pelajaran 2018/2019 dengan teknik pengambilan sampel *proportional random sampling*. Hasil penelitian menunjukkan : 1) *Personality* dan pembelajaran kewirausahaan berpengaruh positif dan signifikan terhadap *self efficacy*, 2) *personality* dan pembelajaran kewirausahaan berpengaruh positif dan signifikan terhadap intensi berwirausaha siswa dimediasi *self efficacy*. Adapun temuan penelitian dalam struktur satu yang paling berpengaruh terhadap *self efficacy* adalah *personality* sedangkan pada struktur dua yang paling berpengaruh terhadap intensi adalah *self efficacy*. Oleh karena itu disarankan untuk menerapkan pembelajaran bermakna agar siswa mengalami langsung apa yang dipelajarinya, sehingga tumbuh kreativitas pada diri siswa untuk berinovasi.

Kata Kunci : *Personality*, Pembelajaran Kewirausahaan, *Self Efficacy*, Intensi Berwirausaha

ABSTRACT
STUDY OF ENTREPRENEURIAL INTENTIONS OF VOCATIONAL
STUDENTS IN BANDUNG

Under guidance of

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The problem of this research is the low entrepreneurial intentions in vocational students. The purpose of this study was to determine and analyze the effect of personality and entrepreneurial learning on student entrepreneurial intentions by mediating self-efficacy. The grand theory used is the theory of planned behavior of Ajzen. The approach used is a quantitative approach. The method used is an explanatory survey by collecting data through questionnaires, while the analysis used is path analysis. The population in this study were all students of class XI in the Vocational Expertise in Vocational High School in Bandung, in the 2018/2019 academic year with proportional random sampling technique. The results of the study show: 1) Personality and entrepreneurial learning have a positive and significant effect on self efficacy, 2) personality and entrepreneurial learning have a positive and significant effect on students' entrepreneurial intentions mediated by self efficacy. The research findings in the structure of the one that has the most influence on self efficacy are personality, while in the second structure the most influential on intention is self efficacy. Therefore it is recommended to implement meaningful learning so that students experience first hand what they are learning, so that creativity grows in students to innovate.

Keywords: Personality, Entrepreneurship Learning, Self Efficacy, Entrepreneurial Intention

DAFTAR ISI

PERNYATAAN	i
UCAPAN TERIMA KASIH	ii
ABSTRAK	iv
ABSTRACT	v
DAFTAR ISI	vi
DAFTAR TABEL	ix
DAFTAR GAMBAR	xi
BAB I PENDAHULUAN	1
1.1. Latar Belakang	1
1.2. Rumusan Masalah	13
1.3. Tujuan Penelitian.....	13
1.4. Manfaat Penelitian.....	14
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	15
2.1. Kajian Pustaka.....	15
2.1.1. Konsep Intensi	15
2.1.1.1. Definisi Intensi	15
2.1.1.2. Faktor – Faktor yang Mempengaruhi Intensi	16
2.1.1.3. Dimensi Intensi Berdasarkan <i>Theory of Planned Behavior</i>	17
2.1.2. Konsep Dasar Kewirausahaan	20
2.1.2.1. Definisi Kewirausahaan.....	20
2.1.2.2. Definisi Wirausaha	21
2.1.2.3. Karakteristik Wirausaha	22
2.1.3. Intensi Berwirausaha.....	23
2.1.3.1. Definisi Intensi Berwirausaha.....	23
2.1.3.2. Teori – Teori Model Intensi Berwirausaha.....	25
2.1.3.3. Faktor – Faktor yang Mempengaruhi Intensi Berwirausaha Error! Bookmark not defined.	
2.1.3.4. Dimensi Intensi Berwirausaha.....	29
2.1.4. <i>Personality</i>	30
2.1.4.1. Definisi <i>Personality</i> (Kepribadian).....	30
2.1.4.2. Dimensi <i>Personality</i> menurut <i>Big Five Personality Model</i>	31

2.1.5.	Pembelajaran Kewirausahaan	34
2.1.5.1.	Definisi Pembelajaran Kewirausahaan	34
2.1.5.2.	Tujuan Pembelajaran Kewirausahaan.....	37
2.1.5.3.	Manfaat Pembelajaran Kewirausahaan.....	37
2.1.5.4.	Komponen – Komponen Pembelajaran Kewirausahaan	38
2.1.5.5.	Unsur – unsur Pembelajaran Kewirausahaan	40
2.1.5.6.	Peran Pembelajaran Kewirausahaan dalam Mendorong Intensi Berwirausaha Siswa	41
2.1.6.	<i>Self Efficacy</i>	43
2.1.6.1.	Definisi <i>Self Efficacy</i>	43
2.1.6.2.	Faktor – Faktor yang Mempengaruhi <i>Self Efficacy</i>	46
2.1.6.3.	Sumber – Sumber <i>Self Efficacy</i> Error! Bookmark not defined.	
2.1.6.4.	Dimensi <i>Self Efficacy</i>	48
2.1.6.5.	Proses – Proses <i>Self Efficacy</i>	49
2.2.	Hasil Penelitian Terdahulu	50
2.3.	Kerangka Pemikiran	57
2.4.	Hipotesis Penelitian.....	61
BAB III METODE PENELITIAN		62
3.1.	Metode Penelitian.....	62
3.2.	Populasi dan Sampel	62
3.2.1.	Populasi	62
3.2.2.	Sampel.....	63
3.2.3.	Teknik Sampling	63
3.3.	Operasional Variabel.....	64
3.4.	Pengembangan Instrumen Penelitian	71
3.4.1.	Instrumen Penelitian	71
3.4.2.	Uji Coba Instrumen.....	72
3.5.	Uji Prasyarat Analisis.....	73
3.6.	Teknik Analisis Data.....	74
3.6.1.	Analisis Deskriptif	74
3.6.2.	Analisis Jalur.....	76
3.7.	Pengujian Hipotesis	78

3.7.1.	Uji Hipotesis secara Parsial (Uji t).....	78
3.7.2.	Koefisien Determinasi (R^2).....	79
3.7.3.	Koefisien Jalur Error Variabel (Variabel Residu).....	79
3.7.4.	Uji Mediasi <i>Normal Theory Approach</i>	79
3.8.	Model Dekomposisi Pengaruh Kausal Antar Variabel.....	80
BAB IV HASIL DAN PEMBAHASAN		82
4.1.	Hasil Penelitian	82
4.1.1.	Deskripsi Program Keahlian Tata Boga.....	82
4.1.2.	Deskripsi Responden.....	82
4.1.2.1.	Deskripsi Responden Berdasarkan Jenis Kelamin	83
4.1.2.2.	Deskripsi Responden Berdasarkan Asal Daerah	84
4.1.2.3.	Deskripsi Responden Berdasarkan Latar Belakang Keluarga ..	85
4.1.3.	Deskripsi Variabel Penelitian.....	86
4.1.3.1.	Deskripsi Variabel <i>Personality</i>	87
4.1.3.2.	Deskripsi Variabel Pembelajaran Kewirausahaan.....	88
4.1.3.3.	Deskripsi Variabel <i>Self Efficacy</i>	90
4.1.3.4.	Deskripsi Variabel Intensi Berwirausaha	92
4.1.4.	Hasil Uji Prasyarat Analisis	95
4.1.4.1.	Hasil Uji Normalitas	95
4.1.4.2.	Hasil Uji Multikolinieritas.....	95
4.1.4.3.	Hasil Uji Linearitas.....	96
4.1.4.4.	Hasil Uji Autokorelasi	96
4.1.5.	Metode Korelasi Statistik.....	97
4.1.6.	Hasil Analisis Data dan Pengujian Hipotesis.....	98
4.1.6.1.	Pengujian Sub – Struktur 1 : Pengaruh <i>Personality</i> dan Pembelajaran Kewirausahaan terhadap <i>Self Efficacy</i>	98
4.1.6.2.	Pengujian Hipotesis 1	100
4.1.6.3.	Pengujian Sub – Struktur 2 : Pengaruh <i>Personality</i> , Pembelajaran Kewirausahaan dan <i>Self Efficacy</i> terhadap Intensi Berwirausaha.....	101
4.1.6.4.	Pengujian Hipotesis 2	103
4.1.6.1.	Dekomposisi Pengaruh Antarvariabel	106
4.2.	Pembahasan.....	107

4.2.1.	Pengaruh <i>Personality</i> dan Pembelajaran Kewirausahaan terhadap <i>Self Efficacy</i>	107
4.2.2.	Pengaruh <i>Personality</i> , Pembelajaran Kewirausahaan, dan <i>Self Efficacy</i> terhadap Intensi Berwirausaha.....	112
BAB V KESIMPULAN DAN REKOMENDASI		120
5.1.	Kesimpulan.....	120
5.2.	Rekomendasi	120
DAFTAR PUSTAKA		122

DAFTAR TABEL

Tabel 1.1. Tingkat Pengangguran Terbuka (TPT) Indonesia Menurut Tingkat Pendidikan Tertinggi yang Ditamatkan, Agustus 2017 – Agustus 2018.....	1
Tabel 1.2 Intensi Berwirausaha Siswa SMK Pariwisata Telkom	7
Tabel 2.1 Karakteristik Dimensi <i>Big Five Personality Model</i> dengan Skor Tinggi dan Skor Rendah	33
Tabel 2.3 Penelitian Terdahulu	50
Tabel 3.1 Populasi Siswa Kelas XI SMK Bidang Keahlian Tata Boga di Kota Bandung	63
Tabel 3.2 Distribusi Sampel.....	64
Tabel 3.3 Operasionalisasi Variabel	65
Tabel 3.4 Ringkasan Hasil Uji Instrumen.....	72
Tabel 3.5 Rumus Interval Kategorisasi Responden	75
Tabel 3.6 Kategorisasi Variabel Penelitian.....	75
Tabel 3.7 Kategorisasi Variabel Penelitian.....	76
Tabel 3.7 Model dekomposisi Pengaruh Kausal Antarvariabel.....	81
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	83
Tabel 4.2 Karakteristik Responden Berdasarkan Asal Daerah	84
Tabel 4.3 Deskripsi Responden Berdasarkan Latar Belakang Keluarga	86
Tabel 4.4 Deskripsi Variabel <i>Personality</i>	87
Tabel 4.4 Deskripsi Distribusi Variabel <i>Personality</i>	87
Tabel 4.5 Deskripsi Variabel Pembelajaran Kewirausahaan	89
Tabel 4.6 Deskripsi Distribusi Variabel Pembelajaran Kewirausahaan	89
Tabel 4.7 Deskripsi Variabel <i>Self Efficacy</i>	91
Tabel 4.8 Deskripsi Distribusi Variabel <i>Self Efficacy</i>	91
Tabel 4.9 Deskripsi Variabel Intensi Berwirausaha.....	92
Tabel 4.10 Deskripsi Distribusi Variabel Intensi Berwirausaha.....	92
Tabel 4.11 Rekapitulasi Variabel Penelitian.....	93
Tabel 4.12 Hasil Uji Normalitas	95
Tabel 4.13 Hasil Uji Multikolinieritas	95
Tabel 4.14 Hasil Uji Linearitas	96
Tabel 4.15 Hasil Uji Autokorelasi	96

Tabel 4.16 Matrik Korelasi Antarvariabel	97
Tabel 4.17 Ringkasan Hasil Analisis Sub – Struktur 1 : X_1 , X_2 terhadap X_3	98
Tabel 4.18 Ringkasan Hasil Analisis Sub – Struktur 2 : X_1 , X_2 , dan X_3 terhadap Y	101
Tabel 4.18 <i>The Normal Theory Test</i>	105
Tabel 4.19 <i>The Normal Theory Test</i>	105
Tabel 4.20 Ringkasan Dekomposisi dari Koefisien Jalur	106

DAFTAR GAMBAR

Gambar 2.1 <i>Theory of Planned Behavior</i>	19
Gambar 2.2 Model Intensi Berwirausaha menurut Krueger	26
Gambar 2.3 Pola Pembelajaran Kewirausahaan	41
Gambar 2.4 Hirarki <i>Model Perceived Behavioral Control</i>	44
Gambar 2.5 Kerangka Berpikir	57
Gambar 2.6 Pengaruh <i>Personality</i> dan Pembelajaran terhadap <i>Self Efficacy</i>	59
Gambar 2.7 Hubungan Kausalitas Variabel Penelitian.....	61
Gambar 3.1 Hubungan Struktural X_1 dan X_2 terhadap X_3	77
Gambar 3.2 Hubungan Struktural X_1 , X_2 dan X_3 terhadap Y	77
Gambar 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	84
Gambar 4.2 Karakteristik Responden Berdasarkan Asal Daerah	85
Gambar 4.3 Karakteristik Responden Berdasarkan Latar Belakang Keluarga.....	86
Gambar 4.4 Hubungan Kasual Empiris Sub – Struktur 1	100
Gambar 4.5 Hubungan Kausal Empiris Sub – Struktur 2	103

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