

**PENGARUH KOMPETENSI KEWIRAUSAHAAN TERHADAP
KESUKSESAN BISNIS**

(Studi pada Alumni Pendidikan Bisnis 2013 di UPI)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA

2020

Pengaruh Kompetensi Kewirausahaan Terhadap Kesuksesan Bisnis (Studi pada Alumni Pendidikan Bisnis 2013 di UPI)

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Agustus 2020

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ABSTRAK

Ajeng Putri Hanifah (1304004), “Pengaruh Kompetensi Kewirausahaan terhadap Kesuksesan Bisnis (Studi pada Alumni Pendidikan Bisnis 2013 di UPI). Di bawah bimbingan Dr. Hj. B Lena Nuryanti S., M.Pd. dan Drs. H. Rd. Dian Herdiana Utama, M.Si.

Indonesia akan dihadapkan dengan adanya bonus demografi yang mana jumlah usia kerja akan lebih banyak dibandingkan dengan bukan usia kerja. Masih tingginya jumlah pengangguran terbuka lulusan universitas juga menandakan bahwa masih besarnya angka pencari pekerjaan dibandingkan dengan angka pencipta lapangan pekerjaan. Tujuan penelitian ini adalah untuk mengetahui persepsi pengusaha muda mengenai Kompetensi Kewirausahaan dalam proses bisnis untuk meningkatkan kesuksesan bisnis. Sebuah studi dilakukan terhadap Alumni Pendidikan Bisnis 2013 di UPI dengan populasi sebesar 60 alumnus. Penelitian ini menggunakan analisis jalur (*path*) mengungkapkan bahwa Kompetensi Kewirausahaan memiliki pengaruh positif terhadap kesuksesan bisnis pada alumni Pendidikan Bisnis di UPI. Hal ini menunjukkan bahwa Kompetensi Kewirausahaan sebagai pemicu yang cukup baik secara simultan terhadap kesuksesan bisnis. Semakin baik kualitas Kompetensi Kewirausahaan, semakin baik pula kesuksesan pengusaha muda di alumni Pendidikan Bisnis 2013 di UPI.

Kata Kunci : Kompetensi Kewirausahaan, Kesuksesan Bisnis

ABSTRACT

Ajeng Putri Hanifah (1304004), “*The Effect of Entrepreneurial Competencies on Business Success (Study on Alumni of Business Education 2013 at University of Education Indonesia)*”. Under the guidance of Dr. Hj. B Lena Nuryanti S., M.Pd. and Drs. H. Rd. Dian Herdiana Utama, M.Si.

Indonesia will be faced with the presence of demographic bonuses where the amount of working age will be more than non-working age. Still the high amount of open unemployment university graduates also indicate that the number of job seekers is still in comparison to the number of job creators. The purpose of this research is to know the perception of young entrepreneurs about the entrepreneurial competencies in business processes to prioritize business success. A study was conducted on Alumni of Business Education 2013 at UPI with a population of 60 alumnus. The research uses path analysis that entrepreneurial competence has a positive influence on business success in alumni of business education at UPI. This shows under entrepreneurial competence as a fairly good trigger simultaneously business success. The better quality of entrepreneurial competence, the better business success of young entrepreneurs on alumni of business education 2013 at UPI.

Keywords : *Entrepreneurial Competence, Business Success*

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