

## ABSTRAK

**Zulhidayah Purba, NIM. 7131141137. “Pengaruh Komunikasi Interpersonal dan *Adversity Quotient* Terhadap Intensi Berwirausaha Mahasiswa Pendidikan Bisnis Universitas Negeri Medan Stambuk 2016”. Skripsi Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2019.**

Permasalahan dalam penelitian ini adalah kurangnya intensi berwirausaha mahasiswa Pendidikan Bisnis Stambuk 2016. Penelitian ini dilaksanakan di Fakultas Ekonomi Universitas Negeri Medan. Populasi dalam penelitian ini adalah seluruh mahasiswa Program Studi Pendidikan Bisnis Stambuk 2016 yang berjumlah 95 orang. Teknik pengambilan sampel menggunakan *Total Sampling*. Teknik pengumpulan data dalam penelitian ini dalam bentuk observasi, wawancara, dan angket.

Hasil analisis uji t untuk variabel komunikasi interpersonal (X1) diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $3,967 > 1,661$ ). Maka hipotesis pertama diterima, artinya ada pengaruh positif dan signifikan antara komunikasi interpersonal (X1) terhadap intensi berwirausaha (Y). Variabel *adversity quotient* (X2) diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $4,261 > 1,661$ ). Maka hipotesis kedua diterima, artinya ada pengaruh positif dan signifikan antara *adversity quotient* (X2) terhadap intensi berwirausaha (Y). Berdasarkan uji f diperoleh  $F_{hitung} > F_{tabel}$  ( $38,419 > 3,09$ ). Maka hipotesis ketiga diterima, artinya ada pengaruh yang positif dan signifikan antara komunikasi interpersonal dan *adversity quotient* terhadap intensi berwirausaha mahasiswa Pendidikan Bisnis Stambuk 2016 Universitas Negeri Medan.

**Kata Kunci : Komunikasi Interpersonal, *Adversity Quotient*, Intensi Berwirausaha**



## ABSTRACT

**Zulhidayah Purba, NIM. 7131141137. "The Influence of Interpersonal Communication and Adversity Quotient on the Entrepreneurial Intentions of Business Students of Medan Stambuk State University 2016". Thesis of Economics Department, Business Education Study Program, Faculty of Economics, Medan State University 2019.**

The problem in this research is the lack of entrepreneurial intentions for the Business Education students 2016. This research was conducted at the Faculty of Economics, State University of Medan. The population in this study were all students of the 2016 Stambuk Business Education Study Program, amounting to 95 people. The sampling technique uses total sampling. Data collection techniques in this study in the form of observation, interviews, and questionnaires.

The results of  $t_{\text{test}}$  analysis for interpersonal communication variables (X1) obtained  $t_{\text{count}} > t_{\text{table}}$  ( $3,967 > 1,661$ ). Then the first hypothesis is accepted, meaning that there is a positive and significant influence between interpersonal communication (X1) on entrepreneurial intentions (Y). Adversity quotient (X2) variable obtained by  $t_{\text{count}} > t_{\text{table}}$  ( $4,261 > 1,661$ ). Then the second hypothesis is accepted, meaning that there is a positive and significant effect between adversity quotient (X2) on entrepreneurial intentions (Y). Based on the f test obtained  $F_{\text{count}} > F_{\text{table}}$  ( $38,419 > 3.09$ ). Then the third hypothesis is accepted, meaning that there is a positive and significant influence between interpersonal communication and adversity quotient on the entrepreneurial intentions of the Business Education students 2016 at Medan State University.

**Keywords : Interpersonal Communication, Adversity Quotient, Entrepreneurial Intention**

