

ABSTRAK

Ester Siburian. Nim 7172143002. “Pengaruh Pengetahuan Kewirausahaan Dan Status Sosial Ekonomi Orangtua Terhadap Perencanaan Karir Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan”. Skripsi, Jurusan Ekonomi Prodi Pendidikan Bisnis, Fakultas Ekonomi Universitas Negeri Medan 2021.

Masalah dalam penelitian ini adalah Apakah terdapat pengaruh Pengetahuan Kewirausahaan Dan Status Sosial Ekonomi Orangtua Terhadap Perencanaan Karir Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan. Dengan demikian penelitian ini bertujuan untuk mengetahui Pengetahuan Kewirausahaan Dan Status Sosial Ekonomi Orangtua Terhadap Perencanaan Karir Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini dilaksanakan di Universitas Negeri Medan Fakultas Ekonomi Prodi Pendidikan Bisnis Stambuk 2017, yang beralamat di jalan Williem Iskandar Pasar V Medan. Populasi Penelitian ini adalah semua mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 yang terdiri dari 3 kelas sejumlah 88 orang mahasiswa. Teknik pengambilan sampel dilakukan dengan teknik (*total sampling*) yaitu berjumlah 88 orang mahasiswa. Teknik analisis data menggunakan regresi linear berganda. Uji validitas dan reliabilitas menggunakan program IBM SPSS statistic 2.0.

Persamaan regresi linear berganda menunjukkan $Y = 34,794 + 0,579 X_1 + 0,000 X_2$ Berdasarkan hasil analisis data dapat disimpulkan bahwa ada pengaruh positif dan signifikan antara Pengetahuan Kewirausahaan Terhadap Perencanaan Karir dengan Koefisien sebesar 0,579 dan nilai $t_{hitung} > t_{tabel}$ yaitu $6,859 > 1,9968$ dengan $\alpha = (0,00 < 0,05)$, Sedangkan Status Sosial Ekonomi Orangtua Terhadap Perencanaan Karir berpengaruh negatif yang ditunjukkan dengan nilai koefisien sebesar 0,000 dan nilai $t_{hitung} > t_{tabel}$ yaitu $0,04 > 1,998$ dengan $\alpha = (0,000 < 0,997)$. Kedua variabel tersebut secara simultan ada pengaruh positif dan signifikan antara Pengetahuan Kewirausahaan Dan Status Sosial Ekonomi Orangtua Terhadap Perencanaan Karir Mahasiswa dengan nilai $F_{hitung} > F_{tabel}$ yaitu $25,787 > 1,998$ dengan $\alpha = (0,00 < 0,05)$. Dengan demikian berdasarkan penelitian terbukti bahwa Oleh Pengetahuan Kewirausahaan (X_1) Dan Status Sosial Ekonomi Orang Tua (X_2) secara bersama-sama memberikan Pengaruh Terhadap Perencanaan Karir(Y) Mahasiswa Prodi Pendidikan Bisnis Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan sebesar 37,8% dan sisanya 62,2% dipengaruhi oleh faktor-faktor lain berupa faktor internal dan eksternal yang tidak dikaji dalam penelitian ini.

Kata Kunci: Pengaruh Pengetahuan Kewirausahaan, Status Sosial Ekonomi Orangtua dan Perencanaan Karir.

ABSTRACT

Ester Siburian. Nim 7172143002. "The Effect of Entrepreneurship Knowledge and Parents' Socio-Economic Status on Career Planning of Students of 2017 Stambuk Business Education Study Program Faculty of Economics, State University of Medan". Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2021.

The problem in this study is whether there is an influence of Entrepreneurial Knowledge and Parents' Socio-Economic Status on Career Planning of Students of 2017 Stambuk Business Education Study Program Faculty of Economics, State University of Medan. Thus, this study aims to determine Entrepreneurship Knowledge and Parents' Socio-Economic Status on Career Planning of Students of 2017 Stambuk Business Education Study Program Faculty of Economics, State University of Medan.

This research was conducted at the State University of Medan, Faculty of Economics, Business Education Study Program, Stambuk 2017, which is located at Jalan Williém Iskandar Pasar V Medan. The population of this study were all students of the 2017 Stambuk Business Education Study Program which consisted of 3 classes of 88 students. The sampling technique was carried out by the technique (total sampling) which amounted to 88 students. The data analysis technique used multiple linear regression. Test the validity and reliability using the IBM SPSS statistics 2.0 program.

Multiple linear regression equation shows $Y = 34.794 + 0.579 X_1 + 0.000 X_2$. Based on the results of data analysis, it can be concluded that there is a positive and significant influence between Entrepreneurship Knowledge on Career Planning with a coefficient of 0.579 and the value of $t_{\text{count}} > t_{\text{table}}$ that is $6.859 > 1.9968$ with $\alpha = (0.00 < 0.05)$, while Social Status Parents' Economics on Career Planning has a negative effect as indicated by the coefficient value of 0.000 and the value of $t_{\text{count}} > t_{\text{table}}$ that is $0.04 > 1.998$ with $\alpha = (0.000 < 0.997)$. The two variables simultaneously have a positive and significant influence between Entrepreneurship Knowledge and Parents' Socio-Economic Status on Student Career Planning with a value of $F_{\text{(count)}} > F_{\text{table}}$, which is $25.787 > 1.998$ with $\alpha = (0.00 < 0.05)$. Thus, based on research, it is proven that Entrepreneurship Knowledge (X_1) and Parents' Socio-Economic Status (X_2) together have an Influence on Career Planning (Y) of Students of 2017 Stambuk Business Education Study Program Faculty of Economics, Medan State University by 37.8% the remaining 62.2% is influenced by other factors in the form of internal and external factors that are not examined in this study.

Keywords: Effect of Entrepreneurship Knowledge, Parents' Socio-Economic Status and Career Planning.