

ABSTRAK

Luthfiyyah Indrianisa, NIM : 7183143021. Pengaruh Empati dan Persepsi Dukungan Sosial terhadap Minat Berwirausaha Sosial Mahasiswa Pendidikan Bisnis Stambuk 2019 UNIMED.

Tujuan penelitian ini untuk mengetahui pengaruh empati dan persepsi dukungan sosial secara parsial dan simultan terhadap minat berwirausaha sosial mahasiswa Pendidikan Bisnis stambuk 2019 UNIMED. Penelitian ini menggunakan pendekatan kuantitatif. Teknik analisis data menggunakan uji regresi linar berganda. Uji hipotesis menggunakan uji t dan uji f. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh empati terhadap minat berwirausaha sosial mahasiswa Pendidikan Bisnis stambuk 2019 UNIMED. Terdapat pengaruh persepsi dukungan sosial terhadap minat berwirausaha sosial mahasiswa Pendidikan Bisnis stambuk 2019 UNIMED. Terdapat pengaruh empati dan persepsi dukungan sosial secara bersama-sama terhadap minat berwirausaha sosial mahasiswa Pendidikan Bisnis stambuk 2019 UNIMED.

Kata Kunci: Empati, persepsi dukungan sosial dan Minat Berwirausaha Sosial



ABSTRACT

Luthfiyyah Indrianisa. ID : 7183143021. The Effect of Empathy and Perceptio of Social Support on Interest in Social Entrepreneurship of Students of Business Education 2019 UNIMED.

The purpose of this study was to determine the effect of empathy and perception of social support partially and simultaneously on the interest in social entrepreneurship of students of Business Education 2019 UNIMED. This study uses a quantitative approach. The data analysis technique used multiple linear regression test. Hypothesis testing using t test and f test. The results of this study indicate that there is an influence of empathy on the the interest in social entrepreneurship of students of Business Education 2019 UNIMED. There is an influence of perception of social support on the interest in social entrepreneurship of students of Business Education 2019 UNIMED. There is a simultaneous influence of empathy and perception of social support on the interest in social entrepreneurship of students of Business Education 2019 UNIMED.

Keywords: Empathy, Perception of Social Support and Interest in Social Entrepreneurship

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