

ABSTRAK

Rista Gultom. NIM. 7132141034. Hubungan Pengetahuan Kewirausahaan dan *Adversity Intelligence* dengan Intensi Berwirausaha Mahasiswa Prodi Tata Niaga Stambuk 2014 Fakultas Ekonomi UNIMED. Skripsi. Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Tata Niaga. Fakultas Ekonomi Universitas Negeri Medan Tahun 2017.

Permasalahan apakah terdapat hubungan yang signifikan antara pengetahuan kewirausahaan dan *adversity intelligence* dengan intensi berwirausaha mahasiswa Program Studi Tata Niaga Stambuk 2014 Fakultas Ekonomi Universitas Negeri Medan. Tujuan penelitian adalah untuk mengetahui apakah terdapat hubungan yang signifikan antara pengetahuan kewirausahaan dan *adversity intelligence* dengan intensi berwirausaha mahasiswa Program Studi Tata Niaga Stambuk 2014 Fakultas Ekonomi Universitas Negeri Medan. Sampel penelitian sebanyak 78 orang mahasiswa Program Studi Tata Niaga dengan menggunakan tehnik total sampling.

Teknik pengumpulan data menggunakan observasi, wawancara, angket dan dokumentasi. Teknik analisis data menggunakan rumus koefisien korelasi sederhana dan koefisien korelasi berganda. Untuk menguji hipotesis nomor 1 dan 2 digunakan rumus uji-t dan untuk menguji hipotesis nomor 3 digunakan uji-f. Hasil penelitian menggunakan uji-t menunjukkan bahwa $t_{hitung} 1,725 > t_{tabel} 1,665$ pada pengetahuan kewirausahaan dan pada *adversity intelligence* $t_{hitung} 43,797 > t_{tabel} 1,665$. Dengan demikian disimpulkan bahwa terdapat hubungan signifikan antara pengetahuan kewirausahaan dan *adversity intelligence* dengan intensi berwirausaha mahasiswa Program Studi Tata Niaga Stambuk 2014 Fakultas Ekonomi Universitas Negeri Medan.

Kata Kunci : Pengetahuan Kewirausahaan, *Adversity Intelligence*, Intensi Berwirausaha.

ABSTRACT

Rista Gultom. NIM. 7132141034. Correlation of Entrepreneurship Knowledge and Adversity Intelligence with the Intention of Entrepreneurship Student of Marketing Program of Student 2014 Faculty of Economics State University of Medan. Essay. Department of Economic Education, Department of Education Studies Program. Faculty of Economics, State University of Medan Year 2017.

The problem is whether there is a significant correlation between entrepreneurship knowledge and adversity intelligence with the intention of entrepreneurship student of marketing program of 2014 fishery Economics Faculty Of State University Of Medan. The purpose of this research is to know whether there is a significant correlation between entrepreneurship knowledge and adversity intelligence with the intention of entrepreneurship student of marketing program of student 2014 Economics Faculty Of State University Of Medan. The sample of this research is 78 students of study program of commerce by using total sampling technique.

The collection of file techniques used observation, interviews, questionnaires and documentation. The analysis of file techniques use simple correlation coefficient and multiple correlation coefficients. To test hypothesis number 1 and 2 is used t-test formula and to test hypothesis number 3 used f-test. The result of research using t-test shows that $t_{count} 1,725 > t_{table} -1,665$ on entrepreneurship knowledge and on adversity intelligence $t_{count} 43,797 > t_{tabel} 1,665$. Thus it can be concluded that there is a significant relationship between entrepreneurship knowledge and adversity intelligence with the intention of entrepreneurship student of marketing program of 2014 student fishery Economics Faculty Of State University Of Medan.

Keywords: Entrepreneurship Knowledge, Adversity Intelligence, Intensi Entrepreneurship.