

ABSTRAK

Asri Suryati Purba. NIM 7163343003. Pengaruh *Adversity Intelligence* dan Hasil Belajar Technopreneurship Terhadap Kesiapan Berwirausaha di Era Revolusi Industri 4.0 Mahasiswa Pendidikan Bisnis Stambuk 2016 Universitas Negeri Medan. Skripsi, Jurusan Ekonomi Prodi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2020

Masalah dalam penelitian ini adalah kesiapan berwirausaha di era revolusi 4.0 mahasiswa pendidikan bisnis yang tergolong rendah tetapi hasil belajar technopreneurship termasuk dalam kategori yang baik. Tujuan penelitian ini untuk mengetahui Pengaruh *Adversity Intelligence* dan Hasil Belajar Technopreneurship Terhadap Kesiapan Berwirausaha di Era Revolusi Industri 4.0 Mahasiswa Pendidikan Bisnis Stambuk 2016 Universitas Negeri Medan.

Penelitian ini dilakukan di Kelas Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan, Jalan Williem Iskandar Pasar V Medan. Populasi dalam penelitian ini adalah semua mahasiswa Pendidikan Bisnis Stambuk 2016 yang berjumlah 96 mahasiswa. Teknik pengambilan sampel dilakukan dengan teknik *total sampling* sehingga diperoleh jumlah sampel sebanyak 96 orang mahasiswa.

Dari hasil analisis diperoleh bahwa secara parsial terdapat pengaruh yang positif dan signifikan antara *Adversity Intelligence* (X1) Terhadap Kesiapan Berwirausaha (Y) Mahasiswa Pendidikan Bisnis Stambuk 2016 Universitas Negeri Medan yang ditunjukkan dengan nilai sig $0,000 < 0,05$. Sedangkan Hasil Belajar Technopreneurship terhadap Kesiapan Berwirausaha Mahasiswa Pendidikan Bisnis Stambuk 2016 Universitas Negeri Medan berpengaruh negatif yang ditunjukkan dengan nilai sign $0,440 > 0,05$. Kedua variabel tersebut secara simultan berpengaruh terhadap Kesiapan Berwirausaha yang di tunjukan dengan nilai sig $0,000 < 0,05$. Dengan demikian berdasarkan penelitian terbukti bahwa *Adversity Intelligence* (X1) dan Hasil Belajar Technopreneurship (X2) secara bersama-sama memberikan pengaruh terhadap Kesiapan Berwirausaha Mahasiswa (Y) Pendidikan Bisnis Stambuk 2016 Universitas Negeri Medan sebesar 33% dan sisanya 67% dipengaruhi oleh faktor lain yang tidak dibahas dalam penelitian ini. Secara matematis hasil perhitungan linear berganda dinyatakan dalam : $Y = 44,082 + 0,728 X_1 + (-0,162X_2) + e$.

Kata kunci: *Adversity Intelligence*, Technopreneurship Dan Kesiapan Berwirausaha

ABSTRACT

Asri Suryati Purba. NIM 7163343003. Effect of *Adversity Intelligence* and Learning Outcomes Technopreneurship Against Readiness Entrepreneurship in the Era of the Industrial Revolution 4.0 Student Business Education of 2016 State University of Medan. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2020.

Problems in research are the readiness of entrepreneurship at a 4.0 student revolution era of business education is low but the results included in the category of learning Technopreneurship good. The purpose of this study to determine the effect of *Adversity Intelligence* and Learning Outcomes Technopreneurship Against Readiness Entrepreneurship in the Era of the Industrial Revolution 4.0 Student Business Education Stambuk 2016 State University of Medan.

This research was conducted in the Business Education Class at the Faculty of Economics, State University of Medan, Jalan Williem Iskandar Pasar V Medan. The population in this study were all 2016 Stambuk Business Education students, amounting to 96 students. The sampling technique is done by *total sampling technique* so that the number of samples is 96 students.

From the analysis it was found that partially there was a positive and significant influence between *Adversity Intelligence* (X1) Against Entrepreneurial Readiness (Y) of the University of Medan's 2016 Business Education Student Whip which was shown with a sig value of $0,000 < 0.05$. While Technopreneurship Learning Outcomes for 2016 Entrepreneurial Business Education Student Entrepreneurial Readiness Medan State University has a negative effect as indicated by a sign value of $0.440 > 0.05$. Both of these variables simultaneously affect Entrepreneurial Readiness indicated by a sig value of $0,000 < 0.05$. Thus based on research it is proven that *Adversity Intelligence* (X1) and Technopreneurship Learning Outcomes (X2) jointly have an influence on Student Entrepreneurial Readiness (Y) Field Education Business Education in Medan State University by 33 % and the remaining 67 % is influenced by other factors which is not discussed in this study. Mathematically the results of multiple linear calculations are stated in: $Y = 44,082 + 0.728 X_1 + (-0,162X_2) + e$.

Keywords: Adversity Intelligence , Technopreneurship and Entrepreneurial Readiness