

ABSTRAK

Ervina Cahya Pratiwi, NIM: 7163341012. Pengaruh *E-Commerce* Dan Media Sosial Terhadap Minat Berwirausaha Pada Mahasiswa Pendidikan Ekonomi Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Ekonomi, Fakultas Ekonomi Universitas Negeri Medan 2020.

Permasalahan dalam penelitian ini adalah rendahnya minat berwirausaha pada mahasiswa Pendidikan Ekonomi Stambuk 2017. Penelitian ini bertujuan untuk mengetahui pengaruh *e-commerce* dan media sosial terhadap minat berwirausaha pada mahasiswa Pendidikan Ekonomi Stambuk 2017 Fakultas Ekonomi Universitas negeri Medan.

Penelitian ini dilaksanakan di Fakultas Ekonomi Universitas Negeri Medan T.P 2019/2020 dengan jumlah populasi sebesar 113 mahasiswa. Teknik pengambilan sampel dilakukan dengan cara *probability sampling* dengan jenis *random sampling* dan diperoleh sampel sebesar 57 mahasiswa. Dalam pengambilan data digunakan instrumen yang berupa angket atau kuesioner, kemudian data di analisis dengan menggunakan statistik deskriptif yang berupa analisis regresi linear berganda.

Berdasarkan pengolahan data yang dilakukan dengan program SPSS 20 *for windows* diperoleh koefisien determinasi (*adjusted r square*) sebesar 0,827 artinya kontribusi variabel *e-commerce* dan media sosial terhadap variabel minat berwirausaha sebesar 82,7% dan sisanya sebesar 17,3% dipengaruhi oleh factor lain yang tidak dimasukkan ke dalam penelitian. Berdasarkan uji t, variabel *e-commerce* dan media sosial memiliki $t_{hitung} > t_{tabel}$ ($2,663 > 1,674$ dan $12,719 > 1,674$) dengan taraf signifikansi $< 0,05$, sehingga secara parsial masing-masing variabel berpengaruh positif dan signifikan terhadap variabel minat berwirausaha. Kemudian berdasarkan uji F, diperoleh hasil $F_{hitung} > F_{tabel}$ ($128,952 > 3,17$) dengan taraf signifikansi $0,000 < 0,05$ sehingga dapat disimpulkan bahwa *e-commerce* dan media sosial secara bersama-sama berpengaruh positif dan signifikan terhadap variabel minat berwirausaha.

Kata Kunci : *E-Commerce*, Media Sosial, Minat Berwirausaha

ABSTRACT

Ervina Cahya Pratiwi, NIM: 7163341012. The Effect of E-Commerce and Social Media on Entrepreneurial Interest in Student Economic Education in the Stambuk 2017 Faculty of Economics, State University of Medan. Thesis, Department of Economics, Economic Education Study Program, Faculty of Economics, Universitas Negeri Medan 2020.

The problem in this study is the low interest in entrepreneurship at the 2017 Stambuk Economic Education students. This study aims to determine the effect of e-commerce and social media on entrepreneurial interest in the 2017 Stambuk Economic Education students at the Faculty of Economics, Medan State University.

This research was conducted at the Faculty of Economics, Medan State University T.P 2019/2020 with a population of 113 students. The sampling technique is done by means of probability sampling with the type of random sampling and obtained a sample of 57 students. In collecting data used instruments in the form of questionnaires or questionnaires, then the data were analyzed using descriptive statistics in the form of multiple linear regression analysis.

Based on data processing done by the SPSS 20 for windows program, the coefficient of determination (adjusted r square) of 0.827 means that the contribution of e-commerce and social media variables to the entrepreneurial interest variable is 82.7% and the remaining 17.3% is influenced by other factors which was not included in the study. Based on the t test, e-commerce and social media variables have $t_{count} > t_{table}$ ($2.663 > 1.674$ and $12.719 > 1.674$) with a significance level < 0.05 , so that each variable partially has a positive and significant effect on the variable entrepreneurial interest. Then based on the F test, the results obtained $F_{count} > F_{table}$ ($128.952 > 3.17$) with a significance level of $0.000 < 0.05$ so that it can be concluded that e-commerce and social media together have a positive and significant effect on the variable of entrepreneurial interest.

Keywords: E-Commerce, Social Media, Entrepreneurial Interest