

ABSTRACT

EVELINE TIOVIANA

1401020088

THE RELATIONSHIP BETWEEN THE BIG 5 PERSONALITY AND INTENTION OF BEING AN ENTREPRENEUR FOR STUDENTS IN UNIVERSITAS PELITA HARAPAN MEDAN

(xvi+58 pages; 3 figures; 31 tables; 11 appendixes)

Entrepreneur has become one of the most wanted professions in this era. In fact, not everyone who is already an entrepreneur has the guarantee to be able to survive in this industry. Lots of people start from small and it turns out that a lot of high school students and undergraduate students have the potential and ability to become young entrepreneurs. Besides the ideas to become an entrepreneur, it is also compulsory for people to have good personality, such as big 5 personalities.

The purpose of this research is to know the relationship between the big 5 personalities and intention of being an entrepreneur for students in Universitas Pelita Harapan Medan. Distributing questionnaires to students in Universitas Pelita Harapan Medan and collected the data from 70 students, the collected data will be tested using SPSS software to analyze the validity test, reliability test, normality test, coefficient of correlation test, determination test, linear regression test and hypothesis test.

The result of this research shows that there is a relationship between the big 5 personalities and intention of being an entrepreneur of students in Universitas Pelita Harapan Medan. Moreover, the relationship shows that the big 5 personalities have a positive effect towards intention of being an entrepreneur of students in Universitas Pelita Harapan Medan.

Keywords: Big 5 personalities, entrepreneur, intention of being an entrepreneur, Universitas Pelita Harapan Medan

References: 24