

ABSTRACT

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THE EFFECT OF ENTREPRENEURIAL COMPETENCIES ON BUSINESS PERFORMANCE AT PT INOVASI PRIMA BANGUN, JAKARTA

(xvi + 72 pages; 5 figures; 27 tables; 9 appendixes)

A successful business has various determining factors including the competencies possessed by an entrepreneur. Every entrepreneur has different skillsets in which will directly affect the success of business performance.

Entrepreneurial competencies is measured by 3 indicators (strategic competency, opportunity competency, and organizing competency), whereas business performance is measured by 3 indicators (financial performance, growth performance, and non-financial performance).

The method that used in this research are using quantitative method, distributing questionnaires and preliminary interview. The research conducted on 52 people in PT. Inovasi Prima Bangun, Jakarta by using regression analysis method by SPSS. To analyze the data for this research, validity test, reliability test, descriptive test, normality test, heteroscedasticity glejser test, linear regression analysis, determination test, and t-test are being used.

The validity test and reliability test that have been done are valid and reliable. The result of normality and linearity test show that the variables are normally distributed and the relationships between both variables are linear. The result of heteroscedasticity glejser test there is no problem of heteroscedasticity. The linear regression result concluded that every single number of variable X will add an effect to variable Y by 0.616. The result of determination test that variable X effect variable Y by 52.1%, while the result of t-test show that entrepreneurial competencies have significant effect toward business performance at PT. Invovasi Prima Bangun, Jakarta.

Entrepreneur in PT. Inovasi Prima Bangun, Jakarta recommended to making improvement in organizing competency and increase the quantity of the employee in order to increase business performance.

Keywords: Competency, Entrepreneur, Business Performance, PT Inovasi Prima Bangun
References: 22 (2015-2020)

ABSTRAK

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Kesuksesan bisnis ditentukan oleh berbagai faktor tertentu termasuk kompetensi yang dimiliki oleh pengusaha. Setiap pengusaha memiliki keahlian yang berbeda yang secara langsung akan mempengaruhi keberhasilan kinerja bisnis.

Kompetensi kewirausahaan diukur dengan 3 indikator (kompetensi strategis, kompetensi peluang, dan kompetensi pengorganisasian), sedangkan kinerja bisnis diukur oleh 3 indikator (kinerja keuangan, kinerja pertumbuhan, dan kinerja non-keuangan).

Metode yang digunakan dalam penelitian ini adalah menggunakan metode kuantitatif, menyebarkan kuesioner dan wawancara. Penelitian dilakukan terhadap 52 orang di PT. Inovasi Prima Bangun, Jakarta dengan menggunakan metode analisis regresi oleh SPSS. Untuk menganalisis data dalam penelitian ini, digunakan uji validitas, uji reliabilitas, uji deskriptif, uji normalitas, uji heteroskedastisitas, analisis regresi linier, uji determinasi, dan uji-t.

Uji validitas dan uji reliabilitas yang telah dilakukan valid dan andal. Hasil uji normalitas dan linearitas menunjukkan bahwa variabel terdistribusi normal dan hubungan kedua variabel bersifat linier. Hasil uji heteroskedastisitas yang tidak ada masalah heteroskedastisitas. Hasil regresi linier menyimpulkan bahwa setiap jumlah variabel X akan menambah efek ke variabel Y sebesar 0,616. Hasil uji determinasi bahwa variabel X berpengaruh variabel Y sebesar 52,1%, sedangkan hasil uji-t menunjukkan bahwa kompetensi kewirausahaan berpengaruh signifikan terhadap kinerja bisnis pada PT. Inovasi Prima Bangun, Jakarta.

Pengusaha di PT. Inovasi Prima Bangun, Jakarta direkomendasikan untuk melakukan peningkatan dalam kompetensi pengorganisasian dan meningkatkan kuantitas karyawan untuk meningkatkan kinerja bisnis.

Kata Kunci: Competency, Entrepreneur, Business Performance, PT. Inovasi Prima Bangun
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