

ABSTRAK

Asha Syavitri. 160541100080. Hubungan *Need For Achievement* Dan *Proactive Personality* Terhadap Intensi Berwirausaha Mahasiswa Tingkat Akhir Fakultas Ekonomi Dan Bisnis. Skripsi. Program Studi Psikologi. Fakultas Ilmu Sosial dan Ilmu Budaya. Universitas Trunojoyo Madura. 2020. xvi +72 halaman, 47 Lampiran.

Penelitian ini bertujuan untuk mengetahui hubungan *need for achievement* dan *proactive personality* terhadap intensi berwirausaha mahasiswa tingkat akhir fakultas ekonomi dan bisnis. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *explanatory research*. Responden dalam penelitian ini adalah mahasiswa tingkat akhir Fakultas ekonomi dan bisnis Universitas Trunojoyo Madura dengan jumlah 82 responden. Instrumen dalam penelitian ini adalah skala *need for achievement*, skala *proactive personality* dan skala intensi kewirausahaan. Analisis yang digunakan dalam penelitian ini adalah uji korelasi kendal tau dengan bantuan program SPSS 23 *for windows*. hasil penelitian dari *need for achievement* dengan intensi berwirausaha nilai signifikansi sebesar 0,226 yang demikian menunjukkan bahwa tidak memiliki hubungan yang signifikan karena $0,226 > 0,05$. Dan hasil penelitian dari *proactive personality* dengan intensi berwirausaha nilai signifikansi 0,057 yang demikian menunjukkan tidak memiliki hubungan yang signifikan karena $0,057 > 0,05$. Hasil uji korelasi kendal di lihat dari nilai koefisien *need for achievement* dengan intensi berwirausaha nilai koefisien 0,095 yang artinya tingkat hubungan sangat rendah. Selanjutnya Hasil uji korelasi kendal di lihat dari nilai koefisien *proactive personality* dengan intensi berwirausaha nilai Koefisien 0,150 yang artinya tingkat hubungan sangat rendah.

Kata Kunci: *Need For Achievement*, *Proactive Personality*, dan Intensi Kewirausahaan

ABSTRACT

Asha Syavitri. 160541100080. The Relationship of Need For Achievement and Proactive Personality Against Entrepreneurial Intentions of Final Level Students of the Faculty of Economics and Business. Essay. Psychology Study Program. Faculty of Social and Cultural Sciences. Trunojoyo Madura University. 2020. xvi +72 pages, 47 appendix.

This study aims to determine the relationship between need for achievement and proactive personality to the entrepreneurial intentions of the final year students of the faculty of economics and business. This study uses a quantitative approach with explanatory research techniques. Respondents in this study were students at the final year of the Faculty of economics and business, Trunojoyo University, Madura with a total of 82 respondents. The instruments in this study were the need for achievement scale, the proactive personality scale and the entrepreneurial intention scale. The analysis used in this research is the tau control correlation test with the help of the SPSS 23 for windows program. The results of research on need for achievement with entrepreneurial intentions have a significance value of 0.226, which means that it does not have a significant relationship because $0.226 > 0.05$. And the results of research on proactive personality with entrepreneurial intentions have a significance value of 0.057, which indicates that there is no significant relationship because $0.057 > 0.05$. The results of the Kendall's correlation test are seen from the value of the need for achievement coefficient with entrepreneurial intentions, a coefficient of 0.095, which means that the level of the relationship is very low. Furthermore, the results of the Kendall's correlation test are seen from the value of the proactive personality coefficient with entrepreneurial intentions, the value of the coefficient is 0.150, which means that the level of the relationship is very low.

Keywords: Need For Achievement, Proactive Personality, and Entrepreneurial Intentions