

ABSTRAK

Eric Meygawan, Pengaruh Persepsi dan Sikap Terhadap Pengambilan Keputusan dalam Memilih Pekerjaan (Studi Kasus Lulusan Jurusan Manajemen Universitas Trunojoyo Madura). Dibawah bimbingan Dr. RM. Mochammad Wispandono, SE. MS. dan Dr. Hj. Iriani Ismail, Dra. MM.

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi dan sikap baik secara simultan dan parsial terhadap pengambilan keputusan, serta persepsi dan sikap manakah yang paling dominan berpengaruh terhadap pengambilan keputusan lulusan jurusan manajemen universitas trunojoyo madura dalam memilih pekerjaan.

Penelitian ini menggunakan uji regresi linier berganda dengan jumlah sampel sebanyak 58 orang lulusan jurusan manajemen tahun 2015. Berdasarkan uji regresi linier di atas, ditemukan bahwa persepsi dan sikap berpengaruh secara simultan terhadap pengambilan keputusan sebesar 88%. Kemudian ditemukan bahwa persepsi berpengaruh terhadap pengambilan keputusan sebesar 0,531. Selanjutnya ditemukan bahwa sikap berpengaruh terhadap pengambilan keputusan sebesar 0,369. Dengan demikian persepsi berpengaruh dominan terhadap pengambilan keputusan sebesar 0,531.

Kata kunci : persepsi, sikap, dan pengambilan keputusan

ABSTRACT

Eric Meygawan, The influence of perceptions and attitudes towards decision making in choosing work (case study on alumnus of Management, University of Trunojoyo Madura). Under the supervision of Dr. RM. Mochammad Wispandono, SE. MS. and Dr. Hj. Iriani Ismail, Dra. MM.

This research aims to find out the influence of perceptions and attitudes toward the decision-making partially and simultaneously, as well as which Perceptions and Attitudes issues influence the most towards decision making alumnus of Management, University of Trunojoyo Madura in choosing work.

This research use multiple linear regression (MLR) with a total sample of 58 graduates at the management department in 2015. Based on the conducted MLR, discovers that the perceptions and attitudes influence simultaneously towards the decision making is 88%. Then, it found that the perception influences towards the decision making is .531 . Later found that attitude influence towards the decision making is .369. Thus perception the dominant influence on decision making is .531.

Key words : Perceptions, Attitude, and decision making