

THE EFFECT OF INTERPERSONAL COMMUNICATION AND FAMILY ENVIRONMENT TOWARD THE INTENTION OF ENTREPRENEURSHIP OF THE STUDENTS OF SMK MUHAMMADIYAH YOGYAKARTA

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ABSTRACT

This study aims to determine the effect of interpersonal communication and family environment on entrepreneurial intentions of students SMK Muhammadiyah 3 Yogyakarta together. The study also aims to determine how contribution of interpersonal communication in the students' entrepreneurial intentions of SMK Muhammadiyah 3 Yogyakarta.

The method in this study was using Ex-Post Facto. This study implemented two types of variables: 1) independent variables, namely interpersonal communication, family environment, 2) the dependent variable was the students' entrepreneurship intentions. Data collection method was using questionnaire of Likert scale type (1-4) and interval data types. Sampling techniques was using simple random sampling method. The research sample consisted of 199 respondents from 413 class XI student population at SMK Muhammadiyah 3 Yogyakarta. Data analysis technique was using multiple regression analysis techniques.

The results of descriptive research shows that: 1) interpersonal communication class XI student SMK Muhammadiyah 3 Yogyakarta as very good by 34.2%, 63.3% for both the category and pretty good at 2,5%. The results of testing the hypothesis with a significance level (α) of 0,05, and tests carried out with one hand, shows that, 2) there is a significant influence on interpersonal communication student entrepreneurship intentions, with a contribution of 2,9%; 3) there is a significant environmental impact family of interest in entrepreneurship, with a contribution of 3.1%; 4) coefficient of determination of 0,051 declare a variable amount of the contribution of interpersonal communication and family environment on student entrepreneurship intentions. This means that 5.1% increase in entrepreneurial intentions are determined by the magnitude of interpersonal communication scores and family environment, while 94.9% is determined by other factors. These results provide an understanding of the variables have a significant influence of interpersonal communication and family together for student entrepreneurship intentions of SMK Muhammadiyah 3 Yogyakarta.

Keywords: interpersonal communication, family environment, and student entrepreneurship intentions.

