

**PENGARUH *FAMILY BUSINESS BACKGROUND* DAN KECERDASAN
EMOSIONAL TERHADAP MINAT BERWIRAUSAHA PADA
MAHASISWA PROGRAM STUDI S1 MANAJEMEN UNIVERSITAS
PENDIDIKAN GANESHA**

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ABSTRAK

Pelaksanaan riset ini dirancang untuk melakukan uji dan analisis sejauh mana *family business background* serta kecerdasan emosional memengaruhi ketertarikan berwirausaha dikalangan mahasiswa S1 Manajemen Universitas Pendidikan Ganesha. Sistem pengumpulan data yang dipilih yakni survei melalui desain penelitian kuantitatif, di mana instrumen penelitian diberikan kepada mahasiswa angkatan 2021. Studi ini memerlukan sebanyak 107 orang responden sebagai sampel utama dan ditentukan melalui teknik *purposive sampling*. Proses pengolahan data menggunakan regresi linier berganda dengan bantuan *software SPSS for Windows* versi 27.0. Penelitian ini menunjukkan hasil bahwa; 1) Adanya efek signifikan antara *family business background* terhadap minat berwirausaha, 2) Terdapat pengaruh signifikan antara kecerdasan emosional terhadap minat berwirausaha, 3) Adanya pengaruh simultan *family business background* dan kecerdasan emosional terhadap minat berwirausaha mahasiswa Prodi S1 Manajemen Undiksha. Sehingga dapat disimpulkan bahwa semakin kuat *family business background* dan kecerdasan emosional seseorang maka semakin tinggi pula minat untuk terjun dalam dunia usaha.

Kata kunci: latar belakang bisnis keluarga, kecerdasan emosional, minat berwirausaha

**THE INFLUENCE OF FAMILY BUSINESS BACKGROUND AND
EMOTIONAL INTELLIGENCE ON ENTREPRENEURIAL INTEREST
AMONG STUDENTS IN THE BACHELOR OF MANAGEMENT
PROGRAM AT UNIVERSITAS PENDIDIKAN GANESHA**

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ABSTRACT

This research was designed to test and analyze the extent to which family business background and emotional intelligence influence entrepreneurial interest among undergraduate students majoring in Management at Universitas Pendidikan Ganesha. The data collection system chosen was a survey using a quantitative research design, in which the research instruments were given to students enrolled in 2021. This study required a sample of 107 respondents, selected using purposive sampling. Data processing was conducted using multiple linear regression with the assistance of SPSS for Windows version 27.0. The research findings indicate that: 1) There is a significant effect between family business background and interest in entrepreneurship, 2) There is a significant influence between emotional intelligence and interest in entrepreneurship, 3) There is a simultaneous influence of family business background and emotional intelligence on the interest in entrepreneurship among undergraduate students in the Management Program at Undiksha. Therefore, it can be concluded that the stronger a person's family business background and emotional intelligence, the higher their interest in entering the business world.

Keywords: family business background, emotional intelligence, interest in entrepreneurship