

Pengaruh pengetahuan kewirausahaan, soft skill, dan dukungan keluarga terhadap kesiapan berwirausaha mahasiswa jurusan akuntansi Politeknik Negeri Medan

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Abstrak

ABSTRAK

The purpose of this study was to find out and analyze the influence of entrepreneurship knowledge, soft skill and family support on student entrepreneurial readiness in the Department of Accounting of Politeknik Negeri Medan. The theories used were marketing management and entrepreneurial theory related to entrepreneurial readiness, entrepreneurial knowledge, soft skills and family support. This type of research was quantitative descriptive and the nature of research is explanatory. The number of samples used was 292 respondents. This study uses the stratified random sampling method. The analytical method used was multiple linear regression. The results of the study indicate that soft skill variables, entrepreneurial knowledge and family support simultaneously influence the entrepreneurial readiness of accounting students at Politeknik Negeri Medan. Partially, soft skill, entrepreneurial knowledge and family support had a significant effect on entrepreneurial readiness of accounting students and the most dominant variable influence entrepreneurial readiness is soft skill.