

# Kewirausahaan dan perilaku distributor dalam usaha distribusi direct selling multi level marketing: studi kasus pada PT. Amindoway Jaya di Jakarta = Entrepreneurship and distributor behavior in direct selling multi level marketing (MLM) distribution business: a case study at PT Amindoway Jaya Jakarta

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## Abstrak

The research aims to get the valid empirical data (Sahih, valid and trust worthy) about how to describe:

1. Entrepreneurship characteristics of distributor in Direct selling Multi Level Marketing at PT Amindoway Jaya Jakarta
2. Behavior of distributor Chain in Direct Selling Multi Level Marketing at PT Amindoway Jaya Jakarta
3. Motivation of Distributor in direct selling Multi Level Marketing ay PT Amindoway Jaya Jakarta
4. Business success of distributor in direct selling Multi Level Marketing PT Amindoway Jakarta

The population of research PT Amindoway Jaya distributors. The research use a survey method with descriptive analysis approach. The time for research on Januari 2006 to Juni 2006. The research is carried out on 30 distributors as sample for respondent and took with simple random sampling method in form of questionnaire to know the percentage, the data analysis is directed to solve problem formulation as a relative distribution frequency, which means data cslified into a number of groups and stated and measured in percentage analisis beetwen variables and their indicators.

The research shows that:

1. Entrepreneurship Characteristics variable and its indicators: 14.6 percent of respondents says Strongly Agree, 6.2 percent Agree, 0.1 percent Doubtful, 4.4 percent Less Agree, and 4.7 percent Strongly Disagree.
2. Distributor Behavior variable and its indicators: 13.4 percent of respondents says Strongly Agree, 14.1 percent Agree, 0.6 percent Doubtful, 1.7 percent Less Agree, and 0.2 percent Strongly Disagree.
3. Distributor Motivation variable and its indicators: 18.4 percent of respondents says Strongly Agree, 9.4 percent Agree, 1.3 percent Doubtful, 0.6 percent Less Agree, and 0.3 percent Strongly Disagree.
4. Business Success variable and its indicators: 13.2 percent of respondents says Strongly Agree, 14.0 percent Agree, 0.1 percent Doubtful, 2.3 percent Less Agree, and 0.4 percent Strongly Disagree.