

ABSTRAK

Dila Fadlatul Hasanah. 2022. Pengaruh *Entrepreneurial Passion* dan Lingkungan Keluarga terhadap Keberhasilan Wirausaha (Survei pada Mahasiswa Penerima Fasilitas Usaha dan Bisnis Kreatif Mahasiswa (FUBKM) Universitas Siliwangi Tahun 2020 dan 2021). Di bawah bimbingan: Edi Fitriana Afriza, S.Pd., M.M dan Astri Srigustini, M.Pd

Tujuan penelitian untuk mengetahui pengaruh *entrepreneurial passion* dan lingkungan keluarga terhadap keberhasilan wirausaha. Metode penelitian yang digunakan merupakan survei eksplanatori dengan populasi sebanyak 191 mahasiswa penerima Fasilitas Usaha dan Bisnis Kreatif Mahasiswa (FUBKM) Universitas Siliwangi tahun 2020 dan 2021, maka teknik penentuan sampel menggunakan *purposive sampling* sebanyak 140 mahasiswa. Teknik pengumpulan data menggunakan kuesioner dan wawancara. Berdasarkan hasil uji hipotesis diketahui bahwa *entrepreneurial passion* dan lingkungan keluarga secara bersama-sama berpengaruh positif dan signifikan terhadap keberhasilan wirausaha ($F_{hitung} 69,360 > F_{tabel} 3,06$) dan signifikansinya ($0,000 < 0,05$). Kemudian terdapat pengaruh positif dan signifikan *entrepreneurial passion* terhadap keberhasilan wirausaha ($t_{hitung} 7,771 > t_{tabel} 1,97743$) dan signifikasinya ($0,000 < 0,05$); terdapat pengaruh positif dan signifikan lingkungan keluarga terhadap keberhasilan wirausaha ($t_{hitung} 4,683 > t_{tabel} 1,97743$) dan signifikasinya ($0,000 < 0,05$).

Kata Kunci : *Entrepreneurial Passion*, Lingkungan Keluarga, Keberhasilan Wirausaha

ABSTRACT

Dila Fadlatul Hasanah. 2022. *The Effect of Entrepreneurial Passion and Family Environment on Entrepreneurial Success (Survey of Student Recipients of Business Facilitation and Creative Business Students (FUBKM) Siliwangi University in 2020 and 2021)*. Under the guidance of: Edi Fitriana Afriza, S.Pd., M.M dan Astri Srigustini, M.Pd

The purpose of the study was to determine the effect of entrepreneurial passion and family environment on entrepreneurial success. The research method used is an explanatory survey with a population of 191 students receiving the Student Creative Business and Business Facilitation (FUBKM) Siliwangi University in 2020 and 2021, so the sampling technique uses purposive sampling as many as 140 students. Data collection techniques using questionnaires and interviews. Based on the results of hypothesis testing, it is known that entrepreneurial passion and family environment together have a positive and significant effect on entrepreneurial success ($F_{count} 69.360 > F_{table} 3.06$) and its significance ($0.000 < 0.05$). Then there is a positive and significant influence of entrepreneurial passion on entrepreneurial success ($t_{count} 7.771 > t_{table} 1.97743$) and its significance ($0.000 < 0.05$); there is a positive and significant influence of the family environment on entrepreneurial success ($t_{count} 4.683 > t_{table} 1.97743$) and its significance ($0.000 < 0.05$).

Keywords: Entrepreneurial Passion, Family Environment, Entrepreneurial Success