

ABSTRAK

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Program Studi : Kewirausahaan
Judul : Pengaruh Strategi Kewirausahaan Terhadap Pendapatan Usaha Mikro Di Kecamatan Dewantara Kabupaten Aceh Utara

Penelitian ini bertujuan untuk menganalisis pengaruh strategi kewirausahaan yang terdiri atas pencarian peluang, akses terhadap sumber daya relasional, dan keterikatan relasional terhadap pendapatan usaha mikro di Kecamatan Dewantara, Kabupaten Aceh Utara. Penelitian ini dilatarbelakangi oleh masih beragamnya tingkat pendapatan pelaku usaha mikro meskipun jumlah usaha terus mengalami peningkatan. Pendekatan yang digunakan adalah penelitian kuantitatif dengan metode survei. Data primer diperoleh melalui penyebaran kuesioner kepada pelaku usaha mikro di Kecamatan Dewantara yang telah menjalankan usahanya minimal satu tahun. Data dianalisis menggunakan analisis regresi linear berganda setelah melalui uji validitas, uji reliabilitas, dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa strategi kewirausahaan berperan dalam meningkatkan pendapatan usaha mikro. Secara parsial, pencarian peluang, akses terhadap sumber daya relasional, dan keterikatan relasional berpengaruh positif terhadap pendapatan usaha mikro di Kecamatan Dewantara.

Kata Kunci: strategi kewirausahaan, pencarian peluang, akses terhadap sumber daya relasional, keterikatan relasional, pendapatan usaha mikro.

ABSTRACT

Name : Dahlia
Study Program : Entrepreneurship
Title : The Influence of Entrepreneurship Strategy on Micro Business Income in Dewantara District, North Aceh Regency

This study aims to analyze the influence of entrepreneurial strategies consisting of finding opportunities, access to relational resources, and relational attachment to micro business income in Dewantara District, North Aceh Regency. This research is motivated by the still diverse income levels of micro business actors even though the number of businesses continues to increase. The approach used is quantitative research with a survey method. Primary data was obtained through the distribution of questionnaires to micro business actors in Dewantara District who have been running their businesses for at least one year. The data was analyzed using multiple linear regression analysis after going through a validity test, a reliability test, and a classical assumption test. The results of the study show that entrepreneurial strategies play a role in increasing the income of micro businesses. Partially, the search for opportunities, access to relational resources, and relational attachment have a positive effect on micro business income in Dewantara District.

Keywords: *entrepreneurial strategy, opportunity search, access to relational resources, relational attachment, micro business income.*