DAFTAR ISI

KATA PENGANTAR ..... **Error! Bookmark not defined.**

DAFTAR ISI 1

DAFTAR TABEL ..... **Error! Bookmark not defined.**

DAFTAR GAMBAR ..... **Error! Bookmark not defined.**

BAB I ..... **Error! Bookmark not defined.**

1.1 LATAR BELAKANG PENELITIAN ..... **Error! Bookmark not defined.**

1.2 IDENTIFIKASI DAN RUMUSAN MASALAH ..... **Error! Bookmark not defined.**

1.2.1 Identifikasi Masalah ..... **Error! Bookmark not defined.**

1.2.2 Rumusan Masalah ..... **Error! Bookmark not defined.**

1.3 MAKSUD DAN TUJUAN PENELITIAN ..... **Error! Bookmark not defined.**

1.3.1 Maksud Penelitian ..... **Error! Bookmark not defined.**

1.3.2 Tujuan Penelitian ..... **Error! Bookmark not defined.**

1.4 KEGUNAAN PENELITIAN ..... **Error! Bookmark not defined.**

1.5 LOKASI DAN WAKTU PENELITIAN ..... **Error! Bookmark not defined.**

BAB II ..... **Error! Bookmark not defined.**

2.1 KAJIAN PUSTAKA ..... **Error! Bookmark not defined.**

2.1.1 Kompetensi Wirausaha ..... **Error! Bookmark not defined.**

2.1.2 Orientasi Pasar ..... **Error! Bookmark not defined.**

2.1.3 Kinerja Bisnis ..... **Error! Bookmark not defined.**

2.2 Hasil Penelitian Terdahulu ..... **Error! Bookmark not defined.**

2.3 Kerangka Pemikiran ..... **Error! Bookmark not defined.**

2.3.1 Hubungan antara Kompetensi Wirausaha dengan Kinerja Bisnis.... **Error! Bookmark not defined.**

2.3.2 Hubungan antara Orientasi Pasar dengan Kinerja Bisnis.. **Error! Bookmark not defined.**

2.3.3 Hubungan Kompetensi Wirausaha dan Orientasi Pasar dengan Kinerja Bisnis..... **Error! Bookmark not defined.**

2.3 Hipotesis ..... **Error! Bookmark not defined.**

BAB III ..... **Error! Bookmark not defined.**

3.1 OBJEK PENELITIAN ..... **Error! Bookmark not defined.**

3.2 Metode Penelitian ..... **Error! Bookmark not defined.**

3.2.1 Desain Penelitian..... **Error! Bookmark not defined.**
3.2.2 Operasionalisasi Variabel..... **Error! Bookmark not defined.**
3.2.3 Sumber Dan Teknik Penentuan Data ..... **Error! Bookmark not defined.**
3.2.4 Teknik Pengumpulan Data ..... **Error! Bookmark not defined.**
3.2.5 Rancangan Analisis Dan Pengujian Hipotesis..... **Error! Bookmark not defined.**
BAB IV..... **Error! Bookmark not defined.**
4.1 Gambaran Umum Perusahaan..... **Error! Bookmark not defined.**
4.1.1 Sejarah Singkat Perusahaan..... **Error! Bookmark not defined.**
4.1.2 Struktur Organisasi Perusahaan..... **Error! Bookmark not defined.**
4.2 Karakteristik Responden ..... **Error! Bookmark not defined.**
4.3 Analisis Deskriptif..... **Error! Bookmark not defined.**
4.3.1 Analisis Deskriptif Kompetensi Wirausaha(X_1)..... **Error! Bookmark not defined.**
4.3.2 Analisis Deskriptif Orientasi Pasar (X_2)..... **Error! Bookmark not defined.**
4.3.3 Analisis Deskriptif Kinerja Bisnis(Y) ..... **Error! Bookmark not defined.**
4.4 Analisis Verifikatif..... **Error! Bookmark not defined.**
4.4.1 Analisis Regresi Linier Berganda ..... **Error! Bookmark not defined.**
4.4.2 Uji Asumsi Klasik ..... **Error! Bookmark not defined.**
4.4.3 Analisis Korelasi..... **Error! Bookmark not defined.**
4.4.4 Koefisien Determinasi ..... **Error! Bookmark not defined.**
4.4.5 Pengujian Hipotesis..... **Error! Bookmark not defined.**
BAB V ..... **Error! Bookmark not defined.**
5.1 Kesimpulan..... **Error! Bookmark not defined.**