

ABSTRAK

Ade Hamim, 2023. PENGARUH MENGIKUTI MULTI LEVEL MARKETING TIENS TERHADAP JIWA ENTREPRENEUR REMAJA (Studi Pada Remaja Yang Menjalankan Bisnis Multi Level Marketing Tiens Syariah Di Kecamatan Manonjaya Kabupaten Tasikmalaya).

Penelitian ini dilatarbelakangi adanya fenomena yang menunjukkan bahwa adanya sekumpulan anak remaja yang menjalankan bisnis *Multi Level Marketing*. Yang bisa mendongkrak perekonomian negara serta mampu menumbuhkan jiwa *entrepreneur*. Tujuan untuk mengetahui pengaruh persepsi mengikuti *multi level marketing* tiens terhadap jiwa *entrepreneur* remaja yang berada di kecamatan Manonjaya kabupaten Tasikmalaya. Strategi penelitian yang digunakan peneliti ialah dengan pendekatan kuantitatif dengan jenis penelitian *primer*. Pengambilan sampel dilakukan dengan teknik sampel jenuh. Hasil penelitian diperoleh jawaban responden mengenai variabel persepsi mengikuti *multi level marketing* tiens (X) memperoleh skor keseluruhan responden yaitu 4072, total mean atau rata rata dari keseluruhan pernyataan yaitu 3,61 dan tingkat capai responden sebesar 90.4% sementara itu variabel jiwa *entrepreneur* remaja (Y) memperoleh skor keseluruhan responden yaitu 3676, total mean atau rata rata dari keseluruhan pernyataan yaitu 3.55 dan tingkat capai responden sebesar 88.7%. Besarnya korelasi / hubungan (R sebesar 0,966) determinasi (R Square) sebesar 0,898 yang mengandung pengertian bahwa pengaruh variabel bebas (Mengikuti *Multi Level Marketing*) terhadap variabel terikat (Jiwa *Entrepreneur*) adalah sebesar 89.8% sedangkan sisanya sebesar 10.2%. Nilai F-hitung 70.117 > F-tabel 4.070 sementara itu diperoleh nilai T-hitung 8.374 > 2.016 dengan nilai sig 0.000 < 0.05 dari perolehan nilai tersebut memiliki arti H0 ditolak dan Ha/H1 diterima. Simpulan bahwa mengikuti *multi level marketing* tiens berpengaruh terhadap jiwa *entrepreneur* dengan tingkat interpretasi sangat tinggi yaitu sebesar 89.8%.

Kata Kunci: *Multi Level Marketing, Jiwa Entrepreneur, dan Remaja.*

ABSTRACT

Ade Hamim, 2023. THE EFFECT OF FOLLOWING MULTI LEVEL MARKETING TIENS ON ADOLESCENT ENTREPRENEURS (Studies on Adolescents Running Multi Level Marketing Tiens Syariah Businesses in Manonjaya District, Tasikmalaya Regency).

This research is motivated by a phenomenon which shows that there are a group of teenagers who run a Multi Level Marketing business. Which can boost the country's economy and is able to foster an entrepreneurial spirit. The aim is to determine the effect of perceptions of participating in multi-level marketing tiens on the entrepreneurial spirit of youth who are in the Manonjaya sub-district, Tasikmalaya district. The research strategy used by researchers is a quantitative approach with primary research types. Sampling was carried out by using saturated sampling technique. The results obtained from the respondents' answers regarding the perception variable following multi-level marketing tiens (X) obtained the overall score of the respondents, namely 4072, the total mean or average of all statements, namely 3.61 and the respondent's achievement level of 90.4%, while the variable entrepreneurial spirit of youth (Y) obtained the overall score of the respondents, namely 3676, the total mean or average of all statements, namely 3.55 and the respondent's level of achievement was 88.7%. The magnitude of the correlation/relationship (R of 0.966) of determination (R Square) of 0.898 implies that the influence of the independent variable (Participating in Multi Level Marketing) on the dependent variable (Entrepreneurial Spirit) is 89.8% while the remaining is 10.2%. The F-count value is 70,117 > F-table 4,070 while the T-count value is 8,374 > 2,016 with a sig value of 0.000 < 0.05 from the acquisition of this value means H₀ is rejected and H_a/H₁ is accepted. The conclusion that participating in multi-level marketing tiens has an effect on the entrepreneurial spirit with a very high level of interpretation, namely 89.8%.

Keywords: Multi Level Marketing, Entrepreneurial Spirit, and Youth.