

ABSTRAK

Tesis dengan judul “Pengaruh *Entrepreneurship* Rasulullah SAW Terhadap Suksesi Bisnis *Couplepreneur* Berbasis *Family Business Enterprise* (FBE) Dengan *Skill* Sebagai Variabel Intervening” ditulis oleh Rina Prihatin, NIM 128508203028 Magister Ekonomi Syariah Pascasarjana Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Pembimbing 1 Dr. H. Mashudi, M.Pd.I. dan Pembimbing 2 Prof. Dr. Agus Eko Sujianto, SE.MM.

Penelitian ini dilatar belakangi oleh maraknya bisnis *couplepreneur* ditengah pesatnya perkembangan bisnis keluarga, PWC mengatakan bahwa 88% bisnis di Indonesia adalah bisnis keluarga, serta adanya mitos yang mngungkapkan bahwa generasi pertama sebagai founder, generasi kedua penurunan dan yang ketiga fase kehancuran. Penelitian ini bertujuan untuk: (1) Untuk menguji pengaruh integritas terhadap suksesi bisnis *couplepreneur* berbasis FBE, (2) Untuk menguji pengaruh integritas terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*, (3) Untuk menguji pengaruh loyalitas terhadap suksesi bisnis *couplepreneur* berbasis FBE, (4) Untuk menguji pengaruh loyalitas terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*, (5) Untuk menguji pengaruh profesionalitas terhadap suksesi bisnis *couplepreneur* berbasis FBE, (6) Untuk menguji pengaruh profesionalitas terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*, (7) Untuk menguji spiritualitas terhadap suksesi bisnis *couplepreneur* berbasis FBE, (8) Untuk menguji pengaruh spiritualitas terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*.

Pendekatan penelitian ini adalah kuantitatif. Jenis penelitian yang digunakan adalah asosiatif. Populasi dalam penelitian ini berjumlah 332 responden dengan metode teknik proporsional random sampling. Teknik pengumpulan data yang digunakan adalah penyebaran angket / *google form*, observasi dan dokumentasi. Data penelitian ini diolah menggunakan alat analisis SPSS 25.0 dengan teknik analisis data yang digunakan yaitu analisis jalur / path analysis, dan Sobel Tes.

Hasil penelitian menunjukan bahwa (1) integritas berpengaruh positif dan signifikan terhadap suksesi bisnis *couplepreneur* berbasis FBE, (2) integritas berpengaruh positif dan signifikan terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*, (3) loyalitas tidak berpengaruh terhadap suksesi bisnis *couplepreneur* berbasis FBE, (4) loyalitas integritas berpengaruh positif dan signifikan terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*, (5) profesionalitas tidak berpengaruh terhadap suksesi bisnis *couplepreneur* berbasis FBE, (6) profesionalitas tidak berpengaruh terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*, (7) spiritualitas berpengaruh positif dan signifikan terhadap suksesi bisnis *couplepreneur* berbasis FBE, (8) spiritualitas berpengaruh positif dan signifikan terhadap suksesi bisnis *couplepreneur* berbasis FBE melalui *skill*.

Kata Kunci : Integritas, Loyalitas, Profesionalitas, Spiritualitas, Skill, Suksesi Bisnis FBE

ABSTRACT

The thesis entitled "The Effect of Entrepreneurship of Rasulullah SAW on the Succession of Couplepreneur Business Based on Family Business Enterprise (FBE) With Skill as an Intervening Variable" was written by Rina Prihatin, NIM 128508203028 Master of Islamic Economics Postgraduate at State Islamic University Sayyid Ali Rahmatullah Tulungagung. Advisor 1 Dr. H. Mashudi, M.Pd.I. and Advisor 2 Prof. Dr. Agus Eko Sujianto, SE.MM.

This research is motivated by the rise of the couplepreneur business in the midst of the rapid development of family businesses, PWC said that 88% of businesses in Indonesia are family businesses, as well as the myth that reveals that the first generation is the founder, the second generation declines and the third is a phase of destruction. This study aims to: (1) To examine the effect of integrity on FBE-based couplepreneur business succession, (2) To examine the effect of integrity to FBE-based couplepreneur business succession through skill, (3) To examine the effect of loyalty on FBE-based couplepreneur business succession, (4) To examine the effect of loyalty on FBE-based couplepreneur business succession through skills, (5) To examine the effect of professionalism on FBE-based couplepreneur business succession, (6) To examine the effect of professionalism on FBE-based couplepreneur business succession through skills, (7) To test spirituality on FBE-based couplepreneur business succession, (8) To examine the effect of spirituality on FBE-based couplepreneur business succession through skills.

This research approach is quantitative. The type of research used is associative. The population in this study amounted to 332 respondents with the method of proportional random sampling technique. Data collection techniques used are questionnaires / google form, observation and documentation. The research data was processed using SPSS 25.0 analysis tool with data analysis techniques used, namely path analysis, and Sobel Test.

The results showed that (1) integrity had a positive and significant effect on the succession of the FBE-based couplepreneur business, (2) integrity had a positive and significant effect on the succession of the FBE-based couplepreneur business through skills, (3) loyalty had no effect on the FBE-based couplepreneur business succession, (4) integrity loyalty has a positive and significant effect on the succession of the FBE-based couplepreneur business through skills, (5) professionalism has no effect on the FBE-based couplepreneur business succession, (6) professionalism has no effect on the FBE-based couplepreneur business succession through skills, (7) spirituality has an effect positive and significant effect on the succession of the FBE-based couplepreneur business, (8) spirituality has a positive and significant effect on the succession of the FBE-based couplepreneur business through skills.

Keywords: *Integrity, Loyalty, Professionality, Spirituality, Skill, FBE Business Success*