

THESIS

THE IMPACT OF HUMAN RESOURCES MANAGEMENT PRACTICES AND CORPORATE ENTREPRENEURSHIP ON FIRM PERFORMANCE: A CASE OF SMALL BUSINESS IN YOGYAKARTA

**Presented as a partial fulfillment for the requirement of the degree
Sarjana Manajemen (S1) in International Business Management Program
at Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta**



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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2020

Thesis

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March 09th 2020



Letter of Statement

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Statement of Authenticity

I, Yunike Ayu Setyowati, hereby declare that my thesis titled:

**THE IMPACT OF HUMAN RESOURCES MANAGEMENT PRACTICES
AND CORPORATE ENTREPRENEURSHIP ON FIRM PERFORMANCE:
A CASE OF SMALL BUSINESS IN YOGYAKARTA**

**Is really my own writing and thinking, I fully acknowledge that my writings
or part(s) of it does not contain writing(s) or idea(s) by another person(s)
except for those that have been explicitly and properly cited.**

Yunike Ayu Setyowati

Yogyakarta, March 09th 2020

Acknowledgment

Foremost, among all, I would like to express my greatest gratitude to the Lord for His abundant blessings and guidance throughout my entire study years at Universitas Atma Jaya Yogyakarta, especially during my thesis writing process. I also would like to say thank you for all the people around me who supports me and already contributed with this thesis.

I would also like to mention those who are always be by sides through all of the ups and downs that I have endured—from the beginning of the study in *Universitas Atma Jaya Yogyakarta* until the moment where I finally graduate:

1. Thesis Supervisor, Mr. Daniel Yudistya Wardhana, SE.,MEI for His guide and support the thesis making process.
2. My beloved Parents, and both of my brothers Deny and Dimas who always patient, support, motivate, nurture and give the advices to finish this study, thank you.
3. My support System, Yoshua Putra Dinata N, who always by my side when time I needed him most.
4. My best buddies, Elfira, Dimas, Edita, Bisma, Chero, Vinda, Icha, Vena, Dhiro, Yiyin, Dipta, KKN 75 TULANGAN, PASKIBRAKA, KOMPA, ROHANI, UHU who had seen the good and bad parts of

each other but still sticking up, words cannot express how thankful I am to you.

5. My friend from IBMP 2015, Thank you for making such a good memories together. See you on Top guys
6. All the lectures, staffs and employees who help, give and share the knowledge during my study in *Universitas Atma Jaya Yogyakarta*
7. Bakpia Pathok 25 Yogyakarta and all of the employees who had sincerely and truthfully filled my questionnaire, thank you for your participation.

My thanks and appreciation also goes to people who have willingly helped me out with their abilities. I realize that this thesis still not perfect and have many flaws, therefore I hopes that the next researcher can make better research and hope that this research will be useful for others.

Best Regard

Yunike Ayu Setyowati

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Abstract

The main purpose of this research was to investigate the impact of Human Resources Management Practices and Corporate Entrepreneurship on the Firm Performance Evidence from SMEs in Yogyakarta. A total 108 questionnaires were distributed to the Bakpia 25 as a SMEs in Yogyakarta. The analysis method in this research is Simple Linear Regression analysis, Descriptive Analysis, T-test and F-test analysis. Firstly, the result shows that Human Resources Management Practices has positive impact on Firm Performance. Secondly, the finding shows that Corporate Entrepreneurship positively impact the firm performance. Last, there are a positive relation between Corporate Entrepreneurship and Human Resources Management Practices.

Keywords: *Human Resources Management Practices, Corporate Entrepreneurship, Firm Performance*

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