

SYNCHRONIZATION OF EMOTIONAL INTELLIGENCE ON ACCOUNTING EDUCATION TO SUPPORT AND DEVELOP LOCALIZED SOCIO-CULTURAL ENTREPRENEURSHIP

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Abstract. The purpose of this study was to determine synchronization of emotional intelligence measured by self-knowledge, self-control, motivation, empathy and social skill and its effect on the difference of understanding on accounting of students of economic accounting education of FKIP and students of accounting department of the Faculty of Economy of the University of Riau. This is an explorative study by descriptive method performed on students of economic accounting education of FKIP and students of accounting department of the Faculty of Economy of University of Riau. This study used 80 samples from students of economic accounting education of FKIP and students of accounting department of the Faculty of Economy of University of Riau. 1) Based on the research result and discussion, it's concluded that; 1) the understanding on accounting of students of economic accounting education wasn't different from the understanding of the students of the Faculty of Economy, which was shown by the value of Wilcoxon test with sig (0,851 > 0,05). The analysis result showed a relation between the students of economic education and the students of the accounting department in understanding accounting with sig (0,034) < 0,05. 2) simultaneously, emotional intelligence didn't affect the understanding of accounting of the students of the economic accounting education department and the students of the faculty of economy. Partially, of five components of emotional intelligence, only social skill affected the understanding of accounting in the accounting students of the faculty of economy of University of Riau.

Keywords: Emotional intelligence, self-knowledge, synchronization, economic accounting education, Socio-Cultural Entrepreneurship

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