

ABSTRACT

HEIDA PUSPA TRI HARDINI: The Influence of Entrepreneurship Knowledge, Family Environment, Entrepreneurial Motivation and Self efficacy on Entrepreneurial Interests in Students (survey on students of the Department of Economics Education, University of Siliwangi, class of 2016 and 2017). Under the Guidance of Ati Sadiyah., S.Pd., M.Pd and Ai Nur Solihat., M.Pd

As for the formulation of the problem in this study, it concerns the condition of the many students who have thoughts that they prefer to work for companies or on other parties rather than entrepreneurship, this is likely due to the conditions of Entrepreneurship Knowledge, Family Environment, Entrepreneurial Motivation and Self-efficacy. The purpose of this study was to determine the effect of entrepreneurial knowledge on the interest in entrepreneurship in Siliwangi University Economics students, the influence of the family environment on the interest in entrepreneurship in Siliwangi University Economics Education students; the effect of self-efficacy on the interest in entrepreneurship in students of Economic Education at Siliwangi University; To determine the effect of entrepreneurial motivation on interest in entrepreneurship and the influence of entrepreneurial knowledge, family environment, entrepreneurial motivation and self-efficacy on interest in entrepreneurship in students of economic education at Siliwangi University. The method used in this study uses a quantitative approach with an explanatory research design. The population in this study were 2016 and 2017 students of the Department of Economics, Siliwangi University, with a total of 234 students. The sampling technique used the Solvin formula as many as 148 students. Data analysis used includes classical assumption tests, statistical analysis. The results of the study show. the influence of the family environment on interest in entrepreneurship has a significant effect, the influence of entrepreneurial motivation on interest in entrepreneurship has a significant effect, the effect of self-efficacy on interest in entrepreneurship in students has a significant effect and on the influence of entrepreneurial knowledge, family environment, entrepreneurial motivation and self-efficacy on interest Entrepreneurship among Siliwangi University Economics Education students also has a significant effect

Keywords: Entrepreneurship Knowledge, Family Environment, Entrepreneurial Motivation and Self efficacy and Interest in Entrepreneurship