

THE INFLUENCE OF STUDENTS 'PERCEPTIONS ON LEARNING OF ENTREPRENEURSHIP TO BUSINESS INTERESTS

(Case Study of Student Force 2015 FKP Unpas Economic Education Study Program)

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ABSTRACT

The purpose of this study is to find out: (i) To determine the perception of FKIP Unpas economic education study program students on entrepreneurship learning, (ii) To find out the entrepreneurial interest in FKIP Unpas economic education study program students, (iii) To determine the effect of student perception on entrepreneurship learning interest in entrepreneurship in the students of the FKIP Unpas economic education study program. The method used in this research is survey. The sample in this study was a class of 2015 students from the Faculty of Economics and Education FKIP Unpas, amounting to 79 students. Analysis of the data used is the verification of data analysis through the calculation of average scores with the help of the IBM SPSS Statistics Version 25.0 program. The results showed a recapitulation of the average score of respondents' responses regarding: (i) Entrepreneurial learning by 3.93 (79%) "strongly agree", (ii) interest in entrepreneurship by 3.92 (78%) "strongly agree". Based on the analysis of the data that has been done, the research results obtained influence of student perceptions on entrepreneurial learning on entrepreneurial interest through the calculation of the coefficient of determination with an R Square value of 0.655. This shows that entrepreneurship interest in students is influenced by entrepreneurial learning by 65.5%, which is seen by the level of influence "Very High" on student entrepreneurial interest and the remaining 34.5% is influenced by other factors.

Keywords: Learning Entrepreneurship and Entrepreneurial Interest

