

THE INFLUENCE OF UNDERSTANDING E-COMMERCE ON STUDENTS ENTREPRENEURIAL INTEREST

(Survey on students of Economic Education FKIP Unpas semester 5 and 7)

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ABSTRACT

The purposes of this research are to find out: (i) students' understanding of e-commerce (ii) students' interest in entrepreneurship (iii) the effect of understanding e-commerce on students' interest in entrepreneurship. The population in this study were students of the FKIP Unpas Economic Education Study Program who are currently taking semester 5 and 7 of the 2020-2021 academic year. The research sample was determined using purpose sampling technique. The research method used is a quantitative approach survey. Data collection techniques used test instruments and questionnaire instruments. The results showed that: (i) students' understanding of e-commerce was very good with the results obtained by a score of 0.85 or 85% (ii) students' interest in entrepreneurship was very good indicated by an average weight of 40.30 with a percentage of 81% (iii) there is an effect of understanding e-commerce on students' interest in entrepreneurship with r square results of 0.818 with a percentage of 82%

Keywords: *understanding e-commerce , students' entrepreneurial interest, The influence of understanding e-commerce on entrepreneurial interest*

