

**THE EFFECT OF ENTREPRENEURSHIP KNOWLEDGE ON
STUDENTS' ENTREPRENEURSHIP INTEREST**

**(Survey on Students of Economic Education Study Program FKIP Pasundan
University)**

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ABSTRACT

This research aims to find out : (i) how entrepreneurial knowledge of economic education students of FKIP Unpas, (ii) how entrepreneurial interests are students of economic education FKIP Unpas, and (iii) how much influence of entrepreneurial knowledge on entrepreneurial interests of economic education students FKIP Unpas. The research method used was a survey with a subject of 377 students, a sample of 169 students. The analysis used is a verificative analysis of data through the calculation of average scores with the help of the SPSS Version 25.0 for Windows program. The result showed the average recapitulation of respondent's responses regarding : (i) entrepreneurial knowledge of economic education students FKIP Unpas 4,05 (81%) with the category "very good", and (ii) entrepreneurial interests of economic education students FKIP Unpas 4.00 (80%) with the category "good". Based on the analysis of data that has been done, obtains the results of research on the influence of entrepreneurial knowledge on the entrepreneurial interests of economic education students FKIP Unpas, through the calculation of coefficient determination with a value of R Square of 0,547. It can be interpreted that the influence of entrepreneurial knowledge has a contribution of 5,47% on the entrepreneurial interests of students and the remaining 45,3% is influenced by other factor. The author suggests to the relevant parties, namely : (i) for students, it is expected to listen well to the learning related to entrepreneurship courses taking place, (ii) for lecturers, expected improve the technique of delivering lecture materials, (iii) for further researchers, are expected to be a reference as a research material similar to entrepreneurial knowledge or everything related to entrepreneurship or different points of view so as to get a variety of options to improve the results of entrepreneurial education in lecture on entrepreneurial interests.

Keywords: *Entrepreneurial knowledge, entrepreneurial interests*