

ABSTRACT

The title of this research is **the influence of entrepreneurial attitudes and motivation on the entrepreneurial interest of BDP students at SMK Pasundan 4 Bandung**. This study aims to determine: (i) The effect of attitudes on the entrepreneurial interest of BDP students at SMK Pasundan 4 Bandung, (ii) The effect of motivation on the entrepreneurial interest of BDP students at SMK Pasundan 4 Bandung, (iii) The effect of entrepreneurial attitudes and motivation on students' interest in entrepreneurship. BDP at SMK Pasundan 4 Bandung. The research method uses quantitative methods with a subject of 141 students and a sample of 104 BDP students is taken. The results showed the recapitulation of the average score of respondents' responses regarding (i) The influence of student attitudes can be said to be very good with an average score of 4.49 with a percentage of 89.20%. (ii) Students' entrepreneurial motivation can be said to be very good with an average score of 4.22 with a percentage of 84.43%. (iii) the influence of entrepreneurial attitudes and motivation on students' interest in entrepreneurship is 43.1% and the other 56.9% is influenced by other factors not examined by researchers. Based on the data analysis that has been carried out through the calculation of the coefficient of determination, the variables of entrepreneurial attitude and motivation have a strong enough influence on interest in entrepreneurship.

Keywords: Attitude, Entrepreneurial Motivation, and Interest in Entrepreneurship.