

ABSTRACT

THE EFFECT OF UNDERSTANDING *E-COMMERCE* ON STUDENTS' ENTREPRENEURSHIP INTEREST

(Survey of Eighth Semester FKIP Unpas Economic Education Students

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The Influence of Understanding E-commerce on students' entrepreneurial interest This research was carried out based on a number of Economic Education students at Pasundan University who behaved in entrepreneurship or had a business. It is an action taken in response. the existence of e-commerce as a medium that allows everyone to be entrepreneurial even though they do not have their own products. It is hoped that the presence of e-commerce can be one of the factors or stimuli that can increase the entrepreneurial interest of students in Economics Education at Pasundan University. Therefore, this study aims to determine the effect of understanding e-commerce on student entrepreneurship interest

The research was conducted by students of Economics Education with entrepreneurial behavior, totaling 100 students. The sampling technique in this study used a random sampling technique and obtained 30 samples or 30 students of Economics Education. The data collection technique of this research used a questionnaire/questionnaire and documentation technique. This questionnaire/questionnaire consists of 15 statements. Based on the results of the study which showed a positive and significant value between the understanding of e-commerce on the entrepreneurial behavior of Economic Education students, it is hoped that Economic Education students can increase their use in accessing e-commerce for entrepreneurship. The author also hopes that Economics Education students can maximize other factors not examined in this study, in order to increase entrepreneurial interest behavior.

Keywords: E-commerce, entrepreneurial interest