

**THE INFLUENCE OF ENTREPRENEURSHIP LITERATURE ON  
ENTREPRENEURSHIP INTEREST OF ECONOMIC EDUCATION  
STUDENTS FKIP PASUNDAN UNIVERSITY**

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***ABSTRACT***

This study aims to find out: (i) how the entrepreneurial literacy of Economic Education FKIP Unpas students is, (ii) how the entrepreneurial interest of FKIP Unpas Economic Education students is, (iii) how much influence entrepreneurial literacy has on the entrepreneurial interest of Economic Education students FKIP Unpas. The research method uses quantitative methods with a subject of 275 students and a sample of 163 students of Economics Education FKIP Unpas. The analysis used is a simple linear regression analysis using the IBM SPSS Statistic Version 26 program. The results of the study show: (i) the entrepreneurial literacy of students of Economics Education FKIP Pasundan University is in a good category with an average score of 3.9. (ii) the entrepreneurial interest of students of Economics Education FKIP Pasundan University can be said to be in the good category with an average score of 4,01. (iii) based on a simple linear regression analysis that produces  $Y = 9.613 + 0.847x$  which means, there is an increase of 9.613 from entrepreneurial literacy, the interest in entrepreneurship will increase or increase by 0.847 while the results of the coefficient of determination show that there is an influence of entrepreneurial literacy on entrepreneurial interest in Education students The economy of FKIP Unpas is 47.9% which is included in the fairly strong category and 52.1% is influenced by other factors. It can be concluded that there is an influence of Entrepreneurial Literacy on Entrepreneurial Interest of Economic Education Students FKIP Pasundan University.

**Keywords: Entrepreneurship Literacy, Interest in Entrepreneurship**