

ABSTRACT

This study was conducted to determine the influence of parental socioeconomic status, entrepreneurship education, and self-efficacy on the entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya, class X, XI, and XII, majoring in marketing in the 2023/2024 academic year. The purpose of this study was to determine and analyze how parental socioeconomic status, entrepreneurship education, and self-efficacy affect entrepreneurial interest, the magnitude of the influence of parental socioeconomic status, entrepreneurship education, and self-efficacy, both partially and simultaneously, on the entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya, class X, XI, and XII, majoring in marketing in the 2023/2024 academic year.

This study used a quantitative method with a descriptive-causal research type. Sampling was conducted using a probability sampling method with a sample of 200 people. The data analysis technique used was descriptive analysis and multiple linear regression analysis.

The results of the study showed that simultaneously, the three variables had a positive and significant influence on the entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya. This is evidenced by the value of F_{count} (161,062) which is greater than the value of F_{table} (2,65) with a significance level of $0.000 < 0.05$. Partially, parental socioeconomic status, entrepreneurship education, and self-efficacy also had a positive and significant influence on the entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya. This is evidenced by the value of t_{count} which is greater than the value of t_{table} . The value of the coefficient of determination (R^2) of 0,711 shows that 71,1% of the variable of entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya can be explained by the variables of parental socioeconomic status, entrepreneurship education, and self-efficacy. The remaining 28.9% is influenced by other variables that were not studied in this study.

Based on the results of this study, it can be concluded that parental socioeconomic status, entrepreneurship education, and self-efficacy have a positive influence on the entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya.

Keywords: *Parents' Socioeconomic Background, Entrepreneurship Education, Self-Efficacy, Entrepreneurial Interest*