## 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 Fcount (161,062) which is greater than the value of Ftable (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 tcount which is greater than the value of ttable. The value of the coefficient of determination (R2) 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, entrepreneurial interest of students of SMK Negeri 1 Kota Tasikmalaya can be explained by the variables of parental socioeconomic status, 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