

ABSTRACT

Economic development in a country is determined by innovation and entrepreneurship. Meanwhile, Indonesia has a population of productive age greater than non productive age. However, the problem of unemployment remains a serious problem in Indonesia. Vocational education such as SMK is the education that prepares students to be ready to face the world of work. With the existence of several government programs for SMKs, it is hoped that SMK graduates will have a high interest in entrepreneurship. This study aims to determine the description of attitude towards behavior, subjective norms, behavioral control, and entrepreneurial interest in SMKN 1 Bandung students and to determine the effect of attitude towards behavior, subjective norms, behavioral control, and interest in entrepreneurship both partially and simultaneously on SMKN 1 Bandung students who are involved in the entrepreneurial extracurricular activities. This research is included in quantitative verification research. Whereas based on the time of the study, including cross section. The research sample was 50 students of SMKN 1 Bandung involved in entrepreneurial extracurricular activities. The sampling technique used is total sampling. The analysis technique used is descriptive analysis and multiple linear regression analysis. The results showed that the Attitude Towards Behavior and Behavioral Control were in the good category. Whereas Subjective Norms and interest in entrepreneurship are in the very good category. Attitude Towards Behavior, Subjective Norms and Behavioral Control together influence Entrepreneurial Interest, with a total percentage of influence of 55.95% while the remaining 44.05% is the influence of other factors beyond the three independent variables.

Keywords: attitude towards behavior, subjective norms, behavioral control, interest in entrepreneurship, vocational students