

ABSTRACT

This research was conducted to determine the results of the effect of entrepreneurship education on the interest in entrepreneurship in the business administration student association in Bandung. In this study there is a phenomenon that there is still low interest in entrepreneurship by students majoring in business administration. This research was conducted using descriptive methods using quantitative methods.

The sampling technique used in this study used a non-probability sampling technique, namely the non-68 probability sampling method using the Chocran formula, so that the total sample used in this study was 385 respondents. The data analysis technique used is descriptive analysis technique and using the T test method.

Based on the descriptive analysis as a whole, the Entrepreneurship Education variable is included in the good category with a score of 15,163 or equivalent to 87.4%, which means that respondents are very influenced by the interest in entrepreneurship after receiving entrepreneurship education or training. Entrepreneurship Education provides various information and creates an assessment of Entrepreneurship Education and fosters interest in Entrepreneurship. Based on the results of the descriptive analysis as a whole, Entrepreneurial Interest is included in the good category where it gets a total score of 10,205 or equivalent to 88.3% which means that the Business Administration Student Association (IMABI) Se region 2 in Bandung, interest in entrepreneurship is quite high in entrepreneurship education.

Based on the results of research on "The Influence of Entrepreneurship Education on Entrepreneurship Interest in the Business Administration Student Association in Bandung", it can be concluded, Overall Entrepreneurship Education in the very good category. The highest respondent's response was a statement regarding how much you are enthusiastic about exploring Entrepreneurship Education material 90.2%. Meanwhile, the smallest score is a statement about always giving new ideas while having a discussion, 85.8%. This proves that most of the respondents are very enthusiastic in exploring entrepreneurship education material and are sufficient to provide new ideas during discussion. Overall Entrepreneurial Interest is in the very good category. The highest respondent's response was a statement that I was interested in the future I wanted to be an entrepreneur with my own idea with a score of 90%. Meanwhile, the smallest score is a statement about I feel that in the future it will be more difficult to find a job so I am more interested in entrepreneurship with a score of 86.2%. This proves that most respondents are very interested in entrepreneurship with their own ideas and it is enough that in the future it will be more difficult to find work, therefore I am more interested in entrepreneurship. From the above conclusions, there are the following suggestions, Suggestions for the Business Administration Student Association (IMABI) provide more education or training to students who are members of the Business Administration Student Association. Based on the entrepreneurial education variable, the result is the smallest compared to other statements, namely about always giving new ideas while having a discussion which has a value of 85.8% which is still in the very good category. Even though it is in the very good category, the authors suggest that it is necessary to increase education and training activities for members who are members of IMABI in order to improve entrepreneurship education or training for Business Administration Students at IMABI. Suggestions for the Business Administration Student Association (IMABI) can continue to increase entrepreneurial interest in Business Administration Students who

are members of IMABI so that they can continue to develop students who are interested in entrepreneurship. Based on this research, there is a statement that shows smaller results than the other statements on the Entrepreneurial Interest variable, which is a statement about me feeling that in the future it will be more difficult to find work, therefore I am more interested in entrepreneurship with a score of 86.2%. Even though it is still in the very good category, the authors suggest that IMABI continues to increase interest in entrepreneurship in business administration students who are members of IMABI so that students who are joined can implement the knowledge and education they get.

Keywords: *Entrepreneurship, Entrepreneurship Interest, Entrepreneurship Education*