



ABSTRACT

Yeni Aprilia. *The Influence of Entrepreneurship Knowledge, Entrepreneurial Motivation and Family Environment Against Entrepreneurial Interest (Case Study of Esa Unggul University Students). (Supervised by Mrs. Dra. Retna Suliati Suleiman Akt, MM).*

This study aims to determine the influence of Accounting Knowledge, Entrepreneurial Motivation and Family Environment on Entrepreneurial Interest (Case Study on Esa Unggul University Students) which is measured using a Likert scale.

This research includes survey research. The population in this study were 1365 students at Esa Unggul University. Those who have participated in Entrepreneurship courses with a sample of 94 respondents. Sampling using purposive sampling technique using Slovin method.

The results of the study show that there is an influence of Entrepreneurship Knowledge, Entrepreneurial Motivation and Family Environment on Entrepreneurial Interest. There is a Negative influence between Entrepreneurial Knowledge on Entrepreneurial Interest, there is a positive influence between Entrepreneurial Motivation on Entrepreneurial Interest and the negative influence of the Family Environment on Entrepreneurial Interest.

Keywords: Interest in Entrepreneurship, Entrepreneurship Knowledge, Entrepreneurial Motivation and Family Environment.

