

## **ABSTRACT**

**CHISKA AMELIA PUTRI. 2024. THE INFLUENCE OF ATTITUDES AND SUBJECTIVE NORMS ON INTEREST IN ENTREPRENEURSHIP WITH ENTREPRENEURSHIP EDUCATION AS A MODERATION VARIABLE (Survey of Class XI Students of SMA Negeri 2 Singaparna Academic Year 2023/2024). Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Ati Sadiyah, S.Pd., M.Pd. and Dr. H. Yoni Hermawan, M.Pd.**

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*This study is motivated by the phenomenon at SMAN 2 Singaparna, namely that there are entrepreneurial activities to support students' interest in entrepreneurial activities. This study aims to determine the effect of attitudes and subjective norms on entrepreneurial interest with entrepreneurship education as a moderating variable. The method used is a survey method through a quantitative approach, with a research design using an associative causal design, and data collection techniques through questionnaires. The population in this study were all class XI of SMAN 2 Singaparna in the 2023/2024 academic year totaling 280 students. The sample used was class XI totaling 164 people as a sample using a random sampling technique. The results of this study indicate that the variables of entrepreneurial attitudes and subjective norms have a positive effect on the behavior of students' entrepreneurial interest. The role of the moderating variable, namely entrepreneurship education, weakens the influence of entrepreneurial attitudes on entrepreneurial interest, but entrepreneurship education strengthens the influence of subjective norms on entrepreneurial interest.*

**Keywords: Attitude, Entrepreneurial Interest, Entrepreneurship Education, Subjective Norms**