

## **ABSTRACT**

### ***ANALYSIS OF THE EFFECT OF MOTIVATION, ENTREPRENEURSHIP EDUCATION, AND THE ENVIRONMENT ON ENTREPRENEURSHIP INTEREST OF STUDENTS OF SILIWANGI UNIVERSITY***

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*This study aims to determine (1) Siliwangi University student responses to motivation, entrepreneurship education, environment and student entrepreneurship interest, (2) The effect of motivation, entrepreneurship education and the environment partially on the entrepreneurial interest of Siliwangi University students, (3) The influence of motivation, education entrepreneurship and the environment together to the interest in entrepreneurship of Siliwangi University students. The method used in this research is descriptive quantitative research method with multiple linear regression analysis technique. Based on the results of research and data processing shows that (1) Siliwangi University student responses agree on the variables of motivation, entrepreneurship education, environment and interest in entrepreneurship of Siliwangi University students, (2) partially motivation and environment have a significant positive effect on interest in entrepreneurship of Siliwangi University students, while Entrepreneurship education has a significant negative effect on the entrepreneurial interest of Siliwangi University students. (3) Together, motivation, entrepreneurship education and the environment have a significant positive effect on the entrepreneurial interest of Siliwangi University students*

*Keywords: Motivation, Education, Entrepreneurship, Environment, Interests*

## **ABSTRAK**

### **ANALISIS PENGARUH MOTIVASI, PENDIDIKAN KEWIRAUSAHAAN, DAN LINGKUNGAN TERHADAP MINAT BERWIRAUSAHA MAHASISWA UNIVERSITAS SILIWANGI**

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Penelitian ini bertujuan untuk mengetahui (1) Tanggapan mahasiswa Universitas Siliwangi terhadap motivasi, pendidikan kewirausahaan, lingkungan dan minat berwirausaha mahasiswa, (2) Pengaruh motivasi, pendidikan kewirausahaan dan lingkungan secara parsial terhadap minat berwirausaha mahasiswa Universitas Siliwangi, (3) Pengaruh motivasi, pendidikan kewirausahaan dan lingkungan secara Bersama-sama terhadap minat berwirausaha mahasiswa Universitas Siliwangi. Metode yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kuantitatif dengan Teknik analisis regresi linier berganda. Berdasarkan hasil penelitian dan pengolahan data menunjukkan bahwa (1) Tanggapan Mahasiswa Universitas Siliwangi setuju terhadap variabel motivasi, pendidikan kewirausahaan, lingkungan dan minat berwirausaha mahasiswa Universitas Siliwangi, (2) secara parsial motivasi dan lingkungan berpengaruh positif signifikan terhadap minat berwirausaha mahasiswa Universitas Siliwangi, sedangkan pendidikan kewirausahaan berpengaruh negatif signifikan terhadap minat berwirausaha mahasiswa Universitas Siliwangi. (3) secara Bersama-sama motivasi, pendidikan kewirausahaan dan lingkungan berpengaruh positif signifikan terhadap minat berwirausaha mahasiswa Universitas Siliwangi

Kata Kunci: Motivasi, Pendidikan, Kewirausahaan, Lingkungan, Minat