

## ABSTRACT

*This research was conducted with regard to the factors that influence interest entrepreneurship on college student department business , especially individual internal factors and environment external .*

*The purpose of this study is to find out how individual internal factors , the environment external and interest entrepreneurship college student department business in the city of Bandung and the effect well in a manner simultaneous or partial , by taking studies on students department business in 7 universities in the city of Bandung.*

*This study uses a quantitative method with a type of descriptive-causality research. Sampling is done by probability sampling method using the Bernoulli formula , with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*The results showed that the individual internal variables were in a good category with an interpretation value of 78.60 % , while the environmental variable eskternal how many on category very well with value interpretation of 84.73% and variable interest entrepreneurship is in a very category good with an interpretation value of 84.48 % . The results of multiple linear regression analysis show that simultaneous individual internal variables and environment external significant influence on interest in entrepreneurship , because value its significance is 0,000 and value  $F_{count} (510,675) > F_{table} (3,100)$ . In a manner partial, sub individual internal variables affect interest entrepreneurship , with a significance value of 0.003 and a calculated  $t_{value} (3.020) \geq t_{table} (1,985)$ . Sub variable environment external influence to interest entrepreneurship , with value its significance is 0,000 and value  $t_{count} (25,150) \geq t_{table} (1,985)$  with a coefficient of determination of 91.3 % and 8,3 % influenced by other variables outside of this study.*

*Conclusion of this study, individual internal factors on college student department business in the city of Bandung already enter category well , so too at environment external and interest entrepreneurship enter into the category very well and have influence positive in a manner significance with contribution amounting to 91.3%. Research this expected could give away the answer to usability theoretical covers contribution , development science and research next .*

**Keywords :** *internal , environment , external , interest , entrepreneurship*