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