

The Influence of Motivation and Social Environment on Entrepreneurial Interests of STIE PGRI Dewantara Jombang Students Who Are Joined in the Entrepreneur of Dewantara (ED) Student Activity Unit (UKM)

ABSTRACT

By :

Kharisma Dwi Lestari

1861099

Consellon :

Rita Mutiarni, SE., MM

This study aims to determine the effect of motivation and social environment on the entrepreneurial interest of STIE PGRI Dewantara Jombang students who are members of the student activity unit (UKM) Entrepreneur of Dewantara (ED). The type of research used is casualitas research with a quantitative approach. The population used was 65 students. The sampling technique uses saturated samples, types and sources of primary and secondary data, data collection methods by means of interviews, questionnaires, observations, and documentation using validity and reliability tests as well as multiple linear regression analysis techniques and hypothesis testing with t-test. The results of the analysis show that motivation is able to increase interest in entrepreneurship of STIE PGRI Dewantara Jombang students in the student activity unit (UKM) Entrepreneur of Dewantara (ED) and the social environment is able to increase interest in entrepreneurship of STIE PGRI Dewantara Jombang who are members of the Student Activity Unit (UKM) Entrepreneur of Dewantara (ED).

Keywords: motivation, social environment, and interest in entrepreneurship.