



The Influence Of Family Environment, Entrepreneurship Training And Motivation On Student Enterprise Interest (Case study of student in Management Program at Serang Raya University)

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ABSTRACT

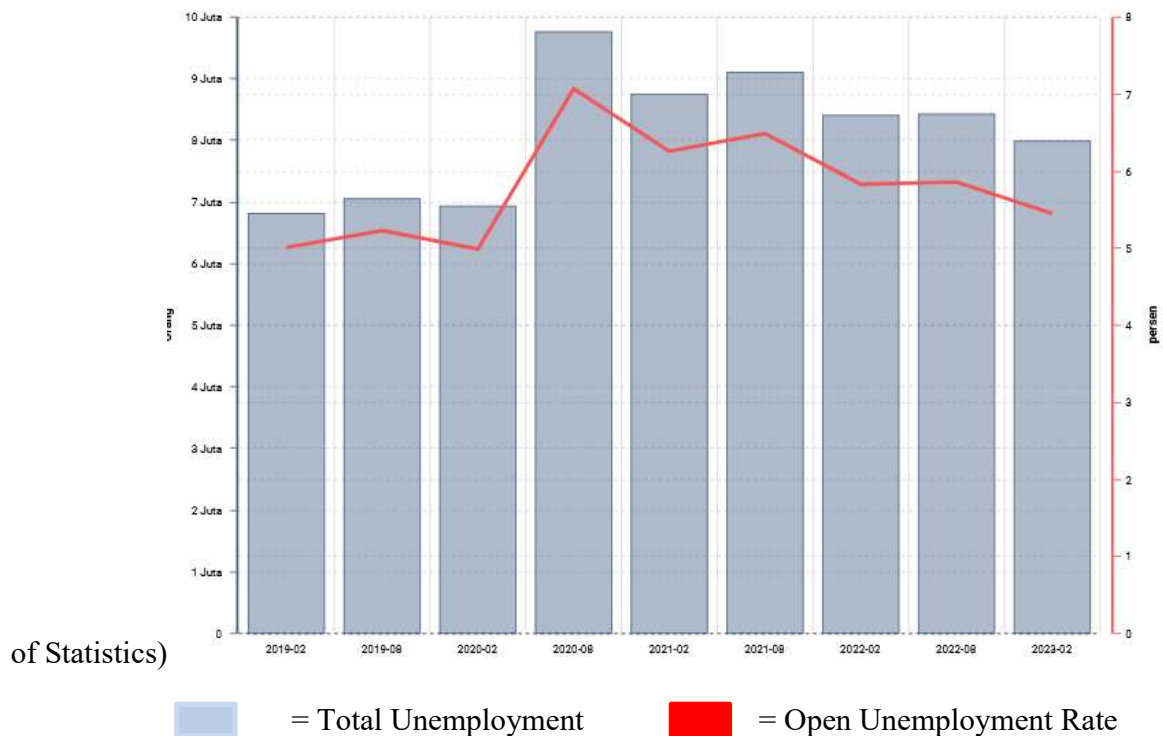
This research is motivated by the influence of the family environment, entrepreneurship training and motivation on students' interest in entrepreneurship. The purpose of this research is to find out whether the family environment, entrepreneurship training and motivation influence the interest in entrepreneurship. This research was conducted at Serang Raya University which is located on Jalan Raya Serang-Cilegon KM 05 Serang-Banten. The population in this study were students of the Management Study Program, Faculty of Economics who had taken Entrepreneurship courses with a sample of 270 respondents. Sampling using purposive sampling technique. Research data collection techniques were carried out through questionnaires. The data analysis technique uses multiple regression analysis techniques. The results showed that the family environment, entrepreneurship training and motivation influenced the interest in entrepreneurship at Serang Raya University students. Recommendations for further research update other variables and research objects.

Keywords: family environment, entrepreneurship training, entrepreneurial motivation, interest in entrepreneurship

INTRODUCTION

Indonesia is a country that has abundant natural resources. In addition, Indonesia also has a wealth of human resources which is quite a lot. The large number of human resources in Indonesia, if not matched with good quality human resources, will cause various problems. One of the problems that occur is the problem of unemployment. Unemployment is the labor force who have not had the opportunity to work but are looking for work or people who are not looking for work because they feel it is impossible to get a job. Statistical data shows that the unemployment

rate in Indonesia is still quite high, this can be proven by a survey conducted by (Indonesian Central



Source: Central Bureau of Statistics 2023

**Figure 1 Number and Rate of Open Unemployment in Indonesia
(February 2019-February 2023)**

According to a report from the Central Statistics Agency (BPS), in February 2023 the number of unemployed people in Indonesia reached 7.99 million people, a reduction of around 410 thousand people compared to February 2022. This unemployment data covers four population groups, namely: According to the Central Statistics Agency (BPS) report , in February 2023 the number of unemployed people in Indonesia reached 7.99 million people, a reduction of around 410 thousand people compared to February 2022. As for the latest data obtained from BPS, in February 2023 the percentage of unemployment for university graduates decreased from 5.84 percent to 5.22 percent. This still shows that the unemployment rate in Indonesia is still quite high. In this case, the highlight is the percentage of unemployed at the undergraduate level. Every year, public and private universities produce young graduates who should improve the quality of human resources and be able to improve the country's economy. However, in reality, they have not been able to maximize their potential so they have difficulty getting jobs. The right solution to overcome this problem is to create jobs or by way of entrepreneurship. According to Purnamawati (2009) being an entrepreneur is the right alternative choice. At the very least, entrepreneurship means providing employment for yourself and not depending on others. An entrepreneur is someone who runs a business. In entrepreneurship, entrepreneurs must dare to take risks in

optimizing existing resources, be it material, intellectual, time, and creative abilities to produce a product or business that is useful for themselves and others. The number of entrepreneurs in Indonesia is still far behind when compared to other ASEAN countries. Currently, the total number of Indonesian entrepreneurs is only 1.6 % of the total population of Indonesia as a whole. As stated by the Deputy Chairperson of Kadin for Banking and Financial Affairs, P Roeslani, that entrepreneurs in Malaysia reach 5%, Singapore 7%, and Thailand 3% of the total population (Chamber of Commerce and Industry, 2021). As for catching up with ASEAN countries, it is necessary to instill an entrepreneurial spirit for students in order to increase the number of jobs and reduce unemployment.

Entrepreneurial spirit needs to be grown to overcome the problem of unemployment. With an entrepreneurial spirit, it is hoped that an attitude and willingness to be independent will grow in order to get a better life without having to depend on other people. As revealed by Alma (2013) the more advanced a country is, the more people are educated and the more people are unemployed, the more the importance of the entrepreneurial world is felt. Development will be more successful if it is supported by entrepreneurs who can create jobs because the government's capacity is very limited. The government will not be able to work on all aspects of development because it requires a lot of budget, personnel and supervision. The steps to foster an entrepreneurial spirit is to instill an interest in entrepreneurship. Based on the BPP HIPMI survey, 83% (www.republika.co.id) of student respondents tend to want to become employees. Meanwhile, only 4% wanted to become entrepreneurs. After graduating and having a bachelor's degree, they are busy preparing themselves to take various tests held by employers, both from government agencies and from private companies. This shows that students' interest in entering the world of entrepreneurship is still low. Support from various parties is needed for students so that after graduation they are not only oriented towards finding a job, but also thinking about how to create jobs. The underlying reason for conducting this research is because there are interesting problems to study regarding entrepreneurial interests and for research actualization. In addition, because there are several gaps in previous research, namely theoretical gaps and research gaps. Theory gap is the discrepancy between theory and research results. In Tuskeroh's research (2013) there are research results which state that motivation has a negative effect on entrepreneurial interest. In addition, in Muzakki (2014) it is also stated that the family environment has a negative effect on the interest in entrepreneurship. While based on theory, one of the factors that influence a person's mindset in determining the choice to become an entrepreneur is motivation and family environment. The research gap is inconsistent between one study and another. There is a difference in the results of Arini's research (2011) which states that the knowledge variable, including in it about entrepreneurship training, has a positive and significant influence on interest in entrepreneurship. Environment and motivation also have a positive and significant effect on the interest in entrepreneurship studied by Purnomo (2013) and Sari (2012). However, what is even more interesting for further research is that according to Muzakki (2014) entrepreneurial experience and family environment have a negative effect on interest in entrepreneurship and also according to Tuskeroh (2013) motivation has a negative effect on interest in entrepreneurship.

The family environment is the closest and main environment for individuals. The family environment consists of father, mother, siblings and all other close relatives. In the family, one of which is the father or mother will influence their children regarding their future, especially in choosing the job to be chosen (Yusuf, 2012: 23). The more parents provide encouragement and influence for their children in entrepreneurship, the more children tend to be interested and make choices as entrepreneurs. Vice versa, if parents prohibit or have no support for children to become entrepreneurs, it will become an obstacle for children to become entrepreneurs. Based on the results of interviews with several students, many parents want their children to work directly. Judging from the answers from students who chose to work directly with the background of support from their parents. Attitudes and activities of fellow family members will directly or indirectly influence each other, for example, if their parents are entrepreneurs, an interest in entrepreneurship will arise. If the family supports it, a person's interest in entrepreneurship will be high rather than not supported by the family. In addition to educational institutions, students' conscious attitude towards the environment makes students more profitable than entrepreneurs.

Training is a means of changing perceptions, attitudes and adding skills, increasing abilities for the purposes of assessment and knowing the performance of Robbins (2001). Entrepreneurship training programs conducted by the government and universities are expected to be able to motivate students to be interested in entrepreneurship. Enthusiasm or encouragement, coaching, entrepreneurship training and providing facilities is one of the motivations needed in instilling an entrepreneurial spirit.

Because of the role of agencies that stimulate students to become entrepreneurs based on their own abilities, the research was conducted at Serang Raya University, where Serang Raya University is the largest university in Serang Banten which is expected to contribute in large numbers to new pioneers or participants in the field qualified entrepreneur and able to make a major contribution in the economic field in Serang, Banten. In lectures have been given entrepreneurial theories and entrepreneurial practices. In addition, the University of Serang Raya also often holds seminars on entrepreneurship. One of the objectives is to form students with an entrepreneurial spirit so that after graduation they can become entrepreneurs who can create jobs so that the number of unemployed will decrease. Based on the results of interviews with a number of students, when they graduate later they tend to work according to the major they are taking. This is based on their more knowledge about major course material when compared to the entrepreneurship material they get during lectures. Entrepreneurial knowledge obtained in entrepreneurship courses cannot be maximized by students because students are only value oriented, but do not make entrepreneurship courses a momentum in starting a business.

STUDY OF LITERATURE

Entrepreneurial Interest

Interest is an encouragement in every individual in doing something. According to Slameto (2010: 180) interest is a feeling of preference and a sense of interest in something or activity, without being told. According to Sujanto (2004: 92) interest is a focus of attention that is accidentally born with full will and depends on talent and environment. Meanwhile, according to Walgito (2004: 51) interest is a situation in which an individual pays attention to something and is accompanied by his desire to know and learn and prove more about the situation. Meanwhile, according to Purwanto (2006: 56) interest is an action that is centered on a goal and is an impetus for the action itself. From this definition it can be concluded that interest is a situation where individuals feel more like and interested in something which then causes an action. This action is carried out with the aim of studying or proving something that someone finds interesting. Entrepreneurship is an important component in a country's economy. According to Alma (2013: 24) entrepreneur is a person who breaks down the existing economic system by introducing new goods or services, by creating new organizational forms or processing new raw materials. Meanwhile, according to Suryana (2010: 6) entrepreneurs are people who make creative and innovative efforts by developing ideas, and concocting resources to find opportunities (Opportunity) and improve (Preparation) life. According to Kasmir (2011: 19), an entrepreneur is a person who has the courage to take risks to open a business on various occasions. A similar opinion was also expressed by Ating Tedjasutisna (2004: 14) who stated that entrepreneurs are people who have the ability to see and assess business opportunities, collect data sources needed to take advantage and appropriate actions to ensure success. From some of the definitions above, it can be concluded that an entrepreneur is a person who has the ability to seize opportunities and dare to take risks in running a business with the aim of making a profit. An entrepreneur is required to be creative and innovative.

Once the understanding of interest and entrepreneurship is known, it can be concluded that interest in entrepreneurship is a feeling of liking and being attracted to business activities that require courage to take risks to gain profits. Entrepreneurial interest arises because of the urge to prove directly what is obtained from knowledge and information. In addition, the interest in entrepreneurship is also based on feelings of pleasure and the desire to be involved in business activities. Entrepreneurship is done by running your own business or taking advantage of existing business opportunities to create new businesses with innovative approaches. Entrepreneurial interest is not taken for granted, but can be nurtured and developed.

Family environment

According to Yusuf (2012: 23) in Setiawan (2016) the environment is the whole physical/natural or social phenomenon (event, situation, or condition) that influences individual development. Then the family is where the main activity of an individual's life takes place, so that the family becomes the first and main institution of human resource development (Soerjono, 2004). According to Bryant & Dick in (Doriza, 2015: 3) family are people who have socio-biological ties through marriage, birth or adoption, do not live together and use resources together to achieve common goals. Then according to Plato in (Doriza, 2015: 3) the family is the first social unit of

the development of society towards a city- state . Meanwhile, according to Semiawan (2010: 1) the family environment is the first and main media that influences behavior in child development. The family environment is a social condition that influences children's development when children first know the world. The family environment is also an early factor in someone getting affection, learning, exemplary and others. The family environment is also the first environment that is known by a child. The family environment consists of father, mother, children and other family members. The family environment, especially parents play an important role in the development of children, but it also provides direction for the future of their children. That is, indirectly parents can also influence their children's interest in choosing a job, including in becoming an entrepreneur. The family will be the first means of social interaction where a child learns to work together and help each other. Children learn to play a role as social beings who have certain norms and skills in their interactions with other people (Yusuf, 2012: 23). According to Buchari (2011) revealed that there is an influence from parents who work alone, and owning their own business has a tendency for their children to become entrepreneurs too. Children who are in a family environment where the majority have entrepreneurial work, most likely when the child grows up will also become an entrepreneur. In addition, a supportive family environment will provide greater interest in entrepreneurship as well. According to Buchari (2011: 8) the indicators used to measure the family environment include family support, parents' work. This study uses indicators as described by Buchari (2012). The indicators include parental support and parental work. These indicators are used to measure family environment variables in this study.

Entrepreneurship training

The word entrepreneur is a translation of the word entrepreneur. The word comes from the French language *entreprendre* which means adventurer, risk taker, contractor, entrepreneur (a person who seeks a particular job), and creators who sell their creations (Badry, 2014) in (Mahanani, 2014). Zimmer (1996) in (Mahanani, 2014), argues that entrepreneurship is the result of a discipline, a systematic process of applying creativity and innovation in meeting needs and opportunities in the market. In the past , entrepreneurship was thought to only be carried out through direct experience in the field and was an inborn talent, so that entrepreneurship could not be learned and taught now, entrepreneurship was not just a matter of the field, but a discipline that could be learned and taught. This means that entrepreneurship is not only an inborn talent or a matter of field experience but can also be learned and taught. Someone who has entrepreneurial talent can develop talent through education. Entrepreneurship training is one of the most important steps to build and develop the Indonesian nation's economy. One of the fundamental problems that until now has become the biggest challenge for the Indonesian nation is the problem of economic development. In fact, it is economic development that will provide economic growth and prosperity for a nation. In this case, the problem faced by the Indonesian nation is that along with the increase in human resources it actually results in more and more unemployment. The view of the people who rely more on diplomas than exploring their potential is considered to be the cause of hampering economic development in society. Therefore, to develop the Indonesian economy,

the importance of the role of entrepreneurs is increasingly felt, because development will be more successful if it is supported by entrepreneurs who are successful in their business. In order to face the era of free trade, we are challenged not only to prepare Human Resources (HR) who are ready to work, but also to be able to prepare and open new jobs. Opening and expanding new jobs is a very urgent need. In an effort to open new jobs, entrepreneurship training is needed. Even though an entrepreneurship training will not run well without management, because basically human capabilities are limited (physical, knowledge, time and training) while their needs are unlimited. So with the existence of management will form an effort to meet the needs and limited ability to carry out work and encourage people to share work, tasks and responsibilities then form an organization that can complete well and lighten the work Hasibuan (2009:3) Seeing the growing reality when At this point, it cannot be denied that the movement of the global economy is increasingly being felt, so it is necessary to develop human resources that are competent and ready to compete. Therefore the need for entrepreneurship training cannot be postponed or ignored any longer. Departing from this, the university is responsible for educating and providing entrepreneurship training to its graduates and providing motivation to dare to choose entrepreneurship as their career. This is in line with Robbins' statement (2001: 187), which states that training is a means of changing perceptions, attitudes and adding skills, increasing abilities for the purposes of assessment and knowing performance. Entrepreneurship training programs conducted by the government and universities are expected to be able to motivate students to be interested in entrepreneurship. Enthusiasm or encouragement, coaching, entrepreneurship training and providing facilities is one of the motivations needed in instilling an entrepreneurial spirit.

Motivation

Motivation to become an entrepreneur is something that lies behind or encourages someone to carry out activities and provides energy that leads to achieving needs, providing satisfaction or reducing imbalances by opening a business or business Zimmer in Tama (2010). Motivation is a state in a person's personality that encourages the individual's desire to carry out certain activities in order to achieve the goals of Handoko (2003). Besides that, according to Siswanto (2003) defines motivation as a psychological state or moving and directing or channeling behavior towards achieving needs that give satisfaction or reduce imbalances. It is different with Stevenson (2001) who defines motivation as an incentive, encouragement, or stimulus to act where motivation is all verbal, physical or psychological things that make someone do something in response. The theory of motivation developed by Maslow (1954) basically revolves around the opinion that humans have five levels or a hierarchy of needs, namely: (1) physiological needs, such as: hunger, thirst, rest and sex; (2) the need for safety (safety needs), not only in a physical sense, but also mentally, psychologically and intellectually; (3) the need for affection (love needs); (4) esteem needs, which are generally reflected in various status symbols; and (5) self-actualization, in the sense of providing opportunities for a person to develop the potential contained within him so that it turns into real ability. The needs that are called first physiological and second for safety are sometimes classified in other ways , for example by classifying them as primary

needs, while the others are also known as secondary needs classification. Regardless of how to classify human needs, what is clear is that the nature, type and intensity of human needs differ from one person to another because humans are unique individuals. It is also clear that human needs are not only material, but psychological, mental, intellectual and even spiritual. An individual's motivation is greatly influenced by various factors, both internal and external. Included in the internal factors according to Siagan (2006:294) are: (a) one's perception of oneself; (b) self-esteem; (c) personal expectations; (d) needs; (e) desire; (f) job satisfaction; (g) work achievements produced. When humans will carry out an activity, they will be influenced by a psychological condition that encourages them to carry out these activities. This psychological condition originates from within the human body and has a considerable impact on the success of an activity. The psychological condition or encouragement is called motivation. According to Suryana & Bayu (2010: 98) motivation is related to the encouragement or strength that resides within humans. Motivation lies within humans that are not visible from the outside. Meanwhile, according to Gerungan in Suryana & Bayu (2010: 99) motivation is an impulse in humans that causes humans to do something. Entrepreneurial motivation is not brought from birth, but entrepreneurial motivation can be trained, studied and developed. Entrepreneurial motivation is an impulse that arises from a person to take or carry out activities related to the field of entrepreneurship. Based on the description above, it can be concluded that entrepreneurial motivation is a psychological drive from within and outside a person to be able to do entrepreneurship. With this encouragement, a person can determine what business he will manage as well as determine his fate in the future.

RESEARCH METHODS

According to Sugiyono (2015) the quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations and samples, collecting data using research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses. According to Neolaka (2014) the research method is a scientific way to obtain data with specific purposes and uses. The scientific method means that this research activity is based on scientific characteristics, namely empirical, rational and systematic. This study aims to examine the effect of the independent (free) variables, namely Family Environment, Entrepreneurship Training, Motivation on the dependent variable (tied), namely Interest in Entrepreneurship. The research location to be studied is in Serang Banten, while the object of this research was carried out at the Faculty of Economics, University of Serang Raya. The population in this study were students of the Management Study Program at the University of Serang Raya with the target population being all Semester V and VII students at the University of Serang Raya. The sampling technique in this study used non-probability sampling, namely a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. This type of sample is not randomly selected. The sampling technique used was purposive sampling where this research was not conducted on the entire population, but focused on the target. Based on the objectives of this study, the data analysis

method used in this study is as follows : Validity test Reliability test Data normality test, multiple linear regression analysis.

DISCUSSION

Variable Descriptive Statistics

Descriptive analysis provides an overview or description of a data seen from the average value (mean), standard deviation, maximum and minimum (Ghozali, 2011). In this study based on the answers of respondents who amounted to 270 respondents. To provide an overview of descriptive analysis, the following will explain each research variable.

Table 1 Variable Descriptive Statistics

	N	Minimum	Maximum	Means	std. Deviation
Environment family	270	2	4	3.67	.491
Training entrepreneurship	270	2	5	3.94	.600
Motivation	270	3	5	3.84	.621
Valid N (listwise)	270				

Source: Data processed in 2023

Validity test

In this study the level of significance (α) = 0.05 and degrees of freedom (df) = 270-3 = 267. So the value required for r table is 0.1882 . The results of the validity test using the help of the SPSS 20 program application can be presented in table 2 below:

Table 1 Variable Descriptive Statistics

No.	Details in the questionnaire	SPSS Product Moment Value	Required Correlation Value	Information
1	LK1	0.875		
2	LK2	0.880		
3	PK1	0.856		
4	PK2	0.614		
5	PK3	0.568		
6	PK4	0.747	0.1882	VALID
7	PK5	0.775		
8	PK6	0.785		
9	MT1	0.658		
10	MT2	0.594		

11	MT3	0.5 6 6 _
12	MT4	0.8 15 _
13	MT5	0.7 14 _
14	MT6	0.7 40 _
15	MT7	0.6 7 8
16	MT8	0.6 8 8
17	MB1	0.8 1 0
18	MB2	0.7 19 _
19	MB3	0.6 63 _
20	MB4	0.8 35 _
21	MB5	0.7 78 _
22	MB6	0.6 8 7

Source: Data processed in 2023

Based on the results of the validity test for each indicator, the value above the required value is 0.1882 so that all of these items are declared valid and can be processed in further testing.

Reliability Test

Table 3 Reliability Test Results

No.	Variables in the questionnaire	Total Cronbach Alpha SPSS	Required Correlation Value	Information
1	Family environment	0.74 0 _	0.70	reliable
2	Entrepreneurship training	0.7 6 1		
3	Motivation	0.7 8 1		
4	Entrepreneurial interest	0.7 66		

Source: Data processed in 2023

Based on the results of the reliability test above, it can be seen that all variables used according to the criteria, Ghozali (2013) are declared reliable because they have a Cronbach Alpha value of > 0.70.

Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016: 154). In this study using the Kolmogorov-Smirnov test by looking at the Kolmogorov-Smirnov Z value and the Asymp.Sig value.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized residual
N		270
Normal Parameters ^a	Means	0E-7
	std. Deviation	1.47213087
Most Extreme Differences	absolute	.051
	Positive	.051
	Negative	-.047
Kolmogorov-Smirnov Z		,534
asym. Sig. (2-tailed)		,938

a. test distribution is Normal.

Source: Data processed in 2023

The results from table 4 show that the Kolmogorov-Smirnov Z is 0.534 and the Asymp.Sig value. of 0.938. It can be concluded that 0.938 is greater than 0.05. This indicates that the regression model is feasible to use because it meets the assumption of normality.

Multiple Regression Analysis Test

To analyze the problem used multiple linear regression analysis tool. The multiple regression model was developed to estimate/predict the value of the dependent variable (Y) by using more than one independent variable to answer the hypothesis used.

Table 5 Regression analysis resultsCoefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficient
	B	std. Error	Betas
1 (Constant)	2,144	1,948	
Family environment	0.170	0.175	0.063
Entrepreneurship training	0.108	0.067	0.106
Motivation	0.571	0.050	0.727

Source: Data processed in 2023

Hypothesis Test (T test)

Testing the t test in this study tested hypotheses 1, 2 and 3. In this study the level of significance (α) = 0.05 with one-sided testing (one tailed) and degree of freedom (df) = n (number of respondents) – k (the number of independent variables)) = 270-3 = 267. So the value required for ttable is 1.659. The results are using the SPSS application by comparing the calculated statistical

values with table statistical values:

Table 6 Hypothesis Test (T)

Variable	Slopes (β)	The value of t - count	- table values	Sig.
Family environment	0.781	3,143	1,659	0.002
Entrepreneurship training	0.297	3,172		0.002
Motivation	0.602	12,437		0.000

Source: Data processed in 2023

- Family Environment on Interest in Entrepreneurship Family Environment tcount value of 3.143 is greater than the ttable value of 1.659 and H3: Family environment has a positive and significant effect on Interest in Entrepreneurship. Thus it can be concluded that hypothesis 3 is accepted.
- Entrepreneurship training on Interest in Entrepreneurship tcount Entrepreneurship training value of 3.172 is greater than the ttable value of 1.659 and H1: Entrepreneurial training has a positive and significant effect on Interest in Entrepreneurship. Thus it can be concluded that hypothesis 1 is accepted.
- Motivation on Interest in Entrepreneurship Motivation tcount value of 12.437 is greater than the ttable value of 1.659 and H2: Motivation has a positive and significant effect on Interest in Entrepreneurship. Thus it can be concluded that hypothesis 2 is accepted.

Discussion

This study aims to examine the effect of entrepreneurship training, motivation and family environment on interest in entrepreneurship at the University of Serang Raya. The discussion based on the results of the research is presented in the description below:

a. Family environment has a positive and significant effect on interest in entrepreneurship.

The results of the hypothesis testing carried out in this study stated that the family environment had a positive and significant effect on the intention of interest in entrepreneurship at the University of Serang Raya. The Family Environment variable has a t count of 3.143 which is greater than the t table value of 1.659 with a significance value of 0.002 less than 0.05. In accordance with this description, it can be concluded that the family environment influences the interest in entrepreneurship in Management Study Program students at the Faculty of Economics at Serang Raya University. Interest in entrepreneurship will be formed if the family provides positive influence and support for this interest. Attitudes and activities carried out by fellow family members influence each other either directly or indirectly. Parents who work as entrepreneurs will also influence the mindset of children in determining their future work, as well as interest in children.

Parents who are self-employed in a certain field can arouse their child's interest in entrepreneurship in the same field as well. Interest in entrepreneurship will be higher when there is support and a positive role in one's parents. The role of the family environment also shapes the perceptions and mentality of entrepreneurship, besides that the entrepreneurial knowledge that parents impart to children contributes to increasing interest in entrepreneurship so that a child will be more confident in starting entrepreneurship.

The results of this study are consistent with the results of research conducted by Deden Setiawan (2016) which states that the family environment has a positive effect on interest in entrepreneurship. Entrepreneurial interest will be formed if the family provides positive influence and support for this interest. Attitudes and activities carried out by fellow family members influence each other either directly or indirectly. Parents who work as entrepreneurs will also influence the mindset of children in determining their future work, as well as interest in children. Parents who are self-employed in a certain field can arouse their child's interest in entrepreneurship in the same field as well. Interest in entrepreneurship will be higher when there is support and a positive role in one's parents. The role of the family environment also shapes the perceptions and mentality of entrepreneurship, besides that the entrepreneurial knowledge that parents impart to children contributes to increasing interest in entrepreneurship so that a child will be more confident in starting entrepreneurship.

b. Entrepreneurship training has a positive and significant effect on interest in entrepreneurship.

Based on the results of research and testing using multiple linear regression analysis, the t count of 3.172 is greater than the t table, which is 1.659 or a significance value of 0.002 is less than 0.05 meaning that entrepreneurship training has a significant effect on interest in entrepreneurship, meaning that the more frequent entrepreneurship training is obtained by students of Management Study Program, Faculty of Serang Raya University, such as bazaars, seminars, etc., making Serang Raya University students increasingly have a high interest in entrepreneurship.

This research is supported by the results of research by Pitriasari (2016) stating that there is a significant effect of Entrepreneurship Training on Interest in Entrepreneurship. Entrepreneurship training is the result of processes carried out by the human senses to observe, hear and feel what other entrepreneurs do and produce so that these humans become aware of the entrepreneurial profession. Someone who has had entrepreneurship training will be more thorough in analyzing and making decisions in the continuation of his business. Entrepreneurship training that students receive at tertiary institutions through entrepreneurship courses, bazaars, seminars, etc. can assist students in analyzing aspects of location, finance, and so on related to entrepreneurship. Entrepreneurship training will instill entrepreneurial values which will later shape the mindset and mental attitude of entrepreneurship so that it will increase students' interest in entrepreneurship.

c. Motivation has a positive and significant effect on entrepreneurial interest.

The results of the hypothesis testing conducted in this study stated that motivation had a positive and significant effect on the Entrepreneurial Interests of Management Study Program Students at Serang Raya University. The Entrepreneurial Motivation Variable has a t count of 12.437 which is greater than the t table value of 1.659 with a significance value of 0.000 less than 0.05. The higher the motivation for entrepreneurship given in the Management Study Program, Faculty of Economics, University of Serang Raya, the higher the student's interest in entrepreneurship.

The results of this study are supported by the results of research conducted by Wanto (2014) which states that Entrepreneurial Motivation has a positive effect on Entrepreneurial Interest. Entrepreneurial motivation is a psychological condition or can be called a psychological drive from within and outside a person to carry out entrepreneurial activities. Motivation will encourage individual abilities through certain activities to achieve goals. Motivation from within a person plays a role in providing mental strength to take action because of a need or desire, while motivation from outside a person plays a role in providing encouragement to do what other people do in entrepreneurship. It is motivation within yourself that really has a big influence on what a person will achieve.

CONCLUSION

Based on the results of the research and discussion of the results of testing the hypothesis on the basis of research statements, it can be concluded as follows: Family environment has a significant effect on interest in entrepreneurship in Serang Raya University students. The higher the support from the Family Environment, the higher the Interest in Entrepreneurship in Serang Raya University students. Entrepreneurship training has a significant effect on the interest in entrepreneurship at Serang Raya University students. The more Entrepreneurship Training that is obtained, the more Entrepreneurial Interest will be fostered in Serang Raya University students. Entrepreneurial Motivation has a significant effect on Entrepreneurial Interests of Serang Raya University students. The higher the motivation for entrepreneurship, the higher the interest in entrepreneurship for students .

Based on the results of the research, discussion, and conclusions above, the suggestions that can be conveyed by researchers are as follows: Universities are expected to be able to instill an entrepreneurial spirit in their students by providing entrepreneurial training and motivation such as seminars, bazaars, so that students' interest in entrepreneurship is increasing . increase. For further researchers, they can add other factors outside of this study which can explain the dependent variable Interest in Entrepreneurship in Serang Raya University students such as Opportunity, Personality, Motivation for Entrepreneurship after students become alumni and so on.

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