ABSTRACT

THE EFFECT OF ENTRISTIC FACTORS ON ACCOUNTING STUDENTS FOR INTEREST TO BECOME ENTREPRENEURS
(Case Study On Accounting Students at Universities in Bandar Lampung)

By

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This research attempt to analyze whether environmental factors of family, community, opportunity, education or knowledge affect the interest of accounting students become entrepreneurs. Data obtained from accounting students at Lampung University, University of Bandar Lampung, IBI Darmajaya, and University of Malahayati.

The results of this research revealed that according to F test, the environmental factors of family, community, opportunity, education or knowledge has a significant affect the interest of accounting students become entrepreneurs. Based on the results of significance test individual parameter is concluded that interest of accounting students to be an entrepreneurs can be influenced by society and opportunities. Whereas environmental factors of family and education or knowledge does not affect the interest of accounting students become entrepreneurs.

Keywords: entrepreneur, environmental factors of family, community, opportunity, education or knowledge.