

## ABSTRAK

Pengangguran di Kota Bandar Lampung masih tergolong tinggi, Gen Z menyumbang angka pengangguran sebanyak 16.000 orang. Banyaknya pengangguran yang ada sebenarnya dapat dikurangi dengan adanya keinginan untuk membangun usaha atau kewirausahaan dari masyarakat itu sendiri. Penelitian ini bertujuan untuk mengetahui pengaruh Pengetahuan Kewirausahaan, Lingkungan Keluarga, Self Efficacy terhadap Minat Berwirausaha pada Gen Z di Kota Bandar Lampung. Populasi dalam penelitian ini adalah Gen Z yang berusia 20-24 tahun di Kota Bandar Lampung. Sampel yang digunakan sebanyak 398 orang. Teknik pengumpulan data menggunakan angket/kuesioner dengan 26 pernyataan. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda, uji F, uji t, dan koefisien determinasi (R<sup>2</sup>). Hasil penelitian ini menunjukkan bahwa (1) Pengetahuan berwirausaha berpengaruh positif dan signifikan terhadap minat berwirausaha Gen Z di Kota Bandar Lampung. (2) lingkungan keluarga berpengaruh positif dan signifikan terhadap minat berwirausaha pada Gen Z di Kota Bandar Lampung. (3) Self-efficacy berpengaruh positif dan signifikan terhadap minat berwirausaha pada Gen Z di Kota Bandar Lampung. (4) pengetahuan kewirausahaan, lingkungan keluarga dan efikasi diri secara simultan berpengaruh signifikan terhadap minat berwirausaha pada Gen Z di kota Bandar Lampung.

**Kata Kunci:** Pengetahuan Kewirausahaan, Self Efficacy, Lingkungan Keluarga, Minat Berwirausaha

## ABSTRACT

*Unemployment in Bandar Lampung City is still relatively high, Gen Z contributes to the unemployment rate of 16,000 people. The number of existing unemployed can actually be reduced by the desire to build a business or entrepreneurship from the community itself. This study aims to determine the effect of Entrepreneurial Knowledge, Family Environment, Self Efficacy on entrepreneurial interest in Gen Z in the city of Bandar Lampung. The population in this study is Gen Z aged 20-24 years in Bandar Lampung City. The samples used*

were 398 people. The data collection technique used a questionnaire/questionnaire using 26 statements. The data analysis technique in this study used multiple linear regression analysis, F test, t test, and coefficient of determination ( $R^2$ ). The results of this study indicate that (1) entrepreneurship knowledge has a positive and significant effect on entrepreneurial interest in Gen Z in the city of Bandar Lampung. (2) the family environment has a positive and significant effect on the interest in entrepreneurship in Gen Z in the city of Bandar Lampung. (3) Self-efficacy has a positive and significant effect on entrepreneurial interest in Gen Z in the city of Bandar Lampung. (4) knowledge of entrepreneurship, family environment and self-efficacy simultaneously have a significant effect on interest in entrepreneurship in Gen Z in the city of Bandar Lampung.

**Keywords:** *Knowledge of Entrepreneurship, Self Efficacy, Family Environment Self Efficacy, Interest in Entrepreneurship*

**THE EFFECT OF ENTREPRENEURSHIP KNOWLEDGE, FAMILY ENVIRONMENT, AND SELF EFFICACY ON INTEREST IN ENTREPRENEURSHIP ON GEN Z IN BANDAR LAMPUNG CITY**

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**Keywords :** Knowledge of Entrepreneurship, Family Environment, Self Efficacy, Interest in Entrepreneurship