

# The Influence of Internal And External Factors On The Entrepreneurial Interest of Fashion Design Students At Pencawan Vocational School, Medan

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## Abstract.

*This study aims to analyze the influence of internal and external factors on the entrepreneurial interest of Fashion Design students at Pencawan Vocational High School, Medan. The study used a quantitative approach with multiple linear regression. The research sample was 32 grade XI students selected through total sampling. The research instrument was a questionnaire whose validity and reliability had been tested. The results showed that internal factors contributed positively but not significantly to entrepreneurial interest ( $t = 1.121$ ;  $\text{Sig.} = 0.272$ ), while external factors had a significant influence ( $t = 2.751$ ;  $\text{Sig.} = 0.010$ ). Simultaneous tests showed that both factors together had a significant influence on entrepreneurial interest ( $F = 7.862$ ;  $\text{Sig.} = 0.002$ ), with external factors being more dominant ( $\beta = 0.704$ ) than internal factors ( $\beta = 0.270$ ). Thus, family, school, and environmental support play a greater role in increasing students' entrepreneurial interest, while internal factors function as supporting capital.*

**Keywords :** Internal factors; external factors and interest in entrepreneurship.

## I. INTRODUCTION

Vocational education aims to produce graduates who are not only work-ready but also capable of creating their own jobs. Entrepreneurial interest is a key indicator of successful vocational education, particularly in the Fashion Design major. This interest stems not only from personal motivation but is also influenced by external factors such as support from family, school, and the social environment. Previous research has shown that entrepreneurial interest is influenced by a combination of internal factors (motivation, knowledge, experience) and external factors (social support, market opportunities) (Rosniawati & Yunizar, 2025). However, there are still differences in the results regarding which factor is more dominant. Therefore, this study was conducted to further examine the influence of internal and external factors on entrepreneurial interest among Fashion Design students at Pencawan Vocational High School, Medan.

## II. METHODS

This study used a quantitative approach with multiple linear regression. The population was grade 10 and 11 students majoring in Fashion Design at SMK Pencawan Medan. The sample consisted of 32 students, selected using a total sampling technique.

## III. RESULTS AND DISCUSSION

### 1. The Influence of Internal Factors on Interest in Entrepreneurship

**Table 1.** T-Test Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.653	5,347		.122	.904
	internal_xI	.270	.241	.193	1,121	.272
	external_xI	.704	.256	.473	2,751	.010

a. Dependent Variable: interest in entrepreneurship\_xI

The t-test results showed that internal factors did not significantly influence students' entrepreneurial interest ( $t = 1.121$ ;  $\text{Sig.} = 0.272 > 0.05$ ). This indicates that students' self-motivation, self-confidence, and entrepreneurial knowledge are not strong enough to encourage entrepreneurial interest without external support.

## 2. The Influence of External Factors on Interest in Entrepreneurship

The t-test results showed that external factors significantly influenced students' interest in entrepreneurship ( $t = 2.751$ ;  $\text{Sig.} = 0.010 < 0.05$ ). Family, school, and environmental support were proven to encourage students to have a higher interest in entrepreneurship.

## 3. Simultaneous Influence of Internal and External Factors

**Table 2.** F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,920	2	32,960	7,862	.002b
	Residual	121,580	29	4,192		
	Total	187,500	31			

a. Dependent Variable: interest in entrepreneurship\_xI

b. Predictors: (Constant), external\_xI, internal\_xI

The results of the F test show that internal and external factors simultaneously have a significant effect on students' entrepreneurial interest ( $F = 7.862$ ;  $\text{Sig.} = 0.002 < 0.05$ ). The regression coefficient of external factors (0.704) is greater than that of internal factors (0.270), so external factors are stated to be more dominant.

## IV. CONCLUSION AND SUGGESTIONS

### Conclusion

Internal factors contribute positively but not significantly to students' entrepreneurial interest. External factors significantly influence students' entrepreneurial interest. Both internal and external factors simultaneously have a significant influence on students' entrepreneurial interest, with external factors being more dominant.

### Suggestion:

1. For Schools: It is necessary to strengthen support for entrepreneurship curricula based on real practices, for example through project-based learning.
2. For Families: Moral and material support needs to be increased so that students are more confident in starting a business.
3. For Students: It is recommended to further hone internal motivation to be able to be independent and not only depend on external support.
4. For Further Research: You can add other variables such as business capital factors or work experience to enrich the analysis.

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