

## ABSTRACT

Developing nations like Indonesia continue to struggle with the lack of jobs that cause unemployment. Being a trusted entrepreneur can be one of the alternatives to tackling the problem. Therefore, the interest in entrepreneurship among society, especially the younger generation, needs to be enhanced. Increased interest in entrepreneurship must be accompanied by increased entrepreneurial enthusiasm as well as individual creativity, because many new ventures fail because of a lack of enterprising passion, a lack of creativity, and a lack of innovative ideas.

This study aims to identify the impact of creativity on entrepreneurial interests and the role of entrepreneurship mediators among students in Bandung City. This research is included in the type of quantitative research with sample determination using purposive sampling techniques. The questionnaire was distributed to a sample of 100 students from Kota Bandung. Further, the results of the questionnaires were analyzed using SEM-PLS analysis techniques that include the outer model testing, the inner model testing, and the hypothesis testing.

The results show that the variable of creativity has been shown to influence entrepreneurial interests and entrepreneurship. In addition, the variable of entrepreneurial passion in this study this time proved to mediate the relationship between creativity and entrepreneurship interests among the students of Bandung City.

**Keywords:** Entrepreneurial Intention, Creativity, Entrepreneurial Passion, College Students, Bandung City.