

ABSTRACT

A discussion of Entrepreneurship is indeed often discussed by many circles. Entrepreneurship that appeared in family or society is a valuable asset for anyone. Even for Indonesia, entrepreneurial activity would increase Indonesia's economy and welfare. Lot of benefits can be obtained with any entrepreneurial activity. The formation of entrepreneurial character can happen anywhere, one of these could happen in University. University play an important role to instill any entrepreneurial mental attitude toward his students. The role of University in developing student interest at entrepreneurship and exploring any factors that influence the behavior of entrepreneurship is very important. Student's intention toward entrepreneurship will be different. Intention is not inborn, it grows and develops in accordance with the factors that influence it. Entrepreneurial intention is influenced by many things, one of which is motivation. The purpose of this study is to determine student's entrepreneurial intention and entrepreneurial motivation.

Variables that examined in this present study are entrepreneurial intention and entrepreneurial motivation. Using the theory of Venesaar et al. (2006). Entrepreneurial intention will also be discussed in time perspective. On the other hand, entrepreneurial motivation is divided into three dimensions, namely: Ambition for freedom, Self-realisation, and Pushing factors.

This study includes descriptive research. Data collected using questionnaire. Sampling technique that used in this study is Proportionate Stratified Random Sampling. Respondent consisted of 130 students of Business Administration Study Program, Telkom University, class of 2011. Descriptive analysis will also be provided to explain the cross-tabulation table.

The survey results revealed that students of Business Administration Study Program, Telkom University, class of 2011 as a whole have an intention in entrepreneurship, amounted to 95,4%. With details, students with intention but not yet started at 63,9%, students with intention and already running any business at 16,9%, and students with intention and running a business but failed at 14,6%. Only 4,6% were not interested in entrepreneurship. Other results obtained that, student's entrepreneurial motivation as a whole includes the category of high with a total score of 73,63%. There are three greatest student's entrepreneurial motivation, want to have their own business, want to implement the ideas or innovation, and want to earn better income.

Keywords : *Entrepreneurial Intention, Entrepreneurial Motivation, Entrepreneurship, Student*