

Abstract

At the end of 2014, Indonesia's economic growth is still relatively low. It is connected in the high rate of unemployment. To reduce the number of unemployed in Indonesia, then overcome by increasing the number of entrepreneurs with entrepreneurship subjects obliged. Including the University of Telkom which has seven faculties, but only in five faculties are providing lecture courses entrepreneurship and only two faculties are implementing systems for field training. Phenomenon at the University of Telkom is a business built student maintain current business practices only when subjects take place but after the course ends, the business had come to an end. The purpose of this study was to determine the level of student motivation and attitudes to sustainability entrepreneurship

This research will be conducted measuring the level of entrepreneurship motivation seen from the profit factor, freedom, personal dreams, and independence. In addition it also investigated the influence of entrepreneurship motivation through profit dimension, freedom, personal dreams, and independence toward sustainability entrepreneurship.

Data collection methods used in the form of a questionnaire. The samples used for distributing questionnaires, using probability sampling with proportional stratified random sampling technique to obtain samples of each course of study at the FED and FKB. This research constitute quantitative descriptive, measurement used is Likert scale points 7. This study use multiple linear regression analysis techniques and data processing using SPSS 20.0 for windows.

Based on the results of data processing, it is known that high levels of student entrepreneurship motivation is influenced by profit and personal dreams, while the freedom and independence of the factors affecting the level of motivation rather high student entrepreneurship. For sustainability entrepreneurship on student attitude just a little high-rise. Then, from the results of multiple regression analysis found that the variable income, freedom, personal dreams, and independence provide a positive significant effect on the sustainability of entrepreneurship while variable of freedom is not.

From the overall results of the study should be a system of teaching entrepreneurship courses should be more focused to establish entrepreneurship motivation in students. Because entrepreneurship motivation in these students affect the sustainability entrepreneurial attitude of business practices that students have do during the lecture.

Keywords: Entrepreneurship; Entrepreneurship Motivation; Sustainability Entrepreneurship

