

ABSTRACT

Entrepreneurship has a very important role in the economy in the nation. The PBB stated that a country's economy will advance if it has at least 2% of the entrepreneur from its population. Entrepreneurship is one of the programs initiated by the Government applied at the level of higher education. The purpose of this research is to know the entrepreneurial characteristics in students of the Business Administration 2012 degree Telkom University and measure these characteristics influence entrepreneurship interest against them.

The data used are the primary and secondary data with a sample taken based on simple random sampling as much as 68 students. Multiple linear regression analysis was used to test the hypothesis of the research with the help of SPSS application version 21.

Research results based on the t-test showed that the characteristics of a "desire to excel" and "stimulation by feedback" effect significantly to student entrepreneurship interest, while "desire for responsibility", "preferences on medium risk", "orientation to the future", and "attitude to money" have no effect against the interest in entrepreneurship. Based on F-test, at the same time entrepreneurial characteristics have influence on entrepreneur intention.

Keyword: Entrepreneurship, Entrepreneurial Characteristics, Entrepreneur Intention.