

ABSTRACT

The increasing number of people in Indonesia in the era of globalization and industrialization now have an impact on the nation's economy, one of the reason is unemployment. Therefore, entrepreneurship is one to reduce unemployment because an entrepreneur can create employment and reduce unemployment. Currently, in revealing the figure of a young entrepreneur, it began with some strategies which is conducted by academics that aims to attract students to entrepreneurship, one of which is HIPMI PT. Telkom University.

This study aims to (1) Knowing the characteristics of students who are members of HIPMI PT Telkom University, (2) Knowing how big the characteristics of students who are members of HIPMI PT Telkom University and (3) Determine the influence of the characteristics of entrepreneurs towards entrepreneurship interest on students who are members of HIPMI PT Telkom University.

The method used in this research is quantitative method. The sample in this study were 47 respondents who have a business, thinking about the turnover and a member of HIPMI PT Telkom University. Data collection methods used are questionnaires and interviews. Analysis of the data used is descriptive analysis and simple regression analysis with t test to determine the effect jointly between the variables studied.

The results showed a simple regression equation $Y = 24.08 + 0.440 X$, Based on test results t test with significance level of 0.001 t test results obtained t_{count} 3,505 bigger than t_{table} 2.014. On the coefficient of determination shows that the R^2 value of 0.215.

The conclusion from this study is that the entrepreneurial characteristics affect 21.5% of the interest in entrepreneurship, while 78.5% are influenced by other factors. Suggestions from this study in order to maintain the level of the existing characteristics, and improving training, seminars or entrepreneurial activity among members of HIPMI PT Telkom University.

Keyword: Characteristics of Entrepreneurship, Entrepreneurship Interests, HIPMI PT