

ABSTRAK

Di negara maju, *entrepreneur* adalah salah satu pendorong perkembangan ekonomi. Salah satu syarat suatu negara untuk mencapai tingkat kemakmuran diperlukan 2% dari jumlahnya penduduknya adalah *entrepreneur* (wirausaha). Terdapat banyak manfaat yang didapatkan dalam menjadi seorang *entrepreneur*, yang juga banyak mempunyai sifat-sifat positif, bukan hanya menguntungkan diri sendiri tetapi juga bisa menguntungkan orang lain. Berdasarkan latar belakang tersebut, Universitas Telkom memberikan pendidikan *entrepreneur* sebagai salah satu mata kuliah, dan program studi ICT Business dalam Fakultas Ekonomi dan Bisnis adalah salah satu program studi yang mengajarkan berbisnis dengan menggunakan sistem informasi dan teknologi dimana melalui penelitian ini, akan diketahui faktor-faktor apa saja, serta faktor apa yang paling berpengaruh terhadap mahasiswa yang berkeinginan menjadi *entrepreneur*.

Penelitian ini menggunakan metode penelitian kuantitatif, pengumpulan data melalui pengisian kuisisioner terhadap 72 responden yaitu mahasiswa/i program studi ICT *Business* Universitas Telkom. Alat analisis yang digunakan dalam mengolah data menggunakan SPSS 20, dan teknik analisis data yang digunakan adalah teknik analisis faktor *exploratory*.

Hasil dari pengolahan data menunjukkan terdapat 5 faktor yang mempengaruhi mahasiswa ICT *Business* Telkom *University* antara lain *self-reliance*, *innovator*, *flexibility*, *creativity*, dan *leadership*. Faktor yang paling mempengaruhi adalah *self-reliance*.

Keyword: Wirausaha, Minat Berwirausaha.

ABSTRACT

In this development era, entrepreneurship is one of many keys to support the economic development in one country. One of many requirements that a country could achieve their level of prosperity is requiring 2% of their population as entrepreneurs. There are many advantages come as entrepreneur, in which it has plenty of positives impacts which not only benefiting one self yet becoming an entrepreneur could also benefiting others. According to that research, Telkom University became the platform of knowledge distribution of entrepreneurship as one of their subjects and the major of ICT Business which under the Faculty of Economy and Business, is one major that taught about entrepreneurship by also applying the principle of information system and technology which in this research will be discovering the factors and finding out which factors that influence the most for students who are willingly become entrepreneur.

In this research, researcher attempt to use a method of qualitative which gather the data by distributing the questionnaire to 72 respondents. The respondents itself gathered from students of ICT Business major of Telkom University. In this research, the data will be analyzed using SPSS 20 and using a technique of exploratory analysis factor.

This research resulted that there are five (5) factors that influence students of ICT Business major of Telkom University have the desire to be an entrepreneur, which are; self-reliance, innovator, flexibility, creativity and leadership. Based on these five (5) factors, it resulted that self-reliance became the most influential push factor that makes ICT Business students wish to be an entrepreneur.

Keyword: Entrepreneur, Entrepreneurship Intention