

## ABSTRACT

*The influence of entrepreneurship education has been considered as an important factor to cultivate and develop entrepreneurial passion, soul, and entrepreneurial behavior among the younger generation. Associated with the influence of entrepreneurship education, it is necessary to have an understanding of how to develop and encourage the birth of potential young entrepreneurs while they are on the bench lecture.*

*The purpose of this research is to know the motivation and interest of entrepreneurship from Telkom University Business Administration student, and to know how big influence between motivation with interest to do business*

*In this study obtained about the relationship of motivation to the interest of Telkom University Business Administration students to entrepreneurship. With the hypothesis is suspected there is influence of motivation to entrepreneurship interest student of Business Administration Telkom University.*

*This research method is descriptive quantitative, where data obtained from questionnaire. The sampling technique in this research is incidental sampling. Questionnaires were distributed to 94 respondents. Data analysis technique used is simple linear analysis.*

*Based on the results of hypothesis testing as a whole, partial motivation has a significant effect on entrepreneurship interest of Telkom University Business Administration students. This is evidenced by the value of  $t$  count  $>$   $t$  table, that is  $6.105 > 1.661$ . Based on the coefficient of determination motivation of 28.8% of entrepreneurship interest, and the remaining 71.2% influenced by other variables not examined in this study.*

*The solution of this research is expected to provide more training and seminars to motivate students to enter the business world, as well as to provide consultation and guidance for students who have started business to improve the spirit, knowledge, and sense of security of students in running and developing their business.*