

ABSTRACT

In Indonesia, efforts to instill in the spirit and entrepreneurship spirit of higher education continue to be encouraged and improved. The purpose of this study to determine the effect of entrepreneurship education on the entrepreneurship intent of Telkom University students in Telecommunications Business Management and Informatics class of 2013.

Entrepreneurship intention is an important factor to cultivate entrepreneurial behavior of students, so that in entrepreneurship learning in universities is very important to improve student entrepreneurship intentions. The hypothesis of this research is that there is influence of entrepreneurship education on the intention of entrepreneurship of MBTI 2013 students.

This research uses quantitative method with descriptive research type. The object of this research is Telkom University Business Telecommunication and Informatics student of class of 2013 who have got Entrepreneurship course. In this study, researchers used purposive sampling technique. The number of sample is 211 samples. The analysis technique used descriptive analysis and multiple linear regression.

The results show that there is a very strong relationship between entrepreneurship education and entrepreneurial intentions. Entrepreneurship education has a significant positive effect on entrepreneurship entrepreneurship of Telkom Business Telecommunication Business Management and Informatics student class of 2013.

Of the four entrepreneurship education factors studied, the most influential on entrepreneurship intent is Know-what. Researchers suggest that further research may consider other independent variables that may affect Entrepreneurial Intent such as self efficacy, locus of control. And analytical techniques that have not been used in this study such as path analysis techniques or path analysis or SEM.

Keywords: entrepreneurship education, entrepreneurial intention