

## **ABSTRACT**

*Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve lives. Entrepreneurship is also defined as an ability to create something new and different. There are many factors that can affect a person's entrepreneurial intention.*

*This study aims to determine the factors that can affect the entrepreneurial intention of students studying at 5 universities in the city of Bandung. The method used in this research is quantitative method with research type factor analysis. Respondents in this study were 20 students from Telkom Unviersitas, Padjadjaran University, Bandung Institute of Technology, Parahyangan University, and Universitas Pendidikan Indonesia by sampling method, named Cluster Sampling.*

*The results showed that the most influential factor was Personal Traits with a percentage of variance of 0.958%, indicating that self-confidence and risk-taking are the dominant factors to encourage entrepreneurial intention.*

**Keywords : Entrepreneur, Entrepreneurial Intention, Personal Traits**