

ABSTRACT

Interest in entrepreneurship is the focus of attention on entrepreneurship because of a sense of love and accompanied by the desire to learn, know and prove further to the entrepreneur. Interest in entrepreneurship arises because of knowledge and information about entrepreneurship which then proceed to participate directly in order to seek experience and eventually arise the desire to pay attention to the experience that has been obtained. And have a feeling of happiness and have the desire to engage in risk-taking activities, to run a business or own business by exploiting existing business opportunities, and create new business with innovative approach .. One of the factors that influence the emergence of entrepreneurship interest is entrepreneurial motivation.

This study aims to determine the influence of entrepreneurship motivation to entrepreneurship interest in the student of Business Administration class of 2015 Telkom University. The method used in this research is quantitative with the type of descriptive analysis research. Respondents in this research are 74 Business Administration students class of 2015 Telkom University with sampling method that is saturated sample.

The results showed that the responses of respondents to entrepreneurship motivation in either category with a score of 79.0%. And responses of respondents to entrepreneurship interest in good category with a score of 80.9%. The conclusion of this research is entrepreneurship motivation influential and significant positively to Interest Entrepreneurship with score 43,5%. These results can be interpreted that with the increase in entrepreneurship motivation in the student will affect to increase student entrepreneurship interest.

Keywords: Entrepreneurial Motivation, Interest in Entrepreneurship, Entrepreneurship.