

## **ABSTRACT**

*A unique phenomenon that is often found especially around the city of Bandung is the number of emerging business ventures that come from young people such as students or students. The high level of enthusiasm for entrepreneurship of the younger generation in the city of Bandung is evidenced by the number of emerging businesses such as cafes, coffee shops, places to eat, and online shops that most of the owners are still students. The young generation began pioneering small businesses which were dominated by intentions and beliefs. They dare to start a business by considering the risks that will occur in the future. Such intention and confidence should be possessed by the nation's successors. The youth who pioneered this kind of business have been said to be young entrepreneurs. The decision of these young people in starting a business is certainly caused by several supporting factors. So that this study aims to analyze what factors shape the interest of the younger generation to become young entrepreneurs.*

*This research is a descriptive study that uses quantitative methods. Quantitative method is a method with the aim of testing a predetermined hypothesis. The sample in this study is the young generation who have a business and are domiciled in the city of Bandung and randomly selected as many as 402 respondents with a purposive nonprobability sampling method. The analysis technique used is Exploratory Factor Analysis. (EFA)*

*Starting from 12 factors adopted from 4 previous studies, after analyzing using EFA, then the results of research and analysis conducted showed that there are ten factors that shape the interest in entrepreneurship of the younger generation, namely Internal Factors, Self-Efficacy, Income Expectations, Effects of Family Environment, Work Freedom, Networking, Entrepreneurship Education, Potential Skill Entrepreneurship, Socio Demography, and Contextual Factors.*

**Keywords:** *Young Entrepreneur, Entrepreneurial Intention, Factor Analysis, Factor Analysis Technique*