

ABSTRACT

Entrepreneurs have been contributing a lot not only to the economics of a country but also creating many changes in people's life. Recently, entrepreneurship has become a topic that likely being discussed by academics, scholars, businessmen, and government in Indonesia. There have been so many studies about entrepreneurship in terms of personal characteristics, personal motivations, planned behaviours, etc. However, the factors which decide one's decision to start a venture still not completely found out. Therefore, the purpose of this study is to examine whether entrepreneurship education, entrepreneurial experiences, and creativity affect to entrepreneurial intention by using the descriptive quantitative method, multiple regression, ANOVA, and partial test. The results from 266 Business Administration students batch 2015 and 2016 in Universitas Telkom found that entrepreneurship education is relevant in the desire of students to be entrepreneurs, while experience does not appear to be an influence determinant. On the other hand, creativity highly influences students in pursuing entrepreneurial activities. Creativity is highly involved in entrepreneurial intention and students who have engaged in Entrepreneurship course had higher Intentions to start a new venture. Therefore, Business Administration Program needs to improve its entrepreneurship and Creativity & Innovation courses.

Keywords: Creativity, Entrepreneurial Experiences, Entrepreneurial Intention, Entrepreneurship Education

