

## **ABSTRACT**

*The results of the pre-study interviews shows several 2015 Adbis students dissatisfied with entrepreneurship education so it's important to look for the causes. The research was conducted at the class of 2015 Business Administration students because it was the last active class that still took the seventh semester and had obtained entrepreneurship, advanced and specialization courses, and had followed the development from teaching university to research university.*

*The purpose of this study is to measure the student's satisfaction. The results from the distribution of questionnaires filled by 181 respondents were processed using Analysis Gap. The Importance-Performance Analysis (IPA) method is used to understand the aspects that need to be improved and maintained. The sampling technique used is Simple Random Sampling.*

*The results show all aspects has an evaluation value between perception and expectation. This shows the implementation has not fulfilled student satisfaction. Based on the Cartesian diagram, there is one aspect and one variable that must be the focus of the study program. Namely, providing seminars by inviting competent entrepreneurs, providing lecture courses related to business to support business knowledge, providing entrepreneurship courses by competent lecturers, providing business consulting services, providing business incubator and organizing business-plan competition.*

***Keywords: Entrepreneurship Education, Important Performance Analysis, Satisfaction***