

ABSTRACT

Bambang Sukurillah. 2019. Effect of Financial Literacy on Entrepreneurship Intentions at Telkom University Students. Essay. International Business Administration Study Program, Faculty of Communication and business. Telkom University.

An individual's ability to manage his personal finances has become an important issue today. Individuals must have the knowledge and skills to manage their personal financial resources effectively. An individual's ability to make decisions in terms of his personal financial arrangements is called financial literacy. Individuals must think about financial problems in the future, such as health care, retirement planning, education for their children, buying a home for the family, even for entrepreneurial capital. Financial knowledge is very important for individuals, so they are not wrong in making financial decisions. Based on the background, the research is 1) What is the level of financial literacy for Telkom University students in 2015? 2) What are the entrepreneurial intentions of Telkom University students in 2015? 3) Is there a relationship between financial literacy and entrepreneurial intentions in Telkom University students in 2015?

This type of research used in this study is a survey. Research variables are attributes or characteristics of people, objects or activities that are determined and studied drawn. The type of measurement consists of four types, namely nominal scale, ordinal scale, interval scale, and ratio scale. In this study, the scale design used is a nominal scale and an ordinal scale.

Telkom University students, some conclusions can be drawn in this study are as follows: (1) Financial Literacy in Telkom University Students 2015 as a whole is in the good category; (2) Entrepreneurial interest in Telkom University Students 2015 is included in the quite good category; (3) Large financial literacy on entrepreneurial interest in Telkom University Students 2015 Financial literacy has a significant influence on saving interest. From the results of the t-test, it can be seen that financial literacy affects saving interest can be seen from $t\text{-count} (24,086) > t\text{-table} (1971)$ and the significance level of $0.005 < 0.00$. The magnitude of the independent variable (financial literacy) for the dependent variable (entrepreneurial interest) can be seen from the coefficient of determination that is equal to 59.3% while the remaining 40.7% is not examined in this study.

Keywords: Financial Literacy, Entrepreneurship Intentions, Knowledge, Background