

ABSTRACT

Telkom University is one of the university in Bandung that has transformed towards an entrepreneurial university, with a vision to become a Research and Entrepreneurial University in 2023. Telkom University has prepared itself to face the demands of changing economic concepts and the shifting expectations of society and industry for the achievement of entrepreneurial universities by setting milestones until 2023.

The purpose of this study is to determine the aspects and variables that need to be corrected and maintained by using the Importance Performance Analysis (IPA) methods. Respondents in this study were 35 people consisting of supporting lecturers and leaders of Telkom University. The sampling technique used was purposive sampling.

The results showed that when viewed from a descriptive analysis, the percentage of respondents' ratings of the average performance level was 73% and the average expectation rate was 92%. The Cartesian diagram on Importance Performance Analysis (IPA), shows that there are 4 aspects that should be the focus of Telkom University in order to improve its implementation. The four aspects are: (1) Measuring the impact of the entrepreneurial university; (2) Organizational Capacity, People and Incentives; (3) Pathways for entrepreneurs; and (4) Entrepreneurship development in teaching and learning.

Regarding aspects of Measuring the impact of the entrepreneurial university, that must be improved, especially the regular assessment and evaluation of the impact of entrepreneurial-based activities and start-ups. Then in terms of organizational capabilities, people and incentives that should be a concern the existence of financial strategies and awards for the academic community that supports the entrepreneurial agenda. Pathways for entrepreneurs, the aspect of concern is the existence of mentoring facilities as well as private financial support for potential entrepreneurs. Entrepreneurship development in teaching and learning, must be improved, to bring the entrepreneurial spirit to education and teaching in all study programs.

Keywords: entrepreneurial university, Importance Performance Analysis, entrepreneurship education