

## **ABSTRACT**

*Entrepreneurship in Indonesia still lags far behind ASEAN countries such as Singapore, Philippines, Vietnam, and Thailand, so in this study aims to know the interest of entrepreneurship of Telkom University students majoring in Business Administration S1 class of 2016 that can help the Indonesian economy.*

*This research uses quantitative methods and types of research used descriptive research with a sample number of 210. Data analysis techniques used are Structural Equation Model – Partial Least Square (SEM-PLS).*

*The results showed that Entrepreneurial Knowledge has no significant positive effect on  $p$ -values  $> 0.05$ , which is  $0.712 > 0.05$ . however, perceived desirability, perceived social norms, and entrepreneurial self-efficacy has a significant positive effect with  $p$ -values  $< 0.05$ . So the variables of entrepreneurial knowledge research are not in accordance with the state of the field based on dimensional theory based on experts.*

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*Keywords: Enntrepreneurial Knowledge, Perceived Desirability, Perceived Social Norms, Entrepreneurial Self Efficay, Entrepreneurial Intentions*