

ABSTRACT

This study was conducted to find out the results of the analysis of factors that motivate Hipmi members in entrepreneurship (Study on Young Entrepreneurs Association Students at Telkom University) in this study there is a phenomenon that there is a lack of motivation in HIPMI members to run a business or as entrepreneurs.

This study uses a non-probability sampling technique, which is a sampling technique that does not provide an opportunity for each element or member of the population to be selected as a sample. And the researcher will use the total sampling technique. According to Sugiyono (2014:124), total sampling is a sampling technique when all members of the population are used as samples. So that the sample in this study is 150 members of HIPMI Telkom University.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are 150 members of HIPMI Telkom University regarding entrepreneurial motivation is in the high/good category, the highest respondent's response is in the dimension regarding hard workers on the seventh statement item regarding working over time at generally those who get a percentage score of 71.47%, this response is the highest because in the business world, entrepreneurs work 24 hours which means more than other jobs, so it can be said that a businessman has to work more than normal working hours, while the lowest respondents' responses are in dimensions regarding achievement in the nineteenth statement item regarding always doing everything perfectly which obtained a percentage score of 64.27%, this can be interpreted that HIPMI members tend not to be able to complete work perfectly, always can make mistakes even if only a little, even though before doing the work a plan has been made, but mistakes can not be avoided in the work.

Based on the results of research on the analysis of the factors that motivate HIPMI members in entrepreneurship for Telkom students, the following conclusions are obtained: The factors that motivate Telkom University students in entrepreneurship are hard workers, creative and innovative, realistic, disciplined, highly committed, motivated intrinsic, extrinsic motivation, honest, independent and achievement.

Keywords: *Entrepreneurship, motivating instrinsik, motivating ekstrinsik*