

ABSTRACT

Entrepreneurship is one of the solutions in overcoming unemployment which is still a polemic, such as a statement from the Central Statistics Agency or BPS stating that the number of unemployed based on the workforce in 2019 with a total of 7.05 million people, experienced an increase of 3.4 percent. This study aims to determine the effect of self-confidence, motivation and innovation on the entrepreneurial interest of Telkom University students, Bandung. The type of data used is primary data. Data were collected by distributing questionnaires to 100 students, then analyzed using a verification descriptive analysis method with a quantitative approach. Based on the analysis conducted, it is known that simultaneously self-confidence,

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