

ABSTRACT

The role of high school or university is very needed to grow a new entrepreneur. One of the university that has a vision to become a research and entrepreneurial university is Telkom University. With entrepreneurship as a compulsory course in basic and general study program applied in every major, including Faculty of Economic and Business. The hope is to increase the interest of entrepreneurship in students, especially final year student who will become a new entrepreneur. To bring up the interest of entrepreneurship can be seen by how far student's knowledge about information skills gained which is digital literacy and belief along with student hardwork or as known as locus of control.

The purpose of this research is to see how big the level of interest of entrepreneurship, digital literacy, and locus of control as well as interest of entrepreneurship partially and simultaneously in final year students of Faculty of Economics and Business Telkom University. The research method used is quantitative method with data collection which gained by spreading questionnaire to 296 respondents.

The respondents involved are final year students of the Faculty of Economics and Business. The questionnaire used in this research contain 37 statments with five points likert scale. Sampling methods used is nonprobability with purposive sampling technique. In explaining the result of the research, the data analysis technique used is descriptive analysis, multiple linear regression, hypothesis testing (T-Test and F-Test) and coefficient of determination.

The results obtained in this study based on the results of the t test showed that digital literacy has a significant positive effect on interest of entrepreneurship and locus of control has a significant positive effect on interest of entrepreneurship. These results are proven by hypotheses that reject H₀. Based on the f test obtained the results that there is a significant influence simultaneously between digital literacy and locus of control on interest of entrepreneurship. The coefficient of determination obtained with the value of R Square of 44,9% means that digital literacy and locus of control have an influence on interest of entrepreneurship of 44,9%.

Keywords: Digital Literacy, Locus of Control, Interest of Entrepreneurship