

ABSTRACT

This study aims to find out how to foster student entrepreneurship intention and to determine the effect of entrepreneurship education, entrepreneurship motivation, and entrepreneurship self-efficacy on student entrepreneurship interest, the research method used is a quantitative method. The subjects of this study were active students of the Bachelor of Business Administration Study Program at Telkom University Bandung. Samples were taken from the existing population by simple random sampling of 72 students. Data analysis techniques used to answer research objectives are divided into 2, namely: descriptive analysis and multiple linear regression analysis. The results of the study show that entrepreneurship education influences students' interest in entrepreneurship, entrepreneurship motivation influences students' interest in entrepreneurship, and entrepreneurial self-efficacy influences students' interest in entrepreneurship. This shows that entrepreneurship education, entrepreneurial motivation, and entrepreneurial self-efficacy will indirectly provide experience for someone to have an interest in entrepreneurship, because at least a person or student has knowledge about how to run a business, how to deal with business problems, how to market products or services, how to access capital and so on.

Keywords: Entrepreneurship Education, Entrepreneurial Motivation, Entrepreneurial Self-Efficacy, Entrepreneurial Intention.