

ABSTRACT

Entrepreneurship in Indonesia faces challenges in increasing both the quantity and quality of entrepreneurs. This study aims to investigate the Entrepreneurial Mindset among students of the Business Administration Program at Telkom University, as well as the influencing factors such as Entrepreneurial Education, Entrepreneurial Self-Efficacy, and Entrepreneurial Attitude.

The research adopts a causal research method with a population of 1847 active students from the Business Administration Program at Telkom University, Bandung, and a sample of 329 individuals selected using Slovin's formula with a 5% failure rate. Data were analyzed using SPSS through instrument testing, classical assumption testing, multiple linear regression analysis, determination coefficients, F-tests, and t-tests to examine the influence of variables on Entrepreneurial Mindset.

The data analysis results indicate that the majority of students possess a positive Entrepreneurial Mindset. Entrepreneurial Education at Telkom University significantly contributes to the development of Entrepreneurial Mindset. Although Entrepreneurial Self-Efficacy is high, it does not have a significant influence on Entrepreneurial Mindset. Meanwhile, Entrepreneurial Attitude shows strong support for entrepreneurship. Recommendations include continually enhancing the Entrepreneurial Education curriculum with a focus on strengthening Self-Efficacy and integrating more activities that foster Entrepreneurial Attitude among students.

Keywords: *Entrepreneurial Mindset, Entrepreneurial Education, Entrepreneurial Self-Efficacy, Entrepreneurial Attitude, Telkom University, Business Administration.*