

ABSTRACT

Unemployment in Indonesia is a serious issue that needs to be addressed, especially the unemployment of university graduates. Both public and private universities are expected to encourage the growth of students' interest in becoming entrepreneurs. However, before being able to foster the intention of young students to become entrepreneurs and support their ventures, it is necessary to understand the factors and decision-making processes that lead someone to become an entrepreneur. A person's intention to become an entrepreneur can be influenced by many factors, including personality. Personality traits such as Locus of Control, Innovativeness, Entrepreneurial Alertness, Need for Achievement, and Propensity to Take Risks have been empirically proven to significantly impact increasing entrepreneurial interest among students. To test previous research, this study focuses on understanding the influence of personality on entrepreneurial intention among Business Administration students at Telkom University.

This study uses a random sampling technique, resulting in 337 respondents from a population of 1847 Business Administration students at Telkom University. The study results show that the four personality variables (Locus of Control, Innovativeness, Entrepreneurial Alertness, and Need for Achievement) simultaneously positively and significantly influence the entrepreneurial interest of Business Administration students at Telkom University. The Need for Achievement also positively and significantly influences entrepreneurial intention among Business Administration students at Telkom University. However, the locus of control variable, when considered individually, only has a negligible effect on entrepreneurial interest among students, as indicated by the t-value being smaller than the critical t-value. The coefficient of determination (R^2) value of 0.216 indicates that 21.6% of the entrepreneurial interest variable among Business Administration students at Telkom University can be explained by the variables Locus of Control, Innovativeness, Entrepreneurial Alertness, and Need for Achievement. The remaining 78.4% is influenced by other variables not examined in this study.

In conclusion, based on the results of this study, it can be concluded that Locus of Control, Innovativeness, Entrepreneurial Alertness, and Need for Achievement positively influence the entrepreneurial interest of Business Administration students at Telkom University.

Key Words: *Personality Traits, Entrepreneurial Intention, University Students*