

FACTOR ANALYSIS ENTREPRENEURSHIP MOTIVATION STUDENT OF BUSINESS
ADMINISTRATION TELKOM UNIVERSITY IN 2013

Abstract

This study aims to determine: (1) the factors which motivate students of business administration in 2013 Telkom University for entrepreneurship; (2) the dominant factor motivating students of business administration in 2013 Telkom University for entrepreneurship.

The populations in this study were students of business administration in 2013 who has a business. This research is a descriptive research. The collection of samples was done by distributing questionnaires, using probability sampling method with convenience sampling technique to 65 young entrepreneurs who have business / enterprise. This study is using factor analysis techniques to find the factors that motivate entrepreneurs.

The results of this study indicate entrepreneurship students formed one factor that includes five sub factors that is factor of freedom, the dream of the personal factor, factor income, and entrepreneurship motivation factor with dominant factor is sub factors freedom.

Keywords: motivation, entrepreneurship, entrepreneurship motivation